



ARCHITECTURAL TECHNOLOGY INNOVATION AWARD

AIA CA - LG ELECTRONICS USA, JULY 24 2020

From Debra Gerod, FAIA

As architects, we are acutely aware of the changing landscape and consider these factors in shaping how project decisions are made; we provide an essential connection between clients and the building team and we are the key driver in providing innovative and sustainable solutions. However, we all know the complexity of project delivery is only possible through a collaboration with contractors, consultants, and building product manufacturers.

That is why today we want to honor one of our PARTNERS on this project with a special award. As we embarked upon our new office project, one of the primary drivers was to create a space that reflected the values of the architectural profession and showcased how the 10 power of design could create an environment that would enable our staff to be successful. After over 30 years in our previous home, our technology needs were substantial. Finding a partner that not only understood the basic scope of the project, but then went the extra step to not just give us what we asked for, but instead, what we needed. They recognized the power of this space to be a showcase for the architectural profession and had the vision to see the opportunities and provide us with innovative solutions. They exceeded our expectations and I fully expect when we're able to visit the new space, we're all going to truly be amazed at what has been done – from the 88" stretch screen to the ultra thin OLED screen in our front lobby – to the ultra-bright screen in the library – I know we'll all be delighted.

I am not sure everyone realizes the breadth of products LG provides to the design and construction industry. We're recognizing the team here today for their amazing digital display technology, but I want to make sure you realize the tremendous resource they can be to you on your projects.

From residential equipment to commercial finishes... from PV panels (made in America) to energy storage solutions – this partnership we have formed with will expand the exposure and awareness into the architectural community in California... and across the nation.

As we embarked upon our new office project, one of the primary drivers was to create a space that reflected the values of the architectural profession and showcased how the power of design could create an environment that would increase the productivity of our staff, the efficacy of our members, and enable organizational success. This was only possible with a collaborative and integrated team effort – and LG was an important part of this team



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ARCHITECTURAL TECHNOLOGY INNOVATION AWARD

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presented to

LG

CELEBRATING TECHNOLOGICAL INNOVATION THAT TRANSFORMS SPACES AND BRINGS THEM TO LIFE, THIS AWARD RECOGNIZES LG FOR THEIR SIGNIFICANT AND MEANINGFUL CONTRIBUTIONS TO THE ARCHITECTURAL PROFESSION IN CALIFORNIA.

BREAKING NEW GROUND IN DISPLAY TECHNOLOGY THAT DELIVERS A REVOLUTIONARY VIEWING EXPERIENCE AND ENHANCES ARCHITECTURAL DESIGN COMPETENCIES, LG HAS CREATED A DYNAMIC INTERFACE TO ENRICH THE BUILT ENVIRONMENT. IN ADDITION TO CONNECTING THE PHYSICAL AND DIGITAL WORLDS WITH RESEARCH AND DEVELOPMENT OF SUSTAINABLE PRODUCTS THAT MINIMIZE THE IMPACT ON THE PLANET, THEIR COMMITMENT TO PUSHING THE BOUNDARIES OF DISPLAY TECHNOLOGY IS COMMENDABLE. ON BEHALF OF MORE THAN 11,000 ARCHITECTS AND DESIGN PROFESSIONALS IN THE STATE, AIA CA RECOGNIZES LG FOR ITS INNOVATION IN CABLELESS DV-LED, TRANSPARENT DISPLAY PRODUCTS, AND COMMITMENT AS A PARTNER WITH THE ARCHITECTURAL COMMUNITY IN CALIFORNIA.

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A handwritten signature in black ink, appearing to read "Debra Gerod".

DEBRA GEROD, FAIA
AIA CA PRESIDENT

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 Hillary Krek	 Jay Park (박중...)	 Debra Gerod (AIA...)	 Brett Dougherty	 Rona Rothenb...
 Lisa Fay Matthi...	 Steven Hall	 Antonia	 Paul Menard	 Bob Murrin
 Dennis Tanida	 Winston Win	 Mark Paone	 Carina Mills	 Katie Dahl, AIA...
 wadekillefer	 Mark Ellis (AIA...)	 Tay Othman	 dan	 William ITZEN
 jana itzen	 Ian Merker	 clark.brown	 Victoria Sanville	 Donald Caskey



IT Solutions

LG Business IT products bring you a variety of computer monitors & cloud computing offerings to enhance productivity, improve daily operations and increase security.



Builders

LG brings its innovations to the residential, design and construction industry.



Solar

LG market-leading solar panels for businesses and residential provide high performance, reliability and consistently strong energy yield, with a 25-year warranty.



Commercial Display

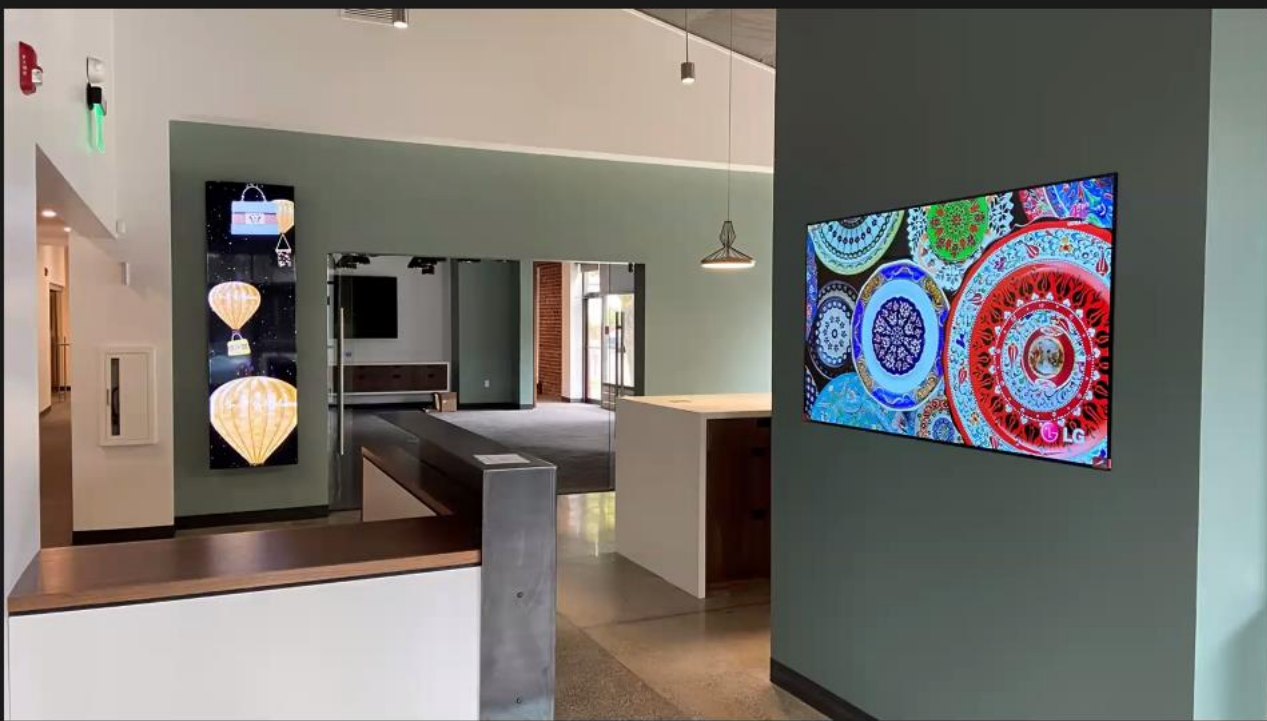
Let LG help your business create a unique customer experience with our line of superior digital signage displays for indoor and outdoor use.










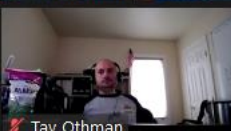




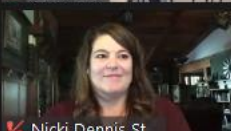


Air Conditioning

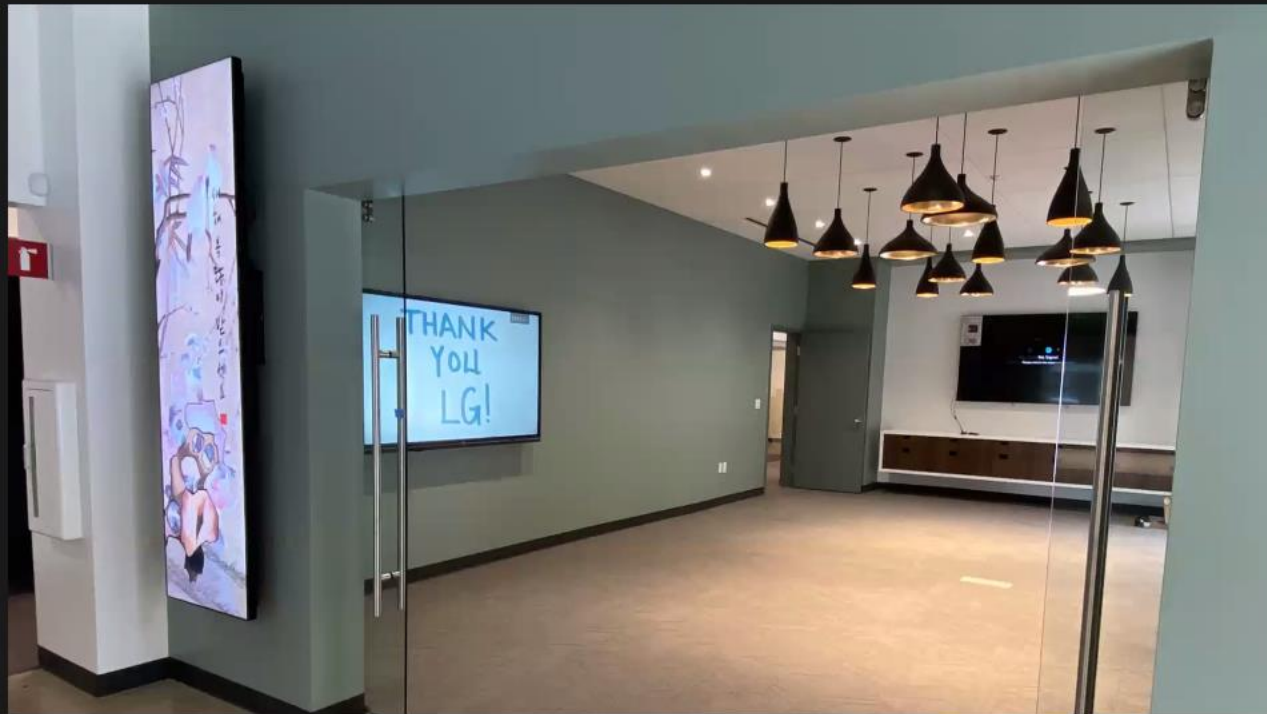
LG commercial and residential air conditioning systems provide state-of-the-art technology, industry-leading efficiency and unrivaled design flexibility.

 Hillary Krek	 Jay Park (박용...	 Debra Gerod (AIA...		
				 Bob Murrin

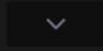


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Thank You
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