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For Immediate Release

Award Winning Architect to Address Audience

Dallas, Texas, January 6, 2010 CONSTRUCT2010, in conjunction with the 54th CSI Annual Convention and co-located with The TFM Show, announces the Keynote Speaker for the May 11-14, 2010 event at the Pennsylvania Convention Center, Philadelphia, PA. World renowned, award winning, Danish architect/author, Bjarke Ingels will chronicle how his architecture evolves from the collision of political, economical, social as well as unnamed and unforeseen interests. He will expose the behind-the-scenes story of how architecture happens, how ideas take form and how shapes evolve. The insightful, and at times humorous, presentation, "YES is More", will highlight the General Session, Wednesday, May 12th at 10:00am in the Grand Ballroom of the PACC.

Ingels started Bjarke Ingels Group (BIG) in 2005 after co-founding PLOT Architects in 2001 and working at OMA in Rotterdam. Through a series of award-winning design projects and buildings, Bjarke Ingels has created an international reputation as a member of a new generation of architects that combine shrewd analysis, playful experimentation, social responsibility and humor. Alongside his architectural practice, Bjarke has been active as a Visiting Professor at Rice University's School of Architecture and most recently at Harvard University's Graduate School of Design. Bjarke currently holds a guest lecturer position at Columbia University's Graduate School of Architecture, Planning and Preservation.

"Bjarke's architectural style is awe-inspiring and mind-stretching," notes Jayne Dalton, Show Manager. "His projects are truly amazing feats of imagination and talent." He spoke at the 2009 TED Conference, appears on YouTube and his website, www.big.dk/, offers details of his buildings that not only look like nature—they act like nature: blocking the wind, collecting solar energy and creating stunning views. His book, *Yes is More: An Archicomic on Architectural Revolution*, is highly rated by readers.

Admission to the General Session and Bjarke's presentation is included with attendee registration which opens online in mid-January. Free Exhibit Hall admission and discounted Education Packages are available through April 8, 2010. For more information and to register, visit CONSTRUCTshow.com or TheTFMshow.com.

CONSTRUCT2010, co-located with The TFM Show, are both owned and produced by Hanley Wood. The event takes place May 11-14 at the Pennsylvania Convention Center, Philadelphia, in conjunction with the 54th CSI Annual Convention. Thousands of architects, engineers, contractors, specifiers, facility managers and other key professionals will be attending for accredited education and to find new products, innovative solutions and the latest in technology for the institutional, industrial and commercial building industry.

About Hanley Wood

Hanley Wood, LLC is the premier media company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America's leading publisher of home plans. Hanley Wood Exhibitions (Dallas) conducts events serving the industry's strongest market segments, including World of Concrete, one of the top 20 trade show events in the country.

Founded in 1976, Hanley Wood is one of the ten largest B-to-B media companies in the United States. Hanley Wood is owned by affiliates of JPMorgan Partners, which uses CCMP Capital Advisors to manage this investment.

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