



# Yaromir Steiner

Founder and Chief Executive Officer  
Steiner + Associates

**Wednesday, April 3, 2013 at 6:30 p.m.**

**BioScience Research Collaborative**

**Rice University**

**6500 Main Street at University Blvd**

Please register for this event at <https://signup.rice.edu/Steiner/>.

Paid parking will be available in the BRC parking garage,  
off Dryden and Main Street.

A brief reception,  
underwritten by Wally Reid with HFF,  
will start at 5:30 p.m., followed by the lecture at 6:30 p.m.

## *Understanding the role of Brick and Mortar retail projects in our lives*

Understanding the fundamentals of retail development, especially the differentiation based on the nature of the customer's shopping purpose, will help to tailor the placement of retail and the nature of different retail developments, whether in urban or suburban settings. The presentation will give a brief history of this evolution and show illustration of the consequences of these trends: the dying regional malls (but not all), emergence of the alternative formats of retail development, and the possible consequences in urban settings. We expect an extensive Q&A session where we will explore specific areas of interest of the audience.

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Mr. Steiner formed Steiner + Associates in 1993 with a vision of creating welcoming, sustainable, pedestrian-friendly, mixed-use Town Center destinations. Over the past 20 years, the company has turned that innovative vision into brick-and-mortar reality by developing more than 7.4 million square feet of mixed-use space across the United States. The Steiner model has transformed the industry, leading the way for a new generation of dynamic mixed-use environments that encourage interaction and exploration and introduce experiential elements into the retail equation.

Yaromir oversees all development, leasing and management efforts for the Steiner + Associates' portfolio. His vision and subsequent execution has earned him international recognition and has significantly challenged and expanded the traditional definitions of mixed-use design and development worldwide.

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