



Southern California  
Development Foundation



# Demystifying the Metaverse

**Tuesday, August 16, 2022**  
**8:00am-10:00am**

**City Club Los Angeles**  
**555 S. Flower Street, 51st Floor**  
**Los Angeles, CA 90071**

We've all been hearing about the metaverse, but what does this mean to the AEC industry? Join SCDF to learn more about the metaverse and why it is relevant to designers and builders. Panelists will discuss how it influences the building industry and how it might shape architecture. The panel will also share how the design industry can integrate with the virtual world, and the business case for participating in the metaverse.

## **MODERATOR**

Matt Stern, Co-founder/COO, Angel Investor  
Mira

## **SPEAKERS**

Paul Debevec, Director of Research, Creative Algorithms and Technology  
**Netflix**

Marcela Oliva, Professor of Architecture and Environmental Design

**LA Trade Tech, Careers by Design**

Jake Black, Co-founder and CPO  
**Glossi**

Güvenç Özel, Principal, Lecturer  
**Özel Office; UCLA Architecture and Urban Design**

Kathleen Cohen, Tech Humanist, Experience Strategist  
**The Collaboratorium**

## **PROGRAM DETAILS**

\$70.00	SCDF Members
\$100.00	Non-Members
\$35.00	Students
\$500.00	Event Sponsor (2 comps)
\$800.00	Table Sponsor (8 comps)
\$10.00	Onsite Fee