



Matthew Rosenberg (BEDS '07)
M-Rad, Los Angeles

MANUFACTURING SERENDIPITY

(and how to start your own firm)

Lecture and discussion presented by
Dalhousie University School of Architecture
16 September 2020, 7pm AST on Zoom



Matthew Rosenberg's most recent acclamations have landed him on Forbes 'Small Giants' list while Inc. Magazine has named him one of the 'Top 10 Designers Every Business Should Have On Their Radar.' His mission is to resolve the inefficiencies of the design industry by expanding the scope of the designer. He continues to expand his services while still providing real estate development, branding, marketing, interior design, and product development all in support of healthier and higher level experiences. Rosenberg has worked on theaters, hotels, members clubs, multifamily buildings, creative offices, biotech labs, and luxury homes around the world - all ranging in size from 275 square feet up to 850,000 square feet. He has developed a variety of consumer products including antimicrobial mobile testing units for Covid-19, arthritis utensils, custom fragrances, a mobile tee-to-green golf experience, affordable mobile housing, and zero-waste flatpack planters. In 2013 he started M-Rad Inc which was listed on Inc. Magazine's fastest-growing companies in both California and the United States in 2020.