

2015 AIACC Firm Award Submission for
GRUENASSOCIATES

Since 1946...

GRUENASSOCIATES has been a leading dynamic and creative architectural and planning firm whose services have been professionally recognized by our peers from around the world. We were first established as Victor Gruen Associates when legendary Architect and Planner Victor Gruen, two of his collaborators, Rudi Baumfeld and Karl Van Leuven, and Edgardo Contini, a consultant engineer, joined together as Partners. They were **motivated by a shared appreciation of the collaborative process**, by complementary qualifications and experience, and, to quote Victor, “by a convergence of professional purpose.”

Since the beginning, worldwide and nationwide, our landmark buildings enhance the urban landscape, and our groundbreaking planning shapes the environment, bringing aesthetic pleasure and functional utility to millions of users. Throughout our history, creativity and innovation have always been essential characteristics of our practice. We are able to achieve this because of the **considerable talents and prodigious efforts of the entire Gruen team**, from Partners to part-time employees.

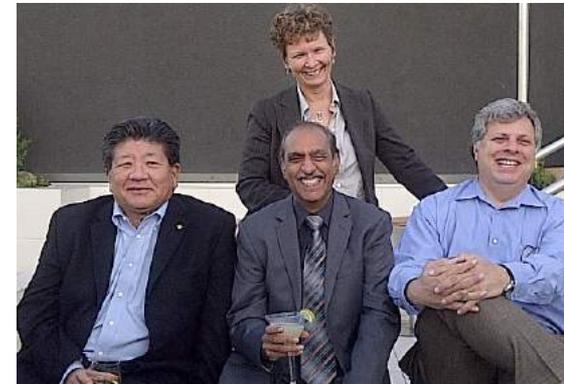
Today, Gruen Associates, nearly 70 years later, continues to bring innovation to the fields of architecture, urban design, planning, landscape architecture and interior design. Under the direction of four Partners, our staff of 65 remains **committed to the principles of collaborative creativity** upon which we were founded.

Gruen Associates is prepared to face the challenges of tomorrow with the **enthusiasm, imagination** and **competence** that have supported our practice to the present. As a major architectural and planning force with our imaginative projects, we continue to serve our private and public clients nationally and worldwide.

With over 10,000 projects encompassing almost all project types and more than 250 awards, Gruen Associates has demonstrated great depth, breadth and influence. Our core values promote a collaborative environment, a culture of mentoring, and enhance our ability to transcend areas of expertise. The result is an **impressive body of work** for which we are widely known.



Victor Gruen and Partners circa 1959



Current Partners Michael Enomoto, FAIA, Ashok Vanmali, AIA, Debra Gerod, FAIA, LEED AP Larry Schlossberg, AIA, AICP, LEED AP BD+C

Great depth and **cumulative effect** on profession...

The influence that Gruen Associates has had on the profession and, indeed, the world, comes from the innovative ideas that we have put forward, the landmark projects that we have completed, and the notable people we have trained and nurtured. We have been involved in many of the most significant architectural projects in Southern California, and our urban design has influenced the development of cities around the world. Our work has and continues to break new ground in many project types and enhance the profession today.

NEARLY 70 YEARS OF LANDMARK WORK – Gruen Associates has produced thousands of projects with a great diversity of project type. What each of these has in common is the landmark nature each project exhibits. Singularly or combined, the impact of these projects on our communities and on our profession is without question.

1949 Milliron's Department Store - Gruen Associates' first major project anchored downtown Westchester, and was the genesis of Victor Gruen's idea for the regional shopping center.

1956 Southdale Center – The first enclosed regional shopping center in the world and the first of over two dozen shopping centers across the United States.

ONE OF 10 BUILDINGS THAT CHANGED AMERICA – Recognized as one of the 10 most influential buildings in the United States, Southdale Center was the United States' first enclosed regional shopping mall conceived of and designed by Gruen Associates. Integrating planning ideas with architectural design, Victor Gruen envisioned the enclosed regional shopping mall as “livable” and “lovable” spaces that encouraged people to get out of their cars and interact with each other. Beyond a collection of shops, these centers were flooded with daylight, filled with public art, and housed “sidewalk” cafes, similar to European streets where people interacted in lively pedestrian environments. The impact was immediate and lasting.

“...Southdale Center continued to influence decades of suburban shopping malls...”

From PBS documentary “10 Buildings That Changed America,”
WTTW Public Television, 2012



Milliron's Department Store



Southdale Center

Great depth and **cumulative effect** on profession...

1957 Fort Worth Master Plan - Master plan for the City of Fort Worth, TX.

FORT WORTH PLAN INFLUENCES URBAN PLANNING PRINCIPLES - Our planners envisioned a pedestrianized city center for the City of Fort Worth, Texas wherein the downtown core would be ringed by a beltway and people would leave their cars on the outskirts, leaving the streets to be car free. No central city building would be more distant than a comfortable walk from a perimeter parking structure. Buildings would be serviced through a subsurface road network linked to the beltway leaving the ground level to pedestrians, bicyclists, and sidewalk cafes. Its impact on urban planning continues today.

“The plan by Victor Gruen Associates for Fort Worth is an outstanding example ...its main purpose is to enliven the streets with variety and detail. This is a point being overlooked by most of the more than 80 cities that, at last count, were seriously considering emulation of the Gruen Plan’s traffic principles.”

Jane Jacobs, “The Exploding Metropolis,” *Fortune Magazine*, 1958

1959 City National Bank, Palm Springs - Revered as great mid-century modern architecture, the Palm Springs Modern Committee honored BofA for maintaining the architectural integrity of the City National Bank Building and committing to the preservation of Palm Springs’ celebrated legacy of modern design.

1960-2015 Marina Del Rey – In this master plan for California’s largest man-made private small craft harbor, we have served the County of Los Angeles continuously for 55 years.

1960 Sea World – Master plan for world-famous amusement park.

1962-1992 Glenwood Canyon/Interstate 70, Colorado – In 2000, President Clinton awarded the project the Presidential Design Award as “a model for the design and construction of interstate highways in valued natural landscapes.”



Fort Worth



Glenwood Canyon/Interstate 70, Colorado

Great depth and **cumulative effect** on profession...

- 1966-2015** **South Coast Plaza** – Currently the largest grossing shopping center in the US, this project was a catalyst for the development of Orange County.
- OVER 40-YEAR RELATIONSHIP WITH CLIENT** – The Plaza pre-dates the legendary 405 Freeway, which was strategically located to allow shoppers to have easy access to the area’s first regional mall. Originally planned and designed by the late Rudi Baumfeld, the owners of South Coast Plaza, Henry Segerstrom and his son Anton, keep returning to Gruen to renovate and expand the center.
- 1975** **United States Embassy Tokyo** – Largest US Embassy in the world when completed.
- 1975** **Valencia Master Plan** – Pioneered the concept of the “paseo” pedestrian pathways, grade separated from vehicular traffic, which links housing directly with schools and other community amenities.
- 1975-2012** **Pacific Design Center, Blue, Green and Red Buildings*** – Its success led to the creation of the City of West Hollywood and was the premier design center for decades. The Red Building is the first high rise in Los Angeles County to be built without a helipad.
- 1979** **105/Century Freeway** – This freeway extends 17.3 miles and traverses nine cities in the County of Los Angeles with four freeway interchanges. The project was the largest single public works contract in California history costing more than \$100 million per mile to build. At the time of construction, no other project had provided more replacement dwelling units, more jobs for individuals living nearby or had been subjected to such a rigorous environmental analysis.
- 1984** **Westwood Specific Plan** - Assisted in making the area a type of “village” by providing development standards and design guidelines. The project received the Planning Implementation Award from the American Planning Association for its success.
- 1985** **Museum of Contemporary Art (MOCA)*** - Critically acclaimed museum heralded a new cultural era in Los Angeles.

*Gruen Associates served as Executive Architect



South Coast Plaza



Museum of Contemporary Art

Great depth and **cumulative effect** on profession...

- 1985** **California Plaza One*** – This 42-story office tower was the first project in the Bunker Hill redevelopment area.
- 1986** **Regent Beverly Wilshire Hotel** - Historic renovation returned the hotel to its previous grandeur.
- 1993** **Los Angeles Convention Center *** – Propelled Los Angeles into the top ten convention centers in the US. First use of photovoltaics on a public facility in Los Angeles.
- 1994** **Barneys New York, Beverly Hills** – The five-level flagship department store used an innovative “up-down” construction technique which shaved four months off of the construction time space. Gruen Associates is currently developing a multi-phase renovation of the interiors.
- 1995** **Munger Science Center at Harvard-Westlake School** – Campus-defining building for this prestigious coed prep school in Los Angeles.
- 1996** **Lladro Beverly Hills** – A museum occupies the second floor of this retail space in Beverly Hills, redefining retail in a luxury environment.
- 1999** Concept Design for Los Angeles Kings Arena was the impetus for what became **Staples Center** and **LA Live**.
- 2003** **Capitol Area East End Complex*** – A showcase for sustainable design, at the time of its completion, this was the largest LEED certified project in California.
- NEW DELIVERY METHOD FOR THE STATE OF CALIFORNIA** - The State’s first project completed under a design-build delivery method, this complex of four buildings encompassing 1 million sf of office space and parking for over 1,400 cars features 21 public art installations.



Regent Beverly Wilshire Hotel



Capitol Area East End Complex

*Gruen Associates served as Executive Architect

Great depth and **cumulative effect** on profession...

2004 Hollywood Bowl Renovation* – New band shell maintains historic intent while improving acoustics and performance space.

ASKED BY COUNTY TO HELP THEM COMPLETE PROJECT – Known by the County of Los Angeles for our ability to get projects built, Gruen stepped in to help this floundering project move forward and be completed but insisted that the designer be allowed to stay on the project as a subconsultant to Gruen.

2005-2013 Orange Line Bus Rapid Transit – First Bus Rapid Transit (BRT) in the United States utilizing a dedicated busway.

AN INNOVATIVE TRANSIT SYSTEM - Functioning like a rail line but at a fraction of the cost, this project was so successful that Metro achieved ridership levels projected for 2020 within seven months of opening. This led to the acceleration of the planned Phase 2 expansion of the line which we recently completed.

2005 U.S. Courthouse Fresno* – The first new highrise built in decades, was a catalyst for renewed interest in redevelopment of downtown Fresno.

2005 DeBeers* – This flagship store in the City Center complex in Las Vegas featured the first fully back-lit glass facade. Gruen Associates has gone on to develop stores nationwide for this client.

2006 Renée and Henry Segerstrom Concert Hall* – Its world-class acoustics rival those of neighboring Disney Concert Hall.

2006 Caltrans District 7 Headquarters * – First “pure” Design-Build project under State of California Design Excellence Program.

2006 Harry Winston Beverly Hills* – The cast bronze, undulating facade provides an element of public art on Rodeo Drive for this high-end retailer’s flagship store, one of a dozen stores of this brand that we have completed.



Hollywood Bowl



Orange Line BRT

*Gruen Associates served as Executive Architect

Great depth and **cumulative effect** on profession...

- 2008 John Spoor Broome Library*** - Completed as a design-build project to deliver high caliber design on a budget, this is both an adaptive re-use and new construction project. Daylighting is brought far into the space and the building relies on natural ventilation for most of the year.
- 2008 United States Embassy in Berlin*** - With a very important location adjacent to the Brandenburg gate, this returned the diplomatic US presence to Berlin for the first time since World War II.
- 2009 Morongo Band of Mission Indians Administrative Complex** - The largest civic building for a sovereign Indian nation in California.
- CIVIC DESIGN RAISES RESERVATION STANDARDS** - By treating the Tribal Council Chambers and associated administrative functions as a civic building of great importance, Gruen raised the standards for the Tribe's expectations of what their non-casino buildings should be like. The Council Chamber is designed to meet the unique requirements of the Tribal Council structure.
- 2010 Munger Library at Marlborough School** - Master plan and new library building for prestigious all-girls' prep school.
- 2010 Olympic Police Station** - First new precinct for LAPD in over 50 years. Achieved LEED Silver rating.
- 2011 John Thomas Dye School** - Uses sustainable design features as a daily teaching experience for students that attend this K-6 school in Bel-Air.
- 2012 Expo Light Rail** - New light rail line linking downtown with Westside integrates landscaping, bike and pedestrian paths with station along the nine-mile alignment.



Morongo Band of Mission Indians Administrative Complex



Expo Light Rail

*Gruen Associates served as Executive Architect

Great depth and **cumulative effect** on profession...

- 2012 Veterans Lodge** - Residential in character above grade, this meeting and philanthropic center is flooded with daylight on its main floor 45 feet below grade.
- 2013 Brand Library and Art Center Renovation** - Restored the historic Brand Library to its original character while addressing the needs of a modern library.
- 2014 sbX E-Street Corridor BRT** - First of nine planned corridors, this 16.2 mile route brings Bus Rapid Transit (BRT) to the Inland Empire.
- 2014 Rosemead Boulevard** - First permanent cycle track (protected bike lane) in California.
- A STREET THAT FITS NEW LIFESTYLES** - Always striving to bring forward new ideas to improve our cities, in 2012, Gruen convinced the City of Temple City to add a dedicated bikeway to their two mile street improvement plan. Unlike other bikeways, this bicycle lane is placed on the right side of parked vehicles, protecting it from moving traffic.
- 2014 Los Angeles Union Station Master Plan** - Won in a competition that was based on expertise, management and planning process, the Master Plan sets the framework for transforming the historic station into a world-class transportation hub for Southern California.
- 2015 Louis Vuitton, Beverly Hills*** - The re-use and re-cladding of an existing structure saved resources and construction time, resulting in an updated, energetic facade reflecting this high-end retailer. This is the most recent of dozens of projects for this brand.
- 2015 Central Utility Plant Replacement, Los Angeles International Airport** - Located in the middle of the Central Terminal Area, this project demonstrates how a building with a utilitarian function can achieve high quality design.



Rosemead Boulevard



Los Angeles Union Station Master Plan

*Gruen Associates served as Executive Architect

Great breadth and influence in the profession...

Gruen's breadth and influence is evident in the wide diversity of projects we have completed and the ideas which have been emulated by others. Our influence is also seen in our inclusiveness of people of varied backgrounds and perspectives.

COMMITMENT TO DIVERSITY - Founded by a Jewish-Austrian immigrant who fled tyrannies in Europe, Gruen Associates continues to be a leader in instilling diversity within the profession.

GENDER DIVERSITY - While some firms still struggle with gender equality, especially in leadership positions, Gruen has been a firm comprised of 50% females for decades. Women represent 60% of the firm's key staff, who are responsible for setting the direction of the firm and providing firm leadership. Dating back to the early 1970's, when few large firms were promoting women to positions of responsibility, Gruen promoted Elaine Carbrey, AIA, AICP, to Director of Planning at the age of 27. Now an Associate Partner, Elaine has been guiding the planning efforts of the firm for over 40 years. Debra Gerod, FAIA is one of the firms Partners.

RACIAL DIVERSITY - The racial and ethnic diversity of our employees has traditionally exceeded that of other comparable firms. Minorities make up more than 50% of our staff and 50% of our firm's leadership, including Ashok Vanmali, AIA and managing partner Michael Enomoto, FAIA.

FIRST FEMALE AFRICAN-AMERICAN AIA FELLOW - We are very proud that the late Norma Sklarek, FAIA, a Gruen Associate Vice President and Director of Architecture, was the first female African-American Fellow of the AIA.

TWO WHITNEY YOUNG, JR. AWARD WINNERS - Both the late Ki Suh Park, FAIA, FAICP and Norma Sklarek, FAIA were recipients of AIA's prestigious Whitney Young, Jr. Award.



Ki Suh Park, FAIA



Norma Sklarek, FAIA



Gruen Associates Staff - 2015

Collaborative environment directed toward the future and respectful of the past

The organizational structure of Gruen Associates as well as the approach to developing and delivering successful projects is founded on the concept of collaboration.

CORNERSTONE PRINCIPLES - The following words, written nearly 50 years ago by our founder Victor Gruen, remain the cornerstone of the way we think and how our office culture operates.

“We are witnessing a renaissance of concern for cultural and artistic achievement, and for the quality of the human environment. Thus an unprecedented challenge for the shaping of man’s physical surroundings is emerging. To participate in this challenge and contribute creatively to its realization, Gruen Associates has grown and developed a team of professionals with varied backgrounds of education and experience, and with a common dedication to the task of conceiving with imagination and designing with competence the new environment of man. Gruen Associates was founded upon and remains committed to the principles that:

- The interest of the client is best served through the contribution of a well-coordinated group of professionals.*
- The complexity of contemporary technology and multiplicity of public and private motivation toward development and investment have brought the practice of architecture beyond the grasp of the single individual.*
- The architect must assume the role of coordinator and catalyzer of the activities of all the specialists and consultants whose contributions are essential to the effective solution of the problems of contemporary environment.”*

Victor Gruen, 1966

FOLLOWING VICTOR’S PRINCIPLES - to this day we continue to maintain different disciplines within our office including architects, planners, interior designers, landscape architects and construction specialists. We maintain a studio environment where we create teams that stay with the project from beginning to completion thereby fostering cross-pollination of skills and experiences. Although we no longer maintain engineers in-house, we treat our engineering consultants and others, including contractors, as if they were in-house and a part of our internal project team, maintaining an attitude of partnering with these colleagues.



Victor Gruen



Gruen Associates Staff - 2015

Collaborative environment directed toward the future and respectful of the past

USING THE COLLABORATIVE PHILOSOPHY TO EVOLVE THE PRACTICE - Over 25 years ago we actively began to seek collaborations with other architects and designers to execute projects of all sizes and types. In this collaborative model, we team with exceptional design firms to combine our superior management and technical skills with the unique skills of the designer for the benefit of the project and client. Our successes have established Gruen Associates as leaders in this model of “Executive Architecture,” a practice that we have perfected and brought to the national stage. Our collaboration is sought after by firms of all sizes and experience.

We have inspired other architects—from large to small firms—in successfully seeking new and/or larger commissions, sometimes as executive architects themselves. Through their collaboration with us, noted firms such as ZGF, Moore Ruble Yudell, Grimshaw Architects, Michael Maltzan Architects, and Morphosis have expanded into new markets, and their clients have realized high-quality, design-driven projects.

“...our choice of design teams for this crucial project was swayed by our confidence in Gruen’s clear leadership ability to deliver an innovative and achievable plan.”

Martha Welborne, FAIA
Executive Director of Countywide Planning, Metro

GRUEN SUPPORTS SMALLER FIRMS TO ALLOW THEM TO DO BIGGER THINGS - We have mentored many smaller firms, several of them minority-owned and woman-owned, collaborating with them to allow them to secure large and complex projects. Similar to how we support our younger staff, we often support them from behind the scenes, allowing them to take the lead on projects while assuring our clients that we are there to guide and support as needed. In this manner, these small firms have been able to complete their largest commissions, like **MDA/Johnson Favaro’s** pair of buildings at LA Trade Tech College, **Nakada + Partners’** first commission of the mixed-use Sunset + Vine project, **Tetra Design’s** first Federal Courthouse, and **RAW International’s** 5,000-seat church.



Victor Gruen collaborates with colleagues



Retail team during Friday afternoon pin-up

Collaborative environment directed toward the future and respectful of the past

COLLABORATING WITH CONTRACTORS AND OWNERS – Returning to a traditional way of thinking where Architects, Contractors and Owners collaborate rather than litigate, Gruen Associates has embraced collaborative relationships with our clients and contractors throughout our history. We operate with Contractors and Owners in a manner similar to working with other architects; that is under the premise that each party should contribute to the success of the project in the best manner they can, which may not always be along traditional lines of responsibility. Because of our strong relationships with many contractors, we establish teams where both parties can operate on a level of mutual obligation and trust, which is a key to making this approach possible. In this manner, all parties are tasked with contributing valuable ideas that influence how these projects are designed and implemented. Projects take on an Integrated Project Delivery (IPD) nature whether or not there is an IPD contract.

In this delivery model, Gruen Associates has completed many major projects over the last 20 years in collaboration with multiple contractors. Some of the projects were Gruen designs and others involved completion of projects designed by others, demonstrating that the approach can work across multiple project sizes and types.

“Projects completed for the State of California by Gruen Associates as the Executive Architect and as a part of a Design-Build team are the precursor of, and are ahead of the curve relative to, AEC Integrated Practice Delivery.”

Stephen Castellanos, FAIA (Former California State Architect)



*Capitol Area East End Complex
with Clark/Gruen Design-Build, Inc.*



*Vasquez Rocks Natural Area Park
Interpretive Center with PCL Construction*



*LAX Central Utility Plant Replacement
with Clark/McCarthy JV*

Collaborative environment directed toward the future and respectful of the past

GRUEN ASSOCIATES' COLLABORATIONS WITH DESIGN ARCHITECTS



Arata Isozaki Associates
Museum of Contemporary Art



Arthur Golding Associates
Conrad Hilton Business School at Loyola Marymount University



Zimmer Gunsul Frasca Partnership
Ronald Reagan Federal Building & US Courthouse



Hodgetts + Fung
Hollywood Bowl Renovation



Pei Cobb Freed & Partners
Los Angeles Convention Center Expansion



REX
CalTech IST Building



Michael Maltzan Architecture
JPL Administration Building / Education Center



Chu & Gooding
Los Angeles Philharmonic Offices at Disney Concert Hall



RAW International
Faithful Central Baptist Church



Johnson Fain Partners
Capitol Area East End Complex



Nakada + Associates
Sunset + Vine Mixed-Use Project



Arthur Erickson & Associates
One California Plaza



Arquitectonica
Metropolis



Disney Imagineering
Southwest Museum Gallery at LACMA West



Frank O. Gehry & Associates
Santa Monica Place



Foster+Partners
John Spoor Broome Library CSU Channel Islands



Pelli Clarke Pelli Architects
Renée & Henry Segerstrom Concert Hall



Pelli Clarke Pelli Architects
Pacific Design Center Blue & Green



Moore Ruble Yudell
US Embassy, Berlin



Moore Ruble Yudell
Plaza Las Fuentes



Morphosis
Caltrans District 7 Headquarters



Peter Marino
Barneys New York Beverly Hills



MDA Johnson Favaro
Los Angeles Trade Tech College South Campus



Atelier Christian de Portzamparc
Academy Museum of Motion Pictures



Grimshaw Architects
Union Station Master Plan



Pelli Clarke Pelli Architects
Pacific Design Center Red Building



Moore Ruble Yudell
Robert E. Coyle Fresno United States Courthouse



Michael Graves & Associates
Team Disney Building



Morphosis
Comprehensive Cancer Center at Cedars-Sinai Medical Center



Peter Marino
Louis Vuitton Flagship Store Beverly Hills



MAD Architects
8600 Wilshire



Moule & Polyzoïdes
Plaza La Reina

Culture of mentoring the next generation of architects...

The firm has historically championed young professionals, seeing the training and mentoring of the next generation as a critical part of any firm's responsibility. Gruen's reputation as a place to go to get a good solid foundation in the profession is legendary.

GRUEN ASSOCIATES IS AN INCUBATOR OF TALENT – Gruen Associates has nurtured a community of talented professionals from our beginning, consistently attracting many notable architects of the day to join our ranks as well as those who would become future notable architects. Historically highly regarded as supporters of young, talented architects, we continue to provide a nurturing place where both seasoned and emerging professionals can hone their skills, express their design talents and grow their architectural vision.

ILLUSTRIOUS ALUMNI - This has resulted in an impressive list of Gruen alumni, which includes many well-known names and a cadre of professionals who are well regarded within professional circles. Several have gone on to run organizations, such as Global Green, become high-level employees at Metro and many cities, or open their own award-winning firms. Among this illustrious group are three AIA Gold Medalists including former Design Partner, Cesar Pelli, FAIA, Frank Gehry, FAIA, and Thom Mayne, FAIA. Gehry and Mayne went on to also win the Pritzker Prize. Gehry talking about the start of his career at Gruen Associates said:

"I often got to work with Victor very closely, and with Rudi Baumfeld, and Edgardo Contini, people who I adored and respected...; it was a place that was interested in art and culture and design. Some of them came out of the Eames office. There was a lot of energy and it felt good. It was a very vibrant group and Rudi loved it, he loved all the younger people, as did Victor. They all used the energy of it, they loved the meetings and would have evening parties, inviting all of us. They were us and we were them."

Frank Gehry, Q&A: Gehry at 80, The Architects Newspaper, March 24, 2009



VICTOR GRUEN

Reve' Bellmore, Luis Cisneros, Nicole Lawson, Charles Wilson, Kurt

Franzen, Elaine Carbrey, John Stutsman, Francisco Barrantes, Amy Sheldon, Evelyn Abesamis, Teresa Sanchez, Karl Swope, Nelly Paz, Richard Counts, Danah Mangahis, Miaomiao Xiao, Ja-Yong Koo, Eve Powers, Lilly



ARTHUR GOLDING

Timothy Redmond, Serge Demyanenko, Meng, Jimmy Benlian, Walker

Wells, Timothy McCormack, Mervin Lesaca, Erica Franzen, Steven Bayne, Michelle

EDWARD A. FEINER



KI SUH PARK

Burnett, Matthew Parrent, Jean-Claude Jennifer Koo, Ball, Angie

Brenda Economides, Ayse Childs, Kyle Moss, Yutsis, Ross Glazier,

MICHAEL ENOMOTO

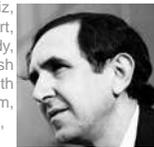


Coyler, Craig Biggi, Ida Singh, Edward Wu, Peter Majewski, Robert Glennie, Ildong Park, William Becker, Steven Vetter, Yelena Vigen Pezeshkian, Kevin Motschall, Hiroko Miyake, Andrea Thomas, Martin



MARION SAMPLER

Rodriguez, Roland Genick, Gary Downer, Denny Han, Mynor Fahrenreich, William Kesterson, Chandrashekar Ganti, Benjamin Cole,



JOHN MELCHER

Ruben Ruiz, Rapoport, Tavis Grady, Yoo, Prithwish Elizabeth Adam Thom, Michael Allen, Petronilo Villafana,



CESAR PELLI



Phu Dang, Katherine, Grace, Tino

DEBRA GEROD

Dinkoff, Tisha Washington, Erwin Sengco, Nasrin Vassef, Jae Lee, Farooq Ameen, Gabriela Winqvist, Farhan Ahmed, Doris Chou, Owen Tang, Pauline Nikhil Kamat, Steve Flood, Melissa Hsu, Kortney Nosakowski, Adriana Oehlmeyer, Giancarlo Renella,



ASHOK VANMALI

FRANK GEHRY

Mactal, Anshuman Kumets, Jill Wagner, Kurushima, Dieu Luc, Monico Maniquiz, Glenn Tomita, Megan Lee, Aimee Propes, Francisco Tanguilig, Christopher Eugene Robert Daniela Ocampo, La Fave,

Roxana Molina, Jose Barcelona, Sacha Schwarzkopf, Bach, Jennifer Hsu, Christopher Hentzen, Jonathan Poole, Hunter, Josephine Johnson, Sonia



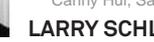
PETER KAMNITZER



NORMA SKLAREK



FRED CLARKE



LARRY SCHLOSSBERG



THOM MAYNE

Culture of mentoring the next generation of architects...

FRAMEWORK FOR EVOLVING LEADERSHIP – At the heart of the leadership group are the “Associates,” the first promotional level within the firm and the most coveted. Promotions are made, not based on experience or longevity in the firm, but rather, by recognizing individuals with the qualities to be the leaders of the firm. The firm is solely owned by the firm’s partners who have traditionally risen from the ranks of the Associates to manage and lead the firm. The four partners of today were all promoted from the Associates Group. One of the responsibilities of the Partners as well as the Associates is to identify and mentor the individuals who will replace them. It is this mindset of mentorship that allows for the seamless transition of leadership as the “Mentee” will already be performing the role and taking on the responsibilities of the position they aspire to, making their promotion to the next level smooth and obvious. In recognition of changes in the priorities and aspirations of today’s workforce and beyond, additional promotional levels have been added within the past decade so that there are a total of six levels, making it easier for staff to envision the steps to becoming an owner of the firm.

PROVIDING YOUNG PEOPLE OPPORTUNITIES FOR RESPONSIBILITY - What makes our approach unusual compared to most other firms is that we allow people early in their careers to take on roles of significant responsibility providing opportunities to learn by doing. Rather than having younger staff support more seasoned professionals, we turn it around to let driven younger people take on as much responsibility as they want with the senior staff behind them to guide them to be successful and keep them on course. This attitude allows for a faster ascension into positions of leadership for those who are so motivated, rewarding the willingness to think and take risks with greater career satisfaction. As Thom Mayne recently described to an interviewer:

“I went to Gruen, the intellectual watering hole in LA. I really thrived there. They gave young people huge responsibility and that had enormous impact on my own office. I literally set my practice up with huge parallels to Gruen in terms of how I treat young people, the openness of the office and the atelier model. It’s very egalitarian. The youngest person is treated with the same respect as the oldest.”

Interview with Thom Mayne, FAIA, Architect Daily, 2013



Current Associates Group, comprised of Associates, Senior Associates, Principal Associates and Associate Partners



In-studio collaboration

Culture of mentoring the next generation of architects...

LEADERSHIP IN THE ACADEMY OF EMERGING PROFESSIONALS (AEP) – When the opportunity to get involved in motivating non-licensed people to get licensed, Gruen stepped up in multiple ways. In what is now an annual event, under Mike Enomoto’s leadership as President of AIACC, we hosted the inaugural AEP Grassroots Conference in California in 2012. Gruen’s newest Associate, Leanna Libourel, AIA, is a member of the Academy of Emerging Professionals Council of Advisors, Architect Licensing Advisor South and an AIACC NCARB Representative. Debra Gerod, FAIA, has served as the Architect-at-Large for AEP since 2013.

CHARTER MEMBERS OF ACE MENTOR PROGRAM – Gruen was one of the earliest architectural firms in the state to engage in the ACE Mentor Program, an after-school mentoring program intended to expose high school students to career opportunities in the design and construction industry. With firm leadership committed to the mission of ACE, which is to increase the number of students of architecture to maintain the viability of the profession, Gruen’s involvement at a local, state, and national level has contributed to ACE’s increased profile with schools of architecture as well as firms. Gruen is represented on the Board of the Los Angeles Affiliate, and the National Affiliate Council.

SUPPORTERS OF WOODBURY UNIVERSITY – The Partners of Gruen Associates, seeing a large number of applicants from Woodbury University, elected to become directly involved in the curriculum at the school. Mike volunteers his time to teach portions of a professional practice course including providing small group mentoring every semester to students and past students of Woodbury University. Debra serves on the Dean’s Advisory Council and the firm signed on to be a part of Dean Norman Millar’s pilot program for licensure upon graduation.

YOUNG STAFF PARTICIPATE IN MENTORING - Gruen encourages our staff to volunteer their time and actively participate as mentors in groups such as ACE. In addition to supporting a good cause, the younger staff gain valuable skills and bolster confidence in their own abilities.



First AIACC/AEP Conference at Gruen Associates



ACE Mentors and Students from Dorsey High School

Ability to transcend areas of expertise or made connections between areas...

Even a cursory review of our portfolio reveals the fact that Gruen Associates has created landmark architecture and planning that covers nearly all building types. In this age of specialization, we are committed to maintaining a diversified portfolio.

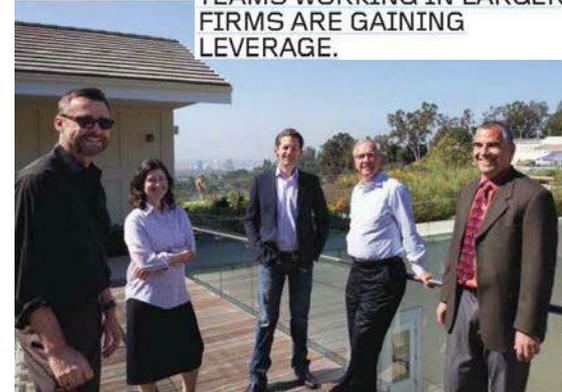
PROJECT DIVERSITY HONES OUR PROBLEM-SOLVING SKILLS – Although traditional wisdom seems to require practitioners to become subject matter experts with portfolios illustrating a thorough understanding of one building program type, we find that our wide-ranging experience, where no two projects are the same, develops us into better problem solvers. In most cases, our pitch to our clients is that while we may not have done a project like theirs before, the characteristics of their project shares common aspects to our body of work. We are able to effectively tie together our disparate experiences to provide superior problem-solving techniques that address the unique challenges of each project.

STAFF LONGEVITY AND COMMON PROJECT CONSCIENCE ARE CRUCIAL TO LEVERAGING THIS APPROACH – In order to successfully rely on the expertise of many past projects to guide the work on one new one, it is critical that we have a tremendous record of staff longevity. All of our key office leadership have been with the firm in excess of 10 years with the top seven people averaging over 27 years working together.

This longevity draws a link to our collective experience on past projects, as it is this core group of us who actually worked on these projects and hold the historical memory. Additionally, since significant projects tend to require many years from conception to closeout, it requires significant longevity to take multiple major projects from start to finish. Without this, the detailed information about what made each project truly unique would get lost.

Because of our commitment to having complementary expertise under one roof, we are able to execute projects literally from planning to construction completion and often beyond to additions and renovations. The aforementioned South Coast Plaza project was master planned then built in 1966 and renovated just a few years ago, a span of nearly 50 years with the same client, Henry Segerstrom.

THE EMBEDS
LANDSCAPE ARCHITECTURE
TEAMS WORKING IN LARGER
FIRMS ARE GAINING
LEVERAGE.



Gruen's Landscape Architects Featured in Landscape Architecture Magazine - July 2012



1986 MOCA project team which included Lynn Mitchell, Teresa Sanchez, now Principal Associate and Mike Enomoto, now Managing Partner

Widely known for the quality of its work by both architects and non-architects

The iconic Pacific Design Center is a prime example of the lasting impact that Gruen Associates has had on the profession and the urban landscape.

PACIFIC DESIGN CENTER - Developed over a period of 40 years, the Pacific Design Center is an AIA award-winning, world-renown design mart, conference and office complex that was originally master planned to be completed in three phases. The recently completed third phase “Red Building” is a career-defining point that most architects and firms rarely have the opportunity to achieve – to complete all phases of a landmark master planned project. Together with former Gruen Partner, Cesar Pelli, FAIA, Gruen Associates realized this important distinction. People around the world know of these iconic buildings and make a point to visit them.

Well known and respected within the profession, the Blue Building received a Progressive Architecture design award in 1987. In 1988, it was named a landmark by the City of West Hollywood. It received Honor and Merit awards from AIA|LA and AIA Connecticut, respectively. The Blue Building received the 25-Year Award from AIA|LA in 2003. The Red Building won the AIA|LA’s Building Team of the Year Award in 2011.



From Left, Charles Cohen, Cesar Pelli, FAIA and Mike Enomoto, FAIA



Pacific Design Center, Red, Green and Blue Buildings

Continuing Decades of Influence

PROJECTS DESIGNED AND LED BY GRUEN ASSOCIATES

