



Amy Campbell, AIA

Senior Associate

Studio Director + Northwest Practice Leader for Building Transformation and Adaptive Reuse

Amy is a “big picture” thinker that draws on her wide range of professional experience from architecture and interior design to theater set design and the fine arts.

Amy’s leadership and versatility as a professional energize those that she collaborates with to collectively bring their innovative ideas forward and synthesize them into achievable results – all while seamlessly helping her clients achieve their goals.

Amy’s community involvement includes her mayoral appointment to San Francisco’s Historic Preservation Commission and Urban Land Institutes Local Product Council. Her commitment to cities and the practice of building transformation and adaptive reuse can be seen and heard in her various writings, quotes and interviews ranging from the San Francisco Chronicle, San Francisco Business Times, SF Standard, The Mercury News, KCBS, NBC Bay Area News, KQED Forum as well as her award winning project work.

17 Years of Experience

Joined Gensler 2012

Background

Master of Architecture, University of Pennsylvania, Philadelphia, PA
 Bachelor of Arts, Indiana University, Bloomington, IN

Affiliations

American Institute of Architects (AIA)
 Urban Land Institute (ULI) Local Product Council
 Commissioner, San Francisco Historic Preservation Commission
 National Trust for Historic Preservation

Selected Project Experience

Building Transformation	Size (sq ft)
2 + 48 Stockton, Repositioning, San Francisco, CA	173,00
45 Fremont, Lobby Repositioning, San Francisco, CA	18,000
70 North Second Facade Renovation, San Jose, CA	10,000
88 Kearny, Lobby Repositioning, San Francisco, CA	2,500
945 Market Street, San Francisco, CA	256,000
201 California, Feasibility Study, San Francisco, CA	8,000
400-430 California, Repositioning, San Francisco, CA	220,000
550 Seventh, Repositioning, San Francisco, CA	18,300
3100 San Pablo Avenue, Parking & Signage, Berkeley, CA	120,600
BioMed Realty (BMR), Campus Amenity, Emeryville, CA	25,000
Foundry 31, Repositioning, Berkeley, CA	120,600
Hudson Pacific Properties, Metro Tower, Foster City, CA	8,000
The Merchants Exchange, San Francisco, CA	
30 th Street Post Office, Philadelphia, PA*	

Workplace: Media & Consumer Goods

Confidential Warehouse Distribution Center, Berkeley, CA	24,550
Roblox Building 970, San Mateo, CA	33,810

Workplace: Technology

Airbnb, San Francisco, CA	72,000
IBM, 425 Market Street, San Francisco, CA	50,000
RocketSpace Co-Working	
123 Mission, San Francisco, CA	36,000
150 9 th Avenue, Calgary, Canada	66,500
Global Design Standards, San Francisco, CA	
Samsung 837 Marketing Center of Excellence, New York, NY	24,000
Symantec Union 82 Gastropub, Mountain View, CA	4,600

Workplace: Professional Services

Balfour Beatty Construction, Oakland, CA	14,000
Lendlease, San Francisco, CA	140,000

Education, Civic & Culture

National LGBTQ Center for the Arts, Accessibility Upgrades,
San Francisco, CA

The House of Arts and Culture, The Lebanese-Omani Centre
Beirut, Lebanon*

City Hall, Førde Municipality, Førde, Norway*

National Presidential Library, Astana, Kazakhstan*

Office Buildings: Developer

Shenzhen Crystal Island Landmark and Plaza, Shenzhen, China*

Retail

Apple Store Renovation - SoHo, New York, NY*

* Experience prior to Gensler

Awards

45 Fremont Lobby Renovation, San Francisco, CA
Metamorphosis Awards, Retrofit Magazine, 2023

88 Kearny, San Francisco, CA

IIDA Chapter Awards: Northern California, 2021

Interior Design Magazine Best of Year Awards, Commercial Lobby +
Amenity Space, Honoree, 202

Metamorphosis Awards, Retrofit Magazine, 2021

National LGBTQ Center for the Arts, San Francisco, CA

Gensler Community Impact Award (GCIA), 2020

888 Brannan, San Francisco, CA

IIDA Chapter Awards: Northern California, 2015

ASLA Northern California Chapter, ASLA Merit Award, 2014

Interior Design Magazine, Best of Year Awards, 2014

Gensler, GDEA, Work - Large Built, Grand Prize, 2014

Airbnb, San Francisco, CA

California Home + Design Awards, 2014

Speaking Engagements

Guest Lecturer, College of Architecture, Planning, and Design,
Kansas State University, April 2024

Moderator, Design Forecast Live, April 2024

Presenter, Honor Awards Virtual, IIDA Northern California, October 2021

Publications

"After Closure Announcement, a Look at Macy's Heyday...and Union Square's
Future" KQED, March 2024

"San Francisco's coolest office lobbies: Get an inside look at the city's history,"
San Francisco Chronicle, December 2023

"Did car-free Market Street kill San Francisco's most important boulevard?"
The San Francisco Standard, December 2023

"These Downtown S.F. Office Buildings Could Yield Thousands of Housing
Units," San Francisco Chronicle, February 2023

"From Vacancy to Vibrancy: Reimagining the Future of Downtown San
Francisco," Gensler.com, February 2023

Airbnb, San Francisco, CA

"Five Amazing International Offices," House and Leisure, June 2016