



ULI North Texas

What's NEW, What's NEXT!

MIXED USE DISRUPTION

Mixed Use Product Council

Co-Chairs:

Paris Rutherford, Catalyst Urban Development

Larry 'LB' Byars, CallisonRTKL

SPEAKERS:

Moderator: **Dallas W. Branch**, CallisonRTKL

Making technology SEXY: **Ignaz Gorischek**, CallisonRTKL Inc.

Turning the WORLD Upside Down: **Lance Josal**, CallisonRTKL Inc.

Razing Suburbia: CHANGE is Good: **Paris Rutherford**, Catalyst Urban Development

Dallas Branch serves as a vice president in CallisonRTKL's Dallas office. He has honed his skills in client collaboration and has pushed the envelope in his contributions to some of the world's most memorable commercial environments. Dallas specializes in large-scale, mixed-use projects combining retail, residential, office, hotel and entertainment components to create a successful, synergistic environment for the owner and the end user. As industry trends and market demographics shift and change, presenting new and unique challenges, he remains focused on forward-looking design solutions that create long-term value.



Lance Josal, FAIA, is the Chairman of global architecture, planning and design practice CallisonRTKL. A 40-year veteran of the industry, Lance served as President and CEO of the practice from 2009 to 2017, leading CRTKL through continued growth and prosperity in the face of global economic challenges.

Lance is a strong and talented leader supported by a skilled management team, and he has played an integral role in reshaping the practice model for global architecture firms. Under his leadership, CallisonRTKL remained profitable, healthy, expansionist and ranked as the third largest architecture firm—a broad, solid foundation for growth and a new generation.



Ignaz Gorischek is an award-winning designer who brings a unique blend of retail experience to CallisonRTKL's Dallas team. Over the past four decades working for some of the most distinguished retailers in the industry, he has established a reputation for his innovative design philosophy, marked by holistic design solutions and his "modern luxury" style. Ignaz's background in striking visual merchandising, store planning and design, graphics, art curation and collection, as well as an innovative application of technologies, has made him one of the most recognized figures in retail design.



Paris Rutherford is Principal of Catalyst Urban Development, a Dallas-based real estate development company focused on the creation of *Great Places* as defined by economic, place-making and social success. A top 5 producer of urban housing in North Texas, Catalyst is engaged in a host of mixed-use and transit-oriented developments, including several public/private partnerships aimed at suburban redevelopment. Paris has more than 25 years experience creating successful places in the US and abroad that have received over 95 national, regional and local awards. Prior to forming Catalyst, Paris was President of Woodmont Investment Company, Practice Leader of RTKL Associates' Global Planning Practice, and Director of RTKL itself. In addition to his development efforts, Paris has been the Chair of the ULI North Texas Mixed-Use Product Council and Chair of the Greater Dallas Planning Council's Urban Design Task Force. He has been featured through a host of national print and broadcast media outlets, and is a graduate of the University of Southern California and Harvard University.

