

# THE CLOSING

THE HUMAN SIDE OF COMMERCIAL REAL ESTATE

## DEEDS

# Taming Architecture With Hunger

BY CARLA PINEDA  
CREJ Contributing Writer

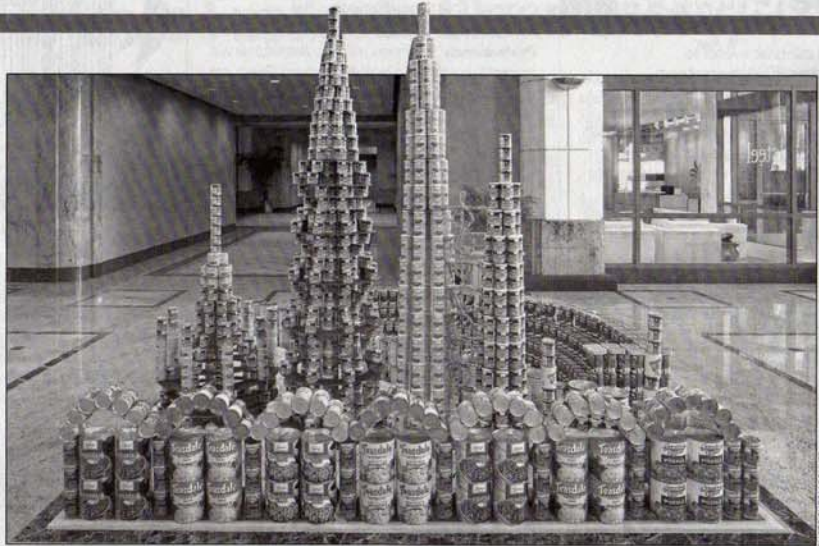
**F**aring better than its construction counterpart in October, the Los Angeles "Canstruction" industry combined abstract elements to satisfy a basic necessity. Architects, designers, builders and engineers let their creative juices — and fruits and vegetables — flow in the third annual design/build contest presented in part by the **American Institute of Architects** at The Water Garden in Santa Monica.

Participating teams created canned food structures based on various themes, from high art to Hollywood folklore, collecting thousands of canned goods for the Los Angeles Regional Foodbank.

Judges Frances Anderton, host of KCRW's "DnA: Design and Architecture," Michael B. Lehrer, principal of **Lehrer Architects** and Gloria Gerace, director of exhibitions at the Library Foundation, awarded William Hefner's "Son of Can," or "Le Fils de la Boite Conserve," the top prize.

Morris Architects' "The Little Engine That CAN" won the prize for its effective use of labels. "Tuna's Turn to Tame Hunger" by Gilsanz.Murray.Steficek won the "Structural Ingenuity" award for the flathead screw structure's ability to convey the message to "screw hunger."

Additional entries included Co Architects' rendition of the Watts Towers in "Watts for Dinner"; the upside-down food pyramid, "A Well Balanced Meal" by Gensler; and Perkins + Will's emulation of Mr. Potato Head called "Drop Hunger Like a Hot Potato!"



Architects and builders used their design and structural talents in a friendly "Canstruction" competition to collect thousands of cans for the Los Angeles Regional Foodbank.

prepared and served food for the church's meals program.

In the Southern California region, employees worked with Earthworks, an organic farm run by the Los Angeles Conservation Corps that provides learning opportunities for at-risk youth.



LoopNet employees throw on their hard hats as they assist Habitat for Humanity of San Gabriel.

The Union Station Foundation's adult shelter in Pasadena hosts LoopNet employees on even months as they come to prepare and serve dinners after work for more than 50 homeless individuals. On odd months, the staff buys, prepares, cooks and delivers lunch to the foundation's family shelter.

Through the San Gabriel chapter of Habitat for Humanity, LoopNet workers also helped build an 11-unit condominium project in Glendale.

### Burying Gender Stereotypes in the Sand

California State University, Long Beach's College of Engineering hosted more than 200 elementary, middle and high school girls at its eight annual Women Engineers @ the Beach on Nov. 7.

The engineering education conference is geared at attracting more young women to the engineering profession and related sciences. The event also focuses on encouraging school counselors and teachers to promote engineering at their schools.

According to CSULB, women comprise less than 10 percent of the engineering workforce and represent less than 15 percent of the same discipline's student population.

"While there is so much research that tells us that girls are just as capable as boys at succeeding in math- and science-based careers, opportunities for young girls to explore the mathematical-logical part of cognitive thought are limited," said Lily Gossage, director of recruitment and retention for the College of Engineering. "Socio-cultural issues and male and female expectations of career roles are

barriers that often delay the discovery of the career until much later."

Gossage believes parents and teachers should promote the social acceptance of young girls in the industry during their formative years.

Attendees were provided with activities that were enjoyable yet challenged their critical reasoning skills as well. They went to workshops that taught the basics of flight, bridge building, hydraulics and other fundamental subject areas.

### Real Estate Legacies Perpetuate Hope

More than 850 executives raised \$2.5 million for City of Hope, a leading cancer research center, when they gathered Oct. 23 at the Spirit of Life Awards ceremony to honor the career of A. Larry Chapman, **Wells Fargo's** executive vice president and group head of commercial real estate.

While corporate contributions exceeded \$1 million, City of Hope's **Los Angeles Real Estate and Construction Industry** members put in their grain of sand as well. Former **Macerich Co.** Chair Mace Siegel donated \$1 million to the campaign, in honor of Wells Fargo. Other contributions included a gift from Jeff Berger, LARE board member and president of **Berger Investment Group**; a donation from the mother of LARE board member Alex Glickman, area vice chairman and managing director-practice leader of **Arthur J. Gallagher & Co.**; and proceeds from LARE's 2008 Racing for Hope event led by LARE board member Marc Paul.

Within a few weeks of the ceremony, the cancer research center also received a \$2.5 million gift from Arthur M. Coppola. Coppola is the former chairman and chief executive officer of Macerich and shared last year's Spirit of Life Award with Siegel.

This individual contribution will establish an endowed chair in City of Hope's supportive care medicine department. Jay R. Thomas, M.D., Ph.D., chair of the department, has been named the first holder of the Arthur M. Coppola Family Chair in Supportive Care Medicine.

The Coppola family's gift will advance research in areas such as quality-of-life studies.

### Penta Tees Off Check to United Way

**Penta Building Group's** inaugural Desert Charity Classic golf tournament served celebratory and charity purposes on Sept. 20 at the SilverRock Golf Club. The company's newest office in Palm Desert hosted this \$30,000 fundraiser for United Way.

The organization's Desert branch provides youth care, family and emergency care, and health care for Coachella Valley and Morongo Basin residents. ▀



LoopNet employees arrange an assembly line to prepare meals at Glide Memorial Church.

### What Loops Around Comes Around

Since its establishment, LoopNet's Community Involvement program has contributed more than 2,000 hours of volunteer service and more than \$250,000 in cash and in-kind donations.

Throughout 2008, the San Francisco-based company volunteered with Earthworks, Habitat for Humanity, the Glide Foundation, the Marine Mammal Center, Urban Sprouts and the Union Station Foundation.

In the Bay Area, employees have visited Marin Headlands in Sausalito to assist the Marine Mammal Center in rescuing, nursing and releasing injured marine mammals. In San Francisco's Glide Memorial Church, the team has