

CRAN CHRONICLE



Letter from the CRAN Chair

By John Isch, AIA- For those of you who have not been to one of the AIA | CRAN Symposiums, you missed a great one this year. Held August 22-25 in beautiful Santa Fe, New Mexico, we experienced that city's walkable downtown and beautiful countryside, while touring seven prestigious local homes ranging in styles from contemporary to historic styles of the southwest. The first evening started with a gala reception held in the Georgia O'Keefe Museum where we were surrounded by wonderful art. Read More

Project Profile

Santa Fe Project: Burnside Residence



Builder: McDowell Construction

Pure geometric forms established the plan, the use of authentic materials set the tone and nature was abstracted to highlight and contrast the house. An important aspect of nature is light and in New Mexico, at this site, the clarity of that light plays across natural materials, celebrating the restrained expression of craftsmanship. The home becomes a stone vessel of light. View the Gallery

Features

It's About Time

In this issue

- ▶ Project Profile
- ► Feature Articles
- ▶ In the News
- ► Resources
- ► Download this Issue (PDF)

Upcoming Events

On Adding On: Incremental Architecture (Free webinar) October 29, 2013 1:30 PM - 2:30 PM ET

Quick Links

Post a Message

Webinar Calendar

Upcoming Events

Newsletter Archives

Write for the CRAN Chronicle!

By Mickey Jacob, FAIA-Time is a very valuable commodity. All of us face the daily challenge of how to best use this fleeting resource. And I'm pretty certain that more than once we have each said in exasperation to ourselves, or even out loud, that there simply aren't enough hours in the day. Read More

CRAN is Proud to Announce CRANtv!

CRANtv is a new series of videos intended to educate the public on the importance of hiring an architect, to help the public understand the value of the architectural process, and give the public tips on finding the most qualified architect for a project. The goal of CRANtv is to educate the public virally through the internet. All videos will be hosted on our new CRANtv YouTube channel located at www.youtube.com/CRANtv. Read More

Architects, Social Media, and Time Management



There's a bit of work to do before the pool is ready for swimming.

By Jared Banks, AIA | Shoegnome, LLC | www.shoegnome.com-Remember in school when your professors were always asking to see your process? Do you recall how in all your job interviews your future bosses spent the most time on the diagrams and sketches in your portfolio? Read More

Who Else Wants An Extra Hour Free Each Day?

By Enoch Sears, AIA - A young boy was given a pitcher full of candies. He grasped as many as he could possibly hold, but when he tried to pull out his hand, he was prevented from doing so by the neck of the pitcher. Unwilling to lose his candies, and yet unable to withdraw his hand, he burst into tears and bitterly lamented his disappointment. A bystander said to him, "Be satisfied with half the quantity, and you will readily draw out your hand." Read More

AIA Tweet Chat #CRAN2013: Time Management for Architects



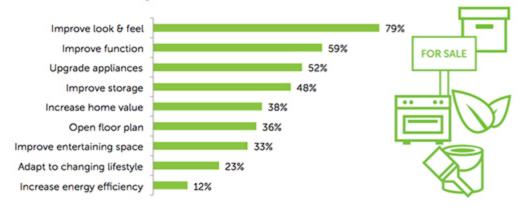
Read the Storify archive of the 9/25 CRAN tweet chat. It was a lively forum to share worst waste-of-time stories and productivity-hacks from shared experience as a practicing residential architects. Read More

Houzz Kitchen Remodeling Trends Survey Finds Bigger Kitchens Aren't Necessarily Better



KITCHEN MOTIVATIONS

People are creating kitchens to please themselves, making them beautiful and functional.



By Liza Hausman, Vice President of Community, Houzz - This month, Houzz released the Fall Houzz Kitchen Remodeling Survey of more than 7,500 Houzz users who are in the midst of, or are planning a kitchen remodel. The results showed that bigger kitchens are not necessarily better, with only one third of respondents increasing their square footage. However, open spaces are in high demand with three quarters of respondents are opening up their kitchens, typically as part of a great room. Read More

In the News

Sub-Zero/Wolf Representatives Enjoyed the CRAN Symposium



Along with nearly 100 architects, we recently participated in one of the best events of the year: The Custom Residential Architects Network annual symposium. For the sixth year running, it is now complete with a gala, peer dinners, and home tours with the same in-depth, important education and networking these high-level architects crave and deserve. Read More

CRAN Appoints Emerging Professional Lindsay Colwell to Advisory Group



The CRAN Advisory Group (AG) is proud to announce that it has appointed Lindsay Colwell, Associate AIA, to a newly-created position on the AG, specifically to represent emerging professionals. This move is intended to provide representation and support for young professionals from the CRAN AG. Lindsay will have full voting privileges on the AG. Lindsay will be responsible for chairing a new CRAN/EP committee made up of emerging professionals from throughout the AIA interested in custom residential design. Read More

Resources

On Adding On: Incremental Architecture (Free CRAN Symposium Series)

Tuesday, October 29, 2013 | 1:30 -2:30pm ET | Earn 1.0 AIA LUs

Stuart Cohen FAIA and Julie Hacker FAIA (Stuart Cohen & Julie Hacker Architects) will examine strategies for making additions to existing structures that consider determining factors for both planning and architectural vocabulary. They will use examples from their practice to illustrate their approach.

Learning Objectives:

- 1. Understand the Recent History of building additions.
- 2. Understand Formal and Planning Strategies for adding on to an existing building.
- 3. Understand when an addition should replicate the language of the existing building and when it can stand in contrast.
- 4. Understand the Implied Meanings conveyed by replicating and extending an existing building versus building in contrast to existing forms and materials.

Register Now

View More Webinars

Special Thanks to Our Generous Sponsor:



Did you know anyone can join AIA Custom Residential Architects Network for FREE? Sign-up on AIA KnowledgeNet and start a discussion in the AIA CRAN Discussion Forum.



The American Institute of Architects 1735 New York Avenue, NW Washington, DC 20006





This message was intended for: %%emailaddr%% The AIA strives to provide information that is most relevant to you. To update your contact information or add an AIA Knowledge Community, update your AIA.org Account. Unsubscribe.

Sign In Renew Membership Join AIA



For Leaders Knowledge Communities AIA Chapters For Members

Go

Practicing Architecture

Contract Documents

Conferences & Events

Issues & Advocacy

Education

Career Stages

Need Help?



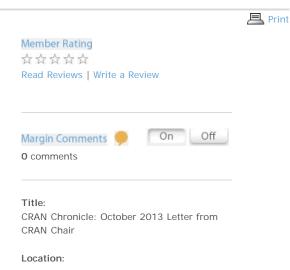
For those of you who have not been to one of the AIA|CRAN Symposiums, you missed a great one this year. Held August 22-25 in beautiful Santa Fe, New Mexico, we experienced that city's walkable downtown and beautiful countryside, while touring seven prestigious local homes ranging in styles from contemporary to historic styles of the southwest. The first evening started with a gala reception held in the Georgia O'Keefe Museum where we were surrounded by wonderful art. The symposium itself was held in the La Fonda Hotel, adjacent to the Santa Fe Plaza, the heart of downtown, which provided evenings of musical entertainment. Our evenings were also filled with some of Santa Fe's finest dining opportunities. Attendees were organized into small size groups that were hosted by our gracious sponsors.

I would like to thank our Advisory Group (AG) members who helped plan and manage the event, AIA staff who took care of all the logistics in our preparation, local Santa Fe AIA members without whom we could not have planned our house tour—with special thanks to Allan Baer, AIA, and John Dick, AIA, our twenty sponsors without which we could not have produced the event, and the eleven outstanding speakers that provided interesting, engaging and informative educational content.

James Cutler, our keynote speaker, started the symposium by presenting his philosophy of having respect for nature and learning from the context of a given situation, or program, and how these inform his designs. Having spent several years of studying building performance in Rome, Matthew Bronski demonstrated how the lessons learned from the durability of ancient monuments could be applied to design today. Don Brown, AIA Vice President, spoke to how CRAN fits into the overall picture of the AIA and invited all to provide him with constructive feedback on how the AIA can shape the future. Veteran CRAN speaker, Claire Conroy, spoke of the importance of maintaining your relevancy, and voice, in the constantly evolving landscape of technology and media. Local Santa Fe architect, John Dick, shared examples of his work and some of the challenges he grapples with in the life of his practice, and additionally educated us on the three predominant historical residential building types of New Mexico. Lake Flato's Tenna Florian articulated the importance of measuring the performance of sustainable homes through a detailed review of a case study of one of their firm's recent high-performance homes. Stuart Narofsky, using a riff on Frank Lloyd Wright's book, The Natural House, presented the 'The New Natural House,' where he explored the evolution of the natural home using historical examples as well as experiences from his own thirty plus years of practice. Design psychologist, Toby Israel, demonstrated the importance of how our own personal history and experiences influence our work throughout our careers. The husband and wife team of Stuart Cohen and Julie Hacker presented design strategies for adding onto houses by using examples from history and their own firms' work. The concluding speaker of the symposium, Bobby McAlpine, expressed himself with the mind of a writer, and captivated the audience by sharing and explaining his work in his own very personal and authentic style.

For those of you who could not make it to the symposium this year, we hope you can join us next year in Charleston. For those of you who did attend, thank you, and we hope it was a meaningful and productive event for you. Again, thanks to all who made it happen!

John J. Isch AIA, 2013 AIA-CRAN Chair



Contributor: Isabella Rosse

Published: 1/28/13 12:00 AM

Posted Date: 10/28/13 9:37 AM

Last Viewed:



Practicing Architecture Projects Awards Best Practices Business Resources Architectural Research Economics

Member Groups & Communities AlArchitect AIA Catalog

Contract Documents About AIA Contract Documents Contract Documents New to Contract

Training & Resources Support

Reference Material

Documents

Conferences & Events

Online Registration National Convention Event Calendar Travel Information

Issues & Advocacy Federal

State Local Get Involved Contribute to ArchiPAC Governmental Resources Education

Continuing Education System Find Courses Find Providers Programs at Convention **Career Stages**

Get Licensed Intern Development

Program Mentorship

Careers in Architecture Member Groups & Communities Resources

Site Map | Get Support

About AIA | Contact Us | AIA Store | Find an Architect | Transcripts | Jobs | Pressroom | Advertise With Us













© 2013 The American Institute of Architects Privacy

Connect with The AIA: 📑 😉 in 🔠 🔊 🙌 💟 👩 👂















Directory Blogs **BEMwiki** Home **Profile** Communities Libraries **Discussions Events Admin**



Project Profile: Burnside Residence



Posted By: Mr. Jon Dick, AIA July 24, 2013 5:53 pm Posted In: Custom Residential Architects Network

Tags/Keywords:

Add/Edit Tags User-defined tags: Burnside residence, contemporary design, New Mexico, project profile Knowledge Communities (cross tag): Custom Residential Architects

Network



Description

We were given the opportunity to name the road that leads to the Burnside residence, which sits on a 25-acre property. We named it "Sendero de Luz", or "Path of Light" – an apt description of the underlying theme of the house. Its orientation on the ridge, the nature of the fenestration, the rooms wrapped around an open courtyard – all were determined with this idea of light being a form-defining element. The square two-foot thick stone courtyard wall with thin skylights surrounding it, oriented to the cardinal directions, is the element that most reveals the building's connection to the arc of the sun.

The overall organization is complemented with an aesthetic that takes the typical Santa Fe style architecture and integrates a lean almost Zen-like simplicity to the range of materials and details. European beech is used as the only wood species, from floors and doors to veneer cabinetry with ebony striped inlay that is accentuated with sandblasted glass cabinet doors. Large rough boulders in the landscape give way to tightly fit stone veneer on the walls of the courtyard within which are steps made from Mexican cobblestone. As one enters the house, the floor transitions to the feel of honed Spanish and Portuguese limestone tile floors. Kirkstone, slate and polished granite counter tops complete the range of refined stone in the house.

Pure geometric forms established the plan, the use of authentic materials set the tone and nature was abstracted to highlight and contrast the house. An important aspect of nature is light and in New Mexico, at this site, the clarity of that light plays across natural materials, celebrating the restrained expression of craftsmanship. The home becomes a stone vessel of light.

Project Details

Date of Completion: November 2002

Builder: McDowell Construction

Interior Designer: Putnam Pritchard Interiors

Building Footprint: 7,533 sq ft Gross heated space: 6,440 sq ft

Program

A 6,400 square foot, 4-bedroom residence with a courtyard parti employing generous connections to exterior defined rooms (courtyards, terraces and gardens) while at the same time bringing generous amounts of natural light into the building. The owner's desire was for a rich palette of materials, yet still expressing simplicity.

Major Materials and Systems

ICF (Insulated Concrete Form) perimeter, wood frame interior walls, reclaimed wood beams, radiant heat, refrigerated air, vinyl fabric canopies, stucco exterior, pigmented plaster interior, stone veneer courtyard walls,

Average Rating

Be the first person to recommend this.

Recommend

Actions



Add To RSS Feeds

Share

Permalink

Flag as Inappropriate

K Edit

Delete

Statistics

0 Favorited

27 Views

6 Files

0 Shares 15 Downloads Hopes steel windows and exterior doors. Due to the desert locale, all roof run-off is collected in buried cisterns that in turn are used for landscape water requirements.

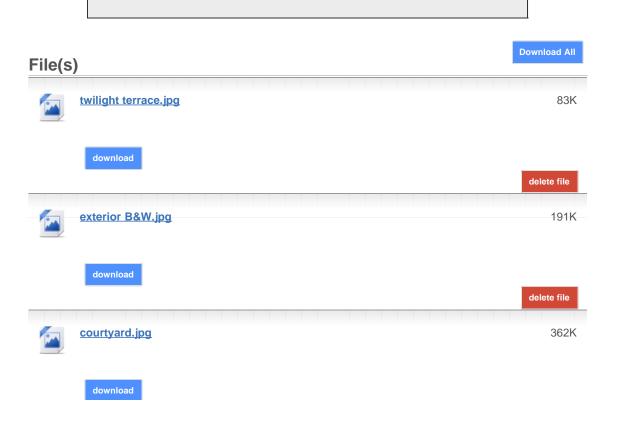
Site Features

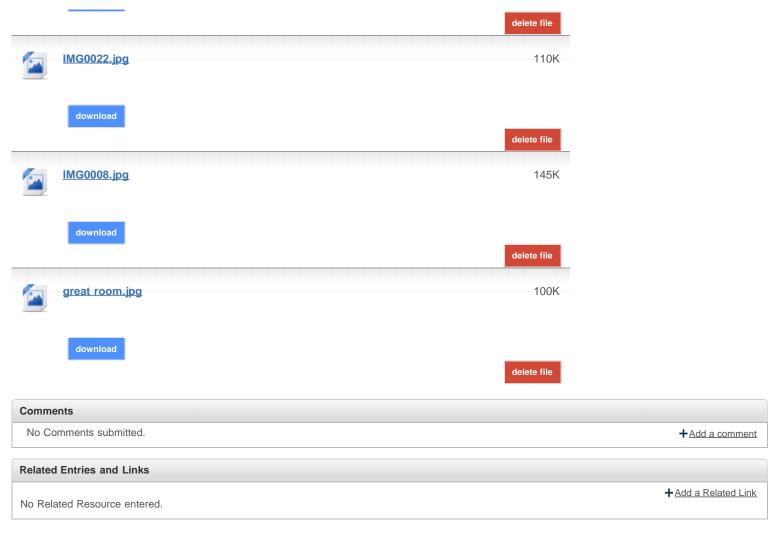
The property is a wedge shaped, steeply sloped 25-acre site in a rural setting. The house sits on the upper portion of the property along a ridgeline with panoramic views to the south and west and framed views to the north and east.

Site context

The property is surrounded on two sides by the Santa Fe National Forest and is elevated above surrounding homes to the south and west. Further beyond the immediate context are views to the Sangre de Christo Mountains to the east and north, the Jemez Mountains at the western horizon and the Sandia Mountains farther to the south.







Privacy Policy Code of Conduct

©2013 The American Institute of Architects

Powered by Higher Logic's Connected Community



For Leaders Knowledge Communities For Members

Sign In Renew Membership Join AIA Go

Practicing Architecture

Contract Documents

Conferences & Events

Issues & Advocacy

Education

Career Stages

Need Help?



It's About Time

By Mickey Jacob, FAIA

Time is a very valuable commodity. All of us face the daily challenge of how to best use this fleeting resource. And I'm pretty certain that more than once we have each said in exasperation to ourselves, or even out loud, that there simply aren't enough hours in the day.

As this year's AIA President, I have a whole new perspective on the value of efficient time management. Trying to juggle the responsibilities of service to the profession, running a small business, managing projects, building client relationships, developing young talent in the firm, generating new business, all while trying to maintain an important balance in my personal life—well, if I'm not careful, time can easily slip away from me. That's why I have set a high price on just how and where I invest my time.

Each of us struggles to find the time to do those things important to us. That's why our participation in CRAN and the AIA has to be seen as a smart use of time, and that what we get in return is real value. If it's not, then we can't expect our organizations to grow and prosper in a world that makes increasing demands on us 24/7.

In this and many other respects, CRAN has much to teach. It has created a model for participation where success is built on the ability to meet both creatively and innovatively the interests of its members. It brings value for the time spent by presenting the latest information about a rapidly-changing industry and facilitating the exchange of knowledge and expertise to promote the professional development of its members.

As important as this is, CRAN's greatest value is without question derived from a strategy focused in the one place where the public is most passionate about—the home. It's here where design affects the quality of life. The work that CRAN does is the "tip of the spear" in any effective effort to elevate the public awareness of the importance design and architecture play in the healthy, safe, sustainable, and prosperous communities. That work doesn't just create value for the people who choose to spend time to be involved in CRAN, it also creates greater value in the marketplace for what architects do.

The AIA is also striving to find creative and innovative ways to elevate the value of membership, and simultaneously advocate for the value, indeed the necessity of member participation. These two objectives—elevating the value of membership and encouraging participation—are why the AIA has embarked on what has come to be called our "Repositioning Initiative." It began with taking a cold, hard look at what we have been doing, who we are, what we think we should be, and how best to achieve the goal of being an essential resource for a prosperous profession that makes a positive difference in people's lives.

It's an ambitious agenda, one that could not move forward without leadership. Recently, the AIA Board rose to the challenge of leadership by ratifying a new statement of purpose to support the Repositioning Initiative and to show a new commitment to a focused strategy for the Institute to be the professional community our members want us to be. It reads:



44444

Read Reviews | Write a Review

Margin Comments 🌼



Off

0 comments

Title:

CRAN Chronicle: October 2013 - It's About

Time

Location:

Contributor: Isabella Rosse

Published: 1/28/13 12:00 AM

Posted Date: 10/25/13 3:36 PM

Last Viewed:

Together, we agree that the time is now to change the way we think and behave in order to shape our future.

To become a more valued, relevant organization, the AIA will focus our priorities to:

Elevate public awareness

Advocate for the profession

Create and expand the sharing of knowledge and expertise to ensure a prosperous future for our members

Never before have we needed this level of bold, visionary leadership to inspire architects to work together and build a better world for everyone-through architecture.

It's a bold concept, one that advances the profession through the efforts of AIA members investing their time, energy, expertise, and knowledge to shape the future direction and value of this, their professional community. Clearly, CRAN is positioned to be an important player in implementing this initiative. Our common task is how to better work together to encourage and empower AIA and CRAN members to take on leadership roles that will build more value in both organizations.

Relationship-building is an important, if not a key dimension of leadership. Our ability to advance positive change depends on finding and building a community of shared interests. It's where ideas turn into action. The AIA's Repositioning strategy, in partnership with CRAN, opens new opportunities for members to tell our stories.

I am very excited about these new opportunities to invest in the future of the profession. Only through our collective commitment to lead the efforts to tell our stories, to advocate for the profession, to share our knowledge and ideas, can we be successful. The public is depending on us to lead with decisive action. Through the partnerships created in implementing the Repositioning Initiative we will step forward to accept these challenges through architecture—and it's about time.

Member Reviews	Average Rating Average Based on 0 Reviews
Show Newest	

Read All Reviews | Write a Review

Practicing Architecture

Projects Awards **Best Practices Business Resources** Architectural Research Economics Member Groups & Communities

Contract Documents About AIA Contract Documents

Contract Documents News

New to Contract Documents Training & Resources

Support

Reference Material

Conferences & Events

Online Registration National Convention Event Calendar

Travel Information

Issues & Advocacy

Federal State Local Get Involved

Governmental Resources

Contribute to ArchiPAC

Education

Continuing Education System Find Courses Find Providers

Programs at Convention

Career Stages

Get Licensed Intern Development Program

Mentorship

Careers in Architecture Member Groups & Communities Resources

Site Map | Get Support

Connect with The AIA: F C in B N N V

AlArchitect

AIA Catalog















About AIA | Contact Us | AIA Store | Find an Architect | Transcripts | Jobs | Pressroom | Advertise With Us

© 2013 The American Institute of Architects Privacy

For Members For Leaders | Knowledge Communities | AIA Chapter

Sign In | Renew Membership | Join AIA

Go

Print

Home Pra

Practicing Architecture

Contract Documents

Conferences & Events

Issues & Advocacy

Education

Career Stages

Need Help?



CRAN is proud to announce CRANtv!

CRANtv is a new series of videos intended to educate the public on the importance of hiring an architect, to help the public understand the value of the architectural process, and give the public tips on finding the most qualified architect for a project. The goal of CRANtv is to educate the public virally through the internet. All videos will be hosted on our new CRANtv YouTube channel located at www.youtube.com/CRANtv.

The first video -- "The Architects Education" -- is intended to show the public how an architect differs from a draftsperson or designer, through education, internship, testing, and continuing education. Most importantly, the video explains that the architect's service adds value to one's home over time, helps avoid costly mistakes during construction, and optimizes budget, aesthetics, function and durability. It is the goal of CRAN that architects post links to these videos on their websites, or direct potential clients to CRANtv by sharing a link. The link will also reside on CRAN's home page on the AIA website. Some tentative subjects for future videos are:

Choosing an Architect

Who Needs an Architect?

An Architect's Toolkit: Elements of Design

The Architect's Basic Services: What we Do

The Architect's Additional Services: What more we can Do

The Architect's Contract

The Architect's Toolkit: Resources of the Office

The Architect's Drawings and Specifications

The Architect's Insurance

The Architect's Compensation

The Architect's Staff

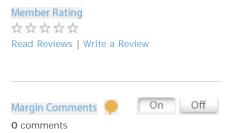
The Architect's Process

Architecture and Sustainability: A Primer

Value and Cost: Assessing the Difference

Contextual Sustainability, resale and local labor

The CRAN Advisory Group voted to fund the first four videos of this series with the proceeds from our annual national symposiums. We are in debt to our many sponsors.



Title:

CRAN Chronicle: October 2013 - CRAN is Proud to Announce CRANtv

Location:

Contributor: Isabella Rosse

Published: 1/28/13 12:00 AM

Posted Date: 10/25/13 3:50 PM

Last Viewed:

Furthermore, CRAN has received a grant from AIA National to build two more videos for a total of six. It is our hope that we can produce a video every other month over the next year.

Doug Patt of "How To Architect" and David Andreozzi , our incoming CRAN AG Chair, are teaming up to develop the scripts, which are then reviewed and approved by CRAN Advisory Group's Executive Committee and the AIA's National Staff for legal consulting. Doug Patt is a registered licensed architect and a member of the American Institute of Architects. He's worked in field for almost 20 years specializing in high-end residential architecture. Doug is the author of the book How to Architect, published by MIT Press Spring 2012. He is also a product developer, inventor, classically trained painter, teacher, and speaker.

CRANtv welcomes all ideas and suggestions to David Andreozzi at dsra@andreozzi.com

Member Reviews	Average Rating Assed on 0 Reviews
Show Newest	Read All Reviews Write a Review

Practicing Architecture Projects Awards **Best Practices Business Resources** Architectural Research Economics Member Groups & Communities AlArchitect

AIA Catalog

Contract Documents About AIA Contract Documents Contract Documents News New to Contract Documents Training & Resources Support Reference Material

Conferences & Events Online Registration National Convention Event Calendar Travel Information

Issues & Advocacy Federal State Local Get Involved Contribute to ArchiPAC Governmental Resources Education Continuing Education System Find Courses Find Providers Programs at Convention

Career Stages Get Licensed Intern Development Program Mentorship Careers in Architecture Member Groups & Communities Resources

Connect with The AIA: 📑 😉 in 🔠 🔊 🙌 💟 👩 👂

















Read All Reviews | Write a Review

About AIA | Contact Us | AIA Store | Find an Architect | Transcripts | Jobs | Pressroom | Advertise With Us

Site Map Get Support

Sign In Renew Membership Join AIA



For Leaders Knowledge Communities For Members

Go

Practicing Architecture

Contract Documents

Conferences & Events

Issues & Advocacy

Education

Career Stages

Need Help?



Architects, Social Media, and Time Management

by Jared Banks, AIA | Shoegnome, LLC | www.shoegnome.com

Remember in school when your professors were always asking to see your process? Do you recall how in all your job interviews your future bosses spent the most time on the diagrams and sketches in your portfolio?

The unpolished byproducts of process are fascinating for many reasons. They provide glimpses into the inner thoughts of designers. They engender an intimate beauty that suggests the finished project while also representing something more pure. They can be read as part of a larger body of work and for their individual aesthetic qualities. They can be meaningful or pure eye candy from a dead-end.

Likewise, one of the greatest joys of being an architect is seeing your designs built. And I don't mean seeing them completed. I mean seeing them constructed piece by piece. Visiting finished work is nice, but the bigger thrill is walking onto a job site and seeing a hole where there was none the day before; watching the formwork go up for the foundations; walking into the empty kitchen space for the first time; climbing the temporary stairs to the unbuilt second story. We love these moments. There is so much excitement, so much potential. There is the wonder of being a part of the transfer of design from theory to reality, from possible to definite.

These joys—two glimpses of creation—are the perfect solution to a sustainable social media strategy for architects. They offer the right mix of images and stories to draw in viewers and prospective clients. They provide a relaxed, personal connection that is often lost when looking at professional images of finished work. And most firms are constantly producing one if not both of these experiences.

To make these two concepts the cornerstone of an online media presence, you need to properly manage the time it takes to collect and share this information. As clues to your working processes, they need to be gathered and broadcast with minimal distraction and interruption from the actions that create these moments.

Time for Collection

Whether you work digitally or via more traditional methods, getting images onto social media sites needs to be easy. For digital media, you can typically save or export from your primary authoring software to an image format (.jpg, .png, etc.). But honestly, that's often not fast enough. Do you really want to pause in the middle of working in Revit or ArchiCAD to save as a jpeg, and then verify everything worked correctly? Do you have the time to set up the view, making sure the exported image is capturing the parts of the model you want without having lots of white space around the image or other distractions? That is too slow. And when working in so many different programs, the answers aren't always the same. Do you have to save as a PDF first? Is it Save As or Export or something else? Is the short cut CTRL+S or SHFT+S or SHFT+CTRL+S? All those micro-decisions are simple, but enough to prevent good habits for fast image collection.

My favorite cheat is to use a screen capture instead. Screen shots are all about speed.

Member Rating

44444

Read Reviews | Write a Review

Margin Comments 🌼



Off

0 comments

Title:

CRAN Chronicle: October 2013 - Architects, Social Media, and Time Management

Location:

Contributor: Isabella Rosse

Published: 1/28/13 12:00 AM

Posted Date:

10/25/13 4:00 PM

Last Viewed:

Print

When collecting images for online sharing, you want the execution to be as fast as possible, and as integrated into your workflow as possible. On a Mac, the keyboard short cut Shift+Command+4 will allow you to capture a screen shot of a selected area. Shift+Command+3 will take a screen shot of your entire monitor (which can easily be cropped later). It's been so long since I used a PC professionally that I don't know what the analogous keyboard shortcut is, but I'm positive it exists—just Google "Screen Capture Windows [version you are using]". Screen shots are PERFECT for social media. The resolution isn't great for printing, but it is more than adequate to share digitally.

And remember these images don't have to be polished. I can't stress this enough. It doesn't have to be a beautifully rendered image. It can just be from the 3D window of your BIM or modeling program. The ephemeral from the program can remain; axes, highlighted objects, cursors, or a hint of a menu bar can all add to the 'on the boards' nature of the image. And these images certainly don't require post-production—unless of course you need to do that post-production anyways to share with a client or city official in a more formal setting.

For printed media, you can pause and scan your work. But just like Save As, that can be cumbersome. Not all firms have scanners and not all of your sketches nicely conform to the size of the scanner you do have. And furthermore scanning takes FOREVER. So here's the cheat: take a picture with your phone and e-mail it to yourself (or the person in charge of social media). The shot doesn't have to be perfect. And it doesn't always have to be perpendicular to the sketch. If you compose the shot, the image can be both about the idea on paper AND the environment you work in. A skewed shot is quick, easy and often more interesting than a perfectly scanned image.

As for construction photos, the answer should be obvious: a photo (or short video) taken with your smartphone. Please don't tell me you don't have a smartphone.

Time for Sharing

Set a schedule for posting. Pick a day to share your sketches—your "On the Boards" material—and pick a day to share your construction images and stories. Share on whatever social media sites you have on those days only. Don't try to do more. Don't let yourself do less. If you are ambitious you can write a lot of text to accompany these images, but don't feel obligated. One sentence is enough.

The core tenant of a good social media strategy is execution and consistency. There are of course optimal frequencies for sharing, but consistency is paramount. A barrage of posts in one month followed by no posts for three months is much worse than that same number of posts spread out over those same four months. In many ways a dormant social media account is worse than no social media account.

Time for Implementation

Set a goal of doing either construction photos or on the boards images weekly for a few months. See how it goes. Start this week and be diligent. Involve your entire firm in the process of gathering and sharing. And make sure to share your results with other CRAN members so that we can all learn from each other and help spread our awesome work.

In a future article I'll talk more about why you need to include all your employees in this process and why you should be sharing with your fellow architects, construction partners, and AIA networks.



Looking at the lot lines and setbacks today. And yes that's the neighbor's driveway going through the site!



There's a bit of work to do before the pool is ready for swimming.

Member Reviews	Average Rating And And Based on 0 Reviews
Show Newest	

Read All Reviews | Write a Review

Practicing Architecture

Projects Awards Best Practices Business Resources Architectural Research Economics Member Groups & Communities AlArchitect

AIA Catalog

Contract Documents About AIA Contract Documents Contract Documents News New to Contract Documents

Training & Resources Support Reference Material

Conferences & Events

Online Registration National Convention Event Calendar Travel Information

Issues & Advocacy Federal State Local

Get Involved Contribute to ArchiPAC Governmental Resources Education

Continuing Education System Find Courses Find Providers Programs at Convention

Intern Development Program Mentorship Careers in Architecture Member Groups & Communities

Career Stages

Get Licensed

Resources

About AlA | Contact Us | AlA Store | Find an Architect | Transcripts | Jobs | Pressroom | Advertise With Us Site Map | Get Support

Connect with The AIA: [] [in [iii] [iii]

















© 2013 The American Institute of Architects Privacy

For Leaders Knowledge Communities For Members

Sign In Renew Membership Join AIA

Go

Print

Practicing Architecture

Contract Documents

Conferences & Events

Issues & Advocacy

Education

Career Stages

Need Help?



Who Else Wants An Extra Hour Free Each Day?

By Enoch Sears, AIA

A young boy was given a pitcher full of candies. He grasped as many as he could possibly hold, but when he tried to pull out his hand, he was prevented from doing so by the neck of the pitcher. Unwilling to lose his candies, and yet unable to withdraw his hand, he burst into tears and bitterly lamented his disappointment. A bystander said to him, "Be satisfied with half the quantity, and you will readily draw out your hand."

The moral of the story: don't try to do too much at once.

Do you ever feel like the child with your hand in the pitcher? Multitasking is one of the greatest enemies of "getting stuff done."

The American Psychological Association has documented that "Doing more than one task at a time, especially more than one complex task, takes a toll on productivity...[David Meyer PhD] has said that even brief mental blocks created by shifting between tasks can cost as much as 40 percent of someone's productive time."

And yet as firm owners and residential architects we need to wear many hats and complete many different tasks throughout the day just to keep the projects flowing and the lights on. Often it seems like doing 10 things at once is the only option for survival.

You are given 24 hours of time every day. No more and no less. Make the most of each and every day.

Here are 7 tried-and-true tips for reducing the clutter in your life and "getting stuff done" so you can focus on living a great life and let your business run itself. Implementing just one of these tactics can save you an hour every day.

1. Focus on what matters

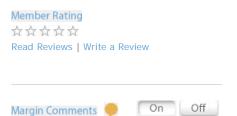
After all is said and done, do you know which tasks are most important for your business? Which tasks help you get closer to your "big picture" goals?

If you haven't taken the time to make a 1 year, 2 year, 5 year, and 10 year plan, do so now. As Stephen Covey famously taught, "begin with the end in mind." Remember, we usually overestimate what we can accomplish in one year, but underestimate what we can accomplish in two years. Make big goals.

Do at least one task each day that takes you a step closer to those goals.

2. Forward march!

Just as ancient way-farers used charts and the constellations to navigate the mighty seas and discover exotic lands in far-flung places, you too should have a plan for how you will get from here to there. If you followed step one above, you have plan and know exactly what you need to do to get there.



Title:

0 comments

CRAN Chronicle: October 2013 - Who Else Wants An Extra Hour Free Each Day?

Location:

Contributor: Isabella Rosse

Published: 1/28/13 12:00 AM

Posted Date: 10/28/13 1:20 PM

Last Viewed:

Before every day (either the night before or in the early morning), figure out the 1 or 2 tasks that are a priority to move your business forward. Write them down. The next day you know what your priorities are and you can avoid distractions. This is the number one tactic that has moved the needle in my business.

3. First things first

Tim Ferriss, author of the popular productivity guide "The Four Hour Work Week," says you should plan to get your "1 or 2" items (from step 2 above) done first thing in the morning. After you've conquered those tasks you can move on to lesser tasks with a feeling of accomplishment.

As Mark Twain wrote, "If it's your job to eat a frog, it's best to do it first thing in the morning. And If it's your job to eat two frogs, it's best to eat the biggest one first."

Do the hard things first. Kill procrastination.

There are many ways to eliminate distractions in the morning. You can have a no-phone or closed door policy before lunch.

You can use technology. Two apps that can eliminate distractions are RescueTime and FocusatWill.com. RescueTime shuts off email and internet access for predetermined amounts of time. Focus@Will plays your choice of music for your focused productivity sessions.

4. Delegate or outsource

Don't do everything yourself. This should be rule number one. Even if you are not a business owner, try to make sure that the right task is delegated to the right person. For example, if you are the business owner, you should not be filling out long and tedious applications.

If you don't have the workload to justify a full-time employee, look for a contract worker who is willing to work remotely, or put an ad in your local Craigslist for a part-time admin.

I've had luck finding contract workers via Odesk.com. Other outsourcing sites are Elance.com and Archability.com (architecture specific). The key is to test out candidates with small tasks until you have built a relationships of trust. Then you can feel confident making them a permanent part of the team. Reclaim hours each week by outsourcing and delegating effectively.

5. Copy Ron and the Mermaid

Not having repeatable systems in place is the number one mistake of small architecture firms. Your business and projects should continue to run smoothly when you are not there. Even if you are not planning to sell your business, you should run it like you intend to hand it off someday – so that any other person could step in and quickly take over. Franchises, such as McDonald's (Ron) and Starbucks (the Mermaid) have made systemization into a science. Now your firm doesn't need to become McDonald's, but it does need to have systems that automate repeatable tasks.

For example, do you have a phone script that your employees or receptionist can use when a new project lead comes in? This is a topic that we recently discussed in the "Agile Architect" LinkedIn Group here: http://bit.ly/17pL1op. Fellow CRAN member Dawn Zuber of Studio Z Architecture shared her process for documenting new leads by filling out an online form that automatically feeds into an online database.

6. Tame the email beast

Answering emails and responding to the constant interruption of email can quickly eat up your day. Here are two strategies for taming the email beast.

First, turn off notifications and set a time each day to go through and respond to emails. If you are hesitant to do this because you are always responding to the latest fire, find a way to minimize the "fires."

Second, if you use Gmail you can use a great online app called "The Email Game" to quickly sort through email. If you use a desktop client like Outlook, make sure you have

good email filters in place to organize and categorize your email. David Allen, productivity guru and author of "Getting Things Done," has a free downloadable PDF that outlines how to get to "inbox zero" nirvana. You can get it here https://secure.davidco.com/store/catalog/GETTING-EMAIL-UNDER-CONTROL--p-

16377.php

7. Just say no

Successful architects are defined as much by the opportunities they pass up as the opportunities they take on. You have a "to-do" list. It is also important to have a list of things you will not do. It is hard to say no, especially when there is perceived benefit, like a new project inquiry for instance. But saying yes to every opportunity that comes your way is a sure track to business overwhelm.

Analyze every opportunity that comes across your desk and answer this one question: Does this tie into the long term strategy of my business? Be honest with yourself and don't be afraid to say no to opportunities that aren't a good fit.

Architecture is a complex profession and running a business is a full-time job. I encourage you to take just one item from this article that you are not doing and implement it today. The world needs your best effort, skills and talents as an architect to craft the built environment and leave a legacy to those who follow. Don't let the business get you down.

Author Bio:

Enoch B. Sears, AIA is a speaker, consultant and author who focuses on marketing for architects with a particular emphasis on digital tools including web marketing and social media. He has spoken nationally and internationally on how architects can leverage marketing to land their ideal commissions, get more clients in the door, and improve the bottom line. He talks with successful architects and innovative marketers on the weekly interview show "Business of Architecture" which is available on iTunes and YouTube. His book "Social Media for Architects" is available as a free download at BusinessofArchitecture.com.

Member Reviews	Average Rating Average Based on 0 Reviews
Show Newest	

Read All Reviews | Write a Review

Practicing Architecture Projects Awards Best Practices Business Resources Architectural Research

Economics Member Groups & Communities AlArchitect

AIA Catalog

Contract Documents About AIA Contract Documents Contract Documents News New to Contract Documents Training & Resources Support

Conferences & Events Online Registration National Convention Event Calendar Travel Information

Issues & Advocacy Federal State Local Get Involved Contribute to ArchiPAC Governmental Resources Education Continuing Education System Find Courses Find Providers Programs at Convention

Career Stages Get Licensed Intern Development Program Mentorship Careers in Architecture Member Groups & Communities Resources

Site Map | Get Support







Reference Material





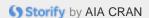








© 2013 The American Institute of Architects Privacy



a month ago



Time Management for Architects

#CRAN2013 : Wednesday, September 25 at 3pm EST hosted by the AIA Custom Residential Architects Network.



Tara Imani, AIA, CSI @Parthenon1

Got any productivity hacks to share with other residential architects? Join @AIA_CRAN on 9/25 at 3pm ET for the **#CRAN2013** tweet chat!



A MONTH AGO



AIA CRAN @AIA_CRAN

Today we're talking #timemanagement for residential architects at #CRAN2013



A MONTH AGO



AIA CRAN

Thanks for joining! Some basic rules: +Use #CRAN2013 on your tweets. +Stay on topic. +Send ?s to @AIA_CRAN. +Have FUN!



A MONTH AGO



To get things rolling & the conversation kickstarted, I have a few







As #tweetchats are meant to be interactive, do feel free to interject your ideas & opinions on our topic! #CRAN2013



How are you with time management – on top of it or need serious help?



A1: let's just put it this way: I'm not where I want to be #cran2013





A1: There is always room for improvement. Especially in this area. #CRAN2013

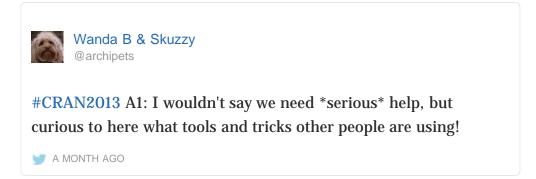






@BusinessofArch @AIA_CRAN And only work at night when everyone else is asleep. But someone is always awake on the Internet. #CRAN2013







What is your biggest hurdle to managing your time well as a practicing architect?





@AIA_CRAN A2: long project meetings that are without any real meaning, more about socialising than getting work done #cran2013



A MONTH AGO



Wanda B & Skuzzy @archipets

A2: So many little tasks that have to get done #CRAN2013



A MONTH AGO



Susan Welker, AIA @ladyaia

A2. Email and the phone! I get so much done late after hours. #CRAN2013



A MONTH AGO



eduardo @edmcolon

@archipets yes the phone calls, the emails, the paperwork.....true..... #cran2013



A MONTH AGO



Enoch Sears, AIA @BusinessofArch

A2: True, phone calls can eat up A LOT of time for me too #cran2013



A MONTH AGO



@AIA_CRAN A2: household chores. Seriously working from home...mixed blessing. #CRAN2013



Do you have billable time *only* periods at the office or just happy your work gets done?



A3: Right now since I'm a sole practitioner I just make sure the work gets done. #CRAN2013





which is every little thing...RT @BusinessofArch: A3: Right now since I'm a sole practitioner I just make sure the work gets done. #CRAN2013

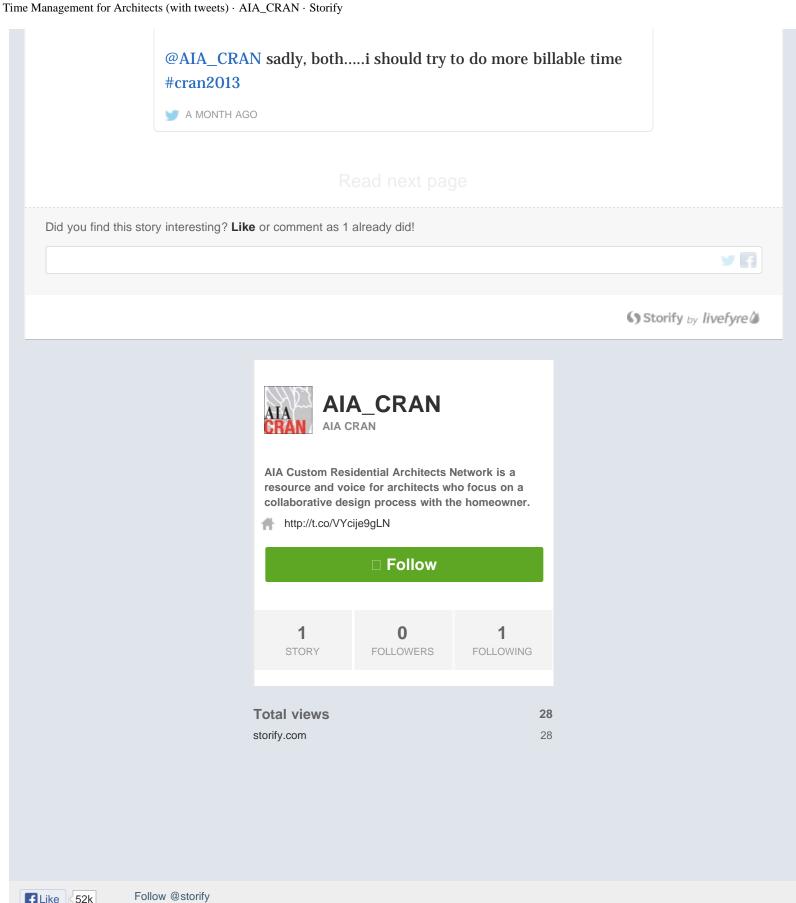




A3: I prefer to have digital meetings and keep them short #cran2013







Report Abuse Plans Guided tour About Help Blog Jobs Tools API Terms Privacy © 2013 Storify

Like

52k

Sign In Renew Membership Join AIA



For Leaders Knowledge Communities For Members

Go

Practicing Architecture

Contract Documents

Conferences & Events

Issues & Advocacy

Education

Career Stages

Need Help?



Houzz Kitchen Remodeling Trends Survey Finds Bigger Kitchens Aren't Necessarily Better

This month, Houzz released the Fall Houzz Kitchen Remodeling Survey of more than 7,500 Houzz users who are in the midst of, or are planning a kitchen remodel. The results showed that bigger kitchens are not necessarily better, with only one third of respondents increasing their square footage. However, open spaces are in high demand with three quarters of respondents are opening up their kitchens, typically as part of a great room.

Countertops are a key part of kitchen transformations. The vast majority (94 percent) of respondents are planning counter updates with granite and quartz topping the list (86 percent). Tile, once a popular choice, accounts for just two percent of countertops, but remains in high demand for backsplashes (50 percent) and floors (32 percent).

Kitchen style preference differs by age group, with younger homeowners more likely to choose a contemporary or modern kitchen while those 55 years and older favor a traditional look. Bright colors are trendy for decor, but 75 percent of respondents describe their future kitchen as "soft and neutral." Kitchen palette and style preferences are clearly linked as color conservatives are more likely to choose traditional style kitchens, while those who choose more daring colors are more likely to create a contemporary or modern kitchen.

When it comes to appliances, nearly two thirds of respondents are choosing stainless, but many reported combining stainless with appliances integrated info cabinetry for a more subtle look. Using eco-friendly appliances and materials was cited as important for nearly half of respondents. Those who declared choosing eco-friendly materials and appliances to be "extremely important" are more likely to choose tile flooring, while all other groups favored hardwood

Nearly half of respondents are planning a full gut remodel (49 percent) while just 42 percent are updating their existing kitchen. Overwhelmingly, respondents are renovating to make their kitchens more beautiful and to please themselves (80 percent). Other reasons include making the kitchen more functional (59 percent), upgrading features or appliances (52 percent) and improving organization and storage (48 percent).

For more information, you can view the full report here: http://info.houzz.com/rs/houzz/images/HouzzKitchenStudy.pdf.

Liza Hausman, Vice President of Community, Houzz

Liza has experience spanning advertising, consulting, marketing and social strategy for Fortune 500 brands to a host of innovative startups. She co-founded her first internet startup in 1998, a home improvement retailer eventually sold to Wal-Mart. Over the last seven years, she's worked with interior designers, architects and contractors to remodel and decorate nearly every inch of her home in Palo Alto, CA.



Read Reviews | Write a Review

Margin Comments 🏮



Off

0 comments

Title:

CRAN Chronicle: October 2013 - Houzz Kitchen Remodeling Trends Survey Finds Bigger Kitchens Aren't Necessarily Better

Location:

Contributor: Isabella Rosse

Published: 1/28/13 12:00 AM

Posted Date: 10/25/13 4:44 PM

Last Viewed:

Print





Member Reviews Average Rating Based on 0 Reviews Show Newest

Read All Reviews | Write a Review

Practicing Architecture

Projects Awards Best Practices **Business Resources** Architectural Research Economics Member Groups & Communities AlArchitect

Contract Documents About AIA Contract Documents

Contract Documents

New to Contract Documents

Training & Resources

Support

Reference Material

Conferences & Events

Online Registration National Convention Event Calendar Travel Information

Issues & Advocacy

Federal State Get Involved Contribute to ArchiPAC

Governmental Resources

Education

Continuing Education System Find Courses Find Providers Programs at Convention

Career Stages

Get Licensed Intern Development Program Mentorship

Careers in Architecture Member Groups & Communities Resources

AIA Catalog



Connect with The AIA: [] [] [] [] [] [] [] [] []











About AIA | Contact Us | AIA Store | Find an Architect | Transcripts | Jobs | Pressroom | Advertise With Us

Site Map | Get Support

© 2013 The American Institute of Architects Privacy

KITCHEN

Inspiration

Community

Inside Sub-Zero/Wolf

News

a

Santa Fe Architecture Gets Spotlight P □ ■ During CRAN Symposium

















September 26, 2013

A RECAP OF THE SIXTH CUSTOM RESIDENTIAL ARCHITECTS NETWORK GALA AND EVENT

Along with nearly 100 architects, we recently participated in one of the best events of the year: The Custom Residential Architects
Network annual symposium. For the sixth year running, it is now complete with a gala, peer dinners, and home tours with the same in-depth, important education and networking these high-level architects crave and deserve.

The event kicked off on Thur., Aug. 22 with a gala reception at the Georgia O'Keefe Museum in Santa Fe, N.M. But it was Friday when the learning started; attendees toured around Santa Fe to visit seven homes ranging in contemporary to traditional design — one which was executed by the Frank Lloyd Wright offices in Santa Fe.

"These are styles most are unfamiliar with and enjoyed learning about the varieties of aesthetics and issues that inspired them. We learned about the Spanish Pueblo revival, Northern New Mexican Style and the Territorial Style," says John Isch, chairperson with CRAN, principal of RWA Architects in Cincinnati. A person closely involved in the design of each home — often the architect — was present on the tour. They spoke about the design process and the forces that helped shape the house. After the home tours, we hosted attendees at the Showcase Welcome Cocktail Reception.

Saturday was the start of the symposium, which was truly highlighted by the great keynote by James Cutler, FAIA. He gave a moving speech that came from the heart where he talked about building with the land. He talked about not destroying the land and how that in turn elicits emotional attachment for those experiencing the work, John adds.

James spoke about his journey as an architect and how he was excited to be part of an artistic profession, which at times went against his personal beliefs in preserving the environment. Unwilling to make that compromise, he shared how he grew his business, the challenges his clients brought him, and how he learned to provide clients with their dream homes or community spaces without disturbing the environment. Cutler's projects are often located along the coasts and waterways in the Pacific Northwest, requiring him to focus on not disturbing trees, waterways, shrubs and undergrowth and grass.

In his presentation, Cutler showed buildings and discussed how to preserve the environment around each building. The keynote was session followed by six other presenters, all discussing different aspects of architecture and business practices.

Both Friday and Saturday nights, architects signed up for peer dinners hosted by the various event sponsors. The Sub-Zero and Wolf peer dinner we hosted on Saturday was one of the largest groups – 14 people. The interaction, engagement and overall conversation were fun to be a part of, says Carrie Perkins, trade marketing manager, Sub-Zero and Wolf. "The architects shared how they started and grew their businesses, and how to manage challenges," she says. "We learned more about what tools and information are needed by these professionals."

Next year's event heads to the East Coast — Charleston, S.C. — Sept. 18-20, 2014. For more information on CRAN and/or AIA, visit the <u>AIA CRAN website</u>.

LEAVE A REPLY



For Leaders Knowledge Communities For Members

Sign In Renew Membership Join AIA Go

Print

Practicing Architecture

Contract Documents

Conferences & Events

Issues & Advocacy

Education

Career Stages

Need Help?



CRAN Appoints Emerging Professional Lindsay Colwell to Advisory Group



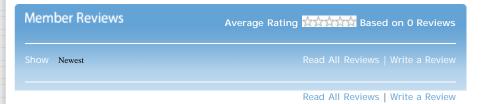
The CRAN Advisory Group (AG) is proud to announce that it has appointed Lindsay Colwell, Associate AIA, to a newly-created position on the AG, specifically to represent emerging professionals. This move is intended to provide representation and support for young professionals from the CRAN AG. Lindsay will have full voting privileges on the AG. Lindsay will be responsible for chairing a new CRAN/EP committee made up of emerging professionals from throughout the AIA interested in custom residential design.

Lindsay received her Master of Architecture from Arizona State University in Tempe, Arizona, after receiving a Bachelor of Arts in Economics from Vanderbilt University in Nashville, Tennessee. She interned with custom residential architecture firm, Herlong and Associates Architects, in Isle of Palms, South Carolina, and worked for custom home builder, Wardell Builders, in San Diego, California.

Currently, Lindsay lives in Papillion, Nebraska, and works remotely as a designer for Strong Kennedy Architects, the architecture division of Cullum Homes, a custom design-build firm in Scottsdale, Arizona. She is actively pursuing licensure through NCARB's Intern Development Program (IDP) and has completed hours through the Emerging Professional Companion (EPC) program.

The AG is confident that Lindsay's coast-to-coast work experience and her knowledge of the various programs available to interns pursuing licensure will make her a valuable AG member representing emerging professionals.

Joining Lindsay on the new CRAN/EP Committee will be Astine Reneberg, Assoc. AIA, with BRR Architecture, Inc in Merriam, Kansas, and Julie Wagner, AIA, of Pittsburgh. Any other EPs interested in joining the CRAN/EP Committee should contact Lindsay Colwell at lindsay.a.colwell@gmail.com for an application.





44444

Read Reviews | Write a Review

Margin Comments



Off

0 comments

Title:

CRAN Chronicle: October 2013 - CRAN Appoints Emerging Professional Lindsay

Colwell to Advisory Group

Location:

Contributor:

Isabella Rosse

Published: 1/28/13 12:00 AM

Posted Date:

10/25/13 4:21 PM

Last Viewed:

http://www.aia.org/akr/Resources/Documents/AIAB100499[10/28/2013 4:20:22 PM]

Practicing Architecture

Projects Awards Best Practices **Business Resources** Architectural Research

Economics Member Groups & Communities

AlArchitect AIA Catalog **Contract Documents**

About AIA Contract Documents Contract Documents News

New to Contract Documents Training & Resources

Support Reference Material Conferences & Events

Online Registration National Convention Event Calendar Travel Information

Issues & Advocacy

Federal State Local Get Involved

Contribute to ArchiPAC Governmental Resources Education

Continuing Education System Find Courses Find Providers Programs at Convention Career Stages

Get Licensed Intern Development

Program Mentorship

Careers in Architecture Member Groups & Communities Resources

Site Map | Get Support











About AIA | Contact Us | AIA Store | Find an Architect | Transcripts | Jobs | Pressroom | Advertise With Us

Connect with The AIA: 🛐 😉 in 🔠 🔊 🙌 💟 👣 👂









© 2013 The American Institute of Architects Privacy