

## JAY H. ISEBERG, AIA

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### Education

- M.Arch - University of Minnesota Graduate School of Architecture, Minneapolis, MN
- B.A. - Colgate University, Hamilton, New York

### Current Positions:

- **Isenberg + Associates** - Architecture, Owner,
- **IsenbergADR** - Conflict Resolution Services: Owner, (design and construction related dispute resolution services since 1995
  - Mediation, Arbitration, Standard of Care Evaluation, Expert Witness, Neutral Evaluation, Dispute Review Board
  - Member, American Arbitration Association Panel of Neutrals for Mediation, Arbitration and Large Complex Cases
- **Peyser LLC** - Development: Owner/Chief Manager, (single family infill new and rehab, small commercial urban conversions)
- **Consultant**: Foreclosure and housing crisis issues and initiatives in North Minneapolis
- **Professional Advisor**-Design Competitions
- **Artist**: Founding Member; Form+Content Gallery, Minneapolis, MN

### Architecture (Isenberg + Associates)

- 25 years experience as co-owner and principal of small design firms including Isenberg+Associates since 1994. Managed all phases of work (marketing, proposals, design, documentation, negotiation, schedule and cost, and contract administration) on over 200 architectural projects both residential and commercial, institutional, religious, retail, and industrial including public and private sector clients. *Project list and portfolio available upon request.*
- **Representative project: Darchei Noam Synagogue** - Principal in charge, project designer and architect of record for a new 5,000sf synagogue for this small modern orthodox congregation in St. Louis Park, MN. Tasks included feasibility studies, schematic design and design development, programming and budgeting, facilitating the permit and variance process, contractor selection, construction documents and review, and construction administration. Partnered with the selected design build contractor, Vanman Architects and Builders to establish and maintain the client budget and design integrity throughout project.
- Created, developed and/or presented over 20 different education programs and workshops for various AIA Minnesota Continuing Education Committees. *Presentation list available upon request.*

### Mediation and Arbitration (Isenberg ADR)

- Consulted and/or selected as a "neutral" on over 100 design & construction related claims. Disputes involve owners, design professionals, consultants, contractors, subcontractors, city agencies, and sureties.
- Risk management/prevention consulting. Provide forensic and standard of care consultation and evaluation to architects and construction attorneys including expert witness review, reporting and testimony.
- Created marketing and relationship management plan for 100+ person architectural firm
- Created conflict resolution and prevention plan for 25+ person residential architectural firm
- Mediated, managed and implemented the dissolution of a local prominent architectural firm over a several month timeframe

### Urban Development (Peyser LLC)

- Designed, developed and built 2 new single family affordable and certified energy efficient homes on vacant properties in North Minneapolis as part of the Green Homes North city sponsored housing program with plans to build 2 more in 2014.
- Participating developer in the Twin Cities Community Landbank First Look program to purchase and rehab foreclosed properties in the Twin Cities to a higher standard of construction and energy efficiency.
- Purchased, rehabbed and sold 5 foreclosed properties in North Minneapolis to new owner occupants
- Currently control the development and conversion of a neighborhood service station into an artisan restaurant in South Minneapolis.

### Education and Teaching

**Adjunct Assistant Professor** - Curriculum design and development for graduate and undergraduate classes at the College of Design and Construction Management Program at the University of Minnesota covering topics such as professional ethics, integrated practice, emerging professionals, contracts, BIM technology and new forms of project delivery, and involving more than 50 local practitioners and industry professionals as class guests and for case studies. *List of classes available upon request.*

**Adjunct Faculty** - Mediation Training Instructor; Mediation Skills for Business and Professional People, Center for Conflict Management, William Mitchell School of Law, St. Paul, MN 1998-2000

### **Course Descriptions:**

- *Undergraduate Workshop* - Instructor; "Cultural Identity and the Making of Architecture", College of Design, Fall 2014
- *Graduate Design Studio* – studio design, guest critic and community liaison. New graduate architecture studio focused on the myriad urban, environmental and housing issues affecting the North Minneapolis community as a result of the foreclosure crisis (with Professor William Conway) Fall 2008
- *Topics in Construction Management CMgt 4550; Best Value Procurement* (Co-instructor). Examination and critique of Best Value Procurement system legislated in Minnesota and an examination of how this system was applied to the design and construction of the new 35W bridge after its collapse in 2007.
- *Fundamentals of Professional Practice 5621*; curricula development and teaching graduate course. 2002-2007. Facilitated guest appearances of 20 plus practitioners and other industry stakeholders each year. Conducted AIA based case studies in three areas; projects, firm management, and the architect in public realm. Used internet and blog technologies for investigation of practice issues and values ([http://storiesinpractice.blogspot.com/2005\\_09\\_01\\_archive.html](http://storiesinpractice.blogspot.com/2005_09_01_archive.html)). Objectives emphasized stewardship, integrated practice models and leadership through service
- *Integrated Design Process Arch 4552*, curricula development and teaching, 2004-2006. Course consisted of architecture and construction management students. Exercises emphasized the collaborative nature of design and project delivery
- *Building Production Processes Arch 5561*, curricula development and teaching, 2004. Collaborative effort with the University Facilities Mgmt. Dept. using current projects and project managers for active case studies
- *Quicksketch: The Art of Napkin Drawing*. Online web based course, curricula development and co-teaching, Minneapolis College of Art and Design, 2006-7 (with Lynda Monick-Isenberg)

**Proposal for MS Degree in Professional Practice**, University of MN. 2004

**"Designing the Architect of the Future"**, The Latrobe Prize™ Submission. AIA MN Committee Member/co-writer, Univ. of MN. 2004

**Intern Development Program (IDP) Education Coordinator**, College of Design. Appointed position serves as liaison for the licensure process of emerging professionals, the College of Design and the profession, 2002-2007

### **Community Service/Leadership**

**Minnesota Architectural Foundation**, *President 2010, Board member 2004-2011*

- Foundation provides advocacy and capital for the advancement of architecture in Minnesota through various programs and four primary scholarships emphasizing diversity, discovery, excellence and leadership in the profession.
- Responsible for fundraising strategies and initiatives, grant writing, marketing and new program initiatives
- Received \$45,000 in new grants from corporations during Board presidency
- Initiated first Board community service project with Rebuilding Twin Cities
- Implemented the Legacy Society, an initiative to identify and honor long term donors to the Foundation

**Rimon, the Jewish Arts Council** – *Honorary Board Member, Vice-Chair Advisory Board/Executive Committee 2008-10*

- Community non profit promotes and enhances Jewish identity through the arts, supports a wide variety of projects and artists through managed grants that broadly explore Jewish themes, and assists the community in developing a collaborative involvement with the arts.
- Served as Chair of the Arts Advocacy Committee responsible for conceiving, programming and implementing community projects such as the Artist Salon Series featuring intimate conversations with selected artists and performers. Received Rimon project art grants for two projects.
- Review and award grant applications from various artists and organizations biannually
- Responsible for organizational fundraising strategy and implementation.

**Form + Content Gallery**, *2007-present*

- *Founding Member and Treasurer* - 13 member artist collective and gallery in the Twin Cities. ([www.formandcontent.org](http://www.formandcontent.org))
- Gallery's mission is to nurture diverse artistic practice and thoughtful dialogue, value art as a catalyst for critical thinking, value integrity and the artistic process, aspire to link personal expression to broader social contexts.
- Manage all gallery financial matters including sales, expenses, taxes and operations.
- See below for exhibitions and installations

**AIA Minnesota Professional Association Committees**, *member and/or chairperson*

- Member and/or chairman of numerous committees of the professional association representing Minnesota's architects.
- Convention Chair - Lead the revitalization of the state's professional association's convention over a three-year period to become one of the most well attended and successful continuing education and product display gatherings. Involved coordinating numerous sub committees and volunteers.
- Managed and implemented the design of the organization's first and second web sites, discussion forum and blog.
- Invited member of the Communications Task Force to re-design its media vehicles; web, newsletter and magazine.
- Created, developed and facilitated workshop: "Cooperative Design, Helping Engineers and Architects Work Together", a joint educational workshop program sponsored by AIA Minnesota and the Consulting Engineers Council of Minnesota. 2000-2002.

**Dunwoody Academy High School**, *volunteer architectural services - feasibility studies, 2010*

- Dunwoody Academy is a unique inner city public charter school whose mission is, "to provide a rigorous industry-oriented

education to inner city youth of Minneapolis and St. Paul to prepare them for admission to and successful degree completion from an accredited technical or other college.”

#### **Corporate Director's Academy**

- Completed a 4-day collaborative workshop sponsored by the Caux Round Table and The Hendrickson Institute for Ethical Leadership to train future independent public, private and nonprofit corporate board directors.

**Nechama**, volunteer with Minneapolis based Jewish relief agency.

- Traveled to Hattiesburg, MS to clear fallen trees from homes after Hurricane Katrina.

**The Sukkot Project** (*Twin Cities community wide educational event*)

- Consultant and organizer for the architectural competition to design contemporary Sukkot, 1999. Projects displayed at the Minneapolis Institute of Art.
- Designed and built the “Green Sukkot” with Joel Sisson of the Green Chair Project as part of a *youth community outreach* element of the project.

**Temple Israel Sukkah** (temporary religious festival structure).

- Donated, designed and every year build on site this 50 person capacity aluminum, fabric and wood contemporary Sukkah, Temple Israel, Mpls, MN, 2006-present.

### **Representative and Relevant Accomplishments**

- **Rebuilding It Right**  
Founding member of a volunteer group of architects that mobilized immediately to offer pro bono design services to residents of north Minneapolis whose homes were impacted by the devastating tornado of May 22nd.
- **Public Exhibition-Bearden Place Housing Design Competition - (supported by the Family Housing Fund)**  
Organized and curated a public exhibition at the new UROC facility of the 47 competition entries
- **Bearden Place Housing Design Competition - Professional Advisor- (supported by the Family Housing Fund)**  
Conceived and implemented in partnership with the City of Minneapolis a juried design competition for 6 artist “live-work” affordable and sustainable housing units on three city owned vacant properties. Wrote the entire Competition Brief, selected and managed the 6 person jury process
- **Branding the The Artist Core - (supported by the Family Housing Fund)**  
Worked directly with the Willard Homewood Neighborhood Association in visualization and data mapping efforts and in the development of their Artists Core branding and neighborhood rebuilding efforts.
- **National Community Stabilization Trust (supported by the Family Housing Fund)**  
Participating member of a four person group that represented the Family Housing Fund in its support of the National Community Stabilization Trust and the City of Minneapolis in developing what became the *First Look Program* to help stabilize neighborhoods decimated by the foreclosure crisis.

### **Awards and Citations**

- *O’Gara’s at the Fair*; competition winner for new themed restaurant, *MN State Fair, 2010*
- *Pilgrimage on the Seam*, honorable mention (one of seven), Just Jerusalem 2050 International Competition, 2008
- *Unbunding the Housing Crisis*, gallery exhibition chosen by Star Tribune art critic Mary Abbe as one of the top 5 exhibitions of 2009
- Appointed “Fellow” of the *Hendrickson Institute for Ethical Leadership*, by St Mary’s University
- *Niche for a Charity Box* – 2<sup>nd</sup> place design competition winner, exhibited at the Minneapolis Institute of Art and Form + Content Gallery
- *AIA Minnesota Presidential Leadership Citations 1997, 2000, 2011*
- *Cafe Caribe*; competition winner for new themed restaurant and named Outstanding Exhibit Award, *MN State Fair, 1998*
- Member US Master’s Squash Team, Maccabi Games, Tel Aviv, Israel, 1985, 1989, 1993; Bronze Medals, 1985 & 1993

### **Publications**

- “*Architects go rogue: 10 Twin Cities architects collaborate on a funky table and a gallery show*” by Mary Abbe, art critic. Featured review in the Minneapolis Star Tribune Art section, July 29, 2011
- *The Department of Public Design Blog*, <http://www.thedepartmentofpublicdesign.blogspot.com> 2011
- “*Social Studies; A Minneapolis gallery show tackles complex housing problems with verve and imaginations*” by Mary Abbe, art critic. Featured review in the Minneapolis Star Tribune Art section, August 14, 2009
- *ADR and the Talmud*© - [www.mediate.com](http://www.mediate.com) April 2007
- *A Dialogue on Walls with Jay Isenberg; Interview on the online blog Subtopia by Bryan Finoki*, (<http://subtopia.blogspot.com/2007/11/dialogue-on-walls-with-jay-isenberg.html>)
- *TWO WALLS; An Architecture of Conflict and Reconciliation*. Conceived, co-created this multi-media “virtual installation” and presented at *The Center for Excellence in Teaching and Learning at St. Cloud State University, St. Cloud, MN. (Grant recipient)*
- *A Fractured Fairy Tale™: The Strange Case of Zaha Hadid and George Costanza*. Conference paper and presentation for “*Intersections; Conference on Beginning Design Education*”, Ames, IA
- *Blue Ribbon, History of the MN State Fair*, Karal Ann Marling, “*Ruby’s Cafe*”, *MN State Fair, 1992*
- *Ruby’s Cafe*, *MN State Fair, Unbuilt Minnesota Exhibition, Architecture MN, St. Paul, MN, 1990*

## Presentations (selected)

- *Green Homes North; Anatomy of a City Sponsored Housing Initiative* - Moderator/program developer; AIA MN State Convention, Mpls, MN 2012
- *Lessons from the Dog Whisperer; Avoiding Project "Red Zone"*; Webinar, Dec. 16, 2008,
- *Standard of Care - Current Issues Before the Courts*. Moderator/program developer; AIA MN State Convention, Mpls, MN 2007
- *Creative Exercises in Professional Practice Courses*. Panel member/presenter, 2007 National IDP Coordinator's Conference, Chicago, Ill 3/2007
- *The Emerging Architect's Dilemma*. Panel member/presenter, AIA Minnesota State Convention, Mpls, MN 11/2006
- *Case Study Methodology; Bridging Practice and Education*. Co-presenter, AIA MN State Convention, Mpls, MN 2004
- *Licensure, Practice, and the Value of a Design Education*. Panel member/presenter, AIA MN State Convention, Mpls, MN 2003
- *Cooperative Design: Fostering a Collaborative Design and Delivery Process*. Facilitator, Continuing Professional Studies, College of Architecture and Landscape Architecture, University of Minnesota 2003
- *How to Avoid the Project from Hell*. Home Design Show, Minneapolis, MN 2003
- *Dispute Resolution Through Mediation and Arbitration*, MN Society of Professional Engineers, CE Program 2002
- *Arbitration: Options and Strategies*, AIA Minnesota Cont. Education Program 2001
- *Mediation or Arbitration? What, How, and Why?* NARI Symposium 2001, 3/2001
- *Cooperative Design, Helping Engineers and Architects Work Together*, panel discussion/workshops, AIA MN CE Prog. 2000-01
- *ADR; Lessons From The Trenches*, AIA Minnesota, Continuing Education Program 2000
- *Mediation/Arbitration and ADR*, Guest Lecturer, Professional Practice Class, School of Architecture, Mpls, MN 1999, 2000
- *Partnering*, Guest Lecturer, Center for Conflict Management, William Mitchell School of Law, St. Paul, MN 1998-1999
- *Mediation, Arbitration, or Here Comes the Judge*, AIA MN State Convention Program 1996
- *AIA Practice Management Knowledge Community; "Doing More with Less, Leveraging Your Resources"*,
- *Licensure, Practice, and the Value of a Design Education*, Panel member/presenter, AIA Minnesota State Convention Program, Minneapolis, MN 11/2003

## Creative Projects/Gallery Exhibitions (selected)

- *Interim Report on the Excavation of Zone 5*  
Gallery exhibition by The Department of Public Design™ (a collaborative group of 10 architects) investigating and documenting the process of "making and meaning" using personal momentos, found natural objects and salvaged building materials.
- *EcoByways*  
"I-94"; Reclaimed timber, CNC router (with Aaron Taylor). Installation at St John's University Gallery, Collegeville, MN, 2011
- *Sketch Work*  
"I-80"; Reclaimed timber, CNC router (with Aaron Taylor). Installation at Form + Content Gallery for Exhibition curated by Chris Atkins; Minneapolis, MN, Dec. 2010
- *Sacred Space*  
"Bench"; Reclaimed timber, antique steel legs, books (with Aaron Taylor). Mixed media installation at Sabes Jewish Community Center gallery for invited Exhibition based on the work of artist Tobi Kahn, Minneapolis, MN, Dec. 2010
- *Off the Wall*  
"Tools of a Useless Man" ©; Mixed media; steel, wood and Slinky™ (with Tom Oliphant). Installation at Form + Content Gallery exploring the mysterious life of Slinky inventor Richard T. James. January 2010
- *F+C x 2*  
"Regarding a Lifetime of Devoted Service" ©; Mixed media; salvaged material, found objects, personal effects. Installation at Form + Content Gallery. The resulting assemblage of a collaborative creative process with artist John Marshall. January 2009
- *"Pilgrimage on the Seam" © (Honorable Mention)*  
Original Interactive media piece submission for the Just Jerusalem 2050™ International Competition 2008. Conceived, developed, wrote project text, and co-designed flash presentation. (with Ron Haselius)
- *"Unbundling the Housing Crisis" ©*  
Conceived, curated and created new work for the gallery exhibition at Form + Content Gallery in Minneapolis. Invited teams (#8) of designers and artists collaborated to produce and present drawings, models, installations, and artwork in response to the housing foreclosure crisis affecting urban neighborhoods. Chosen by Star Tribune art critic Mary Abbe as one of the top 5 exhibitions of 2009
- *"Ghosts and Shadows" ©*  
New work for the gallery exhibition "Unbundling the Housing Crisis" at Form + Content Gallery in Minneapolis. 13 ft x 14 ft wall model depicting hundreds of vacant, boarded and condemned homes in a 26 square block area of North Minneapolis as a result of the housing crisis, Summer 2009 (with Lynda Monick-Isenberg and Feyereisen Studio).
- *Take Back the Site ©*  
Guerilla public art/ education awareness project bringing attention to the foreclosure crisis in north Minneapolis. Modeled on the Green Chair Project and architect Robert Venturi's Ghost House in Franklin Square, Philadelphia, PA
- *"Dialogue on the Wall" ©*  
Multi-media Gallery exhibition/installation at Form + Content Gallery exploring the Israeli-Palestinian conflict including four separately themed presentations and discussions open to the public. 2007 (with Lynda Monick-Isenberg and Jeremy Clark)

- *Trace Elements*  
 "Niche for a Charity Box" ©; Mixed media. Inaugural exhibition curated by Doryun Chong, at Form + Content Gallery, March 2007 (with Jeremy Clark). Also shown at the Minneapolis Institute of Art, 2002
- *When Dreams Turn to Nightmare* ©  
 Original performance piece exploring the psychological relationship between architect, client and builder presented at the "Architecture and the Psyche" Symposium, Weisman Art Museum 2002. Conceived, co-developed (with Garth Rockcastle), wrote, directed and facilitated post performance discussion with architects and psychotherapists.
- *The Ultimate Guide to Sanibel and Captiva Shells and Beach Life*™  
 Co-creation, design, production, marketing, distribution and sales of this six panel laminated folding guide (<http://www.foldingguides.com/index.html>)
- *Gore-Lieberman 2000 Souvenir Yarmulke* ©  
 Creation, design, production, co-marketing and sales of this novelty election souvenir