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Attention Building & Design/Architectural/Engineering/Business/Municipal News Editors and Reporters

**“Innovative Wood Design in Europe and Here in BC” – continuing education with
Wood *WORKS!* BC**

As British Columbia’s building and design community continues to distinguish itself for excellence in innovative wood use, Wood *WORKS!* BC is responding to a demand for continuing education opportunities to advance expertise and knowledge in designing and building with wood. Wood *WORKS!* BC is pleased to announce the upcoming theme for the 2011 Wood Design Luncheon Conferences, designed to inspire and support continued leadership and excellence in innovative wood design in BC -- the theme is “Innovative Wood Design in Europe and Here in BC”. Seminars, exhibits and expert advice will be featured at the series of three fall luncheon conferences which are directed to decision-makers in design and construction as well as local government.

“2011 has marked a coming of age for the wood culture in BC,” explained Wood *WORKS!* BC executive director Mary Tracey. “BC’s history is steeped in a wood culture, and our pride in that narrative culminated during the 2010 Olympics as wood was showcased throughout many of the games venues.”

“More than ever before, builders and designers are embracing wood for its beauty, sustainability, strength, versatility, and cost-effectiveness,” continued Ms. Tracey. “We want to help builders and designers continue to achieve beautiful, economical and enduring project outcomes by offering these continuing education opportunities.”

Minister of Jobs, Tourism and Innovation, Pat Bell, supports and welcomes Wood *WORKS!* Wood Design Luncheon Conferences. “Using wood in construction is effective, attractive and environmentally responsible. Not only does building with wood address the issues surrounding climate change, it supports our forest industry and enhances prosperity for communities throughout BC. Any initiative that advances wood expertise should be encouraged.”

The Wood Design Luncheon Conferences will feature internationally-renowned wood experts Dr. Heiko Thoemen and Ronald Giroud, of Bern University of Applied Sciences, Switzerland. The conferences will also provide information and a presentation on the recent update to the building enclosure design guide for wood-frame multi-unit residential buildings, among other topics.

“Wood use makes good sense from an economic, aesthetic and environmental point of view,” described Tim McLennan, partner at CEI Architecture, one of the luncheon speakers, presenting “Lessons from the Living Building Challenge”. “We’ll be providing information while addressing the challenges and successes of one of the biggest completed projects in BC seeking “Living Building” certification.”

Wood *WORKS!* is a national industry-led initiative of the Canadian Wood Council, with a goal to support innovation and provide leadership on the use of wood and wood products. Through workshops, seminars and case studies, Wood *WORKS!* provides education, training and technical expertise to building and design professionals and local governments involved with commercial, institutional and industrial construction projects throughout BC. For the past 12 years, Wood *WORKS!* BC has facilitated practical, efficient, versatile and cost-effective building and design solutions through the use of wood -- the most sustainable, natural and renewable building material on Earth.

Notable projects with Wood *WORKS!* BC involvement includes the international award-winning Richmond Oval – the largest of the 2010 Winter Olympics venues. The Oval’s six-acre free spanning “wood wave” roof made with “beetle-kill” wood is a precedent- setting example of BC’s and Canada’s advanced wood engineering and prefabrication capabilities. Wood *WORKS!* BC was also involved with the new Vancouver Convention Centre, and has also worked extensively with municipalities on projects ranging from fire halls to arenas to recreation centres.

The Wood *WORKS!* BC Design Luncheon Conferences will be held in:

Kelowna at the Delta Grand Okanagan Resort |Tuesday November 29

Victoria at the Delta Ocean Pointe |Thursday December 1

Nanaimo at the Vancouver Island Conference Centre |Friday December 2

The luncheon conferences are **free of charge** with advance registration.

For more information and event registration visit www.cwc.ca or call Linda Shauer at 1-877-929-9663 (ext. 6)

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