



Press Release

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FOR IMMEDIATE RELEASE

Vidaris Expands its Building Envelope Practice with the Addition of Hyung Rok Lee and Alex Barmas

New York City (July 21, 2015). Vidaris, Inc., a leading specialty consultancy firm specializing in high-performance buildings, continues to expand its reach and capabilities in the areas of façade and sustainability.

Hyung Rok Lee

Hyung “Rok” Lee, known in the industry as Rok, has specialized in facades for over twenty years in Asia and North America. His depth and breadth of experience is unmatched in the industry. Rok started early in his career in Hong Kong as a façade designer, then moved to New York City as a design consultant and most recently represented one of the leading curtain wall manufacturers in the world. Rok, a Registered Architect, joins Vidaris as a Senior Associate. He will provide invaluable insight across the building development process assisting building owners, architects and engineers in concept, prototype and detailing of facades for new construction.

Rok’s expertise comes from years in different parts of the façade industry. Working alongside design architects, his reputation as the “go to” façade designer and pragmatic consultant has won him praise in the architectural design community. His past achievements and imprint on more than sixty new skyscrapers and repositioning projects were a result of his work at Ove Arup & Partners (Arup), Heintges, Heitmann and Enclos. Rok has left his mark on many famous structures, such as the Clinton Presidential Library and Beekman Tower.

“Vidaris is uniquely positioned to continue to innovate within our industry,” said Rok Lee, “I continue to look for ways I can work on great projects and believe I can collaborate in ways that will be transformative for its clients.”

“Rok is uniquely qualified and well respected,” said Marc Weissbach, Vidaris President and CEO, “it is his understanding of the entire design and implementation process to build great buildings using a holistic approach that our clients demand.”

Alex Barmas

Alex Barmas brings a wealth of knowledge, experience and perspective to Vidaris and its clients. Barmas’ unique qualifications and experience as design architect, professional engineer and sustainability consultant for the façade industry will serve Vidaris clients well. Barmas has served as a façade consultant and represented an international manufacturer on exemplary projects in New York City and around the world in Spain, Russia, South Korea, the United Kingdom and Qatar.

Barmas’ expertise lies in architectural geometry, building physics, thermal performance, structural analysis and façade system detailing. Prior to joining Vidaris, Barmas was at Enclos Advanced Technology Studio and Arup.

“Vidaris is at the center of exciting developments in design and construction technologies,” said Barmas, “and I am very excited to be joining such a fantastic group to help deliver great building projects.”

“Barmas brings a tremendous amount of expertise to our firm,” said Jeff Somerlot, Vidaris Principal and Building Envelope Practice Leader, “both from the perspective of consulting and manufacturing as well as his great depth of understanding in the disciplines of architecture, engineering and sustainability.”

About Vidaris

Vidaris and its affiliate, LPI, help real estate owners and architects realize their goals and objectives in the areas of building envelope, energy efficiency, sustainability, code and engineering. The two companies employ 200 professionals in eight offices worldwide.

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