



***Weaving Community, Culture and
Commerce into Real Estate
Innovation and Place Making***

Join us for a presentation and discussion with

Shaheen Sadeghi

**Wednesday, April 15, 2015
5 – 7 p.m.**

UC Irvine, Social and Behavioral Sciences Gateway, Room 1517

Free and open to the public. RSVP by April 8th to khartsho@uci.edu



Shaheen Sadeghi is a PPD Distinguished Fellow and leader in innovative commercial development in Orange County. He is currently president and CEO of LAB Holding, LLC. Sadeghi holds a B.A. degree from Pratt Institute's School of Design, Fashion and Architecture and has completed the Executive Finance Program at Harvard Business School. After a successful career in the global retail and action sports industry, Sadeghi has taken his international marketing and cultural forecasting experience to an unconventional place. As founder of LAB Holding, LLC, a community development company based in Costa Mesa, CA, Sadeghi envisioned and built the LAB Anti-Mall in 1992. In 2002 the LAB team opened its doors to The CAMP project for environmentalists and outdoor sports enthusiasts as the first "green" shopping campus of its kind. In 2013 the LAB renovated the historic 1919 Packing District in downtown Anaheim, featuring a unique food hall with live entertainment and adjoining Farmers Park with seasonal community-based events.

This event is co-sponsored by the MURP Alumni Council (MAC)

**Learn more about the PPD Distinguished Fellows Program at:
www.ppd.soceco.uci.edu/fellows**