

PRIME CONNECTION

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ASCHA Convention—March 22-24, 2017

The annual Alberta Seniors Communities & Housing Association (ASCHA) convention and tradeshow is fast approaching. It will be held March 22-24 in Edmonton. This year's theme is "Create the Movement." Berry Architecture will be attending as usual with our double booth. We won top prize in the best booth contest last year and second prize the preceding year. The conference is a chance for us to visit with current and past clients and connect with potential clients, as well as to share information we have gathered on the newest and most beneficial trends in seniors' housing. With five lodges on the go at various stages of construction and three studies underway, we have a wealth of current experience to share with housing foundations throughout the province. George and Daren will also be recently returned from the latest "Environments for Aging" conference (Feb. 25-28) and will be happy to share their knowledge of the most up to date findings in seniors' living with ASCHA convention attendees. Stop by booths 66/75 for our take on how to "create the movement" for seniors' housing, plus games, treats, prizes, and information. Hope to see you there!



STAFF NEWS CORNER

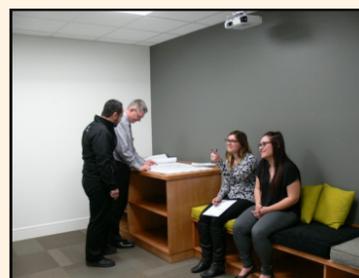
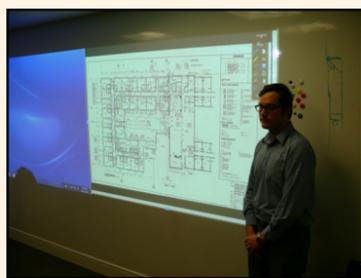


George Berry and Daren Blair will be attending the "Environments for Aging" conference, February 25-28, in Las Vegas, NV. This is the leading seniors' housing and lifestyle conference in North America, and Berry Architecture staff have attended for many years. We always come home with a fresh perspective and inspiration for applications here in Alberta.

George will also be attending an architectural business conference in Boston, MA, March 2-3. This course provides new techniques and resources to enable us to continue to improve our excellent customer service model.

Our New Design Room

We have recently undertaken a small renovation project in our office to create a specialized design room. We converted a former office by installing an entire wall of white board wallpaper and mounting a projection system on the opposite wall. This allows us to project a set of drawings, sketches, conceptual designs, etc. right onto the wall so we can explore design options, make changes, and brainstorm inspirations. On the other side of the room are comfy benches, bean bag chairs, and drawing storage. We have already found the new space to be very user-friendly and conducive to creativity!



NAME THAT ARCHITECT



The first person to correctly identify the architects of the featured building receives a gift card. [Respond here with your answer.](#)

Congratulations to Ramon Facundo for correctly identifying Antoni Gaudi as the primary architect of last month's featured building. Project: Sagrada Familia, Barcelona, Spain.

Green News—LEED® for Residential

On January 24th, George and Susanne attended a LEED® workshop, the Alberta Green Homes Summit, which was focused on the unique requirements of LEED® certification for residential design. As this has implications for multi-family residential and seniors' residential housing, it is important for us to keep up to date with the latest developments in LEED® requirements for residential architecture. LEED® stands for Leadership in Energy and Environmental Design and is a rating system for environmental and sustainable practices in design and construction. We have experience with LEED® projects in commercial and institutional applications, and we are excited to start working with this system in residential projects as well.

