

KTGY Principals to Speak at NAHB International Builders' Show in Florida

Three KTGY Principals Manny Gonzalez, AIA, NCARB, LEED AP, CAASH, Rohit Anand, AIA, NCARB, and David Senden have been invited to participate in the National Association of Home Builders (NAHB) International Builders' Show (IBS) in Orlando, Florida, the housing industry's largest annual light construction trade show. The event will be held on January 12-15, 2011 in Orlando, Fla., at the Orange County Convention Center and will feature a variety of educational programs focused on the needs and trends of the housing industry.

December 13, 2010 (FPRC) -- IRVINE, CALIF. - Award-winning KTGY Group, Inc., Architecture and Planning, is pleased to announce that three principals, Manny Gonzalez, AIA, NCARB, LEED AP, CAASH, Rohit Anand, AIA, NCARB, and David Senden have been invited to participate in the National Association of Home Builders (NAHB) International Builders' Show (IBS) in Orlando, Florida, the housing industry's largest annual light construction trade show. The event will be held on January 12-15, 2011 in Orlando, Fla., at the Orange County Convention Center and will feature a variety of educational programs focused on the needs and trends of the housing industry.

On Wednesday, January 12, from 10:00 a.m. - 11:30 a.m., Gonzalez will speak on the advanced panel, "Looking into the Crystal Ball ... A New Vision for 50+ Communities and Amenities." In this advanced-rated session, Gonzalez will discuss what the 50+ housing industry will look like in the coming decade, including how the design of single-family, multi-generational and multifamily housing may evolve. Drawing on his knowledge and experience, Gonzalez will cover the broad spectrum that is 50+ housing including what type of communities will the new 50+ buyers want, what type of amenities should builders and designers include, and the various cutting-edge home technologies that are being developed to appeal to the 50+ market. Also, hear his thoughts and insights about universal and sustainable design and understand what the age-restricted community of the future might look like, and how to create communities that can adapt to the ever-changing needs of the 50+ market.

Senden will speak on the panel, "Design Trends that Capture Gen Y," on Wednesday, from 3:30 pm - 5:00 p.m. In today's frugal economy, statistics show that singles, younger couples and families are not purchasing new homes merely to flip them - they plan to stay in their home for longer periods of time. For this reason, many selective Gen Y buyers have a pride of ownership and are not willing to settle for a "cookie-cutter" home. In this session, attendees will learn how to target this buyer with new home designs gleaming with contemporary curb appeal and floor plans that can easily grow with their families and adapt for lifestyle changes over time.

Also on Wednesday, from 2:00 p.m. - 5:00 p.m., Gonzalez and Anand will participate in an AIA Plan Review Workshop. In this one-on-one workshop, Gonzalez and Anand and other participants will spend 25 minutes reviewing attendees' housing plans and illustrate how they can be changed or expanded in order to meet the needs of today's home buyers. Attendees will receive useful ideas for enhancing their project plans and maximizing its structural and aesthetic qualities, and improve their project plans' market appeal and perceived value.

On Friday, January 14, from 8:00 a.m. - 9:30 a.m., Gonzalez and Anand will speak on the panel, "How to Get Started in Developing Apartments and Condos - Part 3: Design and Construction." In this novice-rated session, Gonzalez will help attendees determine the design that is most suitable for their target market; how to maximize density and cost-savings.; and how to successfully manage the construction process to bring the development in on schedule and within budget. Attendees will also see and hear about the latest design trends in multifamily housing and which features work best for which locations and product types - including urban, suburban, market-rate and affordable - through actual case studies. Anand will also present several land plan and product design options to allow the developer to study yield, density, construction cost and market feasibility.

Manny Gonzalez, AIA, NCARB, LEED AP, CAASH is the Senior Partner in KTGy's Santa Monica office and is also President of KTGy Group, Colorado. He is responsible for the design, land planning and production of developments throughout California, Arizona, Nevada and Colorado as well as active adult and affordable multifamily communities nationwide. In his more than 25 years of practice in residential development, Gonzalez has won numerous awards for his outstanding designs. Gonzalez has served as Chair of the AIA Housing Committee, on the Board of Directors for the BIA of Southern California and on national committees for the NAHB Multifamily Leadership Board, the 50+ Housing Symposium Committee and the NAHB Education Committee. He has written and contributed to scores of articles on residential design. Gonzalez has presented his observations to audiences at numerous local, regional and national conferences as well as the 1st International Housing Conference of the Americas in Mexico City.

Rohit Anand, AIA, NCARB, is the Managing Principal for KTGy's Tysons Corner, Virginia Office. Anand has more than 25 years of design experience and is registered in multiple states. In 2006, his firm, Design Concepts Architects, merged with Cubellis. In 2009, he joined CAX, Inc., which merged with the KTGy Group in 2010. With his vast expertise in multifamily, single-family and seniors housing, Anand is a recognized industry thought leader. Anand is a presenter at industry conferences, has won numerous awards for his work, written articles for industry publications and appeared on TV shows. Based in the Washington, DC, metropolitan area, Anand's team currently works on projects in the mid-Atlantic and major East Coast markets.

As a Principal with KTGy in the company's Irvine office, David Senden is responsible for the initial planning concept and design development. Always with design quality and integrity, he provides the "big picture" vision for projects varying from infill mixed-use developments through large scale planning efforts. His knowledge and experience of residential product as well as his ability to stay on the cutting edge of design makes Senden an invaluable member of any development team. Senden leads a team of designers and planners who work hand-in-hand with the local jurisdictions, developers and community. A reputable history of work for many of California's major builders and developers as well as a string of smaller scale intimate projects mark Senden's award-winning diverse portfolio.

For information on IBS registration, visit www.BuildersShow.com.

About KTGy Group, Inc.

Established in 1991, KTGy Group, Inc., Architecture and Planning, provides comprehensive planning and award-winning architectural design services for residential communities, retail, hospitality, mixed-use and related specialty developments. KTGy delivers innovative solutions that reflect clear understanding of development, marketing and financial performance and takes particular pride in its highly motivated and principal led studios. Serving clients worldwide, KTGy

maintains offices in Irvine, Oakland and Santa Monica, Calif., Denver, Colo., and Tysons Corner, Va. See www.ktgy.com.

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