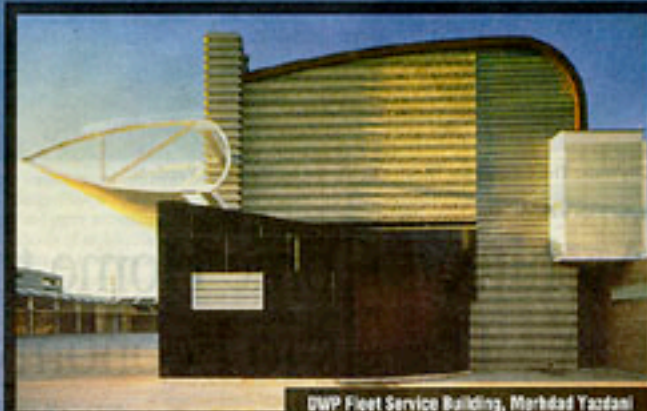


# Who's Who Real Estate



DWP Fleet Service Building, Mehrdad Yazdani



Westwood In-N-Out Burger, Stephen Kanner



Samitar Building, Eric Owen Moss



New Jersey Performing Arts Center, Barton Myers



ICM Headquarters, Richard Kooling

## L.A.'s Architects

**DURING THE RECESSION, THEY FOUND WORK AROUND THE WORLD. WITH L.A. 'UNDER CONSTRUCTION' AGAIN, THEY'RE BACK IN ACTION LOCALLY**

PROFILES OF 25 ARCHITECTS SHAPING THE L.A. SKYLINE.....PAGES 42-49

▪ Who's Who ▪

# 25 of L.A.'s Most Well-Regarded Architects

## David Hertz

PRESIDENT, SYNDESIS INC.  
 SANTA MONICA

**Specialty:** Energy-efficient homes, offices

**Notable project:** Eli Broad Family Foundation Gallery

“DOING well by doing good” is an apt motto for David Hertz. Since 1984, when he founded Syndesis Inc., Hertz has focused on designing innovative, environmentally efficient buildings.



“A lot of our architecture is how we can rethink the way construction methods and materials are used, how we can live a little lighter on the land, and how we can explore innovative technologies for efficiency,”

Hertz said.

That includes developing new products that are environmentally friendly, such as Syndeconcrete, a synthetic concrete that is half the weight of normal concrete with twice the strength.

He also recycles manufactured waste into usable building materials. Broken-up records and cassettes from Rhino Records, which would have gone to landfill, were used to create a synthetic concrete floor for the company's corporate offices in Century City.

“We try to add these qualities at no additional cost, and often times there are some cost benefits,” said Hertz, whose 20-member firm generates \$2 million in annual revenues. “And if you can make a more efficient building, then you can reduce operating costs, which can be considerable if you look at those over a longer period of time.”

Hertz has designed homes in Venice, Bel Air, Malibu, Topanga Canyon and Hollywood. His client list includes celebrities such as Michael Keaton, Martin Mull and Sugar Ray Leonard, and companies including Universal Studios, Warner Bros., Rhino Records and Whole Foods Market.

“We are able to synthesize environmental concerns into beautiful buildings,” Hertz said.