



**FOR IMMEDIATE RELEASE: June 28, 2019**  
**MEDIA CONTACT: Sarah Carroll**  
**1.888.214.3655**  
**media@bostonvalley.com**

**Top US Architecture Firms to Attend the Architectural Ceramic  
Assemblies Workshop in Buffalo, NY, August 12-15**

The event furthers the design and development of new technologies for architectural terra cotta facades.

**BUFFALO, NY** — The fourth consecutive Architectural Ceramic Assemblies Workshop will take place August 12–15, 2019. ACAW is an industry-academic collaboration hosted by Boston Valley Terra Cotta and the University at Buffalo School of Architecture and Planning to broaden the knowledge of architects and engineers about the performance of terra cotta facades. Guided by manufacturers, educators, and ceramicists, participants gain hands-on learning experience exploring the materiality and production of architectural terra cotta. The event will conclude with a public presentation of each team’s propositions and is highlighted with a keynote speech by Annabelle Selldorf, principal of Selldorf Architects.

Teams are comprised of industry professionals from HKS Architects, KieranTimberlake, Kohn Pedersen Fox Associates, Payette, Pelli Clarke Pelli Architects, Studios Architecture, Studio NYL, SHoP Architects, Skidmore Owings & Merrill LLP, and educators from Alfred University and University at Buffalo. Work began earlier this year in the studio and glaze lab at Boston Valley Terra Cotta, where theoretical and practical challenges were tackled, designs were developed, and prototypes were produced to ensure that each design is manufacturable.

The UB Sustainable Manufacturing and Advanced Robotic Technologies (SMART) Community of Excellence supports the workshop with student assistants and space for teams to test and assemble prototypes. “This workshop reintroduces the fabricated prototype as a part of the design thinking,” says Omar Khan, Co-Director, SMART CoE; Associate Professor, Department of Architecture. “This allows for risk sharing and a shared intelligence between the designer and the manufacturer, with the aim of encouraging better designs and less uncertainty in the execution of construction.”

By focusing on the design of building envelopes simultaneously with the development and production of the assembly, architects and designers will walk away from this experience knowing how the

**(more)**



## 4th Annual Architectural Ceramic Assemblies Workshop

-2-

manufacturing process can be utilized to create building skins that take advantage of terra cotta's natural properties. "Teams will leave with a better understanding of the material, having learned more about the possibilities of terra cotta and how fabrication can enhance its performance." says John Krouse, CEO at Boston Valley Terra Cotta.

The ACAW final presentation Thursday, August 15, at the Jacobs School of Medicine and Biomedical Sciences in Buffalo, New York is open to the public.

For more details and sponsorship information, see the event's website: <http://archceramicworkshop.com>.

### **About Boston Valley Terra Cotta**

Boston Valley Terra Cotta was established by the Krouse family in 1981, following the purchase of Boston Valley Pottery, a company that had been in existence since 1889. Originally a brick manufacturing facility and later a clay pot manufacturer, Boston Valley Pottery was converted to an architectural terra cotta facility by the Krouses. Utilizing both superior terra cotta engineering knowledge and sculpting talent, Boston Valley Terra Cotta has become one of the leading manufacturers of architectural terra cotta in the country, with a proven commitment to quality and a history of unparalleled customer service. For more information, visit [www.bostonvalley.com](http://www.bostonvalley.com)

### **About UB Sustainable Manufacturing and Advanced Robotic Technologies (SMART)**

Building upon The University at Buffalo's reputation as a leader in advanced manufacturing and design, the Sustainable Manufacturing and Advanced Robotic Technologies (SMART) Community of Excellence will help create the next generation of technologies, processes, and education. SMART CoE pursues research that aligns UB's capacity in engineering, architecture, management, economics and health sciences to bring products to market faster, regardless of their size and complexity, while remaining ecologically and economically sustainable. For more information, visit <https://www.buffalo.edu/smart.html>

### **About Annabelle Selldorf**

Annabelle Selldorf, FAIA is the Principal of Selldorf Architects. Born and raised in Germany, she received a Bachelor of Architecture degree from Pratt Institute and a Master of Architecture degree from Syracuse University in Florence, Italy. She is a Fellow of the American Institute of Architects and serves on the Board of the Architectural League of New York, the World Monuments Fund, the Chinati Foundation, and the Center for Curatorial Studies at Bard College. In 2017, Ms. Selldorf was elected to the American Academy of Arts and Letters, three years after receiving the organization's prestigious Award in Architecture. She is also the recipient of the 2016 Medal of Honor from the American Institute of Architecture New York Chapter. For more information, visit <https://www.selldorf.com/>

###