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**Green Building in China?  
Architects from Shanghai, Beijing Featured  
at Trespa Design Centre, October 25-29 in New York**

*An original program, “Deconstructing China: Dialogues on Design Process and Sustainability” at the Trespa Design Centre in New York’s Soho features exhibits and panel discussions on trends in Chinese architecture.*

NEW YORK CITY, Sept. 27, 2010 – Global architectural materials producer Trespa will welcome leading Chinese architects and the New York design community into their Trespa Design Centre in SoHo for “Deconstructing China,” a new program of exhibits and two panel discussions, October 25-29. Addressing the issues of sustainability and green building as well as the differences between U.S. and Chinese architectural practices, Trespa’s new program will ask important questions about the fast-paced building development in a country spending \$375 billion a year on construction.

A highlight of the week will be panel discussions featuring three visiting architects from Shanghai and Beijing, including: Mi Junren, Deputy Chief Architect from Beijing Institute of



Architectural Design; Wang Degang, owner of W2 Architects in Nanjing; and Mesh Chen Dongliang, an architect with Arquitectonica Shanghai.

After the debut of its exhibit on the Chinese architects on October 25, Trespa will host its first panel, entitled “**The Architect’s Role and Process in China**” on Tuesday, Oct. 26 at 6:30pm. The lively talk, moderated by *Architectural Record* magazine’s deputy editor Clifford Pearson, will examine the architect’s relationship with owner, contractor and others involved in major Chinese building projects.

On Thursday, October 28, Trespa will host a panel on green building and

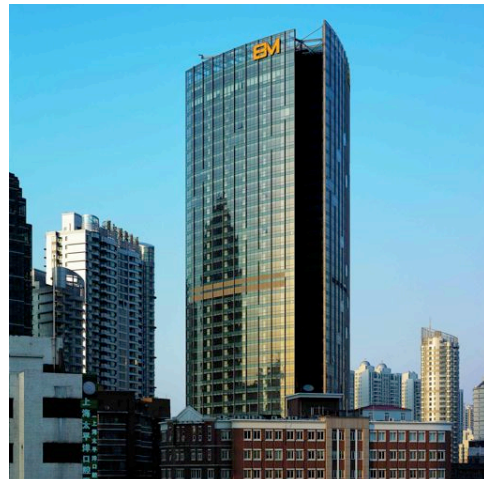
sustainability in China, a topic with global implications. The talk, titled “**Sustainable Building and Architecture in China**,” will be moderated by Julie V. Iovine, executive editor of *The Architect’s Newspaper*.

In addition to the visiting architects, New York architecture firm FXFowle’s director of sustainability, Ilana Judah, will offer a U.S. perspective on sustainability practices. The panelists will discuss the philosophy behind the green building movement in China and North America, as well as challenges for energy and resource conservation. The group will also contrast the U.S. green rating system, LEED®, with China’s new Three Star green-building certification.

“We are honored to host three distinguished architects from China for this timely and important program, to look at a country experiencing unprecedented growth,” said Darlene Byrne, Marketing Manager of Trespa North America. “The topics of green building and design process in China are very much of interest to U.S. design professionals, many of whom are active in Asian markets.”

Byrne added that Trespa Design Centre’s exhibits will include a video presentation of **new work in China by New York-area architects**, including built and unbuilt projects. Work by the three visiting architects from Shanghai and Beijing will also be presented in the multimedia exhibits.

According to Todd Kimmel, Business Development Manager for the Trespa Design Centre, who recently visited Trespa’s Shanghai office, “Trespa has been active in China for a decade, and our high-performance cladding materials are seen on many commercial and institutional building projects. While our dialogue with China’s leading architects is nothing new, this is the first time that we have hosted a program to formally

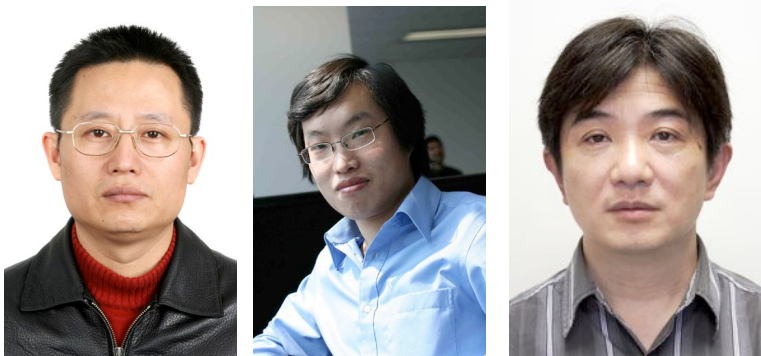


**New buildings in China include Shanghai’s Nanjing Road project (left) as well as BM Tower, which is triangular in plan.**

explore the differences between design practices and green building in the United States and China.”

Trespa Design Centre is located at 62 Greene Street in New York City’s Soho neighborhood. The panel discussions are open to the public, but attendees must preregister either by email to [info@trespa-arpa-ny.com](mailto:info@trespa-arpa-ny.com) or by calling (212) 334-7122. The panels on October 26 and October 28 are registered with the American Institute of Architects’ Continuing Education Service (AIA/CES), and will provide continuing education learning units, or LUs, to qualifying architects.

For more information about *Deconstructing China* and other new programs at the Trespa Design Centre, visit [www.trespa-ny.com](http://www.trespa-ny.com). ###



**The panelists include, left to right: Mi Junren, Mesh Chen Dongliang, and Degang Wang.**

**PRESS CONTACT: For more information, photographs and interviews, contact Chris Sullivan at 914.462.2096 or [chris@ccsullivan.com](mailto:chris@ccsullivan.com).**

#### **About the Design Centre**

Located on Greene Street in the SoHo area of lower Manhattan amid a thriving community of design and architectural firms, the Design Centre, presented by Arpa and Trespa, offers a unique environment and showcase for design-related education and building materials. The Design Centre serves as an inspirational place for architects and designers to meet, network and collaborate — a design experience rather than a mere showroom — and serves as a prime location for meetings, seminars, design events and product exhibitions. As the Trespa Design Centre, the location has hosted events with *New York Magazine*, Urban Green Council, GreenHomeNYC, ENYA (Emerging New York Architects), Netherlands Board of Tourism, the Municipal Arts Society, the ASID and many others. The Design Centre is located at 62 Greene Street, New York, NY 10012, between Spring and Broome Streets, and is open from 10-5pm, Monday through Friday. The Design Centre is open to the trade and the public.

#### **About Trespa**

Trespa specializes in the design and production of high-end architectural panels for contemporary exterior façade cladding applications. Trespa International BV is a world leader in the development, production and delivery of these high-performance, high-quality panels for exterior cladding and decorative surfaces. Using proprietary technologies for the manufacture of exceptionally durable products, Trespa is continually setting new standards in the building sector, life-style settings and environmental awareness. Key product lines for Trespa North America include: Trespa Meteor®, Trespa Athlon®, Trespa TopLabPLUS® and Trespa Virtuon®.