



## 18: FACADE FORUM

The inaugural event was held 13 April 2018 at Jefferson  
(Philadelphia University + Thomas Jefferson University)

edited by Amanda Gibney Weko



# DEVIL'S DETAIL

## INTRODUCTION

On 13 April 2018, Jefferson (Philadelphia University + Thomas Jefferson University) College of Architecture and the Built Environment hosted an inaugural forum designed to spur dialogue about international façade education.

Façade Forum 2018 focused on the importance and need for façade education, bringing together academics, practitioners, and thought leaders in architecture, engineering and manufacturing. Jefferson partnered with the Façade Tectonics Institute and the European Façades Network to create the forum, with invited guests from Europe and the U.S.

## AGI SUPPORT

The Architectural Glass Institute provided local support for the program, including engagement with AGI member glaziers. Event proceeds supported scholarships for Jefferson students; the first scholarship has already been awarded to a graduate student.

Jefferson Professor of Architecture and Director of the Architecture Program, James A. Doerfler spearheaded the event's planning and organization. "I wanted to cover everyone involved in façade design and making – from educators to the design team, architects and engineers, manufacturers, fabricators, and installers – to discuss what's needed in a graduate program curriculum," he said.

Doerfler conceived the event as a means to launch Jefferson's Master of Science Façade Design and Technology concentration. Over the last four years, the program evolved from research and topics related to high performance buildings to becoming the first façade-specific academic program in North America. The program supports work in which architecture program faculty members currently participate. In addition, Jefferson has an exchange agreement with a university in Germany to allow façade students to take classes in Europe and Philadelphia. This experience will expose students to U.S. and European façade systems and their design.



# SPEAKERS

## ACADEMIC PRESENTATIONS: Matt Gindlesparger, Moderator



**UTA POTTGIESSER**  
Professor  
UAntwerp / HSOWL  
Detmold



**ULRICH KNAACK**  
Professor, Department of  
Architectural Engineering +  
Technology  
TU Delft / Darmstadt



**AJLA AKSAMIJA,**  
**PhD, LEED AP BD+C,**  
**CDT**  
Associate Professor  
UMass Amherst



**WINFRIED HUESLER**  
Professor  
HSOWL, Detmold

## PROFESSIONAL PRESENTATIONS: Kihong Ku, Moderator



**CORY BRUGGER**  
Chief Technology Officer  
Leed BD+C, Associate AIA  
HKS



**ERIK OLSEN**  
Managing Partner  
Transolar



**MATT WILLIAMS**  
Associate Principal  
Arup LA



**TERRY WEBB**  
President  
Eureka Metal & Glass

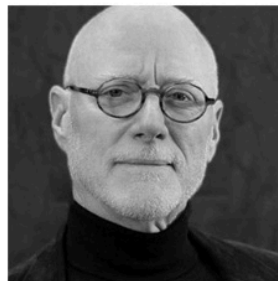
## SCIENCE vs. DESIGN PRESENTATIONS: Edgar Stach, Moderator



**JOE DEANGELIS,**  
**AIA, LEED AP**  
Building Enclosure  
Consultant  
TBS Services, Inc.



**TALI MEJICOVSKY, PE**  
Associate | Façade  
Engineer  
Arup NY



**MIC PATTERSON,**  
**PhD, LEED AP[BDC]**  
Director, Strategic  
Development  
Schuco USA LLP



**JASON VOLLEN**  
High Performance Building  
Team Leader  
AECOM

## BACKGROUND RESEARCH

Doerfler has been personally involved in international façade education research. In 2016, he co-conducted an international survey on façade education with Uta Pottgiesser of the University of Antwerp, who participated in Façade Forum. The research sought “to gain a more detailed knowledge of the requirement for façade education from the spectrum of professionals involved in façade design.”

The survey’s overwhelming response indicated a need to understand the varying players and perspectives involved in façade design and technology. Collaboration across disciplines is imperative. Professionals who can transition from theoretical design to a job site and understand how everything comes together are most valuable.

With that information in mind and Jefferson’s recognized interdisciplinary collaboration models standing to become enhanced by the dialogue, Doerfler initiated the Façade Forum to confirm the research obtained in his study and begin to formalize the curriculum.

## DIALOGUE & EQUITY

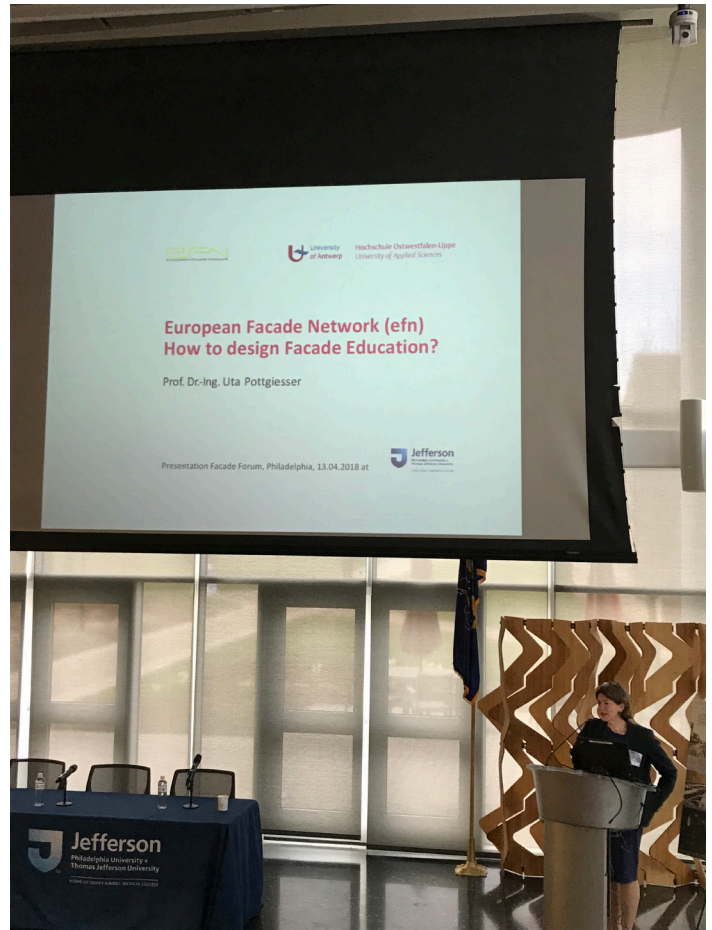
Façade Forum 2018 focused on three topics: academics, professionals, and the issue of science vs. design in a master’s program. Speakers came from many different backgrounds; academics from Europe and the U.S., local manufacturers, and glazing contractors participated. They all had something to contribute, which made for a very enriching discussion about the nature of the subject and reinforced the idea that façades are building components to which every teammate contributes.

Over 80 attendees ranged from architects representing Pritzker Prize-winning firms to vice presidents of international façade companies to local AGI member glazing contractors. Everyone held an equal voice in the dialogue.

Doerfler described the forum’s conversations as amazing, explaining that there was consensus among the varied professionals that everyone needs one another to ultimately be successful.

## KEYNOTE

Stephen Selkowitz of the Lawrence Berkeley National Laboratory (LBNL) provided the keynote address. As an internationally recognized expert on window technologies, façade systems, and daylighting, he has collaborated with R&D teams worldwide and authored more than 200 publications. He spoke from his



perspectives as a senior advisor for building science at LBNL, a board member of the Attachment Energy Rating Council and Façade Tectonics Institute, and an advisor to the Building Construction Authority in Singapore and Zero Emissions Building program in Norway.

*Facade Forum 2018 was held in partnership with Facade Tectonics. Facade Tectonics started as a series of invited roundtable discussions at the University of Southern California School of Architecture in 2007, a strategic response to the escalating importance and complexity of building facade technology. The roundtables grew into a series of conference events that drew hundreds of participants with a broad range of interests in the building skin. The accelerating change of facade technology and the growing awareness of the facade as not only integral to, but the very fulcrum of holistic building design, has propelled Facade Tectonics to the forefront of the emerging dialogue of building skin. The current milestone in the evolution of Facade Tectonics is the formation of the Facade Tectonics Institute, with the mission of carrying out progressive and broad-based research in building facade technology. Both AGI and Jefferson are members. James Doerfler serves on the board and chairs the Education Committee.*

## AGI IMPACT

AGI supported Jefferson with development of the Façade Forum 2018. Among the featured speakers was Terry Webb, president of AGI member contractor Eureka Metal & Glass Services, Inc. AGI member Graboyes Commercial Window Company was a sponsor.

Programs such as AGI's annual Student Glazing Design Competition and the Façade Forum help foster dialogue with the glazing community. Jefferson has been successful linking this support to enhanced learning experiences, such as MERGE, for architecture students and apprentice glaziers. Jefferson also developed an accelerated B.S. in Building and Construction Studies program to meet the needs of workforce members, including glaziers, who wish to segue into administrative and management positions. Coursework combines building materials and methods, construction graphics, and business practices. Four AGI glaziers are enrolled for the Fall 2018 semester.

Events like the design competition and Façade Forum bring together people from diverse places. AGI member contractors meet architects and façade professionals from across the country and Europe. They build stronger connections that lead to new business relationships and ultimately, more successful projects.

"We are encouraging cross-disciplinary communication, and I'm thrilled to have the support of local contractors," explained Doerfler. "When people have the freedom to leave their baggage at the door, they can discuss ideas without having to think about engineering or cost. The freedom of an academic environment benefits everyone because we can think about problems and solutions without the typical constraints of our daily jobs. Together as a profession, we can develop better systems."

Jefferson intends the Façade Forum to be an annual event, bringing the latest information and practitioners in world of façades to Philadelphia. Partnership with the Façade Tectonic Institute helps to make global connections, and AGI's support is integral.

## GET INVOLVED

AGI and Jefferson will continue to work together, and plans are already underway for Façade Forum 2019 next spring. Watch the AGI newsletter for more information about participation opportunities.

### About the Devil's Details

The AGI educational series illustrates and describes common glazing challenges as a means to communicate best practices for the design and construction industry, not as a sole source for design guidance. AGI recommends design professionals consult with an AGI contractor regarding specific project challenges. AGI contractor profiles may be accessed at [www.theagi.org](http://www.theagi.org). To share a devilish detail of your own, contact [info@theagi.org](mailto:info@theagi.org).