

IIDA Leaders Breakfast: Bill Moggridge and Yves Behar

By Peter Carey



The IIDA Leaders Breakfast is generally my favorite annual IIDA event in New York City. Compared to most other design events sprinkled throughout the calendar, this one tends to attract a different type of audience. Those attending include design's heavy hitters: principals of architecture firms and owners of large corporations, serious leaders in our industry and the nation's economy. The message and the theme of the event is clear – if you are interested in hearing forward-thinking individuals, this event is for you.



Regrettably, my usual high expectations for insight into the minds of leaders in our industry fell short this year.

I was the guest of Erin Donohue and sitting at the Carnegie Fabrics table. This year's breakfast was held at Gotham Hall on Broadway and 36 St. It is a truly majestic space and closer for most than the west side piers. The event began honoring Majora Carter, founder of Sustainable South Bronx and president of the Majora Carter Group, a green-collar economic consulting firm.



It was refreshing to see the IIDA-NY reach beyond its traditional boundaries to honor a person such as Ms. Carter, best known for engaging local government and communities in sustainable projects, such as green roofs, converting illegal dumps into urban greenways, and transforming underutilized public spaces for the benefit of the entire community.

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