

Strategic Visibility for Small Firms: How PR Supports Marketing and Business Development

Alexander Zilberman, AIA

Alexander Zilberman, AIA, is founder and principal architect of Alexander Zilberman Architecture PC (AZA), a globally active studio in working on residential, high-end retail, hospitality and workplace projects, among others. As an architect, artist and designer, he translates brand identity and experience into architectural solutions that reflect a focus on craft, technology and detail. Zilberman's work with well-known brands such as Versace, Michael Kors, and Aston Martin can be seen from New York to Savannah, Palm Beach and Dubai.