



Senior Vice President & Asia Pacific Leader
CallisonRTKL Asia Limited

ASIA RETAIL MIXED USE DESIGN TRENDS

Webinar (26 August 2020, Wednesday, 19:00-21:00)

ISCM is proudly to invite Mr. Darryl Custer, Senior Vice President & Asia Pacific Leader of CallisonRTKL Asia Limited, to present Asia Retail Mixed Use Design Trends. The world is changing rapidly; urbanization, climate change, demographic shifts, global pandemics and evolving consumer demands is driving the development community towards rethinking urban retail mixed-use models across Asia.

SPEAKER'S PROFILE

Darryl Custer is a Senior Vice President with CallisonRTKL Asia Limited and currently serves as the firm's Hong Kong Office Director.

He is currently based in CallisonRTKL's Hong Kong office with frequent travel to China and South Asia bringing over 30 years of domestic US and international retail mixed use project experience to his clients. He works with developers and design teams to lead projects through a coordinated process to ensure the end product clearly reflects the client's goals and vision.

Prior to focusing on Asia, Darryl worked on numerous US Domestic Mixed-Use Retail projects within Callison's Seattle and LA offices. Darryl joined Callison in 2003 and over the years his project focus has been primarily in project management and leadership with an emphasis on client and team development through the entire design process. He has experience in leadership roles for all phases of design including; concept design and entitlements, schematic design, design development, building permit acquisition, construction documents and construction administration both domestically and abroad.

In addition to these project skills, Darryl has been involved in the operational side of the business including marketing and BD, contract negotiation, team building, training and financial analysis which gives him a broad knowledge base to offer his clients. From his experiences Darryl has developed an acute understanding of retail mixed use design development and architectural business operations process issues.

Prior to joining Callison Darryl was a Principal with Sienna Architects in Seattle Washington serving as an operational leader within the office while leading several Seattle based Retail Mixed Use projects. Prior to Sienna in Seattle he worked at Mulvanny.G2 as a project manager and JPC architects as a project architect and designer for several years each.

Darryl graduated from the University of Idaho in 1990 with a Bachelor of Architecture degree. He is licensed in Washington State, is NCARB certified and an active member of ICSC, AIA, LEED Green Associate and is a member of several other related design trade groups.

TOPIC OF DISCUSSION:

- Today's Consumer
- Trends –challenges and design solutions
- Digital Shift
- Inclusion of SMART
- Global Pandemics and the new normal

* The webinar will be conducted in English

Supporting Organisations:



REGISTRATION FEES

Free*

Application deadline

24 August 2020

Register now at:



https://zoom.us/webinar/register/WN_huKT_E4XQySkE50fZSDxOg

ENQUIRY

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A dedicated link will be issued to each registrant for attendance record use. Please join the webinar with your **own dedicated login link** and please do **NOT** share your link with others. Should we find no attendance record, no attendance certificate will be issued.

The attendance certificate will be charged at **\$50** for covering administrative cost. Please send your request to Secretariat Office after the webinar.