

Lone Johnny Calligraphy Leapfrog Group
aka

Group 7/AIA Culture Collective

Report on efforts since Salt Lake City
January 21, 2015 at Austin, Texas

Correspondents to Date



Group 7/AIA Culture Collective

Report on efforts since Salt Lake City
January 21, 2015 at Austin, Texas

PROCESS:

Create mission statement pdf/powerpoint.

Circulate mission statement to Culture Collective, Change Network,
Repositioning KC, YAF, COF, COD, AIA Linked In Site.

Receive 95 comments from 77 correspondents and shared them with the
Groups listed above and the correspondents themselves.

Create draft of this document
and submit to Group 7
correspondents for review.
Receive 44 comments from
24 correspondents and
incorporate them into this
presentation.



IN RESPONSE TO THE AIA'S ATTEMPTS TO
REPOSITION ITSELF AND THE
PROFESSION, HERE'S A

CHALLENGE:

Most Americans do not think they need an architect, for their house, their place of work, or their community. Most architects know this. Most AIA leaders deny it.



"The public, even the most sophisticated public, are mostly concerned with the more pragmatic concerns of their lives and of society. I don't think anyone of them would argue with the fact that architects have an artistic sensibility. But the overwhelming majority of them are more concerned with the practical nature of life."

Will Crater AIA
Asheville, NC

WHY SUCH A DISCREPANCY BETWEEN WHAT THE ARCHITECTS KNOW AND WHAT AIA LEADERSHIP BELIEVES?

There are two distinct architectural worlds in America. One consists of the excellent architects and firms who work primarily for wealthy and enlightened clients generally in larger communities. For the most part (not always) this system works, for the architects and their clients. Most of the AIA leaders come from this world.

On the other hand, most members of the AIA practice in smaller towns, struggling almost constantly with clients who just want to get their project done for the lowest possible first cost. Group 7's goal is to create a new productive connection between these architects and their clients.

Group 7 is concerned with those in the second world. Best practices from the first world are not necessarily useful for those practicing in the second world. How can the AIA better serve the firm who's clients range from the Jiffy Lube franchisee to the local school district?

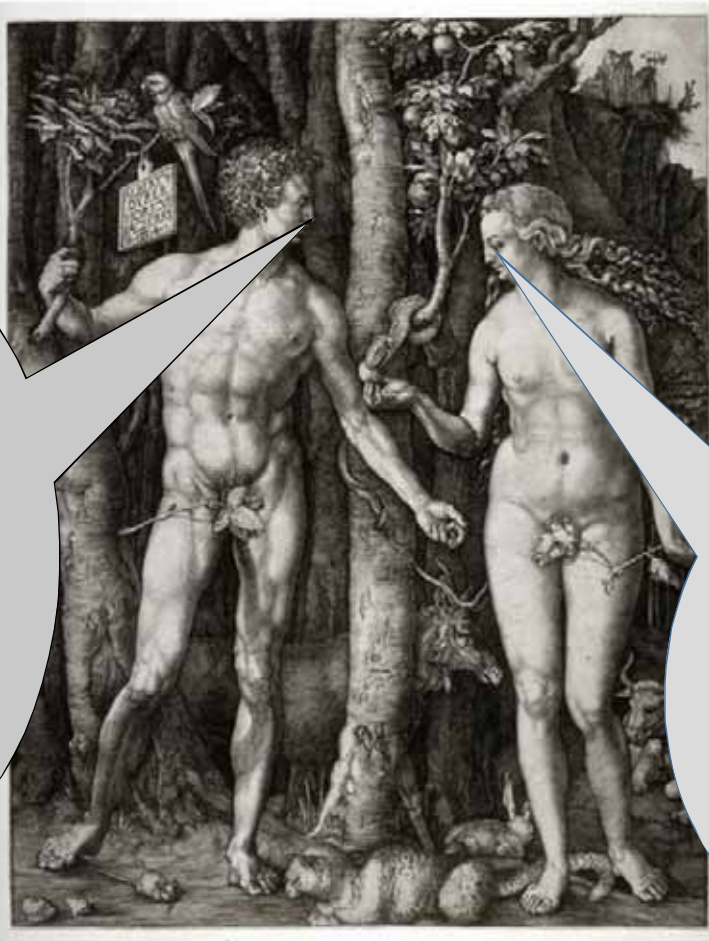
"let the AIA stay with it's mission of ensuring that if we spend 7 years in training for this glorious yet amorphous role, we get paid the most of everyone. And that nobody else gets to call themselves 'architect' as flimsy as that term seems to be"

John Onken, International Associate AIA
Menlo Park, CA

How did we end up with two different worlds of architectural practice?

building and architecture, builders and architects
a brief history

Let's go
into the
shelter
business,
we can
call it
**A+E
Services**



Yes, love,
but
shouldn't
we work
on some
clothing
first?



The first hut, a drawing by Viollet-le-Duc

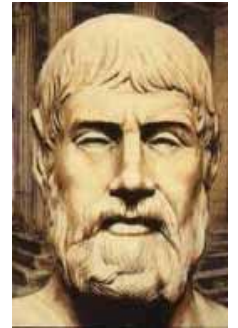
Lone Johnny Calligraphy Leapfrog Group aka Group 7/AIA Culture Collective/01 10 2015 draft

1ST, place ma(r)king



photo by Tom Rossiter FAIA





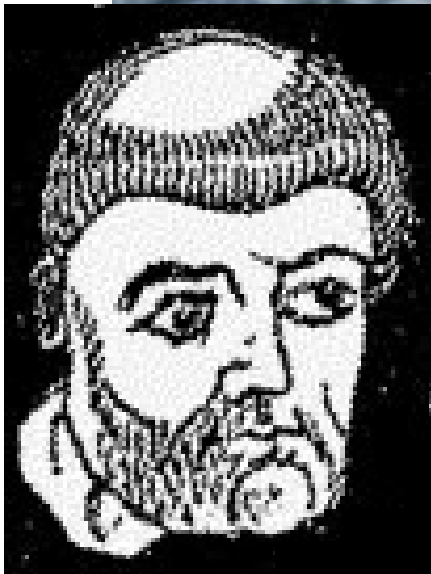
2ND, the master builders

THE DIVIDE

M I K E

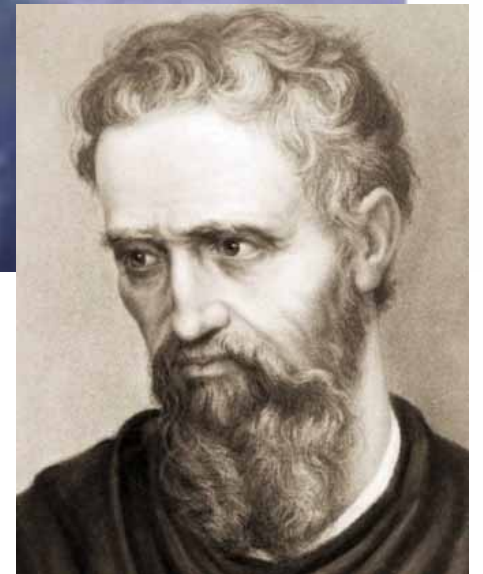


JUST BUILD IT.



Abbot Suger the builder

Michelangelo the thinker, and no longer
entirely a creature of his community

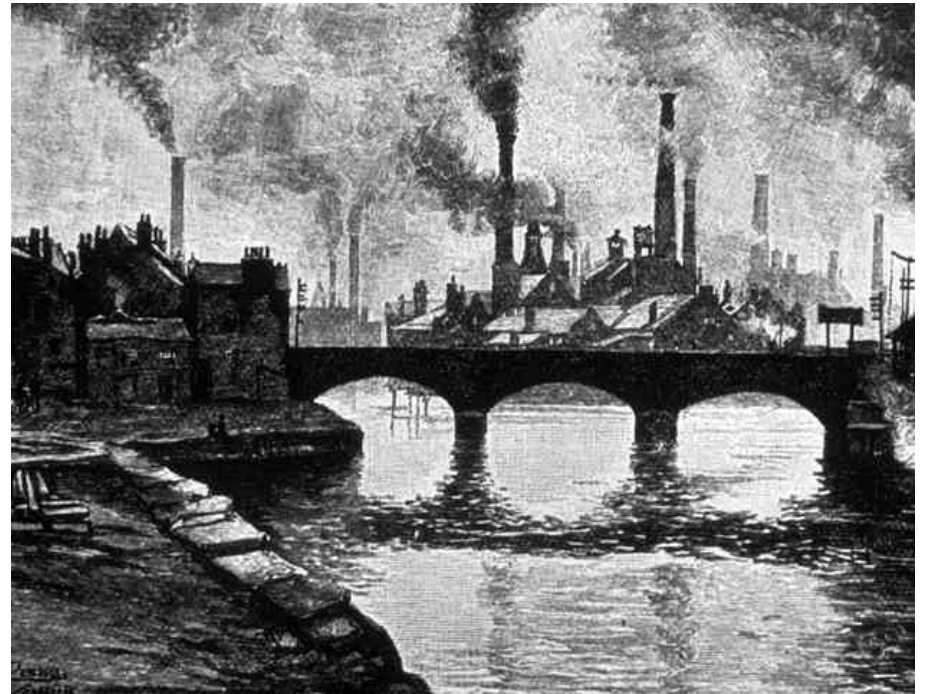




Linda Boudreaux Montgomery



3RD, dilettante decorators for the rich and powerful



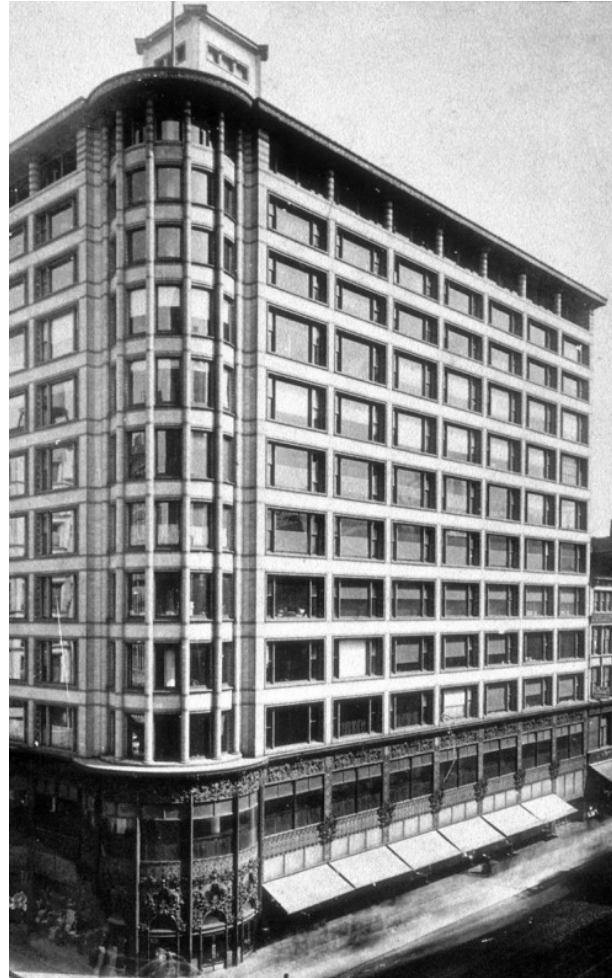
(almost) everything changes

Electricity and HVAC changed the nature of constructed environments. The experience and design of architecture are no longer hand in glove. Ding an Sich, designing and presenting the thing itself, becomes possible. FLW and Piano&Rogers fought back. Frank Gehry revels.

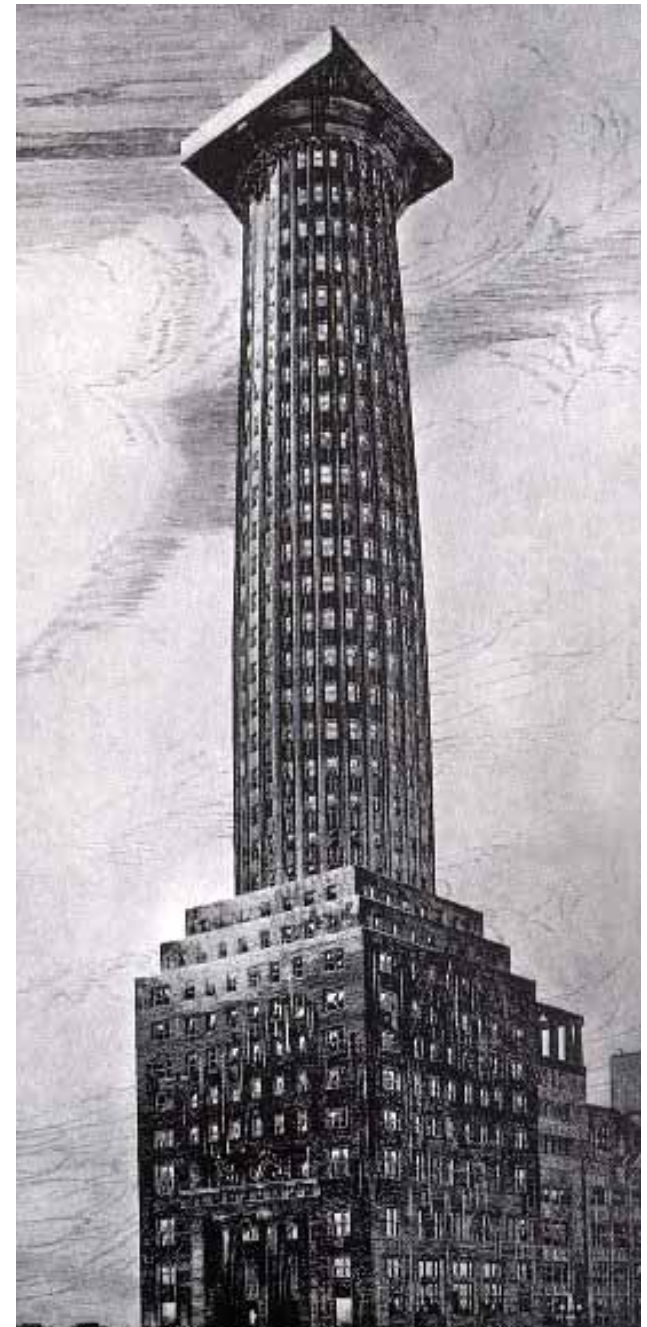


Image by PirateShrooms aka Raphaella

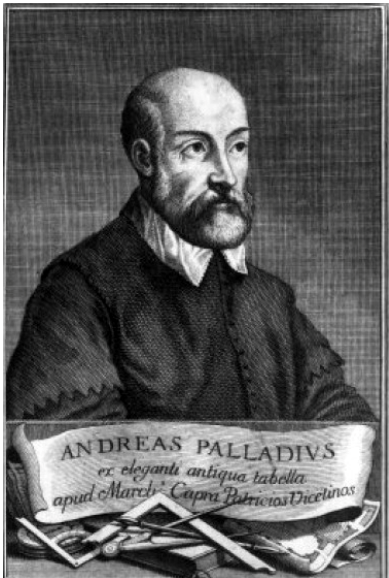
Otis and the development of steel obliterated the historical scale of architecture, necessitating the separate expertise of the structural engineers.



Building types proliferated



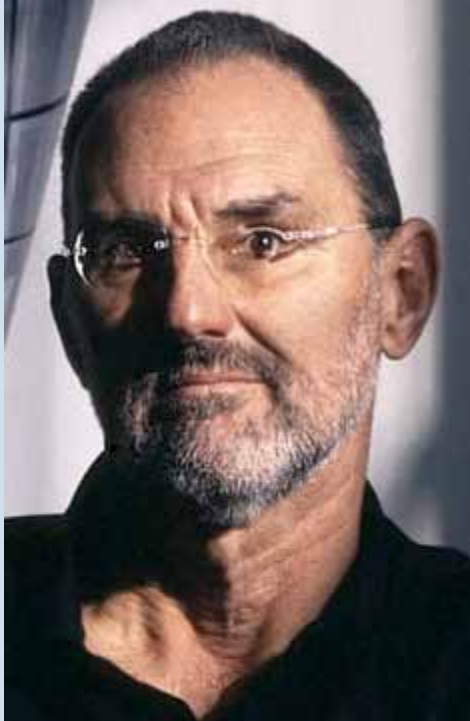
Formal architectural education comes into being and the number of architects explodes.



Almost everything about architectural practice has changed, at least in the second world.



monumentalists



instrumentalists



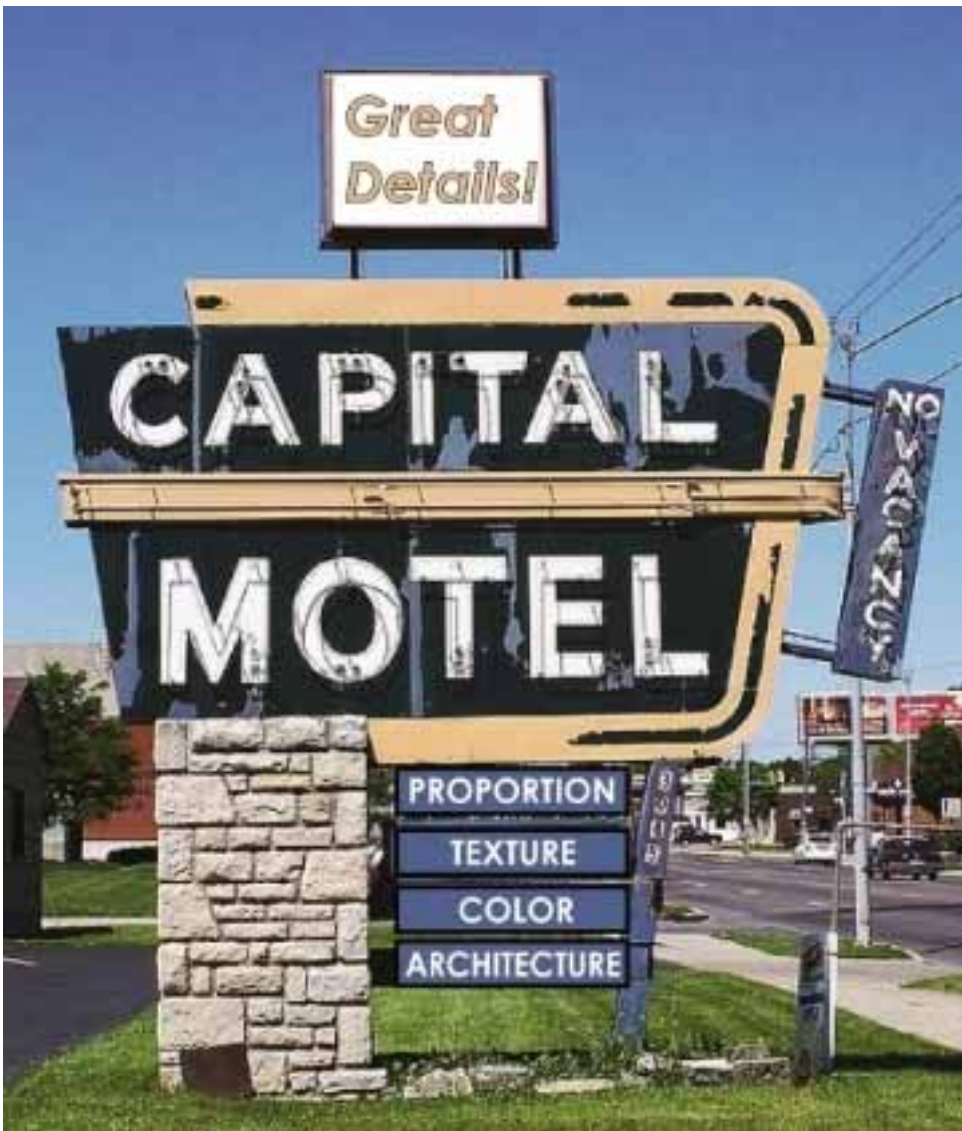
In the second world, architectural practice is now more about instruments than it is about monuments.



to



What matters most to you when choosing a place to stay?



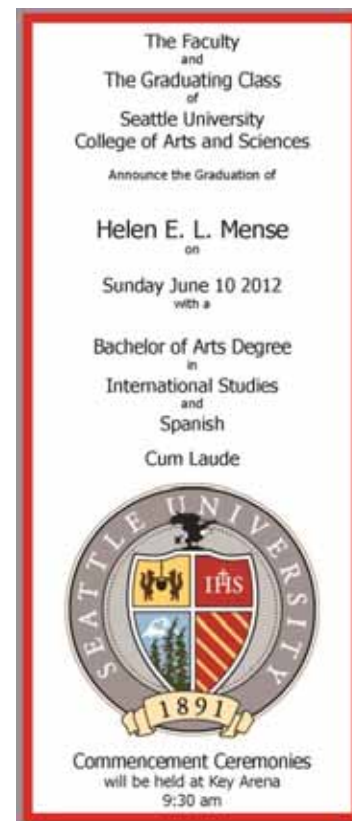
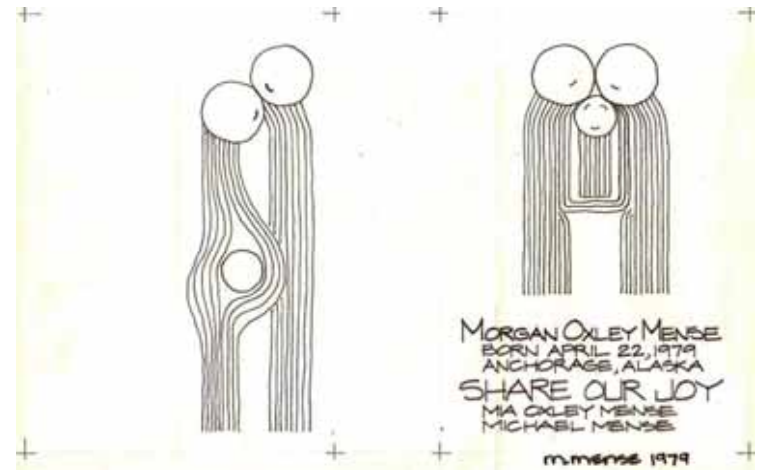
"My questions relate to the disconnect between the pragmatist and the artist. Each can do a little of the other if they are lucky, but my experience suggests that one is at heart one or the other. . . . My view is that the Architect is the Guardian of the Culture. For me that is far more serious than being expert at mitigating between humans and things."

Philip S Kennedy-Grant FAIA
Bernardsville, New Jersey

**Dentists have teeth,
Doctors have disease,
Lawyers have the law,
Generals have war,
Accountants have the books.
Architects have design?**

Design is fun and its important,
but we are more than
designers, we are architects.

architect
james bowen



Dentists have teeth,
Doctors have disease,
Lawyers have the law,
Generals have war,
Accountants have the books.

Architects have the relationship
between humans and the built
environment.

"It's time that we focus our attention on understanding how architects bring value; the many ways that we do it; the different ways that we do it. And it is time that we tell our stories. It is in hearing those stories that people come to understand the value that we bring. And in that understanding lies the promise of our prosperity."

Frank Pitts FAIA

Troy, NY

"It seems that we've been forever discussing why a doctor's input is more valued than that of an architect. Maybe personal health is just more important than the quality of the physical space with which a person inhabits and interacts?"

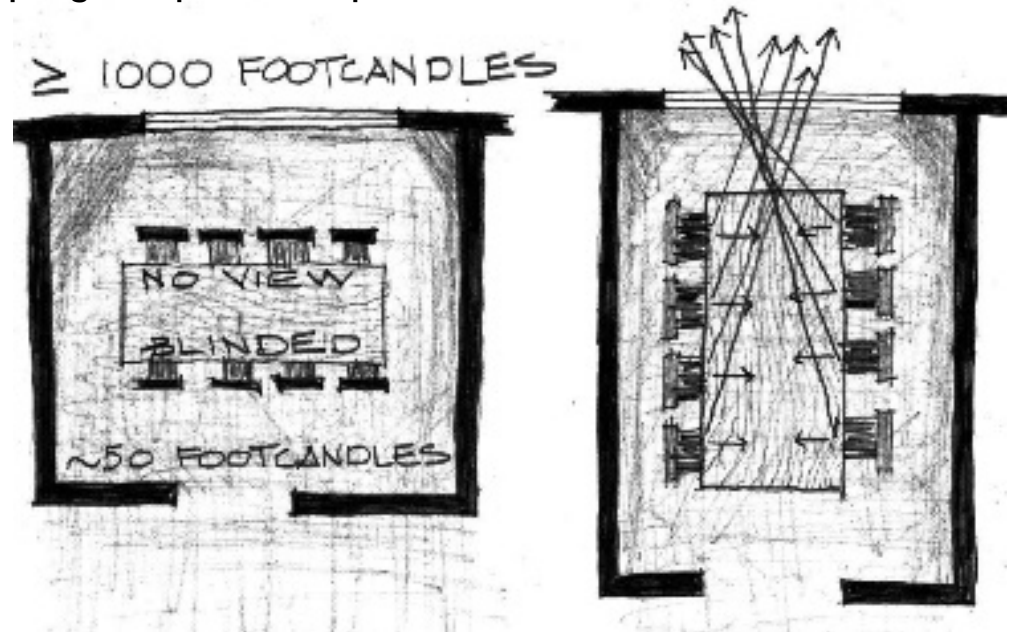
David Barger AIA
Rancocas NJ

"I think the value argument hasn't worked and never will. Do you go to a doctor because of value? Do you use an attorney because of value? No. Professional advice is used because we need it. You cannot get medicine or medical procedures without a doctor involved."

Mark Robin AIA
Nashville TN

Someone here claimed: "Do you go to a doctor because of value? Do you use an attorney because of value? No." I go to my doctor for routine checkups, not just when I "need" to go. It is good value. Ditto for my business attorney. I recommend it. I go to them for value. Architects provide value. I also carefully choose my doctor and attorney. I find that this adds further value.

Douglas Noble FAIA
University of Southern California



HYPOTHESIS

The public's perception of the importance of the work of architects who practice in the workaday (second) world could be greatly increased if we, as individuals, and as the AIA, came to understand ourselves, most centrally, as the ones who understand and take care of the relationship between humans and the built environment.

"There was an architect, an engineer, and a musician standing on the street. The architect turns to the others and says, "Do you think what I do is important? I don't feel like our clients care what we do." The engineer replied, "Doesn't really matter. The inspector loved the work and blessed it all. It's safe to use, therefore, mission accomplished." The musician looked up at both of them and said, "I've been playing this song for 10 minutes. It's a song that I've been working on for over 10 years--my personal masterpiece. And the best you guys can toss in my hat is 15 cents?" "

Rich Farris AIA, Author of "Principles of Creativity" and "0% for the Middle Class"
Dallas Texas

"I would be very hesitant about calling an architect an "expert" on the relationship between humans and the built environment. Such a definition limits who we are as a profession and moves us further from our role as social, environmental, community, and urban innovators. Many of us focus on such small, but critical niches of design that to call ourselves experts on human-built environment relationship is far from the reality and would only serve to further mislead the general public."

James Erickson
Arizona State University

How can we come to understand ourselves as the ones most capable of, and most responsible for, ensuring that built environments work for people?

HERE IS A QUITE COMPREHENSIVE ANSWER FROM ONE OF OUR CORRESPONDENTS:

"1. Telling our story through our client's voice. Let's start with Honor Awards and see how the buildings have solved client's lives and solved their problems? How did they add value?

2. Set a research agenda for the profession (including firms and universities.) We need to become a knowledge based profession where clients can rely on an outcome. Only research, and a willingness to share (both successes and failures) can accomplish that. Successful architects will be the ones who know how to determine what has validity and what is garbage, and then the ability to apply the knowledge to the problem at hand for a successful outcome.

3. Teach me how to quantify the value I bring to a project. My clients expect a return on their investment. Tell me how I prove that my services provide that."

Walter Hainsfurther FAIA
Des Plaines Ill

How could we come to understand ourselves as the ones most capable of, and most responsible for, making sure built environments work for people?

Three possible answers from Group 7

1. Clarify and expound upon why we should be the leaders of the team.
2. Modify how we teach those who wish to become architects.
3. Modify our practice culture.

Since there is no sustainability unless the built environment works for the people who use it, how can we become, and be perceived to be, the guarantors of that?

Why should we be the leaders of the team?

Because we are the ones who
understand the purpose at
the heart of the team's existence!

AIA National | AIA California Council

The American Institute of Architects

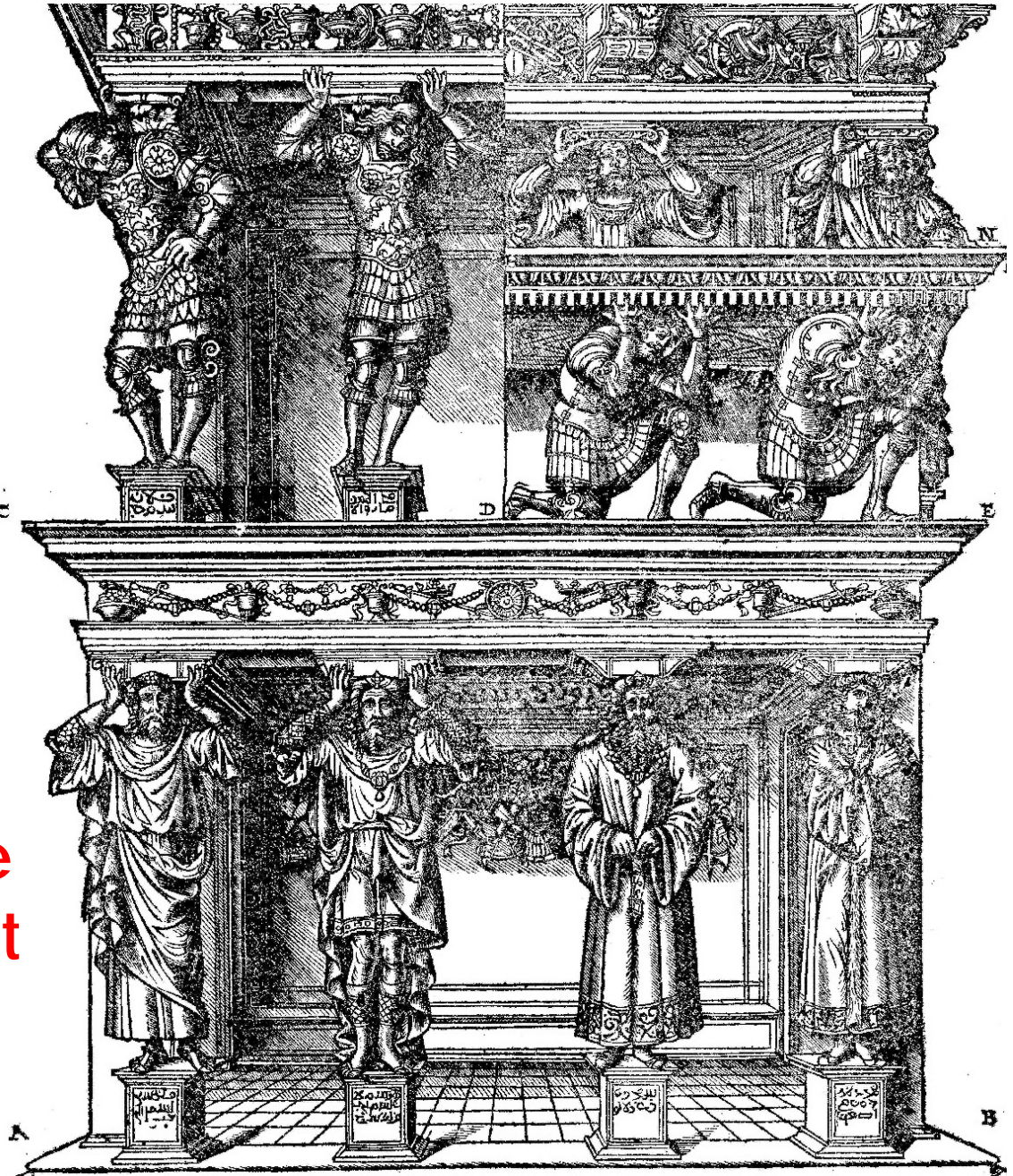
2007
version 1

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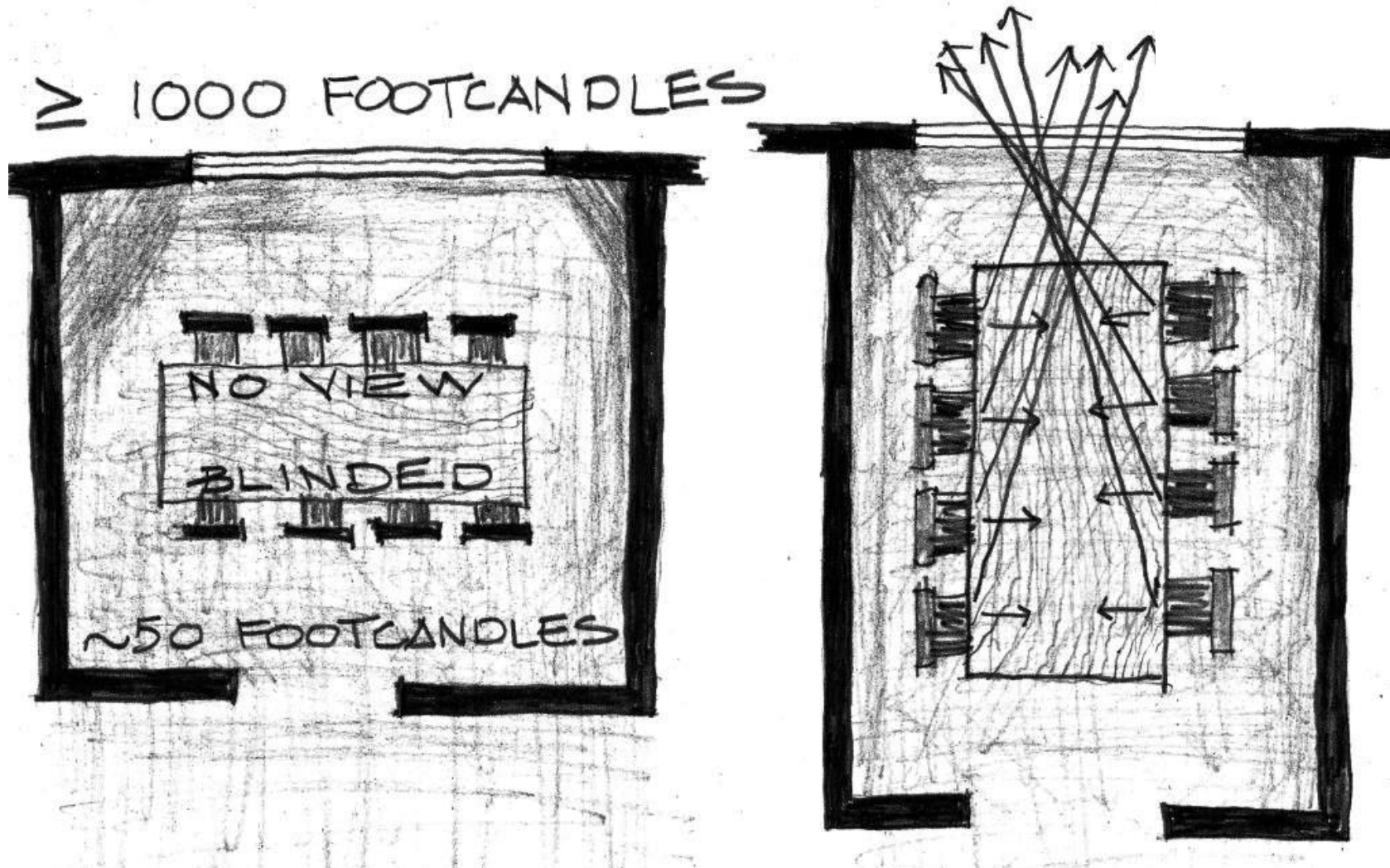
Project Delivery:

A Guide

Learn, like
other professions
have, to stand on
the shoulders
of those who
came before.
We cannot afford
to each, as
individuals, start
from the
beginning as if we
each were the first
Architect.

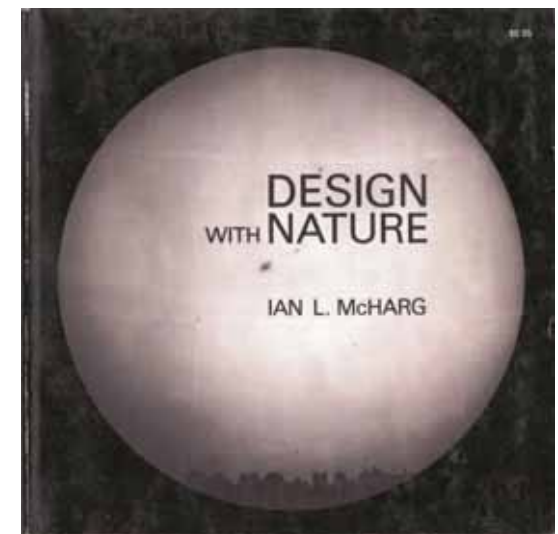
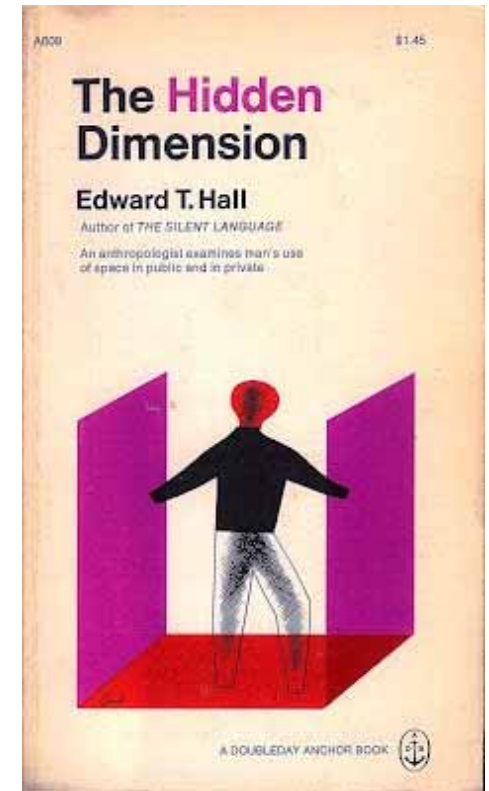
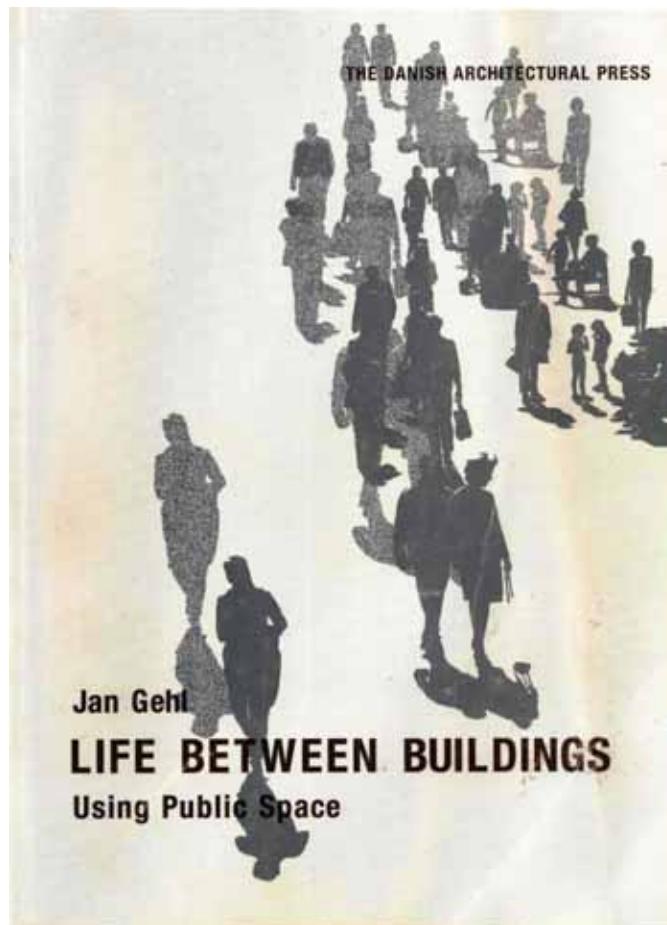
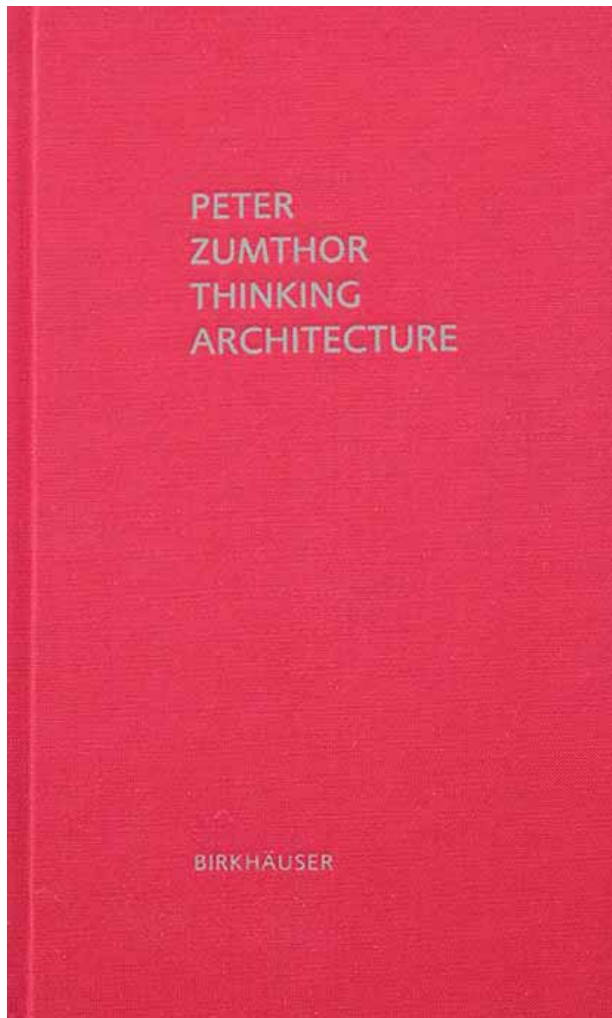


Rediscover and codify a canon of architecture, **a large collection of right answers that we can use to show our clients the value we have provided?**



Rediscover and codify a canon of
Architecture.

Find ways to learn from our predecessors
without losing our creativity.



IMPROVE PROGRAMMING

Two excellent architectural firms designed additions for this Museum. Both feature entrances that the Museum cannot afford to staff and thus are always locked. Ask the necessary questions and listen.



How could we come to understand ourselves as the ones most capable of, and most responsible for, making sure built environments work for people?

Three possible answers from Group 7

1. Clarify and expound upon why we should be the leaders of the team.
2. Modify how we teach those who wish to become architects.
3. Modify our practice culture.

We say we teach them how to continue to learn and that there is no time left for anything else. Do we not think the doctors and lawyers are not taught how to learn?

MODIFY OUR EDUCATIONAL PROGRAM



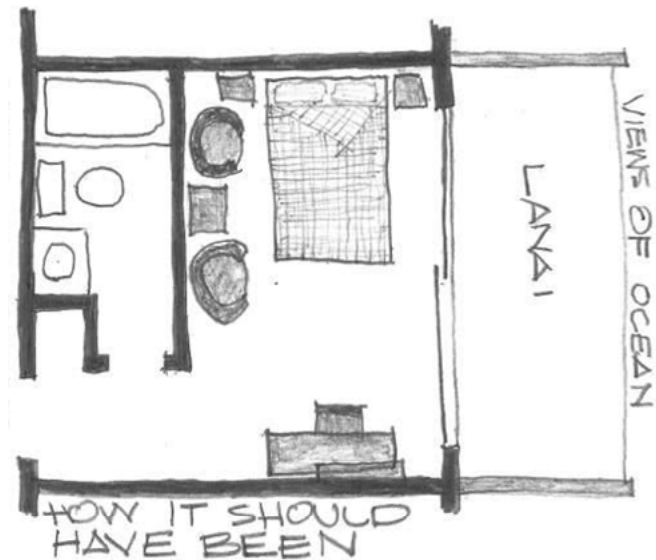
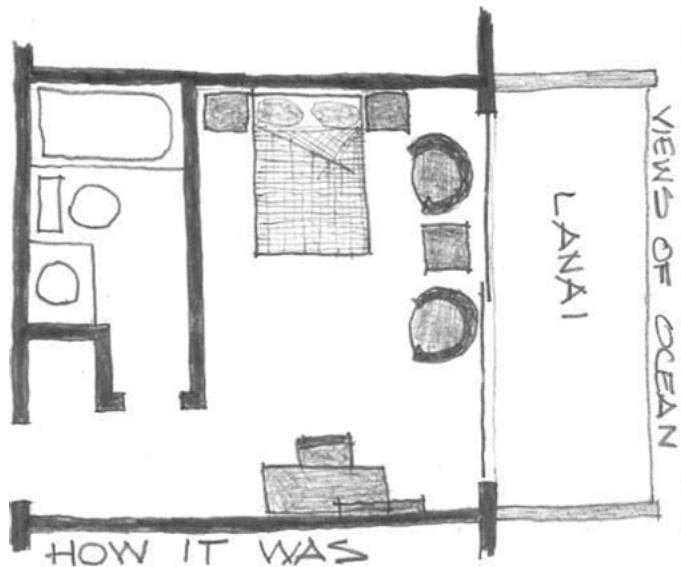
Do no damage to the outstanding
“learning how to learn” program that
we already enjoy!

MODIFY OUR EDUCATIONAL PROGRAM

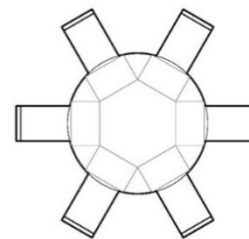


Do not use this as a justification for turning an architectural education into training to become architectural employees!

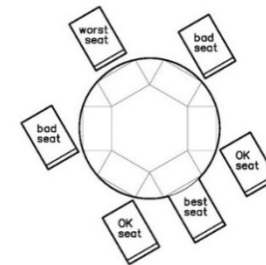
MODIFY OUR EDUCATIONAL PROGRAM, **collect and pass** **on simple and understandable value propositions.**



- We must
1. Watch and learn how people interact with built environments.
 2. Recognize what people are trying to do and how the built environment is helping or hurting that effort.
 3. Know (believe) that there are better ways to do things.
 4. Explain our designs according to these kinds of values..

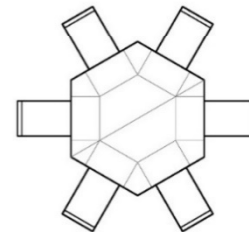


SMALL GROUP

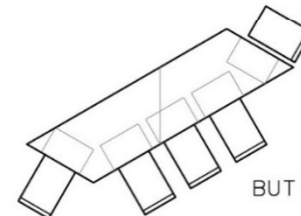


LARGE GROUP

WHAT
WE
HAD



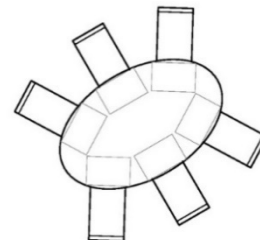
SMALL GROUP



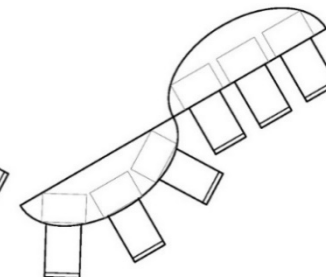
we lost a seat and one is less than optimum

LARGE GROUP

WHAT
IS
AVAILABLE
BUT THESE DO NOT ROLL?



SMALL GROUP



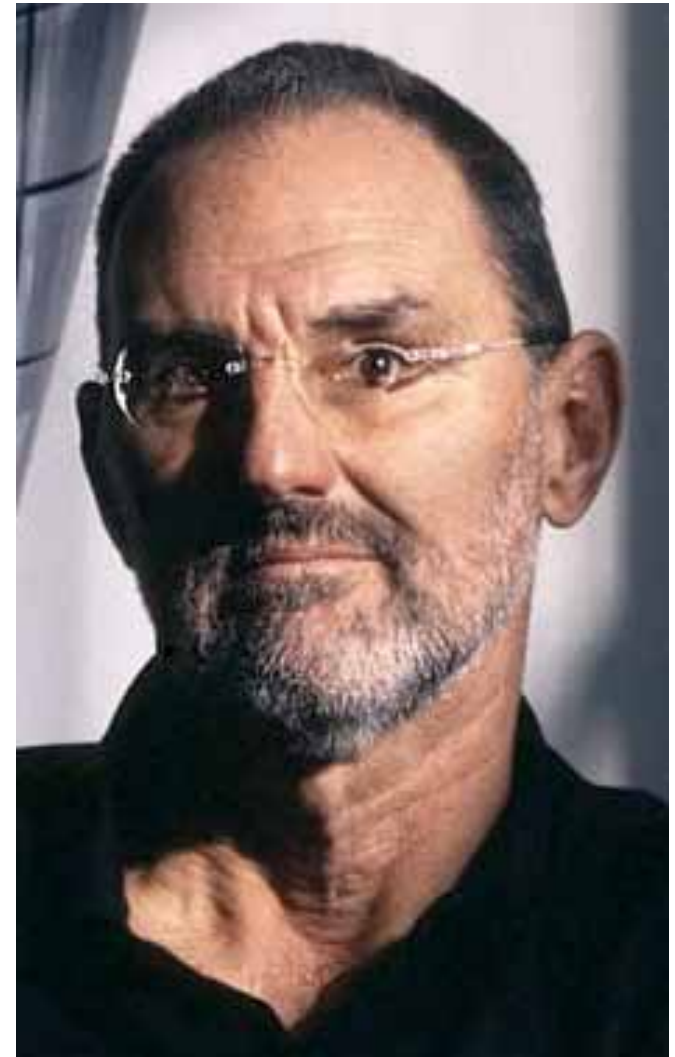
LARGE GROUP

DESIGN
THAT ADDS
VALUE?

MODIFY OUR EDUCATIONAL PROGRAM,
Tailor it to the average student, not the best.
"Starchitecture" is fine for a few, but not for most.



photo borrowed from VT CAUS 50 website



How could we come to understand ourselves as the ones most capable of, and most responsible for, making sure built environments work for people?

Three possible answers from Group 7

1. Clarify and expound upon why we should be the leaders of the team.
2. Modify how we teach those who wish to become architects.
3. Modify our practice culture.

How can we alter our practice culture so that we can more clearly convey to the public a stronger value proposition?

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CHANGE OUR PRACTICE CULTURE, explain our work in terms of the way it supports human activities, rather than telling our clients that what we have designed for them is inspired by Fatah Morgana, the optical illusion illustrated below.

Photo by Lauren Parker of Anchorage



CHANGE OUR PRACTICE CULTURE, **taste is like bellybuttons.**
We all have our won and none is better than any other.
Purveying good taste is not important enough for us. We
should be promising environments that work (in the most
universal sense of that word).



CHANGE OUR PRACTICE CULTURE, be more inclusive. Just because an architect is a success at business or designs houses for developers should not automatically exclude them from the architecture fraternity.



Jon Jerde

Bill Krisel



MODEL 3A



MODEL 3B

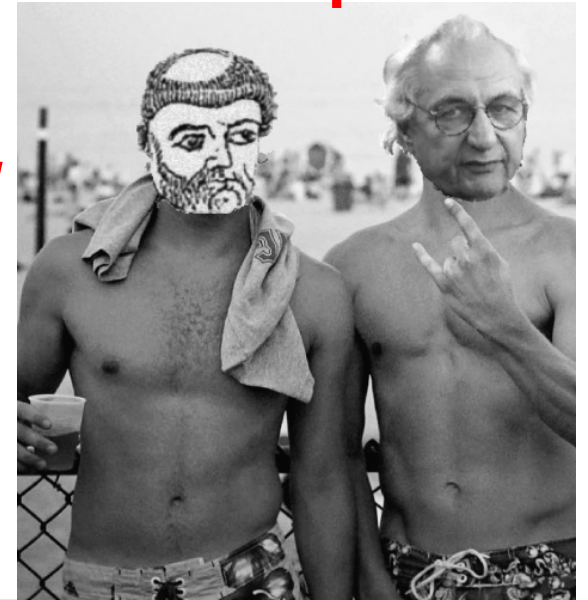


MODEL 3C

CHANGE PERCEPTIONS We all love the exterior look of the Schroder House. We will get much further with our clients if we show them that it was also a real, rather than metaphorical, machine for living with its exceptionally flexible interior.



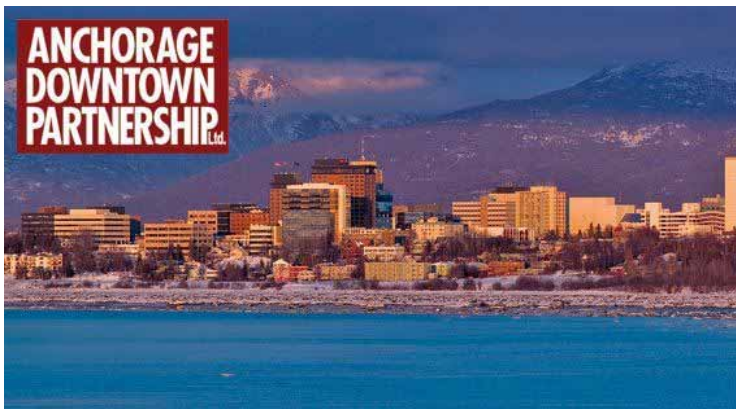
CHANGE PERCEPTIONS We need to celebrate Frank Gehry as the NASA of architecture. His values are much closer to those of Abbot Suger than the press portrays. If we explained Gehry in terms of his technological advances, he would be much more widely respected.



EXPAND OUR UNDERSTANDING OF WHO WE WORK FOR.

Our responsibilities extend from our clients to
our neighborhoods, communities, regions and the earth.

Photo by Clark Mishler



AN ALTERNATIVE VIEW

We should reduce the number of architects.

"Basic economics would indicate that there is a supply and demand issue. Too many architects and not enough need. I believe that the way that our professional can create value is by lifting the bar to entry."

Timothy Hawk FAIA
Columbus, Ohio

"Protectionism! Is that what the College of Fellows really wants to stand for?"
Lloyd Siegel FAIA
Washington, D.C.

*"Are you sure this is a supply and demand issue?
Construction in this country averages around \$1 Trillion per year when you look over the long term.
Architects are involved in something like 6% to 9% of that work.
If we expand our influence beyond our current market share by even a few decimal points I wonder if the supply of architects would meet the demand."*
RK Stewart FAIA
Salt Lake City Utah

ANOTHER ALTERNATIVE VIEW

We should compel the public.

“. the AIA needs to push municipalities to require the Architects have Professional liability insurance (just like the Plumbers, Electricians, General Contractor...)”

Christopher Walsh AIA
Buffalo Grove, IL

“What I am saying is all of AIA efforts should be going towards the day when any construction requiring a building permit cannot be performed without a architect.”

Mark Robin AIA
Nashville, TN

ONE MORE ALTERNATIVE VIEW

We should avoid assuming the liability that might result from promising we cannot or may not provide (expertise).

“People do not care how much we know until they know how much we care”. We can build strategies for to re-connect with the everyday person on the street to demonstrate the value of what we can provide. We solve problems, often those people don't realize they have. We offer solutions they couldn't imagine on their own. We need to pursue that strategy and be willing to take some risks along the way.”

Judson Kline FAIA
Cleveland Ohio

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WINS TO DATE

Receive thoughtful feedback from 77 AIA members.

Acquire the attention of Metropolis Magazine

Establish legitimacy of Group 7 with the Culture Collective and in so doing widen the scope of the AIA's repositioning effort.

DISCOVERIES TO DATE

Expert is the wrong word.

Some parts of the AIA are excessively liability averse.

Some parts of the AIA are excessively liberal in their definition of architect.

Recognition of another divide within the AIA.

A not unsubstantial number of architects who do not think that practical and aesthetic can coexist comfortably.

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First
Next
Step

Receive feedback from you.

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Possible Next Steps

Larger discussions with YAF, COF, ACSA, NAAB, NCARB

alignment and integration with the Strategic Council

presentation at 2016 Grassroots

produce audio/visual presentation for distribution to components and a mechanism for cataloguing feedback.

produce resolutions for 2016 National Convention

run a Group 7 VP candidate at 2016 National Convention