Started in 2014, Perspective USA impressive track record is a sure guarantee of the success of the 4th edition - Perspective USA 2017.

Perspective USA 2016, International Architecture Forum:
- **70** Businesses attending,
- more than **250** attendees from all over the US,
- more than **500** One-to-One Business Meetings
- more than **40** THE PLAN Talk and Key-note
Following the success of Perspective Europe, the International Architecture and Business Forum founded in 2010 and held every year in Venice, Italy, THE PLAN launched the first Perspective USA in New York in 2014. Thanks to THE PLAN’s close ties with major American architecture firms, Perspective USA provides a unique platform for businesses seeking a sound entry point into the US market or wanting to strengthen their market position.

The international renown of America’s top architecture practices also means they are excellent stepping stones to emerging markets like South America, Asia and the Middle East.

Perspective USA offers a unique opportunity to develop new relations, get insights into new worlds, and open up new business and R&D prospects.

The broad knowledge base THE PLAN has developed over the years brings together the very best on the market: renowned architecture practices and business operators at the cutting edge of research and quality production in their field.

Attended by around 70/80 premier architecture firms, the two-day event will be organized into one-to-one business meetings flanked by lectures, panel discussions and workshops. There will be more informal moments too - always key networking opportunities. The exclusive, relaxing setting of the Hyatt Hotel will make this a meeting to remember.

One-to-one Business Meetings will allow participants to illustrate who they are, what they do, and explore the real possibilities of working together. Workshops will give manufacturers an opportunity to show their latest research and innovation to architects. The Panel Discussions and evening lectures will be further opportunities to get insightful information on the architecture and construction scene.

Perspective USA is a great chance for manufacturers eager not simply to showcase a product but start the sort of dialogue that builds solid business relations geared to providing integrated architectural and design solutions.

The Forum is also an opportunity to hear from architects about new architecture and design trends likely to impact the market. The aim is to provide an invaluable “trend service” briefing on what the future holds.

KEVIN MAHANEY
President & CEO THE OLYMPIA COMPANIES

“Outstanding opportunity to be introduced and exposed to top architectural firms and their work in an extremely efficient and economically effective manner.”

MAURIZIO SABINI
Professor, Hammons School of Architecture, Drury University, Springfield MO

Perspective USA will provide a unique platform for businesses seeking a sound entry point into the US market or wanting to strengthen their market position.

LANCE JAY BROWN
FAIA, DPACSA, Architecture + Urban Design, 2014 President, AIA New York Chapter
Founding Co-Chair, Design for Risk and Reconstruction Committee, Founding Board Member, Consortium for Sustainable Urbanization, Inaugural Chancellor, ACSA College of Distinguished Professors, 2007 Topaz Medallion Laureate, ACSA Distinguished Professor, Bernard and Anne Spitzer School of Architecture, CCNY, CUNY

It is refreshing and encouraging to see a publication that is so current and complete with information about our ever evolving profession.

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Perspective USA is an innovative platform that is able to creatively merge networking, business relations building, and reflections on the current discourse on architecture and the city. Such a new model offers unique and valuable opportunities for people in the industry, designers and educators to better getting to know each other, attend lectures by distinguished architects and designers, and participate in cutting-edge conversations on current research and challenges emerging from the on-going transformations of the built environment.
Perspective is a truly great opportunity. The one-to-one meeting formula with top-level professionals from major firms is an excellent way of getting yourself known, getting to know others, starting or continuing a dialogue – or even deciding to put things on hold for a while. That’s because Perspective is a real discussion forum not just a one-way lecture series. Manufacturing companies tell professionals what they do, and vice versa. And when they like each other - and the meetings are selected so that this is often the case - they figure out together where they want to be tomorrow. That’s a great way to work.”
MICHAEL GABELLINI
FAIA, Design Partner, GABELLINI SHEPPARD ASSOCIATES
I was pleased to be present at the first Perspective event in the USA. It was a great opportunity to meet Italian manufacturers face to face as well as other architects, developers and publications. I enjoyed the lectures and open form panel discussion. We look forward to seeing The Plan's architecture forum grow with time.

ROBERT MATTHEW NOBLETT
AIA, NCARB, Partner in Charge, BEHNISCH ARCHITEKTEN
Thank you for the invitation to join your event this week. It was a pleasure to be there.

JOSHUA ZINDER
AIA, NCARB, LEED AP BD+C, Founding Principal, JZA+D
I wanted to take a moment to thank you for all your efforts in organizing Perspective 2015. Your hard work showed in the high quality of the event, manufacturers and speakers. The topics were helpful and interesting, especially the meetings with the manufacturers and contractors. In addition, thank you for inviting me to participate. It was a privilege and enjoyable to be included among such an engaging and accomplished list of speakers.

VIVIAN LEE
AIA, LEED AP, Associate Partner, RICHARD MEIER & PARTNERS ARCHITECTS
Thank you for inviting Richard Meier & Partners to the THE PLAN Perspective 2014 Forum. It was a wonderfully organized event and I truly enjoyed meeting all the various manufacturers. I hope this networking event will benefit both Richard Meier & Partners and the companies represented at the forum. The talks given by Steven Holl, Toshiko Mori and Stefan Behnisch were interesting and inspiring. We believe that you will continue to deliver excellent insight on some of the top works of architecture around the world as what you have done at THE PLAN to date.

ANNA TORRIANI, LORENZO PAGNAMENTA
Founding Partners and Design Principals, APT ARCHITECTURE
The event was really interesting, and we thank you and the team for the wonderful assistance. Please let us know if you need anything from us: we would be happy to assist.

PETER STAMBERG
Founder, STAMBERG AFERIAT + ASSOCIATES
Perspective USA was an extraordinary opportunity to meet one-on-one with remarkable Italian resources of the highest calibre for architectural projects.

HYE-YOUNG CHUNG
AIA, NCARB, LEED AP AD+C, Associate Architect, TOSHIKO MORI ARCHITECT
It was wonderful meeting with such a wide variety of people, being exposed to such beautiful materials, and attending an amazing roster of lectures. We look forward to more events in the future.

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JUAN E. LOPEZ  
NYC Studio Leader, OPPENHEIM ARCHITECTURE + DESIGN  
It was great to participate in the event. Everything was well organized and the speakers / product representatives were very interesting... I would ask you to please include me on any type of further correspondence from The Plan as I would like to participate on any future events.

GEORGE RANALLI  
Founding Principal, GEORGE RANALLI ARCHITECT  
Thank you again for the opportunity to present my work at your meeting Perspective USA at the Waldorf Astoria Hotel. I thoroughly enjoyed the event and all the wonderful people you assembled there.

ANDREA STEELE  
Partner, TEN ARQUITECTOS  
Thank you for inviting me to speak at the conference. It was successful. You all did a fantastic job of bringing together architects and companies who possess the spirit of collaboration and value the design process.

ROBERT GOODWIN  
AIA, LEED AP, Design Principal, PERKINS + WILL  
Thank you for including Perkins + Will and me in the Perspective USA conference. I enjoyed all aspects of it, made some good connections and learned some helpful new things. Best of luck with The Plan and future Perspective conferences!

RAY CALABRO  
FAIA, NCARB, Principal, BOHLIN CYWINSKI JACKSON  
I wanted to express my gratitude to you for inviting me to participate in Perspective USA this year. What a terrific event!

LONN COMBS  
NCARB, Co-Founder, EASTON+COMBS ARCHITECTS  
Thanks for everything during the NYC event! This has been a really compelling opportunity for us to get to know better the editorial agenda of THE PLAN and the Perspective series. Keep us in mind for upcoming and future initiatives.

AUDREY MATLOCK  
Principal of Design, AUDREY MATLOCK ARCHITECT  
You organized an awesome event in New York this week! The access to interesting new products and meetings with their key representatives was terrific. I came away with creative ideas for product usage and valuable personal contacts. The individual architect talks were all given by top firms - and the ones I attended were quite inspiring.

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LUIS PEÑUELAS  
AAP, Founder, PEÑUELAS ARCHITECTS  
Thank you for inviting me to present at the conference. It was an amazing experience. I thoroughly enjoyed the opportunity to present my work and meet with other professionals in the industry.
Perspective USA is a unique forum that opens up new opportunities for U.S. architects to see new advances in Italian manufacturing and design. The fact that it is supported by The Plan is important. This makes Perspective USA even more authoritative and appealing to U.S. architects, because so many know and read The Plan regularly. The event itself has a pleasant feel, with low-key meetings and little fanfare. The emphasis instead is on the people, their ideas, and the leadership to be gained in architectural expression from the connections made.

Thanks for two terrific evenings. I enjoyed both and am happy to be introduced to your publication. For me the most important “take away” was Stefan Behnisch’s parting advice to “not turn away from the trivial.”