



AIA

Small Firm Exchange LEADERSHIP PROGRAM SUMMARY

BSA - Business of Architecture Symposium

BSA
Boston, MA

Conor MacDonald
Membership & Committee

cmacdonald@architects.org
607-391-4037

PROGRAM DESCRIPTION:

The RE:Architect initiative convenes architects to imagine, design and create new models for their roles and profession, and to broadly communicate these ideas to professionals worldwide. Workshop participants will consider trends which may impact our profession in the future, and to develop ideas and designs for new business opportunities based on the rich skillsets and competencies of our profession. We will work toward professional innovation, engage the design community, and help foster new directions for architects.

PROGRAM DETAILS:

Type of Program:	Recurring single pgm	Number of Program Graduates:	120
Duration, Number of Sessions:	2 days	Tuition:	Free/spo
Program Audience:	Local	Program Expenses/Cost:	10000
Session Locations	Local	How Created:	Prof. Educator
Admission:	All of the Above	How Run:	Prof. Educator
Selection:	All of the Above	Length of Sessions:	4-8 hours
Year Started:	2012	Mentor- or Participant-Driven:	Mentor-Driven
Number in each Session:	30-40	Project Included:	No
Number of Years Conducted:	3	Community Service Included:	No

PROJECT DESCRIPTION:

A one and a half day workshop focuses on key questions: What drivers will shape the future of the architectural profession? What compelling value propositions can architects create? For which individuals, groups in society? How will architects work? What tools with they use? What road maps and actions can take us into the future?

PROGRAM IMPACT:

Potential impacts are to incrementally influence and change the trajectory of the profession by identifying the key drivers that affect architects and the way they practice.

PROGRAM FEATURES: (Sessions, Speakers, Topics, etc.)

- Group exercises
- Keynote Speaker
- Speakers are paid an honorarium