



PROGRAM
**ARCHITECTURE
 INSIDERS**
 "Business Innovation"

OBRA BLANCA®

15 OCT 2024
 EXPO SANTA FE MEXICO CITY

TUESDAY, OCTOBER 15th

A1 Hall

16:30-16:40 WELCOME

16:40-17:20 EFFECTIVE PLANNING: WHAT, HOW, WHEN, AND WHO



**ANTONIO
 VILLARREAL**

*Founder and
 CEO of Axioma*

17:20-18:00 LEADERS FOR ARCHITECTURE



**HELENA
 LILLO**

*Founder of
 Toro & Thill*

The 'Architecture Insiders' forum, organized by the Colegio de Arquitectos de Nuevo León will explore how innovation is revolutionizing the business of architecture. The event will include a presentation by Antonio Villarreal, founder and CEO of Axioma and a leader in the project management industry, and a presentation by Helena Lillo, founder of Toro & Thill with extensive experience in high-profile projects, equipment and furnishings.

They will talk about the intersection of architecture and business. Attendees will have the opportunity to acquire new practical tools and connect with professionals and visionaries who are shaping the future of the industry.

MORE INFORMATION



REGISTER



*Program subject to change without notice.



Information and tickets at obrablancaexpo.com