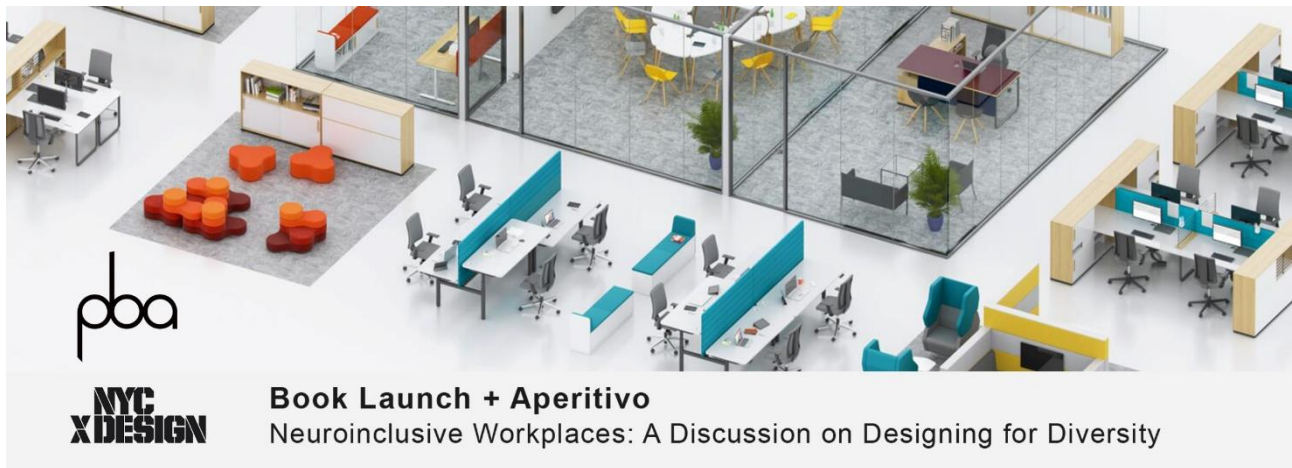




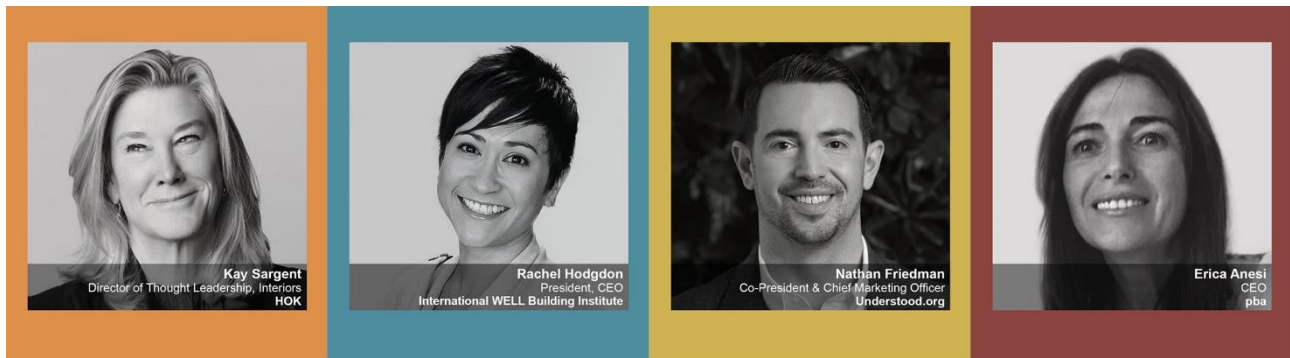
pba at NYCXDESIGN 2025 - Book Launch + Aperitivo

Neuroinclusive Workplaces: A Discussion on Designing for Diversity

On May 20th pba will discuss about innovative approaches to design workplaces that are more inclusive of neurodivergent individuals, promoting sensory processing and cognitive well-being for all employees. During the event, we'll celebrate the launch of "*Designing Neuroinclusive Workplaces: Advancing Sensory Processing and Cognitive Well-Being in the Built Environment*" by Kay Sargent – Director of Thought Leadership, Interior at HOK.

This event will provide an opportunity to dive deep into the book's key findings, explore the importance of neuro inclusivity in today's workplaces, and engage with a diverse group of experts discussing practical strategies to create environments that welcome and support neurodivergent individuals.

Kay's book offers groundbreaking perspectives on how organizations can rethink their practices to foster inclusivity and empower all employees, regardless of their cognitive or neurological differences. During the event, Kay will present a detailed overview of the book's key findings, shedding light on the challenges neurodivergent individuals face in traditional work environments and the essential steps companies can take to build neuroinclusive cultures.



Panel of experts

Neuroinclusive Workplaces: A Discussion on Designing for Diversity

We will hear from a distinguished panel of experts— Rachel Gutter Hodgdon – President, CEO at the International WELL Building Institute, Erica Anesi – CEO at pba, and Nathan Friedman – Co-President and Chief Marketing Officer at Understood.org—who will share their own insights on the subject, drawing from their professional experiences and research.

Their perspectives will offer a broader understanding of neuro inclusivity in workplaces and practical ways to implement meaningful change.

This is a great opportunity to engage in an enriching discussion about the future of workplace diversity and inclusion.

To make the event even more special, the first 20 people to sign up and attend will receive a free copy of Kay's book *Designing Neuroinclusive Workplaces*.

Tuesday, May 20th | 5:30 - 7:15 pm

171, Madison Avenue, Suite 1008 New York

5:30 - 6:00 PM: Reception

6:00 - 7:00 PM: Panel Discussion

7:00 - 7:15 PM: Q&A

Register via Eventbrite - [LINK](#)

For further information: marketing@pba.it

Panelists

Kay Sargent, Director of Thought Leadership, Interiors HOK

Kay is a principal and the director of thought leadership in HOK's Interiors group. With a passion for using design to transform how and where people work, she spends her days (and many nights) working with clients on workplace strategy and design.

Kay is a member of the International Interior Design Association's College of Fellows, a select body of designers whose work has significantly influenced the profession. The American Society of Interior Designers also has honored Kay with its highest award, naming her a "Designer of Distinction" whose body of work represents excellence in interior design.

Outside of HOK, Kay serves on the prestigious Delos Advisory Board alongside wellness and sustainability advocates such as Leonardo DiCaprio and Deepak Chopra. She is also on the international board of directors for AVIXA, the Audiovisual and Integrated Experience Association. Kay is co-chair for the ASID Foundation research task force and on the leadership team of IFMA's WE Workplace Evolutionaries and the advisory board of Work Design Magazine. She has also served on the board of directors for CoreNet Global and the International Federation of Interior Designers/Architects, and has served on the international boards of IIDA, ASID, NCQLP, IFI and NCIDQ. She is an active member of ASID, IIDA, CoreNet Global and IFMA.

Kay has authored numerous reports and articles on the workplace and has spoken at CoreNet, IFMA and other industry events. CoreNet and Tradeline, Inc. both have honored her as a top-rated speaker. A mentor to many, she is a founding member of the D.C. chapter of UPWARD, which accelerates career advancement for executive women.

Rachel Hodgdon, President, CEO International WELL Building Institute

As the President and CEO of the International WELL Building Institute (IWBI), Rachel is leading a movement to advance people-first places for everyone, everywhere. Her motto is "Always be winning for good," and she's put that to work at IWBI, developing research-backed tools to help organizations create places where people can thrive. Today, IWBI's WELL Standard is being used in nearly 6 billion square feet of space in more than 135 countries and growing. WELL has been adopted by thousands of organizations, including over 150 companies in the Global 500 and Fortune 500.

Prior to joining IWBI, Rachel spent nearly a decade at the intersection of sustainability and human health, helping the U.S. Green Building Council (USGBC) make LEED the world's most widely used green building rating system. At USGBC, she founded the Center for Green Schools, which mobilized \$275B+ investments in LEED-certified educational facilities and deployed over 750,000 volunteers to transform schools on every continent.

Rachel serves on numerous boards and advisories, including serving as vice chair of Second Nature, a board member of Habitable and of the Real Estate Pride Council. A

graduate of Tufts University, she is a sought-after media voice, inspirational speaker and frequent guest lecturer and instructor at institutions including the Harvard T.H. Chan School of Public Health's Center for Health and the Global Environment, Harvard University Kennedy School of Government, Stanford, the University of Connecticut School of Business and Tufts.

Nathan Friedman, Co-President & Chief Marketing Officer Understood.org

Nathan is the Co-President and Chief Marketing Officer of Understood.org where he leads the strategy, research, marketing, communications, content, creative, and advancement functions. He brings more than 25 years of experience in building iconic brands and leading teams through complex operational challenges to deliver value for all stakeholders.

He began his career at Ogilvy, where he held numerous roles, including global account leader and managing director of its Chicago office. In his last role at the firm, he led the four-office West Coast operation. Other roles include general manager of a mid-sized agency and president of a strategic branding and marketing consultancy for startups in the social impact space.

Nathan serves on the 4As Foundation Board of Directors and previously served on the Board for the Point Foundation – the nation's largest LGBTQ+ scholarship fund. He is a member of the Wall Street Journal CMO Network, Fast Company Impact Council, and regularly contributes to articles and speaks at events including the World Economic Forum, Cannes Lions International Festival of Creativity, and SXSW. He has received several recognitions for his contributions, including being named as a Notable Leader in Advertising, Marketing, and PR, and an Honoree for Campaign U.S. 40 Over 40.

He is a passionate neurodivergent leader residing in New York City and has two school-aged children.

Erica Anesi, CEO pba

Erica Anesi is the CEO of pba, an Italian company that designs and produces accessories for architecture – hardware – and for bathrooms – bathware – that promote inclusivity and environmental sustainability. A trained engineer, she has always worked in the architecture and design sector. She furthered her education with a Master in Psychology of Architecture to better understand the principles of inclusive and sustainable design through perception tools, biophilia, and the relationships between humans and the built environment. Driven by a deep sense of responsibility toward future generations, she has made it her mission to infuse every aspect of her work with principles of environmental protection and social equity. Whether designing sustainable buildings or promoting diverse and inclusive work environments, she believes in applying participatory models that leave a positive impact. She has been invited as a speaker at international A&D industry events (NeoCon, NYCxDesign, Steelcase Forum,...) and has held lectures, seminars and workshops at Italian and international universities.

pba

pba is the premier brand of AISI 316L stainless steel, the hardest, most resistant and elastic of steels, of polyamide 6, the most noble of thermoplastic resins, of aluminum EN-AW 6, smooth and durable, and of antimicrobial copper. We develop our main themes: door and window levers, pulls and locking pulls, millwork pulls, hands-free pulls, and all the accessories for a "life safe and without barriers": the Design for All bathroom accessories, and the Hand-Rail collections. We believe that objects reflect a space, embody its attitude, illusions and possibilities; we know that bringing a new form into the world can affect the life of everyone. **pba** has always collaborated with the most important international designers to develop unique products. **pba** products have been featured in the most important projects worldwide: from PIF Tower in Saudi Arabia to the Museum of Modern Art in New York, from San Pellegrino Flagship Store in Italy to The New School University Center in NY, from Radison Blu Hotel in South Africa to ZNB – Zentraler Neubau Haus Klinikum in Stuttgart.

pba has been nominated with the Red Dot Award for the handle IT.150 and has been awarded for the handle Elica. The lever Elica has also received a nomination for the Compasso D'Oro Award. The locking pull collection KLock has been also nominated for the Compasso D'oro Award. Programma CAP, designed on the concept "to hand the cap" has been awarded with the ADI Ceramics & Bathroom Award and won the third award at Global Future Design Awards. The Everyone Millwork pulls collection competed as finalist for the IDEA award. The Hand Sanitizer Cover collection won the #METROPOLISLIKES NYCXDESIGN and Health Program is an Interior Design magazine NYCXDESIGN awards finalist in the Health + Wellness category. The Platform Series is a Global Future Design Awards Winner. TOCCO, the sensory sensitive hardware collection, won the 2024 Best of NeCon Gold Award, the 2024 Best of NeoCon Innovation Award, the 2024 Green Good Design Sustainability Award by The European Centre for Architecture Art Design and Urban Studies and The Chicago Athenaeum and received a Honoree by NYCxDesign Award 2024.

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