

Aditazz expands its executive team with the appointment of industry leader Gordon Chong

Written by Australian Business

SAN BRUNO, Calif., Sept. 12, 2013 /PRNewswire/ -- Aditazz, Inc. is expanding its executive team to accelerate the transformation of the Building Design and Construction Industry. The company announced that accomplished architect and industry leader Gordon Chong, FAIA, FACHA, has joined the firm as part of the Leadership Team and will serve as a member of the Board of Advisors.

Chong successfully lead one of the nation's largest healthcare design firms, Chong Partners Architecture, for 32 years and is acknowledged both nationally and internationally as an innovative leader in the design and construction industry.

Aditazz was founded by principals with deep expertise in architecture, semiconductor design and computer science, and received Series A funding from [Artiman Ventures](#) in late 2011. The company's premise is that the massive construction industry – and particularly complex building construction – is in need of innovation.

In response, Aditazz has invented a radical new approach to the design and construction of complex buildings. The company's innovations in design, software and manufacturing techniques will result in buildings that are built faster, at less cost, with far greater flexibility and predictability – all while maintaining the highest degree of aesthetic and functional performance.

"Throughout his career, Chong has been an advocate for redefining the role of the architect, addressing the fragmentation of the industry and utilizing greater integration with the supply chain in the design, construction and operating processes." said Deepak Aatresh, co-founder of Aditazz. "There is great synergy with Aditazz' aspirations to transform the AEC industry."

Chong specialized in the design of health care, university/academic, cultural and urban in-fill projects; all characterized by the complexity of their programs, functional demands, design specificities and construction challenges.

Aditazz expands its executive team with the appointment of industry leader Gordon Chong

Written by Australian Business

"Both as founder of my own firm of 32 years and as National President of the AIA, I've searched from within our profession for innovative approaches to better address the challenges of the profession. Change from within the profession has always been difficult and slow in coming so I was excited, but not surprised, to see the source of innovation coming from a non traditional, Silicon Valley company with advanced technology and a diverse, cross-disciplined team at its core." said Mr. Chong. "I had never envisioned joining another firm and extending my career but the opportunity to be a part of a revolutionary effort that is venture backed was just too enticing to pass up."

About [Aditazz](#) Aditazz designs and delivers next-generation complex buildings by integrating new design, technology and manufacturing techniques. Based in Silicon Valley, the company brings together experts and innovations from the worlds of semiconductor design, computer science, architecture, systems and structural engineering, modular manufacturing and assembly, and planning and operations. It has created a new generation of tools and technologies that results in dramatic increases in building construction speed, flexibility, predictability and cost-savings– all while maintaining the highest degree of aesthetic and functional performance. Aditazz received funding from [Artiman Ventures](#) and is a winner of Kaiser Permanente's 2012 'Small Hospital, Big Idea' design competition. For more information, please visit www.aditazz.com

About [Artiman Ventures](#) Artiman Ventures is an early stage venture fund based in Silicon Valley. The firm invests in white spaces companies, with no identifiable competitors, seeking to create or disrupt multi-billion markets. Artiman is sector agnostic and trans-disciplinary by design. Artiman is typically the first institutional capital, often at the concept phase. The team works as an active partner with its entrepreneurs, helping drive strategy, market definition and execution.

SOURCE Aditazz, Inc.

RELATED LINKS <http://www.aditazz.com>