



Rob Svedberg AIA

October 13, 2017

**Ms. Karen Nichols, FAIA**

Chair, 2018 Fellowship Jury  
The American Institute of Architects  
1735 New York Avenue, NW  
Washington, DC 20006-5292

***Sponsorship for Rob Svedberg, AIA***

Dear Ms. Nichols and Members of the Jury,

The meetings and exhibitions industry has undergone profound change in the past 2 decades. The rise of e-commerce and broad demographic shifts coupled with a global financial panic have fundamentally changed how convention centers work and why people choose to attend events. Rob Svedberg has been at the forefront of rethinking not only how meetings and events remain relevant, but also how large convention centers can be integrated into cities to create vibrant and resilient urban districts.

I have worked with Rob as a supervisor, colleague, mentor, friend and partner for over 25 years and have witnessed his rise as a leading voice in the international meetings and exhibition industry and as a powerful advocate for our cities. It gives me great pleasure to sponsor and strongly recommend the elevation of Rob Svedberg to the College of Fellows.

Rob distinguished himself early in his career with his project management ability and intuitive understanding of the functional relationships in large and complex buildings. In his mid-career, Rob managed the design of many of our most important projects. It was at this point in his career that his thought leadership began to distinguish him and he became a sought after speaker and contributor in the meetings and exhibitions industry. Parallel with this development was his insight into how large projects fit into dense urban environments. Out of this evolved a unique design sensitivity and strong leadership style that allowed him to collaborate with other designers to create remarkably distinguished and iconic projects.

tvsvdesign

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There is no greater evidence of Rob's renown and respect in the meetings industry than his role as a strategic advisor to clients repositioning their existing facility or developing new venues. In Georgia, Ontario, Idaho, Turkey, California, India, Texas, Alberta, Tennessee, Saudi Arabia, Indiana, Costa Rica, Washington, Wisconsin, Dubai, and Florida, owners have sought out Rob for his insight, expertise and innovation in creating an economic development eco-system around urban convention districts.

As an example of Rob's commitment, twenty years ago, he moved his family into an historic warehouse in the heart of Atlanta's then distressed convention district. Rob's optimism in the power of the convention center to generate positive development and his 20+ years of community advocacy have been rewarded with the renaissance of Atlanta's convention district into a vital residential, entertainment and cultural neighborhood. He not only has verbalized his advocacy, he has lived it.

Rob's national and international reputation and award-winning projects have advanced our profession, enriched diverse communities and inspired his many collaborators. I could not more enthusiastically recommend Rob Svedberg for elevation to the College of Fellows.

Sincerely Yours,

**C. Andrew McLean, FAIA**  
Principal



# 1 Summary

**Rob Svedberg's insights into cultural, economic and technological change have transformed the convention center from a simple venue for exhibitions into a flexible platform for face-to-face experiences that represent and enrich cities around the world.**

## **CHARTED A NEW DIRECTION FOR THE CONVENTION CENTER**

With the rise of e-commerce and changing demographics, the meeting and exhibitions industry and its \$115B contribution to GDP faced an existential crisis. Rob was one of the first industry leaders to recognize this paradigm shift and its implication in how convention centers are programmed and designed. Rob advocated for rethinking the purpose of the building type. Attendees no longer depended on exhibits to learn about products, but would attend events mainly for education, networking and face-to-face interactions. The experience of the event and how well it connected with its destination would be the main driver for a new generation of attendees. This insight led to more flexible and welcoming facilities with grand spaces to ease wayfinding and intimate spaces to facilitate personal interactions.

## **PIONEERED TELLING THE DESTINATION STORY**

In the meetings business, each destination competes against other cities to host events. Rob recognized the potential to use architectural expression to help tell a destination's story and reinforce its brand identity. Previously, convention centers were institutional buildings or related to their immediate architectural context. With large projects like Nashville and Puerto Rico and small projects like McAllen and Hot Springs, Rob pioneered the integration of the convention center's architectural language into each destination's unique story and strategy.

## **DEVELOPED AUTHENTIC URBAN EXPERIENCES TO STIMULATE DEVELOPMENT**

Changing demographics made it essential that convention facilities deeply engage in the experience economy. Rob identified the importance of developing true live/work/play neighborhoods as authentic urban experiences instead of artificial entertainment districts. These insights directly influenced the planning and design of the Music City Center in Nashville, seeding one of the most dramatic urban transformations in the nation.

## **ADVANCED THE PROFESSION THROUGH COLLABORATION, SHARING AND SERVICE**

Since 2004, Rob has regularly been a featured speaker at national and international meeting and exhibitions industry events, sharing his insights and advocating for a new direction in the industry. He chaired the 2017 AIA New York State design award jury, has spoken at two National AIA Conventions and has regularly served as a juror for district ULI awards. Rob has been featured in over 20 publications for his convention center work. For over 10 years, Rob has sat on the Downtown Atlanta Zoning Development Review Committee, is on the board of the Council for Quality Growth and is co-chair of the Marietta Street Artery Land Use Committee. He is active in the Urban Land Institute, Real Estate Group of Atlanta, Center for Exhibition Industry Research and International Association of Venue Managers.



# 2

## Accomplishments

### 2.1 Significant Work - Prologue

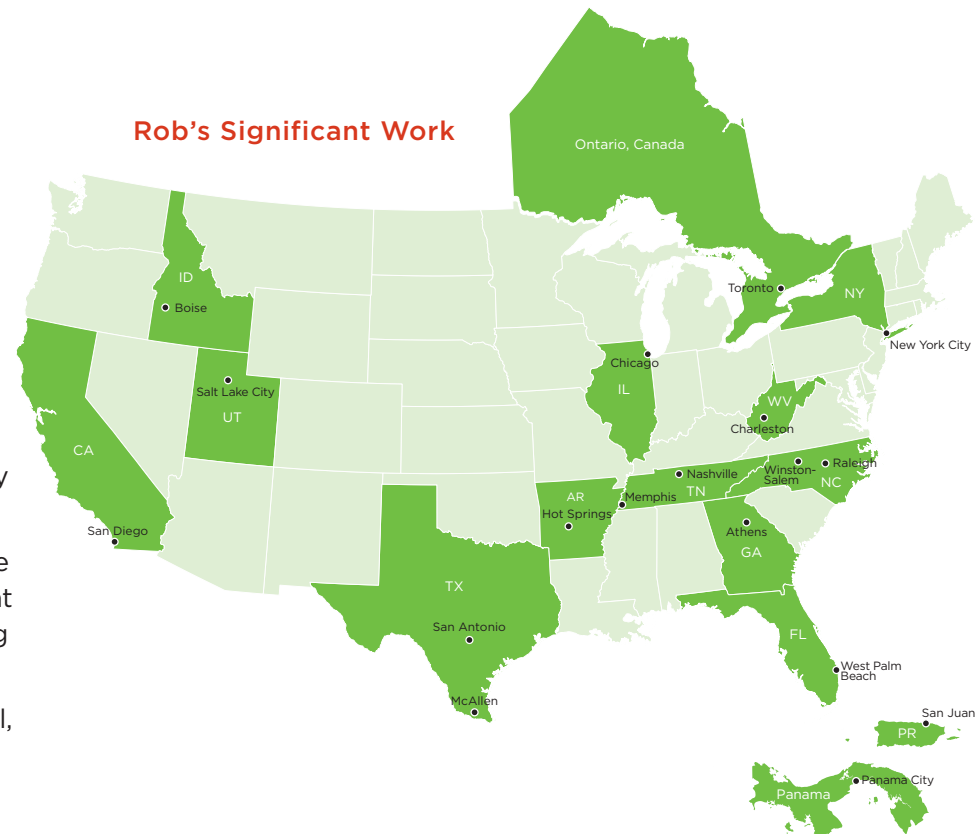
#### New Purpose - New Designs

For most of the 20th Century, exhibitions and trade shows were the primary way businesses and individuals learned about new products and services. With the emergence of the internet, companies could connect directly with suppliers and many pundits predicted the death of the exhibitions industry.

Rob influenced civic and industry leaders to see an event's real value proposition as facilitating face-to-face exchange, not simply as displaying products.

This insight led to a focus on the experience of attendee over the display of products, engaging buildings into their urban environment rather than isolating them, and making the design of the building part of the overall destination marketing story.

Rob's projects have won over 30 design awards, including National, Regional and State AIA Awards.



#### Rob's Significant Work - **TIMELINE**



## 2.1 Significant Work



### MUSIC CITY CENTER

Nashville, Tennessee

**Size:** 2,000,000 GSF

**Role of Nominee:** Project Manager | Design Manager

**Completion:** 2013

Collaborators: Tuck-Hinton Architects & Moody-Nolan, Inc.

Rob led all phases of this project which has become the new benchmark for convention center design.

- Transformed the area south of Broadway from empty parking lots into a vibrant urban district.
- Reinforces Nashville's Music City brand identity through the building design, finishes and art.



### JACOB K. JAVITS CONVENTION CENTER

New York, New York

**Size:** 1,400,000 GSF

**Role of Nominee:** Principal-in-Charge | Architect of Record

**Completion:** 2020 (*under construction*)

Collaborators: Moody-Nolan, Inc. & WXY Studio

\$1.5B expansion to an iconic James Ingo Freed design. The expansion covers two complete Manhattan City Block.

- Internalizes truck staging and storage of over 160 trucks to reduce the impact of the center on neighborhoods.
- Evolves exhibition focused center with its first purpose built meeting and ballroom space and a large rooftop outdoor event space.



### PUERTO RICO CONVENTION CENTER

San Juan, Puerto Rico

**Size:** 550,000 GSF

**Role of Nominee:** Project Manager | Design Manager

**Completion:** 2005

Collaborators: Jimenez Rodriguez-Barceló, Sasaki

Rob was co-designer and managed every phase of this new center on a decommissioned naval base.

- Iconic roof forms used for island's marketing campaigns, post cards, logos, business cards and advertisements.
- Innovative small-scale break-out spaces and large event terraces take advantage of views and water-front exposure.



### CHARLESTON CIVIC CENTER

Charleston, West Virginia

**Size:** 200,000 GSF

**Role of Nominee:** Principal-in-Charge | Architect of Record

**Completion:** Phase One 2017 | Phase Two 2019

Collaborators: ZMM Architects & Engineers

Rob led the design phases of this national design/build competition winning project to transform a tired 1960's civic center.

- Lobbies create new urban connections with separate arena and convention center identities.
- Used natural rock-faces and local materials to infuse the project with the area's history and destination appeal.

## 2.1 Significant Work



### METRO TORONTO CONVENTION CENTER SOUTH BUILDING RENOVATION

Toronto, Ontario, Canada

**Size:** 600,000 GSF

**Role of Nominee:** Principal in charge | Architect of Record

**Completion:** 2017

Collaborators: Interior Architects

Rob led all phases of this complex renovation/repositioning project of a below ground utilitarian exhibition space in central Toronto.

- Found underutilized existing spaces and volumes to repurpose as prime meeting space.
- Used color and pattern as wayfinding to simplify movement through below-grade spaces.



### AMADOR CONVENTION CENTER

Panama City, Republic of Panama

**Size:** 650,000 GSF

**Role of Nominee:** Principal-in-Charge

**Completion:** 2019 (*under construction*)

Collaborators: Ricardo Jimenez & Musavat Arquitectos

Rob re-envisioned this failed project that had been halted early in construction by rethinking the program, organization and image.

- Established functional and operational design to meet international market standards.
- Created design image inspired by the adjacent canal that is the basis of a multi-channel marketing campaign for the facility.



### SAN DIEGO MARRIOTT MARQUIS BALLROOM

San Diego, California

**Size:** 120,000 GSF

**Role of Nominee:** Architect of Record

**Completion:** 2016

This bay-front ballroom replaced a smaller and functionally challenged ballroom to become the key room-night generating space in the hotel.

- Re-oriented ballroom to have separate public entry and urban identity and better connect to the hotel's lobby.
- Elevated ballroom over a level of meeting rooms to create outdoor event spaces overlooking the San Diego Bay.



### MEMPHIS CONVENTION CENTER RENOVATION

Memphis, Tennessee

**Size:** 380,000 GSF

**Role of Nominee:** Principal-in-Charge

**Completion:** 2019 (*in design*)

Collaborators: Looney Ricks Kiss

Rob led the design phases to reposition an aged and out-of-date center to allow it to compete in a rapidly changing competitive landscape.

- Completely rethought meeting room package to create large, high ceiling and sub-dividable meeting rooms within existing building volume.
- Re-oriented entry and all public spaces to engage with city and take advantage of views to Mississippi River.

## 2.1 Significant Work



### HOT SPRINGS CONVENTION CENTER

Hot Springs, Arkansas

**Size:** 260,000 GSF

**Role of Nominee:** Project Manager | Design Manager

**Completion:** 1999

Collaborators: Wittenberg Delany & Davidson Architects

Rob managed this expansion of an old civic auditorium into a popular regional convention center.

- Used forms and materials from historic bath-houses to reinforce their brand identity and gain approval from National Park Service.
- Created an east-west axis to connect an important civil rights church to the main commercial street.



### McALLEN CONVENTION CENTER

McAllen, Texas

**Size:** 170,000 GSF

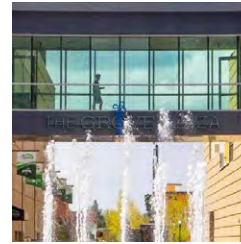
**Role of Nominee:** Project Manager | Design Manager

**Completion:** 2008

Collaborators: Gignac & Associates

Rob designed and managed the design phases of this new regional convention center.

- Master planned retail village, hotels and performing arts center organized around a new public park and water feature.
- Pulled narratives from area's history to create design that tells the Rio Grande Valley's history and looks toward its future.



### BOISE CENTER

Boise, Idaho

**Size:** 40,000 GSF

**Role of Nominee:** Principal-in-Charge | Architect of Record

**Completion:** 2017

Collaborators: ZGA Architects and Planners, Chartered

Rob designed and managed all phases of a connecting bridge and interior renovation of the existing building.

- Re-invigorated Boise's main square by using pedestrian bridge to frame space and re-shaping the building entry to a more civic scale.
- Advised Owner on complex co-development project to enlarge the center as part of a mixed-use development.



### M.C. BENTON CENTER

Winston-Salem, North Carolina

**Size:** 180,000 GSF

**Role of Nominee:** Principal-in-Charge | Architect of Record

**Completion:** 2017

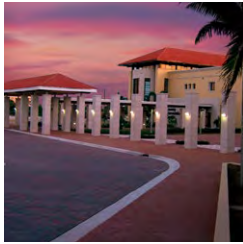
Collaborators: Architectural Design Associates

Rob designed and led all phases of this complex phased repositioning of an outdated facility.

- Expanded the building to the street to connect the building into the urban grid and create flexible pre-function and lobby space.
- Developed a design language based on old industrial warehouses to give the center a new character and work with the City's established brand identity.



## 2.1 Significant Work



### WEST PALM BEACH CONVENTION CENTER

West Palm Beach, Florida

**Size:** 300,000 GSF

**Role of Nominee:** Project Manager | Design Manager

**Completion:** 2004

Collaborators: STH Architects

Rob co-designed and managed all phases of this new convention center that was integrated into the City Place development.

- Elevated the ballroom over meeting rooms to provide appropriate urban scale along Okeechobee Boulevard.
- Developed an innovative registration space that can be converted to meeting rooms for better space utilization.



### SUMMIT ARENA

Hot Springs, Arkansas

**Size:** 120,000 GSF

**Role of Nominee:** Project Manager | Design Manager

**Completion:** 2003

Collaborators: Wittenberg Delany & Davidson Architects

Rob designed and managed an innovative arena expansion to the convention center that allows the arena floor to become part of exhibit space.

- Using retractable seats, created flexible space for concerts, sporting events, general sessions, rodeo and exhibitions.
- Connected ticketed circulation to allow arena floor and exhibition hall to work together for tournaments and youth sporting events.



### BANDRA KURLA CONVENTION CENTER

Mumbai, India

**Size:** 1,000,000 GSF

**Role of Nominee:** Convention Principal

**Completion:** 2018 (*under construction*)

Collaborators: Architect Hafeez Contractor

Rob managed the programming and design of the largest convention center in India as part of a larger 8.5M sf mixed use project.

- Established market standards and profiled events to predict the emerging Indian meeting industry's future direction.
- Stacked exhibit halls with innovative container gantry system to maximize program on tight urban site.



### RALEIGH CONVENTION CENTER

Raleigh, North Carolina

**Size:** 509,000 GSF

**Role of Nominee:** Project Manager | Design Manager

**Completion:** 2008

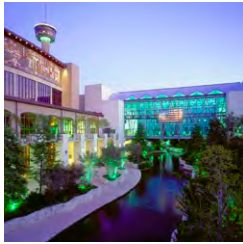
Collaborators: O'Brien Atkins & Clearscapes

Rob programmed and managed this new convention center to replace an old civic center that had blocked an important axis in Downtown Raleigh.

- Used site topography to bury exhibit hall below street level to maintain street grid and allow Fayetteville Street to reconnect from the Capitol to the Arts Center.
- Developed innovative building section to allow meeting rooms to exist in 'super-trusses' between the exhibit and ballroom levels.



## 2.1 Significant Work



### HENRY B. GONZALEZ CONVENTION CENTER

San Antonio, Texas

**Size:** 800,000 GSF

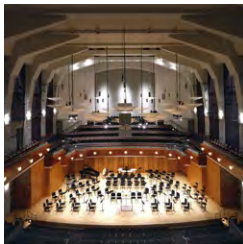
**Role of Nominee:** Project Architect | Designer

**Completion:** 1999

Collaborators: Kell Munoz Widgowsky

Rob was a designer and project architect on this major expansion to San Antonio's successful convention center.

- Extended the River Walk into the center's campus and connected it to Hemisphere Park.
- Integrated a major public art project to develop signage, carpet and art installations within the center.



### UNIVERSITY OF GEORGIA SYMPHONY HALL

Athens, Georgia

**Size:** 1,200 seat main hall | 200 seat recital hall

**Role of Nominee:** Project Architect

**Completion:** 1997

Collaborators: Craig, Gaulden and Davis, Inc.

Rob was a project architect for this symphony hall that was part of a new arts quadrangle featuring a new school of music and art museum.

- Designed symphony hall, recital hall and rehearsal hall to maintain acoustic privacy but shared public house functions.
- Used topography to minimize the building scale to maintain campus cohesion.



### SALT PALACE EXPANSION

Salt Lake City, Utah

**Size:** 700,000 GSF

**Role of Nominee:** Intern Architect

**Completion:** 1996

Collaborators: GSBS Architects

Rob's first day at tvsdesign in 1992 was the first day of schematic design for this major expansion to the Salt Palace.

- Integrated existing Art Center into overall campus master plan.
- Used architectural lobbies to terminate major street axis to connect center to city.



### MCCORMICK PLACE SOUTH EXPANSION

Chicago, Illinois

**Size:** 2,000,000 GSF

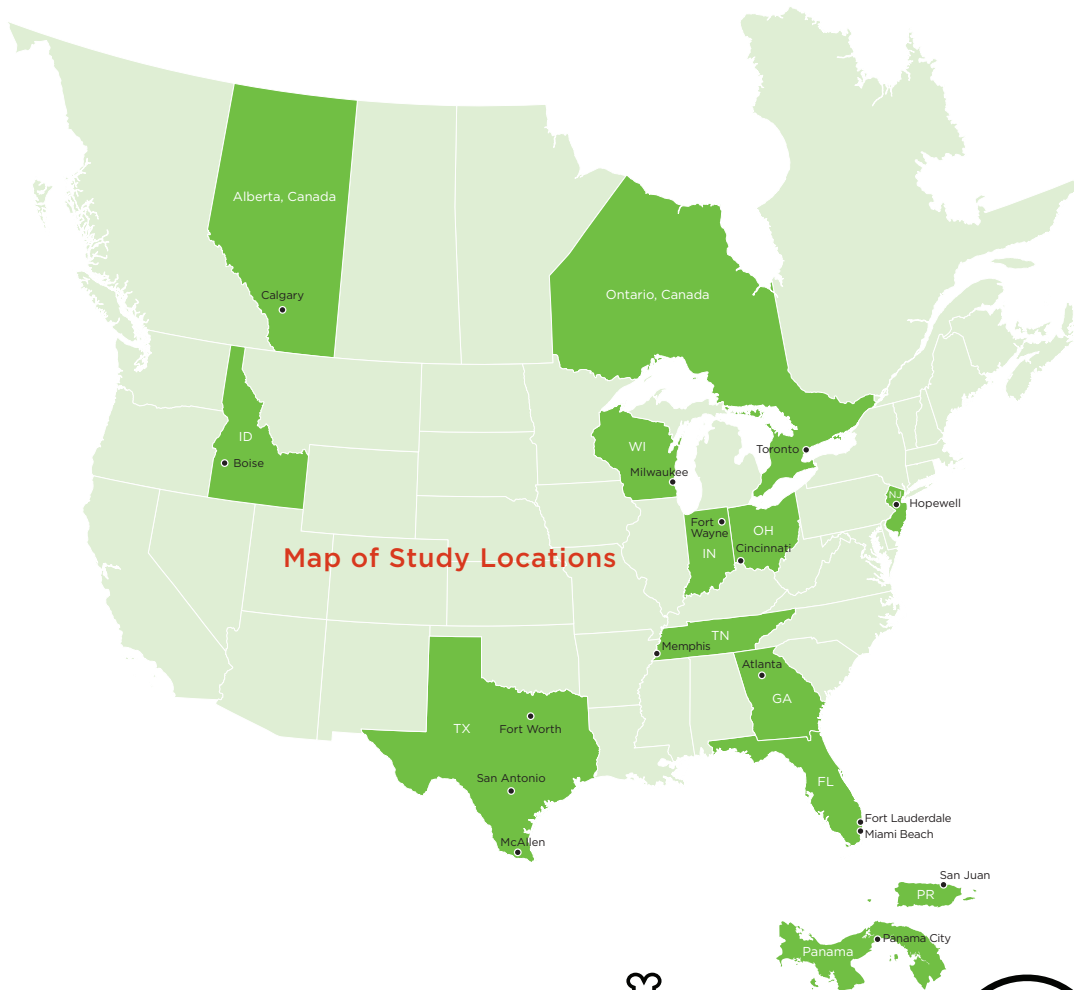
**Role of Nominee:** Intern Architect

**Completion:** 1994

Collaborators: Epstein & Sons

*As the largest Convention Center in North America, McCormick Place has been an important touchstone in Rob's career. Rob worked as an intern Architect on the South Building and has worked on other phases over the past 25 years, including a recent full building interior renovation project that was completed in 2015. As a **National AIA Award** winning project, McCormick Place taught Rob, at a young age, the powerful design potential of this building type.*

## 2.1 Significant Work – Strategic Consultation | Prologue

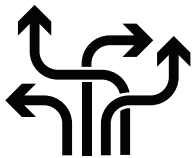


### Trusted Advisor on Future of Industry

Rob's reputation in the industry is built on the success of his projects and his industry advocacy for a new approach to convention facilities and their urban integration.

Rob is a sought after strategic advisor to building owners, developers and operators looking to develop new facilities or adapt their existing facilities to the industry's future.

Combining design, strategy, user experience, economic development, urbanism and research, Rob helps clients customize solutions for their specific future needs.



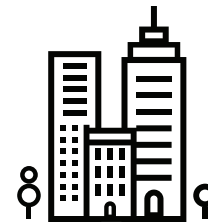
*TREND ONE:*  
**Manage Information  
Overload**



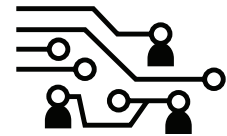
*TREND TWO:*  
**Build Authentic  
Experiences**



*TREND THREE:*  
**Humanize  
Technology**



*TREND FOUR:*  
**Integrate  
Urban Experience**



*TREND FIVE:*  
**Connect People  
Through Spaces**

## 2.1 Significant Work – Strategic Consultation (selected engagements)



### New Stampede Convention Venue

Calgary, Alberta, Canada

**Role of Nominee:** Principal-in-Charge

Collaborators: Calgary Stampede, CMLC, Gibbs/Gage Architects

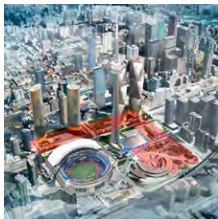


### Miami Beach Convention Center Competition

Miami Beach, Florida

**Role of Nominee:** Principal-in-Charge

Collaborators: Tishman Realty, OMA, MVVA

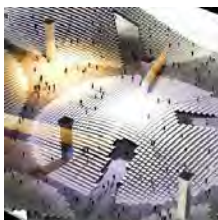


### Metro Toronto Convention Center Replacement Study

Toronto, Ontario, Canada

**Role of Nominee:** Principal-in-Charge

Collaborators: MTCC, Oxford Development, Foster+Partners, B+H



### Istanbul Convention Development

Istanbul, Turkey

**Role of Nominee:** Principal-in-Charge

Collaborators: Deutsche Messe, DPG Design

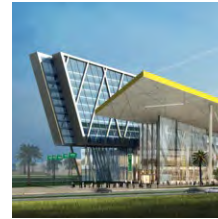


### Portside Convention District

Fort Lauderdale, Florida

**Role of Nominee:** Principal-in-Charge

Collaborators: Related, IAG Florida, Hudson Capitol Group, NBWW, EDSA



### Al Madinah Exhibition Center

Madinah, Kingdom of Saudi Arabia

**Role of Nominee:** Principal-in-Charge

Collaborators: Islamic Development Bank Group, alZaid Group



### Fort Worth Convention Study

Fort Worth, Texas

**Role of Nominee:** Principal-in-Charge

Collaborators: City of Fort Worth, Hunden Strategic Partners, BBP



### Georgia World Congress Center Vision Master Plan

Atlanta, Georgia

**Role of Nominee:** Advisor

Collaborators: GWCCA



### Memphis Site Selection Study

Memphis, Tennessee

**Role of Nominee:** Project Manager | Design Manager

Collaborators: Hunden Strategic Partners, Memphis CVB, Looney Ricks Kiss



### Prince Sultan Cultural District

Jeddah, Kingdom of Saudi Arabia

**Role of Nominee:** Principal-in-Charge

Collaborators: Islamic Development Bank Group, alZaid Group, PSSC

## 2.1 Jury Experience | Academic Involvement | Community Engagement

### DESIGN AWARD JURY SERVICE:



**Chairman** - 2017 AIA New York State Design Awards Jury



**Juror** - 2016 ULI Atlanta Awards for Excellence Jury



**Juror** - 2014 ULI Atlanta Awards for Excellence Jury

### COMMUNITY ENGAGEMENT:



**Board Member** - City of Atlanta SPI-1 Development Review Committee (2006 to present)

The DRC reviews all SAP and SUP permit applications in Downtown Atlanta.



**Board Member** - Council for Quality Growth (2014 to present)

The CQG is the governmental affairs voice of the Metro Atlanta's development community.



**Panelist** - Mountain View Technical Assistance Panel (2017)

Panelist for ULI TAP making recommendations for redevelopment of area around Atlanta Airport.



**Member** - Real Estate Group of Atlanta (2012 to present)

Invitation only organization of Real Estate Executives focused on education and giving back to the community.

### ACADEMIC INVOLVEMENT:



**Lecturer** - 2014 Clark-Howe Colloquium at University of Virginia College of Architecture

Featured Lecturer in series focused on the role of design professionals in translation of ideas into built form.



**Guest Lecturer** - 2011 School of City and Regional Planning at Georgia Institute of Technology

Guest Lecturer for Urban Planning class on the economic impact and urban design potential of exhibition focused mixed use development.



**Co-Chair** - Marietta Street Artery Association Land-Use Committee (2002 to present)

Neighborhood Association responsible for the transformation of the Westside in Atlanta.



ULI Center for Leadership Executive Committee & Sponsorship Committee (2015)

2010 graduate of inaugural ULI Atlanta Center for Leadership program that was adopted as a national model.



**Member** - City of Atlanta Constitution Building Task Force (2015-2016)

Task Force to save and repurpose the Atlanta Constitution Building as a PPP Development.

### PROFESSIONAL MEMBERSHIPS:



American Institute of Architects

National Council of Architectural Registration Boards

Ontario Association of Architects

Alberta Association of Architects

International Association of Venue Managers

### PROFESSIONAL LICENSES:

**Licensed Architect:** Georgia, California, New York, Idaho, North Carolina, Washington, Massachusetts, Iowa, Nevada, West Virginia, Puerto Rico, Ontario, Alberta



## 2.1 Presentations

### AIA PRESENTATIONS:

# ATLANTA!

**AIA Convention 2015**  
**May 14–16, Atlanta**

“Atlanta’s Convention District,” **2015 AIA National Convention, Atlanta**, 5/2015  
**Presentation and tour** on the development of Atlanta’s convention district and its economic impact on Downtown Atlanta.

# CHICAGO!

**AIA Convention 2014**  
**June 26–28, Chicago**

“History of McCormick Place,” **2014 National AIA Convention, Chicago**, 5/2014  
**Presentation and tour** on the history and development of the McCormick Place Campus.

# AIA Tennessee

A Chapter of The American  
Institute of Architects

“Music City Center Design,” **2013 AIA Tennessee Convention, Nashville**, 7/2013  
**Featured speaker** at the Tennessee State AIA Convention talking about the design of the Music City Center and its urban impact.

### INDUSTRY PRESENTATIONS:



“If You Build It, Will They Come,”  
**2014 International Economic Development Council Annual Conference**, Fort Worth, 10/2014

**Presentation** on how to leverage convention center projects as economic engines at International Annual Conference.



“Mixed Use Development Strategies,” **Commercial Real Estate Show Broadcast**, 5/2014

**Panelist** on nationally syndicated radio show discussing the role of public assembly projects in large mixed use developments.



“Roofing Systems for Green Roofs,”  
**CSI Atlanta Chapter Technical Session**, Atlanta, 4/2015

**Presentation** on technical considerations for the design of the Green Roof on the Music City Center.



“Music City Center,” **University of Virginia Clark-Howe Colloquium**, Charlottesville, 2/2014

**Lecturer** at national colloquium on translating design ideas into built form for large urban projects.



“Better Not Bigger,” **2012 ICCMPP**, Seattle, 10/2012

**Presented** trend analysis and strategies for improving venue performance at the International Convention Center Conference (ICCC) in Seattle.



“Mixed-Use and Mega-Projects,”  
**Georgia Institute of Technology**, Atlanta, 5/2011

**Guest Lecturer** for School of City and Regional Planning class taught by Seth Weissman.



“Convention Center Ambiance,”  
**2010 ICCMPP**, San Diego, 10/2010

**Presented** research and trend analysis on user experience and its impact on the interior design of convention centers at the International Convention Center Conference (ICCC) in San Diego.



“Puerto Rico, A Case Study,”  
**IAHMP Conference**, Atlanta, 9/2006

**Featured speaker** at the 11th Anniversary Education Conference and Tradeshow of the International Association of Hispanic Meeting Professionals.



“Event Facilities as Catalyst of a City,” **2004 ISMP Conference**, San Jose, Costa Rica, 3/2004

**Featured speaker** at the ISMP conference to establish facility standards for the international meeting industry in Central and South America held in San Jose, Costa Rica.

## 2.2 Awards, Honors and Recognition



### NATIONAL AIA AWARDS

#### *2002 NATIONAL HONOR AWARD FOR ARCHITECTURE*

American Institute of Architects  
**McCormick Place Convention Center**  
Chicago, Illinois USA

#### *2002 ARCHITECTURE FIRM AWARD*

American Institute of Architects  
**Thompson Ventulett Stainback & Associates**  
Chicago, Illinois USA



### SOUTH ATLANTIC REGION AIA AWARDS

#### *2007 MERIT AWARD FOR ARCHITECTURE*

American Institute of Architects South Atlantic Region  
**Puerto Rico Convention Center**  
San Juan, Puerto Rico USA

#### *2000 ARCHITECTURE FIRM AWARD*

American Institute of Architects South Atlantic Region  
**Hot Springs Convention Center**  
Hot Springs, Arkansas USA

#### *1996 MERIT AWARD FOR ARCHITECTURE*

American Institute of Architects South Atlantic Region  
**Long Beach Convention Center**  
Long Beach, California USA



### STATE | LOCAL AIA AWARDS

#### *2013 MERIT AWARD FOR ARCHITECTURE*

American Institute of Architects Middle Tennessee  
**Music City Center**  
Nashville, Tennessee USA

#### *2013 MERIT AWARD FOR ARCHITECTURE*

American Institute of Architects Georgia  
**Music City Center**  
Nashville, Tennessee USA

#### *2007 HONOR AWARD FOR ARCHITECTURE*

American Institute of Architects Georgia  
**Puerto Rico Convention Center**  
San Juan, Puerto Rico USA

#### *2000 MERIT AWARD FOR ARCHITECTURE*

American Institute of Architects Georgia  
**Hot Springs Convention Center**  
Hot Springs, Arkansas USA

#### *2003 CERTIFICATE OF RECOGNITION*

American Institute of Architects San Antonio  
**Henry B. Gonzalez Convention Center**  
San Antonio, Texas USA

#### *1999 DESIGN AWARD FOR ARCHITECTURE*

American Institute of Architects Arkansas  
**Hot Springs Convention Center**  
Hot Springs, Arkansas USA

#### *1998 DESIGN AWARD FOR ARCHITECTURE*

American Institute of Architects Georgia  
**Merrill Lynch Western Operations Center**  
Denver, Colorado USA

#### *1997 DESIGN AWARD FOR ARCHITECTURE*

American Institute of Architects Chicago  
**McCormick Place Convention Center**  
Chicago, Illinois USA

#### *1997 DESIGN AWARD FOR ARCHITECTURE*

American Institute of Architects Georgia  
**McCormick Place Convention Center**  
Chicago, Illinois USA

## 2.2 Awards, Honors and Recognition

### OTHER AWARDS

#### *2017 BEST OF THE BEST AWARD*

IIDA Georgia Chapter

**San Diego Marriott Marquis & Marina**

San Diego, California USA

#### *2016 PURSUIT OF EXCELLENCE*

Governor's Environmental Stewardship Award

**Music City Center**

Nashville, Tennessee USA

#### *2014 AWARD OF EXCELLENCE*

Green Roofs for Healthy Cities

**Music City Center**

Nashville, Tennessee USA

#### *2014 EXCELLENCE IN DEVELOPMENT*

Urban Land Institute Nashville

**Music City Center**

Nashville, Tennessee USA

#### *2014 BEST PROJECT SPORTS and ENTERTAINMENT*

ENR Southeast

**Music City Center**

Nashville, Tennessee USA

#### *2010 MERIT AWARD*

Brick Association of North Carolina

**Raleigh Convention Center**

Raleigh, North Carolina USA

#### *2010 MERIT AWARD - PUBLIC REALM*

ASLA Texas Chapter

**McAllen Convention Center**

McAllen, Texas USA

#### *2009 BEST GOVERNMENT/PUBLIC PROJECT*

Southeast Construction

**Raleigh Convention Center**

Raleigh, North Carolina USA

#### *2009 BRONZE DESIGN AWARD*

ASID Georgia Chapter

**Raleigh Convention Center**

Raleigh, North Carolina USA

#### *2009 SIR WALTER RALEIGH APPEARANCE AWARD*

City of Raleigh Appearance Commission

**Raleigh Convention Center**

Raleigh, North Carolina USA

#### *2004 SILVER DESIGN AWARD*

ASID Georgia Chapter

**Palm Beach County Convention Center**

West Palm Beach, Florida USA

#### *2003 GOLDEN TROWEL AWARD*

San Antonio Masonry Association

**Henry B. Gonzalez Convention Center**

San Antonio, Texas USA

#### *2002 MAYOR'S CHOICE AWARD*

City of San Antonio

**Henry B. Gonzalez Convention Center**

San Antonio, Texas USA

#### *2001 BEST PUBLIC PROJECT*

Texas Construction Magazine

**Henry B. Gonzalez Convention Center**

San Antonio, Texas USA

#### *1998 DESIGN AWARD FOR PUBLIC SPACE*

Interiors Magazine

**McCormick Place Convention Center**

Chicago, Illinois USA

#### *1998 NATIONAL DESIGN AWARD*

Precast/Prestressed Concrete Institute

**McCormick Place Convention Center**

Chicago, Illinois USA

#### *1998 AWARD OF MERIT*

American Concrete Institute, Rocky Mountain Chapter

**Merrill Lynch Western Operations Center**

Denver, Colorado USA

#### *1998 AVENTURE IN EXCELLENCE AWARD*

ASID

**McCormick Place Convention Center**

Chicago, Illinois USA

#### *1997 OFFICE DEVELOPMENT OF THE YEAR*

NAIOP Denver Chapter

**Merrill Lynch Western Operations Center**

Denver, Colorado USA

#### *1997 INNOVATIVE DESIGN AWARD*

Structural Steel

**Salt Palace Convention Center**

Salt Lake City, Utah USA

#### *1994 DECORATIVE AWARD*

Concrete Industry Awards

**Long Beach Convention Center Expansion**

Long Beach, California USA

## 2.3 Publications and Media Coverage

### PUBLICATIONS BY OR FEATURING ROB SVEDBERG

#### **“More Of The Javits Center, But Not Much Else”**

by James Gardner

[The Real Deal New York Real Estate News](#) 4/2017

Story featuring Rob and the design of the new Jacob Javits Convention Center

#### **“Lendlease Turner Awarded the Jacob K. Javits Center Expansion Project”**

[New York Business Journal](#) 2/2017

Rob quoted about Javits Center Expansion Project

#### **“Tuning Up Nashville’s Music City Center”**

[BUILD. TV / Foodable Network](#) 6/2014

WebTV interview with Rob about trends in food service design related to Music City Center

#### **“Dunwoody Crown Towers”**

by Dyana Bagby

[Dunwoody Reporter](#) 2/2016

Report on 244 Perimeter Center development with images and quotes by Rob

#### **“Massive Project Could Urbanize Perimeter”**

by Douglas Sams

[Atlanta Business Chronicle](#) 1/2016

Cover story about 244 Perimeter Center development

#### **“Emerging Markets”**

[The Exhibition NewsFeed](#) 11/2015

Rob featured in story about Convention Centers design in emerging markets

#### **“Convention Center Architects”**

by Kristan Obeng

[ExhibitCity Magazine](#) 11/2015

Rob featured in story about Convention Centers of the future and how architects help destinations compete

#### **“Embracing Regional Significance”**

by John Robertson

[DDC Journal](#) Winter/2015

Feature story highlighting the expansion and renovation of the Charleston, WV Civic Center

#### **“The Inside-Out Convention Center”**

by Barbara Palmer

[Convene Magazine](#) 7/2015

Journal of the Professional Convention Management Association (PCMA) featuring Rob discussing trends in the meeting industry

#### **“New Convention Center Concourse”**

by Teya Vitu

[Idaho Business Review](#) 7/2015

Story and Interview with Rob talking about the expansion of the Boise Center

#### **“Architectural Design Presented”**

[Yes! Weekly Blog](#) 1/2015

News story with quote by Rob on the renovation/expansion of the Benton Center in Winston-Salem

#### **“Architects on Convention Center Design Trends”**

by Jason Hensel

[Front Row News](#) 8/2014

IAVM blog post quoting Rob on industry trends

#### **“The Architects”**

by Michael Shapiro

[Meetings And Conventions Magazine](#) 7/2014

Feature story about Rob and creating venues of tomorrow

#### **“Convention Center Architects”**

by Michael Shapiro

[Meetings And Conventions Website Feature](#) 7/2014

Web Profile of Rob and trends in convention center designs

#### **“Sika at Work”**

[Building Design+Construction University Case Study](#) 4/2014

Rob quoted on design and technical considerations in green roof design for Music City Center



## 2.3 Publications and Media Coverage

### **“Innovation Takes Shape in the Caribbean: Puerto Rico Convention Center is the Structural Wave of the Future”**

By Doug Robinson, PE

[Civil+Structural Engineer Magazine 2/2014](#)

Feature story looking back at structural innovations in the design of the Puerto Rico Convention Center

### **“Music City Center: At-a-Glance”**

[ARCHELLO 7/2013](#)

Web feature on new Music City Center

### **“Music City Center”**

[CODAworx Collaboration of Design+Art 6/2103](#)

Web case-study describing public art program and integration into the design of the Music City Center

### **“The Soul of Nashville”**

[Digital Rodeo News 5/2013](#)

Music Industry story quoting Rob on the design of the Music City Center

### **“Straying from Convention”**

by Fred Bernstein

[Architectural Record 5/2012](#)

AIA Journal story about current Convention Center projects featuring tvsdesign with interview and quotes by Rob

### **“Cities Building New Convention Centers as Attendance Declines”**

[Smart City Memphis 5/2012](#)

Story quoting Rob about trends in the development of new convention centers

### **“Ready to Compete”**

by Matthew Coller

[Venues Today 2/2012](#)

Feature on the Music City Center with quote by Rob

### **“Grand Designs”**

[Exhibition World 6/2011](#)

In depth interview with Rob speaking about current industry trends

### **“Show Places”**

by Barbara Palmer

[Convene Magazine 10/2010](#)

Journal of the Professional Convention Management Association (PCMA) featuring Rob discussing trends in the meeting industry

### **“Profiles”**

by Megan Braley

[Texas Architect Magazine 5/2008](#)

Profile feature on McAllen Convention Center

### **“Innovation takes Shape in the Caribbean”**

by Blair Hanuschak, P.E.

[Structural Engineer 4/2007](#)

Cover feature on the design of the Puerto Rico Convention Center

### **“A Steel Sea”**

by Blair Hanuschak, P.E.

[Auditoria Magazine 4/2006](#)

In-depth look at the innovations in the structure of the Puerto Rico Convention Center

### **“Project of Month: McAllen”**

by Jennifer Hiller

[Texas Construction Magazine 2/2006](#)

Feature on new McAllen Convention Center with quotes from Rob

### **“The Bull’s New Pen,”**

by Marc Hochstein

[Grid Magazine 11/2001](#)

Innovations in planning for the Merrill Lynch New Jersey Campus

### **“Wide Open Spaces”**

by Danielle Cohen

[Atlanta Homes and Lifestyles 8/2001](#)

Cover story about pioneering downtown Atlanta loft designed by Rob for his family

### **“UnConventional Center”**

by Alan Ward

[Landscape Architecture Magazine 5/2000](#)

The urban design and planning for the Puerto Rico Convention Center

### **“News Briefs”**

[Architectural Record 5/1999](#)

Update on the progress of the Puerto Rico Convention Center

# 3

## Exhibits

### Table of Contents



#### Exhibit 1

##### Charting a New Direction for Convention Centers

Building Type Expertise

Driving industry trends, telling the brand story, and building resilient cities.

Renderings: tvsdesign



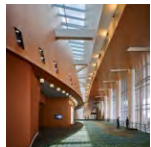
#### Exhibit 2

##### Jacob K. Javits Convention Center Expansion

New York, New York

Transforming an exhibition focused center into an integrated Convention Center.

Renderings: tvsdesign



#### Exhibit 3

##### Music City Center

Nashville, Tennessee

Setting a new industry benchmark and transforming downtown Nashville.

Photography: Hendrich Blessing Photography



#### Exhibit 4

##### Building Repositioning

Winston-Salem, Charleston & Toronto

Transforming old centers into state-of-the-art economic development engines.

Photography | Renderings: tvsdesign



#### Exhibit 5

##### Puerto Rico Convention Center

San Juan, Puerto Rico

Creating an industry icon to drive business tourism.

Photography: Brian Gassel Photography



#### Exhibit 6

##### Raleigh Convention Center

Raleigh, North Carolina

Placing a big building in a tight street grid as an urban gateway.

Renderings: tvsdesign



#### Exhibit 7

##### McAllen Convention Center

McAllen, Texas

Tailoring the design message for a small market venue.

Photography: Hendrich Blessing Photography



#### Exhibit 8

##### Amador Convention Center

Panama City, Panama

Setting a new industry standard for Central America.

Photography | Renderings: tvsdesign

# CHARTING A NEW DIRECTION FOR CONVENTION CENTERS

Building Type Expertise

Exhibit 1

From *CONVENE* 2015 –

“Five years ago in *Convene*, Svedberg predicted that “impersonal and generic spaces (in convention centers) would be replaced by multiple casual and intimate spaces with distinctive personalities and experiences”. That trend is continuing and reflects the increasingly interactive collaborative nature of work and learning. Today, the future they helped imagine is here – and our guides proved to be remarkably prescient. The major trends the architects identified, such as the connection of convention centers with their destinations and the demands for flexible spaces where people can meet in new ways, are evident, not just in buildings they themselves designed but throughout the meetings world.”

–Barbara Palmer, *CONVENE* 7/2015

Journal of the Professional Convention Management Association

From *CONVENE* 2010

“Exhibit spaces will feel less like isolated black boxes and more like continuations of the public spaces drawing attendees and exhibitors together.”

## HELPING YOU THINK

BY ROB SVEDBERG \* TVSDSIGN

**Information overload and social networking are two megatrends that are converging to make meetings and conventions more important and to change convention centers as we know them.**

As the dizzying volume of information grows exponentially online, conventions, trade shows, and meetings will become essential for filtering, sorting, and making sense of the vast quantities of information available. Meetings will become a primary way to personalize the avalanche of information and generate meaningful experiences and relationships.

Venues that offer authentic experiences unique to their location will continue to have a competitive advantage. This gives smaller markets a way to compete, if they can let attendees experience something new and authentic. Facilities located in activity clusters will excel. Venues and events that contribute to a broader purpose through sustainability, community involvement, and doing good will attract Gen Y-ers and Millennials, who judge each personal act by how it makes the world a better place.

Technology will allow attendees to filter information not just by time (scheduled seminars) and location (meeting rooms/booth locations), but also by solutions, topics, problems, concerns, and opportunities. Instead of just walking the grid of booths, people will use handheld technology to create their own pathways and link up with others with similar inter-



**INSIDE THE MUSIC:** Using curved wood surfaces and aperture-like lighting fixtures in the lobby of the future Music City Center in Nashville will give visitors the feeling of being inside a musical instrument, according to architect Rob Svedberg, while panoramic views of Nashville will contribute to a sense of place.

ests for informal exchanges. Exhibitors who can monitor and plug into this solutions network will be able to focus their efforts and messages on these informal networks on and off the exhibit floor.

To respond to these trends, impersonal and generic spaces will be replaced by multiple casual and intimate spaces with distinctive personalities and experiences. Grand architectural gestures will become important, not only as destinations, but to link together more intimate gathering spots and help orient visitors by visual connection back to vibrant urban surroundings.

Exhibit spaces will feel less like isolated black boxes and more like continuations of the public spaces that draw attendees and exhibitors together. Attendees will flow more casually between exhibits, intimate social spaces, learning, networking, and events, while venue spaces will be distinctive yet flexible to accommodate a wide variety of user-programmed activities. ■

**ROB SVEDBERG** is an associate principal at Atlanta-based tvsdesign, which has designed major convention centers in dozens of U.S. and international cities, including Atlanta, Philadelphia, Chicago, Washington, D.C., and San Juan, Puerto Rico.

ILLUSTRATION COURTESY TVSDSIGN

www.pcma.org

pcma convene October 2010

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## Exhibit 1

### Pioneered Telling the Destination Story

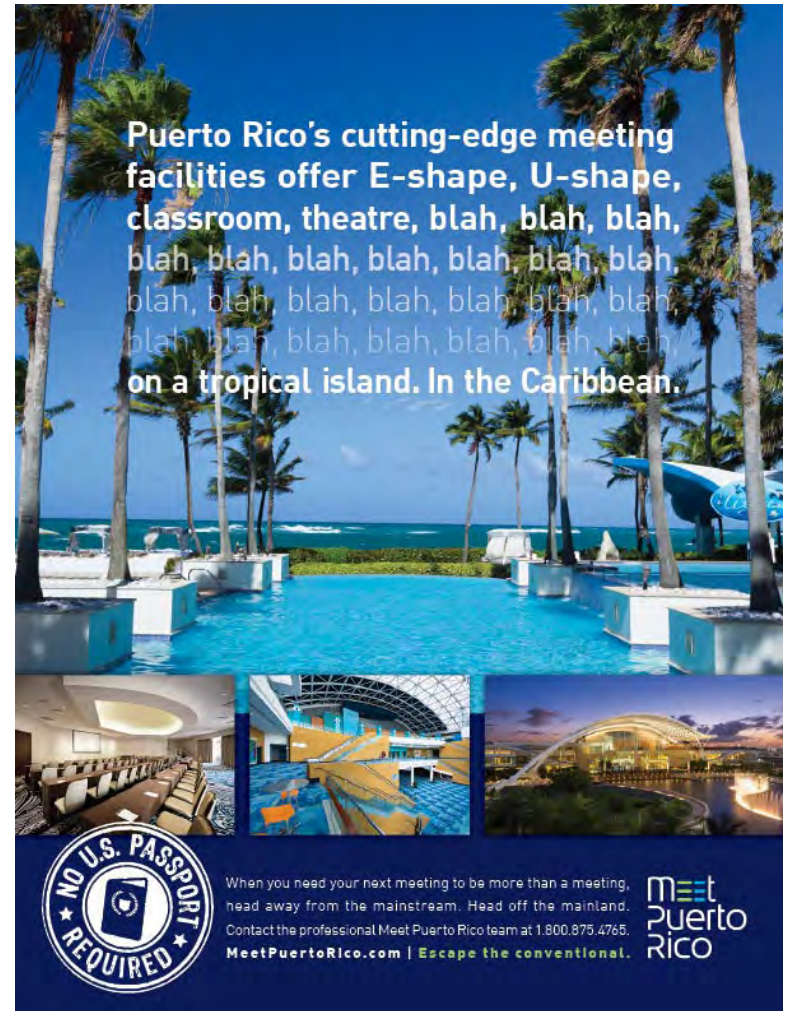


The best convention center designs were either generically modern or related to their immediate architectural context.

Rob articulated – in presentations, publications and designs – the idea that architecture was a language that could tell each destination's unique story.

Through big picture design iconography down to the smallest details, Rob advocated for a holistic view that included the look and feel of the convention center as being central to each destination's identity.

For the Puerto Rico Convention Center, designed in 1999 and opened in 2005, the iconic roofs were inspired by wave forms. This architectural gesture became the basis of the overall brand identity – used in logos, business cards and postcards.



Architectural Concept



Tourist Postcard



Building Logo



Business Card



Island's Symbol





## Exhibit 1

## Developed Authentic Urban Experiences



The Music City Center was designed in 2009 and opened in 2013. The design process began with an intensive master plan process that set, as a goal, both the **creation of a tourism ecosystem and an authentic urban experience** with residents, shops, entertainment, workplaces and restaurants.

The Center was designed to be open and welcoming on all four facades. Trucks and building services were removed from the street faces. Key urban infrastructure was updated or replaced.

The results have exceeded even the most optimistic predictions. According to the Nashville Downtown Partnership, **downtown Nashville population has grown 85% since 2010**, with 2,293 units under construction in 2017 and 57 new retail businesses opened in 2016, with a 2016 Class-A office vacancy rate of 3.5%.

Since the opening in 2013, the area around the Center has added **1,396 new hotel rooms**, with 2,485 more under construction and an additional 1,400 about to break ground (Music City Center 2016 Annual Report).

## Declaration of Responsibility

I have personal knowledge of the nominee's responsibility for the exhibit listed above. That responsibility included:

- Project under direction of nominee
- Nominee's firm executed project
- Rob is largely responsible for the innovations described in this exhibit.

Janet Simpson, IIDA ASID | President, tvsdesign (role: colleague witness)



In its first three years, the Center has generated over \$1B in economic impact, hosted 965 events totaling 1,934,643 attendees and booked 1,110,203 hotel room nights. (Tennessean 6/22/2016)



  
Janet Simpson

# JACOB K. JAVITS CONVENTION CENTER EXPANSION

New York, New York

**Architecture Firm of Record:** tvsdesign (Atlanta, Georgia)

**Design Firm:** tvsdesign

**Completion:** 2020 (*under construction*)

**Role of Nominee:** Principal-in-Charge | Architect of Record

**Collaborators:** Lendlease/Turner; Moody Nolan, Inc.; WXY Studio; FXFowle/Epstein (design-build criteria)



Expansion Relates to James Ingo Freed Designed Center

**Synopsis:** This \$1.5B expansion fits almost 1.4M sf onto two full Manhattan blocks, building directly above the Lincoln Tunnels. Rob led the team in winning this international design/build competition and is the Principal-in-Charge and Architect of Record for the project.

The expansion takes over 160 trucks off the City's congested streets with an innovative Truck Marshalling Building and transforms Javits from a trade and exhibition facility into a full convention center.

With Hudson Yards and other projects, this part of the City is rapidly changing and the expansion gives the center a new urban identity.



## Selected Publications:

**"More Of The Javits Center, But Not Much Else"**  
by James Gardner / *The Real Deal New York* 4/2017

**"Lendlease Turner Awarded the Jacob K. Javits Center Expansion Project"** / *New York Business Journal* 2/2017



## Exhibit 2



New Atrium Faces South and Defines Northern Boundary of Plaza



Expansion Sits North of Javits, from 38th to 40th Streets



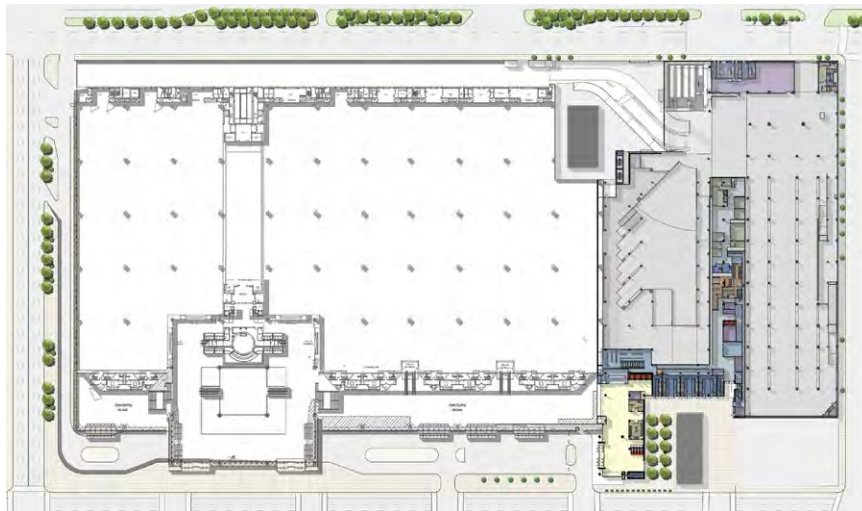
Atrium Organizes Space and Connects Guests to City



Board Room with Skyline Views



## Exhibit 2



Entry (Lvl2)



Exhibit (Lvl3)



Meeting (Lvl5)



Ballroom (Lvl6)



View from 38th Street Looking West

### Declaration of Responsibility

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- Project under direction of nominee
- Nominee's firm executed project
- Rob is the Principal-in-Charge, Architect of Record and is leading all portions and phases of the project.

Steve Sommer | Senior Vice President, Lend Lease (US) Construction, Inc. (role: client)



## MUSIC CITY CENTER

Nashville, Tennessee

**Architecture Firm of Record:** tvsdesign (Atlanta, Georgia)

**Design Firm:** tvsdesign, Tuck-Hinton Architects, Moody Nolan, Inc.

**Completion:** 2013

**Role of Nominee:** Project Manager | Design Manager

**Collaborators:** Tuck-Hinton Architects; Moody Nolan, Inc.



North Elevation Along Demonbreun Street Faces Nashville's Skyline

**Synopsis:** The site was a collection of empty parking lots at the southern edge of downtown. The new \$585M / 2M square foot facility was designed to tell the Music City story in architecture and revitalize this section of Nashville.

Rob managed the planning, programming, design, documentation and construction of the project.

The LEED™ Gold Music City Center has become the new benchmark in convention center design, spurring the development of over 5,000 hotel rooms and generating over \$1B in economic impact in its first three years.

### Selected Awards:

*2013 MERIT AWARD FOR ARCHITECTURE*  
**American Institute of Architects Middle Tennessee**  
 Music City Center  
 Nashville, Tennessee USA

*2013 MERIT AWARD FOR ARCHITECTURE*  
**American Institute of Architects Georgia**  
 Music City Center  
 Nashville, Tennessee USA

*2014 EXCELLENCE IN DEVELOPMENT*  
**Urban Land Institute Nashville**  
 Music City Center  
 Nashville, Tennessee USA



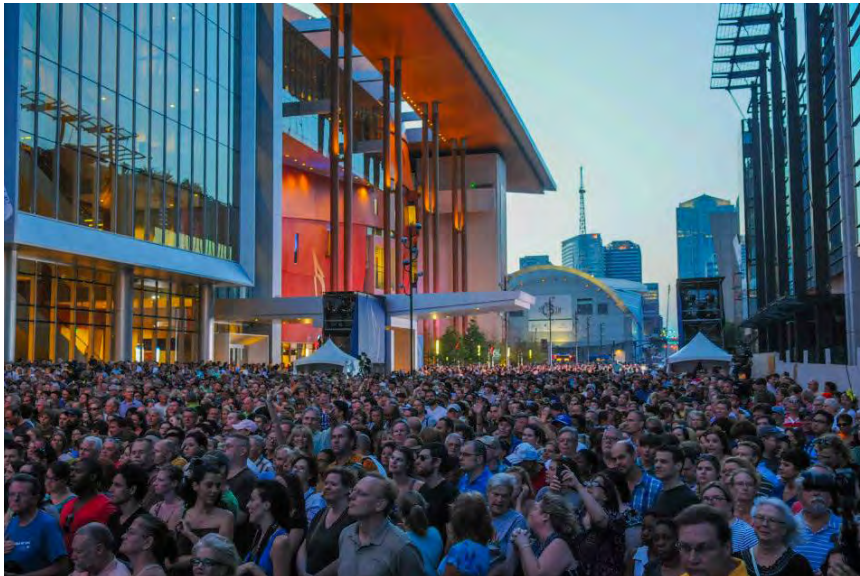
## Exhibit 3



Exhibit Hall Featuring Clear Span Structure and Natural Light



Meeting Room Corridor Features Warm Materials and Local Art



Fifth Street Designed as Shared Street / Outdoor Event Plaza



Main Ballroom Designed as Performance Space



## Exhibit 3

The good news for architects: The money is being spent not just on bigger centers, but also better ones. According to Rob Svedberg, an associate principal at Atlanta-based Thompson, Ventulett, Stainback & Associates (TVSA), the last few years have seen a pronounced shift from convention centers as giant, hangarlike buildings—"box with docks," as they are known—to buildings with finishes comparable to those of concert halls and hotel lobbies. His firm is building a convention center in Nashville with so much woodwork, "you'll feel like you're inside a Stradivarius violin," he says. People who travel

development effort." (The goal, she explains, is to land more conventions that make use of food and beverage, audiovisual, and other

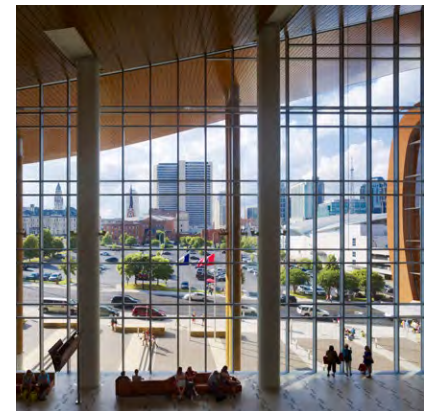
Center renovation. While the first phase of the project is proceeding, what would have been important parts of the next phase—including

**"You'll feel like you're inside a Stradivarius violin," says Rob Svedberg of a convention center his firm has designed for Nashville.**

revenue-producing services.) Events DC has also arranged more than \$200 million in city financing for the developer of a Marriott

a complete revamping of the plaza in front of the building—are on hold. "We're not allowed to dream," says Bruce Fowle, founding

– *Architectural Record*, May 2012



### Declaration of Responsibility

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- Project under direction of nominee
- Nominee's firm executed project
- Rob was the Project Manager / Design Manager and led all phases of the project

*Charles L. Starks*

Charles Starks | President & CEO of the Convention Center Authority of Metropolitan Nashville and Davidson County (role: client)



## BUILDING REPOSITIONING – 3 EXAMPLES

### M.C. BENTON CENTER

Winston-Salem, North Carolina

**Architecture Firm of Record:** tvsdesign (Atlanta, Georgia)

**Design Firm:** tvsdesign

**Completion:** 2017

**Role of Nominee:** Principal-in-Charge | Architect of Record

**Collaborators:** Architectural Design Associates, Inc.

**Synopsis:** The challenge was to make a 1960's era small-market convention center relevant in today's marketplace. Rob worked with the customers, operators and sales team to rethink the mix of leasable spaces, the public circulation, exterior architecture and interior finishes. The building edges were brought out to define street edges and the inwardly facing spaces were opened up to the city. As a result of the repositioning, new bookings are up and existing customer's events are growing.



New 5th Street Facade



Before - Cherry Street



After - Cherry Street



Before - Corner of 5th and Cherry



After - Corner of 5th and Cherry



## Exhibit 4

### CHARLESTON CIVIC CENTER

Charleston, West Virginia

**Architecture Firm of Record:** ZMM (Charleston, West Virginia)

**Design Firm:** tvsdesign

**Completion:** 2017 - Phase 1 | 2019 - Phase 2

**Role of Nominee:** Principal-in-Charge

**Collaborators:** ZMM Architects and Engineers; Odell (criteria)

**Synopsis:** The challenge was to give separate identity and circulation to a combined 1960's era arena/convention center and expand the convention center to take advantage of its river front site. Rob led the planning and design of this national competition winning design/build project. New arena and convention lobbies clarify entry and separate circulation to allow each component to function independently. The Convention Center is expanded with a new Ballroom facing the Elk River. The results are a newly activated urban edge at the arena and a repositioned convention center that highlights Charleston's unique natural setting and will allow the center to compete in the regional market.

*Before - Clendenin Street*



*After - Clendenin Street*



*Before - from Lee Street Bridge*



*After - from Lee Street Bridge*

## Exhibit 4

### METRO TORONTO CONVENTION CENTER

Toronto, Ontario Canada

**Architecture Firm of Record:** tvsdesign

**Design Firm:** tvsdesign

**Completion:** 2017

**Role of Nominee:** Principal-in-Charge | Architect of Record

**Collaborators:** Interior Architects (IA)

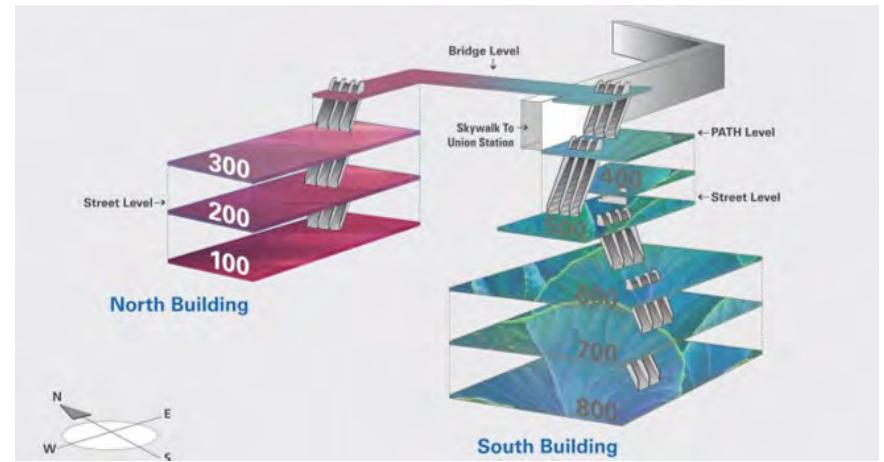


Before - Grand Hall



After - Grand Hall

**Synopsis:** The challenge was to clarify circulation and update finishes in Canada's largest convention center. The MTCC occupies sites on either side of a major rail line, with the south building being completely below street level. Rob worked with the sales team to identify needs that led to locating new meeting rooms on a mezzanine within the existing volume and adding a new service elevator core down through five underground levels to improve loading. Color and finishes were used to differentiate the north and south buildings and to aid in wayfinding. The results have been enthusiastically embraced by the existing customers and led directly to their most successful sales year in over a decade.



Level | Finish diagram

#### Declaration of Responsibility

I have personal knowledge of the nominee's responsibility for the exhibit listed above. That responsibility included:

- Largely responsible for design
- Project under direction of nominee
- Nominee's firm executed project
- Rob is the Principal-in-Charge and led all phases of the projects shown in this exhibit.

Janet Simpson, IIDA ASID | President, tvsdesign (role: colleague witness)

A handwritten signature in black ink, reading "Janet Simpson".



# PUERTO RICO CONVENTION CENTER

San Juan, Puerto Rico

**Architecture Firm of Record:** Jimenez+Rodriguez Barcelo

**Design Firm:** tvsdesign

**Completion:** 2005

**Role of Nominee:** Project Manager | Design Manager

**Collaborators:** Jimenez+Rodriguez Barcelo; Sasaki

## Exhibit 5



North Façade Facing Bay

**Synopsis:** The goal for this new center on a de-commissioned naval base was to develop a business travel market for Puerto Rico. Rob managed the programming, planning and design of the project.

The iconic keystone of a new district, the center was designed to promote a fun, modern and sophisticated image for business travelers.

While the island's economy has struggled, the center has thrived, spawning a large hotel/casino development, public park, and a new entertainment district. The center was used as the emergency response headquarters during and after Hurricane Maria.

### Selected Awards:

*2007 MERIT AWARD FOR ARCHITECTURE*

**American Institute of Architects South Atlantic Region**

Puerto Rico Convention Center

San Juan, Puerto Rico USA

*2007 HONOR AWARD FOR ARCHITECTURE*

**American Institute of Architects Georgia**

Puerto Rico Convention Center

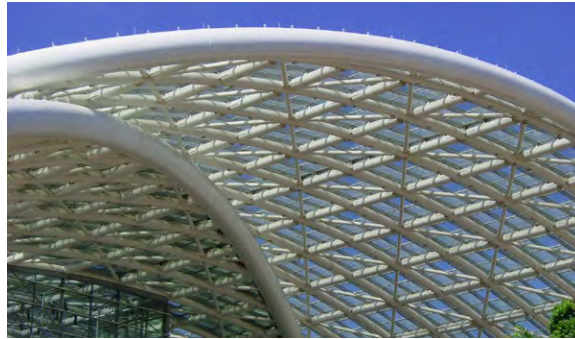
San Juan, Puerto Rico USA



## Exhibit 5



Entry and Drop-off Under Dramatic Canopies



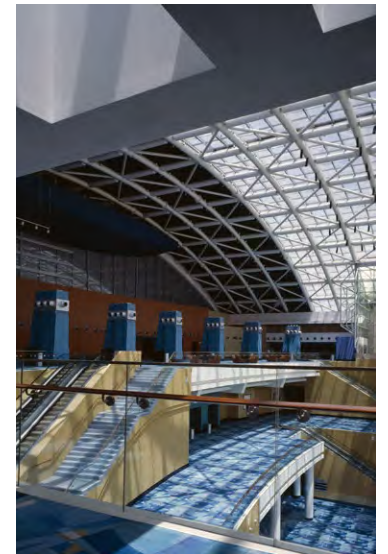
Innovative Roof Structure Spans 270' with 2' Pipe Arch



PRCC as Center of Celebration



Ballroom Prefunction Open to Bay View



Clear Atrium Circulation

### Declaration of Responsibility

I have personal knowledge of the nominee's responsibility for the exhibit listed above. That responsibility included:

- Project under direction of nominee
- Nominee's firm executed project
- Rob acted as the Project Manager, leading the programming, schematic design and design development phases of the project.

Ilia Rios, AIA | Partner, V-Architecture (role: associated architect)

ilia@varchitecture.com  
Digitally signed by  
ilia@varchitecture.com  
DN: cn=ilia@varchitecture.com  
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# RALEIGH CONVENTION CENTER

Raleigh, North Carolina

**Architecture Firm of Record:** O'Brien Atkins Associates

**Design Firm:** tvsdesign

**Completion:** 2008

**Role of Nominee:** Project Manager | Design Manager

**Collaborators:** O'Brien Atkins Associates; Clearscapes



Convention Center as Gateway to Downtown Raleigh

**Synopsis:** Replacing an older facility that had blocked a major urban axis, this project's challenge was to fit a large building into a tight urban street grid. Rob managed the programming, design, documentation and construction phases of the project.

Taking advantage of a sloped site, the exhibit hall was located below street level, with loading docks and part of the exhibit hall located under public streets. Above grade, the center fills one city block with active uses along all street edges.

The Center has been wildly successful, spawning multiple new hotel developments, a public festival space and is currently planning a major expansion.

## Selected Awards:

*2009 BRONZE DESIGN AWARD*

**ASID Georgia Chapter**

Raleigh Convention Center

*2009 BEST GOVERNMENT/PUBLIC PROJECT*

**Southeast Construction Magazine**

Raleigh Convention Center

*2010 MERIT AWARD*

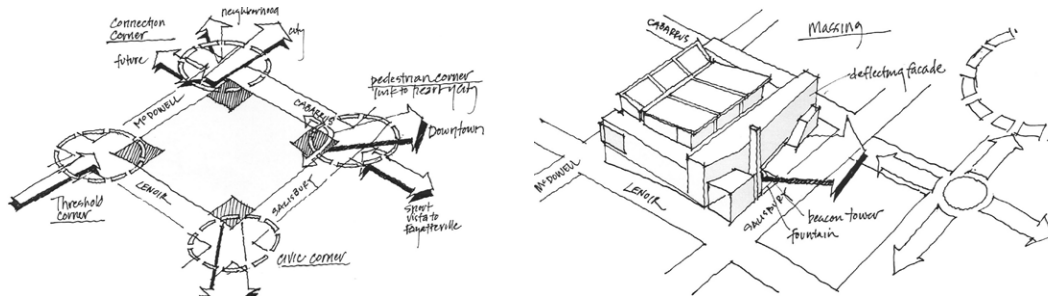
**Brick Association of North Carolina**

Raleigh Convention Center

## Exhibit 6



Entry and Drop-Off Reinforce the Capitol's Civic Appeal



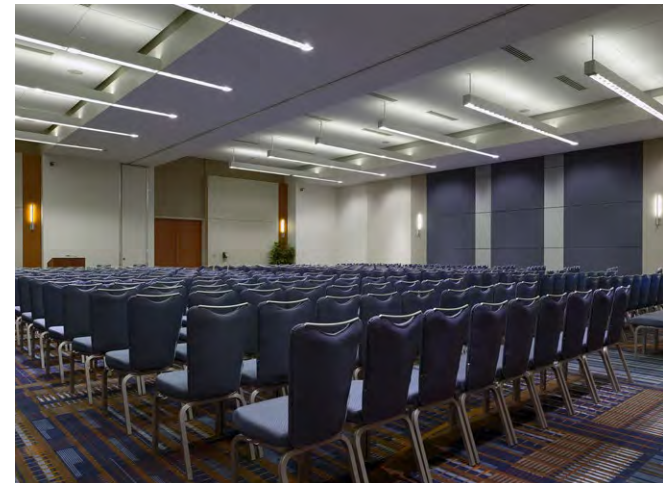
Urban Diagrams Relate Project to Capitol Axis

### Declaration of Responsibility

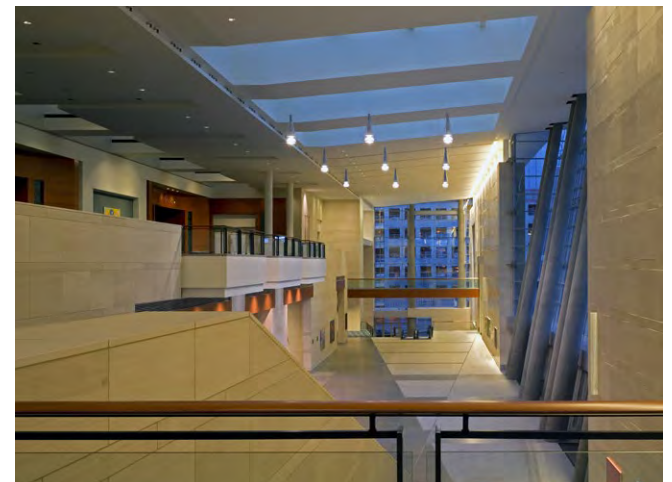
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- Nominee's firm executed project
- Rob was the Project Manager and led all phases of the project

Aaron Gentry, AIA LEED AP | Principal, tvsdesign (role: colleague witness)



Meeting Rooms Feature Local Displays



Lobby Links Meeting and Exhibit Zones



## McALLEN CONVENTION CENTER

McAllen, Texas

**Architecture Firm of Record:** Gignac & Associates

**Design Firm:** tvsdesign

**Completion:** 2008

**Role of Nominee:** Project Manager | Design Manager

**Collaborators:** Gignac & Associates; SWA Group



Convention Center Anchors New Civic District with Park, Hotels, and Performing Arts Center

**Synopsis:** McAllen is a fast growing border town wanting to make a splash in the meetings business. Rob led the planning, programming and design phases of the project that created a new civic focused district for McAllen.

The design was developed along with the CVB's sales strategy to tell the story of McAllen as a progressive town with a unique culture and history.

The center has established McAllen as the prime meeting location along the Rio Grande, spawned multiple new hotel developments, a mixed-use retail district and a much-loved public park and gathering spot.



Parks and Fountains Create New Public Gathering Spot

## Exhibit 7



Details Combine Modern and Traditional



Concourse Design Tells Valley Story



Ballroom Links to Exhibit Hall for Flexibility



Plan



Glazing Detail



Park View

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I have personal knowledge of the nominee's responsibility for the exhibit listed above. That responsibility included:

- Project under direction of nominee
- Largely responsible for design
- Largely nominee's firm executed the design of the project
- Rob acted as programmer, designer and project manager of the project and led the Programming, Schematic Design and Design Development phases.

Raymond Gignac, AIA | Gignac & Associates (role: associated architect)



# AMADOR CONVENTION CENTER

Panama City, Republic of Panama

**Architecture Firm of Record:** Muscavat Arquitectos

**Design Firm:** tvsdesign

**Completion:** 2019 (*under construction*)

**Role of Nominee:** Principal-in-Charge

**Collaborators:** Ricardo Jimenez, AIA; Muscavat Arquitectos

## Exhibit 8



View from Canal to Panama City

**Synopsis:** Re-using the structure of a failed project, Rob and his team rethought the program, organization and image of this new convention center. Together with Frank Gehry's Environmental Museum, this project's goal is to develop Amador as a tourism hub along the Canal.

With the partially built exhibit hall and ballroom oddly separated, Rob used the metaphor of an 'isthmus' to bring together the separated program elements into a unified facility.

As one of the first true convention centers in Central America, this project is part of a coordinated effort to build and standardize a meetings and exhibition industry for the region.



Abandoned Construction - Starting Point



## Exhibit 8



Lobby View Looking Toward Canal



Drop-Off and Entry



Aerial View of Ballroom Wing



Ballroom with Glass Window Focused on Bridge



Ground Floor Plan

### Declaration of Responsibility

I have personal knowledge of the nominee's responsibility for the exhibit listed above. That responsibility included:

- Project under direction of nominee
- Nominee's firm executed the design of the project
- Rob was Principal-in-Charge of the project and led the Programming, Schematic Design and Design Development phases

Jay Thomson, AIA LEED AP | Principal, tvsdesign (role: colleague witness)

A handwritten signature in black ink, reading "J. Thomson".

# 4

## References

### Rob Svedberg, AIA

#### 1. Claire Weisz, FAIA

*Principal-in-Charge*

WXY architecture + urban design  
224 Centre Street – Fifth Floor  
New York, NY 10013

**Relationship:** Architect Collaborator,  
Jacob Javits Convention Center

#### 2. Raymond Gignac, AIA

*Principal-in-Charge*

Gignac Architects  
416 Starr  
Corpus Christi, Texas 78401

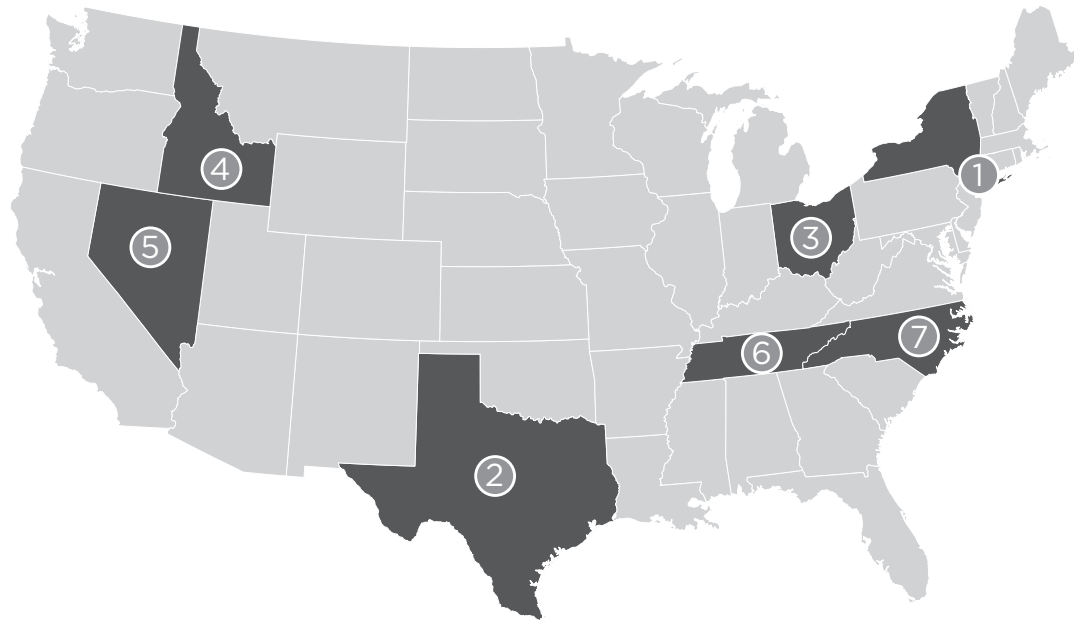
**Relationship:** Architect Collaborator,  
McAllen Convention Center & South Padre  
Island Convention Center

#### 3. Curtis J. Moody, FAIA, NOMA

*CEO*

Moody Nolan, Inc  
300 Spruce Street – Suite 300  
Columbus, Ohio 43215

**Relationship:** Architect Collaborator, Music  
City Center, McCormick Place Renovation &  
Jacob Javits Convention Center



#### 4. Michael G. Simmonds, AIA

*Principal*

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408 East Parkcenter Boulevard – Suite 205  
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**Relationship:** Architect Collaborator, Boise  
Center Expansion & Renovation

#### 6. Seab A. Tuck III, FAIA

*Principal*

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**Relationship:** Architect Collaborator, Music  
City Center

#### 5. Windom Kimsey, FAIA

*President & CEO*

Tate Snyder Kimsey  
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Henderson, Nevada 89015

**Relationship:** Architect Collaborator, Las  
Vegas Convention Center (*ongoing pursuit*)

#### 7. Bobby W. Patterson

*Principal*

Architectural Design Associates, PLLC  
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Winston-Salem, North Carolina 27106

**Relationship:** Architect Collaborator, M.C.  
Benton Convention Center