



**MEDIA KIT
2021**

PRESS RELEASE

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MEDIA CONTACT (not for publication)
Lydia Lascola
llascola@bostonvalley.com
716-649-7490



ARCHITECTURAL
CERAMIC
ASSEMBLIES
WORKSHOP

August 19
2021

Architectural Workshop Redefines the Future of Terra Cotta Façades

The annual event advocates design-assist collaboration to advance new technologies and encourage the use of architectural terra cotta in performative facades.

BUFFALO, NY – The sixth consecutive Architectural Ceramic Assemblies Workshop (ACAW) will take place on August 19, 2021, commencing with an opening keynote speech by Tod Williams and Billie Tsien, principals of Tod Williams and Billie Tsien Architects | Partners. ACAW is an industry-academic collaborative workshop hosted by Boston Valley Terra Cotta, with Carnegie Mellon University School of Architecture and the University at Buffalo School of Architecture and Planning. Its aim is to broaden industry professionals’ knowledge of the performance of terra cotta, encouraging a deeper understanding of manufacturing architectural ceramics that will inform next-generation designs. Guided by terra cotta manufacturers and ceramicists, eight teams of architects, façade engineers, and educators work together over the course of the workshop to share knowledge and gain experience developing terra cotta wall assemblies. Visual mockups – constructed by the teams on-site at Boston Valley – will be virtually presented during the conference. The event is concluded by closing keynote speaker Mic Patterson, PHD and LEED AP+ of Façade Tectonics Institute.

The ACAW 2021 Workshop has brought together preeminent members from architecture and engineering firms around the world. Walter P. Moore and Associates, Inc. is participating in two separate teams – Tod Williams and Billie Tsien Architects | Partners, and a team from Studio Gang, whose members have returned for a second year to continue their explorations. Professionals from COOKFOX Architects and Buro Happold are working as one team. TriPyramid is also on two teams – supporting HOK, Permasteelisa North America, and Josef Gartner; in addition to Architecture Research Office (ARO) and Heintges. Goody Clancy and Simpson Gumpertz & Heger (SGH) comprise the sixth professional team. Academic teams include students from Carnegie Mellon University, and a collaborative study between faculty from the College of Ceramics at Alfred University and the University at Buffalo School of Architecture and Planning.

The goal of ACAW is to produce mock-ups that are more informative than the traditional model, utilizing real-time, directive research. The hands-on workshop provides each team with feedback on feasibility to help further refine their design explorations of ceramic facades or screens. In this model, everybody is learning. Experts from industry and academia alike gain a deeper knowledge of the manufacturing process and how it can be utilized to create building skins that take advantage of terra cotta’s natural properties.

“Teams leave this workshop with a better understanding of the material, having learned more about the possibilities of terra cotta and how its fabrication can enhance building performance,” says John Krouse, CEO at Boston Valley Terra Cotta.

(more)

“This year the level of creativity has risen to produce project-focused studies that offer practical solutions that can potentially go to market. There is a strong interest in sustainability as teams consider the embodied energy of manufacturing terra cotta for high-performance façades – advancing the material to meet both sustainability requirements and aesthetic needs.”



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This year, the pandemic necessitated a hybrid approach to the workshop. The prototypes were fabricated in the factory from virtually developed design concepts, while individual teams are scheduled to arrive at Boston Valley to finalize and build their assemblies. During the conference, the teams’ research will be presented online. Post-presentation panels will further the discussion on the topics of façade engineering and fabrication.

**For more details and sponsorship information, visit the event’s website,
www.archceramicworkshop.com**

WORKSHOP OVERVIEW

ACA W is a hands-on research and development workshop for architects and facade engineers to explore the use of terra cotta in high-performance facade design.

Created in 2016 by Boston Valley Terra Cotta, the Architectural Ceramic Assemblies Workshop (ACA W) encourages both industry and academic professionals to elevate design through a greater understanding of the unique properties of terra cotta and the manufacturing process. The spirit of ACA W stems from a belief that this research-driven workshop provides hands-on industry experience, increasing exploration with fewer constraints. Teams from varying backgrounds come together to design with terra cotta, creating mockups that push the formal limitations of architectural ceramics. ACA W 2021 is supported by Carnegie Mellon University and the University at Buffalo.

2021 TEAMS

Tod Williams Billie Tsien Architects | Partners + Walter P. Moore and Associates, Inc.

COOKFOX Architects + Buro Happold

HOK, TriPyramid, Permasteelisa North America + Gartner

Goody Clancy + Simpson Gumpertz & Heger (SGH)

Architecture Research Office (ARO) + Heintges

Studio Gang + Walter P. Moore and Associates, Inc.

Carnegie Mellon University

University at Buffalo + Alfred University

ABOUT BOSTON VALLEY TERRA COTTA

Boston Valley Terra Cotta is the leading manufacturer of custom architectural terra cotta for restoration of historic facades and creation of high performance building envelopes.

Having been in the ceramic manufacturing business for over 120 years, we have a proven commitment to quality and a history of unparalleled customer service. Boston Valley's diverse terra cotta lines include architectural terra cotta for restoration and custom facade systems, terra cotta roof tile, our TerraClad® rain screen system, and our TerraPreCast® cladding. Located just south of Buffalo, NY and owned by the Krouse family, Boston Valley Terra Cotta continues a pattern of growth from an American manufacturer to a global terra cotta supplier.

Our management team is leading the way in developing an atmosphere of collaboration with architects, owners and project stakeholders. This collaboration unites our longstanding history of craftsmanship with the emerging digital technologies of the design industry. Our commitment to this new, digital craft is allowing us to rationalize designs for terra cotta fabrication and solve challenging installation problems sooner, further enhancing our ability to deliver exceptional projects. Utilizing both superior terra cotta engineering knowledge and sculpting talent, we have become a leading manufacturer of architectural terra cotta.

ABOUT CARNEGIE MELLON UNIVERSITY

Carnegie Mellon's School of Architecture provides deep immersion in the discipline of architecture, intensified by the broader Carnegie Mellon culture of interdisciplinary innovation and creative inquiry. We define the discipline of architecture as the integrated pursuit of design creativity, historical perspective, social responsibility, technical expertise, and global environmental leadership. Our undergraduate and graduate degree programs prepare students to be excellent, discipline-defining design thinkers in diverse global contexts.

This world-class architecture education is enhanced by our position within one of the world's leading research and entrepreneurship institutions, and by the assertion that architectural excellence demands both rigorous training in fundamentals and the development of unique specializations.

In the twenty-first century, few architecture problems are straightforward. SoA graduates excel in the roles architects have performed for centuries—and in new roles catalyzed by the depth and breadth of their education—to create and execute innovative solutions to a wide range of emerging global challenges.



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ABOUT THE UNIVERSITY AT BUFFALO

The School of Architecture and Planning at the University at Buffalo (SUNY) was created in 1968 as a direct challenge to orthodox design education. It lives those original principles today: committed to architecture and planning as interdisciplinary problem-solving enterprises, rooted in social engagement, nourished by research-in-practice, animated by making and doing, and committed to meeting the needs of clients, communities, and society in an increasingly complex urban world.

Throughout nearly half a century of work, the people of the School of Architecture and Planning have grappled with how to make cities more livable and humane; how to conserve and produce energy within the urban fabric; how to make every environment more accessible to people of all abilities; and how to make all of the built environment more responsive to our human goals and protective of our increasingly fragile natural ecologies. In our early years, faculty were inspired by the insights of general systems theorists and the Bauhaus dream of a fusion of technology and art in service to society. Over the years, other intellectual traditions have made their mark on the life of the school. But some things have remained constant even as they have grown and flowered, namely a commitment to research, engaged work, and the values of urbanism.



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CONTRIBUTORS

Alfred University

The NYS College of Ceramics (NYSCC) is a statutory college of the State University of New York within Alfred University that includes the School of Art & Design and the Ceramic Engineering and Materials Science programs. NYSCC is renowned for its expertise in glass and ceramics. The Inamori School of Engineering is one of only two institutions in the U.S. that offer a B.S. in Ceramic Engineering, and the only institution in the U.S. that offers degrees in Glass Science. The School of Art and Design's M.F.A. programs are ranked by the U.S. News and World report among the top eleven programs overall. The college's focus on glass and ceramics is further expressed in the activities of the Inamori-Kyocera Fine Ceramics Museum, and the NYS Center for Advanced Ceramic Technology.

Walter P Moore and Associates, Inc.

Walter P Moore is an international company of engineers, architects, innovators, and creatives who solve some of the world's most complex structural, technological, and infrastructure challenges. Providing structural, diagnostics, civil, traffic, parking, transportation, enclosure, technology consulting, and construction engineering services, we design solutions that are cost- and resource-efficient, forward-thinking, and help support communities worldwide. Founded in 1931 and headquartered in Houston, Texas, our 600+ professionals work across 20 U.S. offices and 5 international locations.

TriPyramid Structures, Inc.

TriPyramid is a design, engineering and fabrication firm founded in 1989. The company was born out of a desire to integrate technology and material into the architecture and building industries that, at the time, were more common in nuclear submarines, high performance America's Cup yachts and racing bicycles. Today, TriPyramid's hardware and tension rod systems can be found in projects large and small, all over the world. The company is known widely for its involvement with iconic projects such as: Pei's pyramid at the Louvre, Polshek's Rose Center in New York, Vinoly's Tokyo International Forum, and Apple flagship stores from 5th Avenue, New York, to Europe, Japan, and Asia. The vast majority of TriPyramid's projects, however, involve smaller collaborations where architects and owners use visible details to enhance the feeling of perfection they are striving for. The company designs and manufactures hardware systems ranging from simple tie rods to elegant residential and commercial stairs.



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ORGANIZERS



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John Krouse

President / CEO, Boston Valley Terra Cotta

Bio: John B. Krouse, President and CEO of Boston Valley Terra Cotta, holds his BS in Ceramic Engineering and a minor in Ceramic Sculpture from Alfred University. Krouse’s engineering, artistic expertise, and 32 years of experience guides the manufacture of terra cotta products for several markets while consistently expanding the state of the art facility and equipment.



Andrew Pries

Pre-Construction Manager, Boston Valley Terra Cotta

Bio: Andrew Pries is the Pre-Construction Manager at Boston Valley Terra Cotta. He earned his B.S. in Architecture from the University at Buffalo and his Master of Architecture from the University of Michigan. His current work and research focuses on how to augment digital tools with traditional craftsmanship to develop new workflows and increase production capacity.



Mitchell Bring

ACAWorkshop Coordinator

Bio: Mitchell Bring is an enthusiastic proto hacker with an enduring appreciation of great design. With a graduate degree from Berkeley, Bring has taught architecture and planning at the University of California, Berkeley, Montana State, Georgia Tech, Carnegie Melon, and the University at Buffalo. At UB, he worked for nine years as an ‘embedded’ faculty mentor at Boston Valley Terra Cotta facilitating change and creating better means for the collaborative creation of architecture. Together with BVTCT President John Krouse and then UB Chair of Architecture Omar Khan, Bring helped create the Architectural Ceramics Assemblies Workshop and continues as the workshop coordinator.

For more information, contact Lydia Lascola at llascola@bostonvalley.com or call 716-649-7490

ORGANIZERS



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Andy Brayman

*ACAWorkshop Glaze Consultant
Ceramic Artist, Matter Factory*

Bio: Andy Brayman holds a BA in sociology and a BFA in ceramics from the University of Kansas (1996) and an MFA in ceramics from Alfred University (1998). His work is a combination of traditional craft, industrial processes, physical computing and contemporary art strategies. At their best, his pots demonstrate an object’s potential to be both beautiful and cerebral.

In 2005, Andy founded The Matter Factory in Kansas City. It is part artist studio, part laboratory, and part factory. In addition to producing objects of his design, Brayman researches and builds computationally controlled machines for use in art making.



Omar Khan

*Professor and Head, School of Architecture –
Carnegie Mellon University*

Bio: Omar Khan is Professor and Head of the School of Architecture at Carnegie Mellon University and co-organizer of the Architectural Ceramics Assemblies Workshop (ACAW). Khan was previously an Associate Professor at the University at Buffalo (SUNY) and co-director of the Sustainable Manufacturing and Advanced Robotic Technologies (SMART) Community of Excellence where he spearheaded academic and industry research partnerships. ACAW is a product of that initiative, a

research collaboration supported by Boston Valley Terra Cotta to explore material and design innovations in architectural ceramics. Khan, with his partner Laura Garofalo, also edits the annual books chronicling the research and prototypes developed through ACAW.

PANEL MODERATORS



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Erik Verboon

*Director of Enclosure Engineering,
Walter P. Moore and Associates, Inc.*

Bio: Erik Verboon is the Co-Founder and Managing Director of Walter P Moore’s New York office. Trained in both architecture and engineering, Erik brings a deep global experience with a focus on the design of complex and high-performance building envelopes for a wide range of building types and facade applications.

Erik’s experience in digital design, geometric rationalization, and environmental analysis allows him to bring

the highest level of value to his clients while also helping designers deliver projects to the highest level of design sophistication while maximizing performance and minimizing cost. In addition to Erik’s professional accolades, he teaches enclosure design at a number of leading universities.



Omar Khan

*Professor and Head, School of Architecture –
Carnegie Mellon University*

Bio: Omar Khan is Professor and Head of the School of Architecture at Carnegie Mellon University and co-organizer of the Architectural Ceramics Assemblies Workshop (ACA W). Khan was previously an Associate Professor at the University at Buffalo (SUNY) and co-director of the Sustainable Manufacturing and Advanced Robotic Technologies (SMART) Community of Excellence where he spearheaded academic and industry research partnerships. ACA W is a product of that initiative, a

research collaboration supported by Boston Valley Terra Cotta to explore material and design innovations in architectural ceramics. Khan, with his partner Laura Garofalo, also edits the annual books chronicling the research and prototypes developed through ACA W.

FAÇADE ENGINEERS PANEL

Moderator: Erik Verboon

Kais Al-Rawi

Senior Technical Designer, *Walter P. Moore*

David Bott

Principal, *Heintges*

Erik Farrington

Associate Principal, *Simpson Gumpertz & Heger*

Jean Gu

Associate, *Heintges*

Brett Laureys

Principal and Associate Director of Project Operations, *WJE*

Andre Parnter

Associate Technical Designer, *Buro Happold*



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FABRICATORS PANEL

Moderator: Omar Khan

Roberto Bicchiarelli

Lead Concept Designer, *Permasteelisa North America*

John Krouse

President/CEO, *Boston Valley Terra Cotta*

Michael Mulhern

President, *TriPyramid*

John Neary

Senior Facade Specialist, *HOK*

Andrew Pries

Pre-Construction Manager, *Boston Valley Terra Cotta*

Bernhard Rudolf (Anticipated)

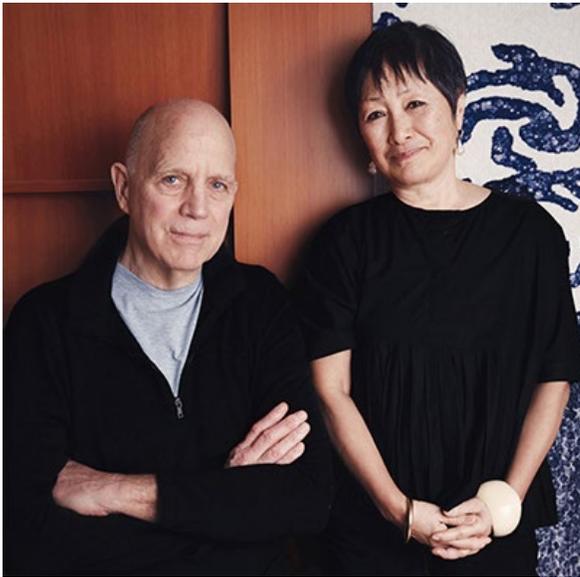
Director of Engineering, *Josef Gartner*

FIRST KEYNOTE SPEAKER



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Tod Williams + Billie Tsien

*Co-Founders, Tod Williams Billie Tsien
Architects | Partners*

WHEN: 9:15 AM – 10:15 AM
August 19th, 2021

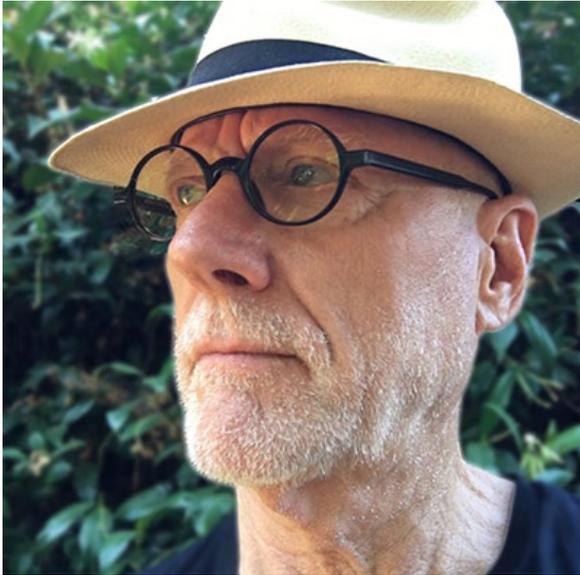
Bio: Tod Williams and Billie Tsien founded their New York City based firm Tod Williams Billie Tsien Architects | Partners in 1986. Their practice is committed to reflecting the values of non-profit, cultural and academic institutions toward an architecture of enduring vision. At the heart of their designs is a sense of place defined by light, texture, detail and above all, experience.

Some of their notable projects include the Asia Society Hong Kong, Lefrak Center at Lakeside in Prospect Park, Brooklyn and the Barnes Foundation in Philadelphia. Their current work includes the U.S. Embassy in Mexico City, the renovation of David Geffen Hall at Lincoln Center, New York City and the Obama Presidential Center in Jackson Park, Chicago.

Over the past three decades, their dedication to this work has been recognized by numerous national and international citations including the National Medal of the Arts from President Obama, the 2013 Firm of the Year Award from the American Institute of Architects, and the 2019 Praemium Imperiale presented by the Japan Art Association.

In parallel with their practice, Tod and Billie maintain active academic careers and lecture worldwide. As educators and practitioners, they are deeply committed to creating a better world through architecture.

SECOND KEYNOTE SPEAKER



Mic Patterson, PHD, LEED AP+
Ambassador of Innovation & Collaboration, Façade Tectonics Institute

WHEN: 1:15 PM – 2:00 PM
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Bio: Mic Patterson has concentrated his professional and academic career on advanced façade technology and sustainable building practices. He has a long career in façade design and delivery with companies including Enclos, where he was involved in the startup of the Advanced Technology Studio, and Schüco, where he was involved in the startup of the Virtual Construction Lab. He also founded the Façade Tectonics Institute where he currently sits on the board of directors.

Patterson holds a PhD in Architecture from the University of Southern California. He has taught, written, and lectured internationally on diverse aspects of advanced façade technology. He is the author of Structural Glass Facades and Enclosures.