Achieving the full capacity of Architecture
Last decade of evidence. Now -- from individual to systemic

Design issue: Disaster response

Saf(r) House, MIT and Harvard: Social, economic, environmental
Design issues: Wildlife preservation and tourism
Mahle Mountains National Park, Tanzania

Creativity required: High tech and low tech

PLUG Laboratory by N. King, M. Lutz, D. Clark, T. Kaur
Design issue: Jaundice
60% of newborns, 6-10% of infant deaths, 5.7 untreated in Asia

Design That Matter
The Firefly Phototherapy Unit

Requisites of Public Interest Design: Inclusion and participation
Teams made of stakeholders provides diverse expertise
Public Interest Design Case Study: Butaro Hospital, Rwanda

SEED Case Study: Butaro Hospital, Rwanda

2011 FAIA LATROBE PRIZE
PUBLIC INTEREST PRACTICES IN ARCHITECTURE

Roberta Feldman
Sergio Pallaroni
David Perkes
Bryan Bell
2011 Latrobe Prize Call for Proposals

“The 2011 Latrobe Prize jury seeks research that will help us understand and deal with the dramatic social, economic, environmental, and technological changes that have occurred in the wake of the Great Recession.

“Many of the assumptions that have long guided the field of architecture no longer seem relevant to the challenges we now face not only as a profession and discipline, but as a civilization. Nor can we assume that the practices that have guided architectural practice in the 20th century will serve us in the 21st.”

PID firms operate at a range of scales and broad spectrum of design and planning -- from longstanding underserved communities and unmet needs to humanitarian crisis -- addressing a range of issues from those of individual clients to that of entire geographic regions.
Expanding upon conventional business models

1. For profit firms with public interest initiatives
2. Non-profit practices
3. University programs
4. Foundation initiatives
5. Government positions and programs
6. Development
7. Hybrids

40 Examples – 9 Strategies

1. Expanding roles and services
2. Initiating projects
3. Community engagement
4. Advocacy
5. Working in/for the public policy arena
6. Research
7. Finding financial resources
8. Education
9. Integrating social agenda and design quality

From Latrobe Conclusions:

Public interest practices are broader and more interdisciplinary than the current prescribed model of practice. They have had to be more innovative in their protocols, procedures, economic models, and relationships to make their practices possible.

Public interest practice strategies are more synergetic, flexible, and economically resilient than we had even imagined.

Public interest design practices may represent a future trend of architectural practice in general in the US as we adapt to a changed concept of client and changing economic conditions.
Ways in which respondents practice PID.

Career satisfaction and reaction to the economy

30% of respondents ranked
"Putting creative abilities to practical use"
&
"Improving quality of life in communities"
as their top two reasons for entering the profession of architecture.

Reasons for a new type of practice
Increased interest after entering school

81%

Top learning objectives for a PID course.

- Maximizing a project's positive impact on a community: 63%
- Understanding financial strategies to practice Public Interest Design: 52%
- Measuring the social, economic, and environmental impact of a project on a community: 50%
- Learning a step-by-step process of working with a community on a project: 49%

Level of interest in learning objectives
HOW DO WE MOVE FORWARD?

What needs to be done to make public interest design a greater opportunity in architectural practice?

The mission of Public Interest Design is that every person should be able to live in a socially, economically and environmentally healthy community.

Continued Activism and Professional Standards
Bancroft School Project
Location: Manheim Park Neighborhood, Kansas City, Missouri

SOCIAL
- Preserve historic school through renovation and restoration therefore restoring "historic fabric"
- Provide health initiatives: cooking classes, health services, outdoor spaces & a fitness center
- Make a safer environment through more "eyes on the street"
- Build community spaces to provide flexible space for: job training programs, entrepreneurship programs, as well as computer literacy programs

ECONOMIC
- Provide affordable housing for 104 people
- Spur redevelopment in area of disinvestment
- Increase property values

ENVIRONMENTAL
- Create green space including gardens, playground, and public gathering spaces
- Re-use site storm water
- Educate using greenhouse about nutrition and local food sourcing
- Have access to public transit
- Utilize LEED platinum guidelines (pending funding)
Founded in 2005 through support of Loeb Fellowship
“We need something like LEED that includes social and economic issues.”
2000+ Members
Administered by Design Corps, a 501-c-3 organization

SEED Evaluator 3.0
Three Phases with Reviews

Every person should be able to live in a socially economically and environmentally healthy community.

SEED Mission
Every person should be able to live in a socially economically and environmentally healthy community.

Design has an important role in achieving this mission.

SEED Mission

SEED Principle 1: Advocate with those who have a limited voice in public life.
SEED Principle 2: Build structures for inclusion that engage stakeholders and allow communities to make decisions.
SEED Principle 3: Promote social equality through discourse that reflects a range of values and social identities.
SEED Principle 4: Generate ideas that grow from place and build local capacity.
SEED Principle 5: Design to help conserve resources and minimize waste.

SEED Principles

SEEDnetwork.org
Growing number of diverse stakeholders

- Designers
- The Public
- Professional Associations
- NGO's and Community Associations
- Higher Education
- Funders
- Media
- Governmental bodies

AIA Latrobe Prize Research

77% of AIA Members believed that this statement is a valuable mission for the practice of Public Interest Design.

75% of AIA Members believe that these principles together represent an ethical basis for the practice of Public Interest Design.
How do we make SEED Mission and Principles Actionable?

An evaluation tool that is:
• Transparent – Informed Consent
• Accountable – Results Driven
• Inclusive – Public Participation
Method to teach best practices and field-based challenges

SEED Evaluator 3.0

Three Phases with Reviews

1. Applicant Information
2. Community Description
3. Project Description
4. Issues, Challenges, Goals for Social, Economic, Environmental Design
5. Community Participation
6. Benchmarks
7. Programming
8. Performance Measures
9. Results

Based on Logic Model – Bottom Up
Free Application at SEEDnetwork.org

Evaluator Part 1: Application

Identifying and prioritizing challenges
Valid Public Participation

SEED Third Party Reviewers and Mentors

Evaluator Part 2: Project Details
Roche Health Center, Roche Tanzania
University of Cincinnati

Case Studies: Concise results giving accountability

AUGUST 2011
Evaluation Description
For the 30 families surveyed who have a member that have been treated at Roche Health Center, there are strong reasons to return for future treatment. For those 30 families that have not been to Roche Health Center, there are similar reasons to use Roche Health Center as the first choice in medical care.

 Those interviewed cited proximity, good service, and a strong ownership of the health center as the main reasons to use Roche Health Center.

Community determined positive impact
Clear goals = clear indicators of success

AUGUST 2011
Evaluation Description
Most of those surveyed who have been treated at Roche Health Center traveled less than an hour for their appointment. Before the building of Roche Health Center, these patients would generally have to travel much longer to get to the closest clinic or hospital. The mean travel time by RPC was approximately 15 minutes; whereas the mean travel time to another clinic or hospital was over two hours.

AUGUST 2011
Evaluation Description
In a mere four months of operation, Roche Health Center has been able to do some amazing things and has made a difference in the lives of many people in the surrounding region.

- 204 – members were in the RPC's catchment area, and attended clinic
- 104 – villages of Roche who have received medical care from RPC
- 102 – children vaccinated against Polio, Diphtheria, Tetanus (DTP) and measles
- 24 – children under five treated for pneumonia
- 30 – child deaths on Tuesdays and Fridays giving vaccines and educating mothers on how to
  - take a healthy child
- 24 – women given an antenatal tetanus vaccines

Roche Health Center has attracted those in need of medical attention from all over the district and even from Kenya!
Durham Performing Arts Center (DPAC) Sets Attendance Record

- 414,056 total attendance
- 68 Sellouts

Comparison of Capacities:

- Radio City Music Hall, NY  5,933 Capacity
- Coliseum Theater at Caesar’s Palace, Las Vegas, NV  4,100 Capacity
- Fox Theater, Atlanta, GA  4,675 Capacity
- DPAC, Durham, NC  2,712 Capacity

SEED Case Study: Durham Performing Arts Center

DPAC Economic Impact: 100 shows

- $6.1 million in local direct spending is projected to generate from visiting performers and crew, out-of-town theater patrons, and locals induced to spend locally.
- 15 full-time-equivalent jobs will be supported by the new performing arts center generating $612,000 in new wages and salaries.
- An estimated $602,000 in direct purchases will be made annually as a result of ongoing theater operations.
- $3.7 million in indirect spending is projected to occur as a result of theater operations.
- Total additional annual earnings generated by new operations will reach approximately $1.3 million with total indirect earnings equaling $673,200.
- The performing arts center is projected to contribute an additional 15,000 room-nights to the Durham lodging market.

SEED Case Study: Durham Performing Arts Center