

NEWS RELEASE FOR IMMEDIATE RELEASE  
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## **CITY LEADERS AND INNOVATORS BREAK GROUND WITH THE INAUGURAL SOUTHERN CALIFORNIA ARCHITECT AND ENGINEER CONFERENCE**

### ***Speakers to Address *The Evolving Practice of Design: New Opportunities and Challenges****

Los Angeles, CA -- Morris Polich & Purdy LLP is pleased to announce the inaugural Southern California Architect and Engineer Conference which will explore "New Opportunities and Challenges in the Evolving Practice of Design." This complimentary, one-day event held at the Los Angeles Athletic Club on May 14, 2014 features panels of industry, community, and business innovators sharing their personal experiences, insights and visions concerning the future of Transportation, Technology, Housing and the Business of Design in Southern California. The conference will highlight the changing landscape and new opportunities in the design profession.

The conference will include a special luncheon session featuring Christopher Martin, FAIA, speaking about the evolving role of an architect and AC Martin's role as architect and development manager for the landmark Wilshire Grand Project and the challenge of creating the tallest building west of the Mississippi.

Full details of the conference can be viewed on the event website including the online registration form:

<http://www.cvent.com/d/m4q25m/1Q>

"We are excited to have assembled an all-star industry panel," said MPP Partner Doug Purdy. "We hope to provide this conference as a benefit to the industry and give guests a rare opportunity to learn from top innovators and look into the future of the architect and engineer profession. We have received a great response to the conference thus far and we hope to present the Southern California Architect and Engineer Conference yearly."

### **About MPP**

Morris Polich & Purdy LLP is a law firm that works with its clients on a national basis. We represent clients in every state, as well as many U.S. possessions. We also have a wealth of international affiliations. The firm established in 1969 has approximately 100 attorneys located in five offices in California and Nevada specializing in over thirty practice areas.

Our dedication to clients, combined with extensive experience, both in the trial and appellate courts, are the qualities that distinguish us from other law firms. Our attorneys are known for their vast experience and success. We provide superior legal services in a manner consistent with our clients' businesses and providing client service at the highest level.