



AIA

Knowledge Community 2019 Goals and Outlook

Knowledge Community Name: Committee on Design

Was 2018 successful for your KC?

Yes, it was. We had a very successful conference in Vancouver. This was the first time in COD's 54-year history that we were able to tour a country in South America.

What were the programs? Provide a list of your 2018 projects and achievements. Please highlight your Community's signature project or achievement (what you most want to be known for).

COD has hosted Receptions/Dinners for Honorary Fellows, 25 Year Award, Gold Medal and Firm Award Winners at several Convention/Conferences. This year, the Institute reengaged with a reception event to include these honorees along with Honor Award Recipients. We believe that being good hosts to award winners is important and are happy to be a partner in the broader event.

Honor Awards Reception at the Whitney Museum of American Art at A'18

Spring Conference; Vancouver, Canada | May 17-19th

Fall Conference; Santiago and Valparaiso, Chile | October 20th-27th

Our nominations for several of the Awards continue to be selected to win the Gold Medal, Firm Award, 25 Year Award, Collaborative Achievement and Honorary Fellows.

Have you had success collaborating with other Knowledge Communities, other groups within AIA, or other groups outside AIA? If so, list the groups and the nature of your success. If not, what obstacles does your Community face in collaborating with other groups.

One good thing that came out of our meeting in Chicago was our commitment to serve on the AIA Academy of Architecture for Health Awards Jury and Charrette. It was serendipity, but just by being there, we were able to create an outreach function. We are going to see the Lucile Packard Children's Hospital at Stanford based on their request to seek projects that demonstrate a strong design effort. They are trying to raise the profile of design for their KC.

We introduced ourselves to the Interiors KC and said they should join or participate with our KC but could not stir any interest. They don't have traveling design conferences.

More liaisons on conferences mean less risk and more collaboration opportunities. COD Co-hosted a conference on sustainable design with COTE back in 2006. It was a great collaboration and widely attended. There have been other collaborations over the years.

What programs are you planning in 2019? Provide a list including any known event dates/locations and projected timing of major deliverables.

In addition to the ongoing work of the Committee including a focus on Firm Award and Gold Medal recommendations, as well as recommendations for Honorary Fellows, we have been busy planning two conferences for this upcoming year.

Spring Conference; Preliminary agenda: April 4-7th 2019

Preconference Symposium on Innovation: The Academy of Art University, San Francisco

San Francisco-The Embarcadero: Portman, EHDD, SWWM, Allsteel

San Francisco, Downtown: Pelli, Snohetta, Botta, Studio Gang, Autodesk, Swiss Touch, Pier 17, The Exploratorium

The Peninsula, aka Silicon Valley: Gehry, Foster, BIG, Heatherwick Studio, Aidlin Darling, ZGF Perkins +Will

San Francisco, Mission Bay/Dog Patch: David Baker, LSM, Marcy Wong Donn Logan, SHOP Architects

A'19 Conference (submitted last August)

25 Year Award Session submitted. (Daniel Garber and Heather Young) SUBMITTED

Honorary Fellows Session Submitted (Philip Hamp and Donald Henke) SUBMITTED

Collaborative Achievement Session Submitted Successfully (Craig Brandt) SUBMITTED

Firm Award Session Submitted (Doug and Paul) SUBMITTED

Gold Medal Session Submitted (Doug and Paul) SUBMITTED

Annual Ideas Competition: 2019 Housing Ideas competition: "Townsite Transformed." Henderson Nevada.

Fall Conference; Preliminary agenda: September 21-29th 2019, continuing September 29th- October 2nd

Basel: Vitra Museum, Novartis, Roche; Herzog and De Mueron, Piano, Hadid, Gehry, Christ & Gantenbein

Lausanne: EPFL, Jura Valley; Sanaa, Kuma, Le Corbusier, Jean and Bernard Tschumi, BIG, Perrault, RDR

Lucerne: Swiss Museum of Transport. Mt. Pilatus; Nouvel, Graber and Steiger, Gigon/Guyer, AFGH

Add on tour-The Swiss Alps: Andermatt, Chur and Vals; Zumpthor, Morphosis

What would make 2019 successful?

AIA COD Initiatives for 2019

1. Liaison for Honor Awards Reception
 - a. Help support Daniel Lobo and AIA National /transition from COD's recognition dinner
 - b. Reinforce COD's relevance to AIA missions
2. Annual Ideas Competition in support of the Chair's theme.
 - a. Support the local community and leave positive impact
 - b. COD Outreach, recognition
 - c. Generation of revenue for COD

Led by the Chair or Appointee in the National Conference Location. Windom Kimsey (Chair 2004) is leading this effort in 2019. He is based in the Las Vegas area

3. Knowledge Community Liaison /Emerging Fellows and the Young Architects Forum
 - a. Purpose to improve the demographic outreach of COD.
 - b. Increase diversity of attendees
 - c. Reinforce COD's relevance to AIA missions

- d. For the San Francisco conference we are inviting 2 emerging professionals ea. from the three local AIA Chapters to help act as guides. (free registration, except for the Friday night dinner.)
- e. Ann Thomson and Ko Wibowo to explore other aspects of outreach. Depending on funding they should both go to KLA this year along with Curt and Takashi

Led by the Communications Chair and a designated member

- 4. Humanitarian Award proposal to the AIA Board (proposed by Jaya Kader and initiated in 2018)
 - a. Initiative to recognize pioneers in the field making selfless contributions

Led by the Honors and Awards Chair and designated member

- 5. Sponsorship is key to improving and supporting our programs
 - a. Enable free registrations for emerging professionals/keeping registration costs affordable
 - b. Develop thought provoking programs and enrich experiences
 - c. Document the conferences in a meaningful way to support outreach.
 - d. Provides access to design focuses vendors

Led by the sponsorship Chair, COD Chair, AG and Conference Chairs

- 6. Documentation of Conferences, through video, writing and photography
 - a. Need to share lessons learned with our KC
 - b. COD Outreach. Be relevant to AIA
 - c. Compensated roles

Micheal Ross (Chair 2007) will serve as our Journalist/photographer for 2019. He will draft summarizing articles for both conferences. If available, Tom Rossiter he will also photograph.

- 7. 50 years of COD Leadership Celebration at the 2019 Domestic Conference
 - a. Bring our community together to reflect on our achievements over the years
 - b. This program is different than the 50-year anniversary of COD which happen in 2013.

George Miller (Chair 2018) will lead the effort to recognize the last 50 leaders of COD

- 8. Serve on the AIA Academy of Architecture for Health Awards Jury and Charrette
 - a. COD Outreach to help
 - b. Jim Childress will serve on the Awards Jury and Jim Lord will serve on the Charrette in 2019
 - c. Recurring year commitment, DG and CF volunteered for successive years

What would facilitate greater success?

A full-time staff person. Additional sponsorship \$\$ to pay for free attendance of emerging professionals and documentation of programs at conferences.

What are your biggest hurdles to overcome?

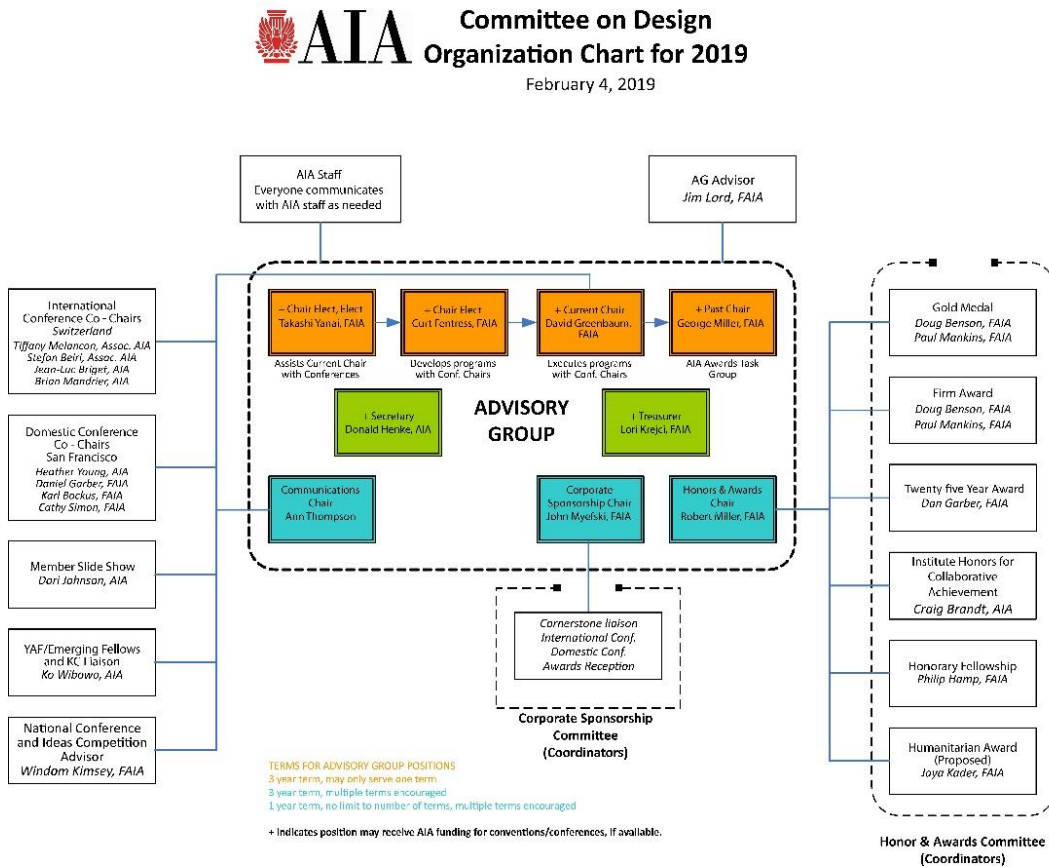
Our greatest hurdle is being able to document and share the lessons learned from our conferences to our community members, AIA Members and the public.

Broadening the demographic of our group.

Funding Emerging Professionals to participate in our programs. We want to train the next generation to make better and more responsive buildings.

How does your KC work, what is your committee structure?

The Advisory Group meets on a conference call monthly and meets face to face at least once a year. Please see attached Organization Chart.



How would you improve upon your committee structure?

We make incremental improvements each year.

Would you recommend your committee structure to other KCs?

Yes, its nimble, but effective.

What is the greatest potential for your committee in creating knowledge?

Our greatest potential is being able to document and share the lessons learned from our conferences.

What is the primary knowledge arena/scope that your KC encompasses?

The Committee on Design (COD) was founded to promote design excellence among members of the AIA, the broader design community, and the public at large, both nationally and internationally. The Committee on Design is led by a volunteer advisory group of eight architects and an adjunct leadership team of 16 additional individuals.

In realizing our mission, we promote a range of activities intended to encourage a dialogue on the art of building. Our goals are:

- to examine and promote knowledge of contemporary design issues;
- to compare current design and historic precedents;
- to learn from the contrast or progression of ideas;
- to advocate leadership roles for architects within the fields of design and planning.

In addition to visits to and consideration of great architecture, COD also nominates candidates for many of the AIA's most important design awards and organizes design related events at the AIA Conference on Architecture. Volunteer assistance and corporate sponsorships are always welcome.

What trends will influence this knowledge scope in the foreseeable future?

COD has broad focus of interest. Our work is not shaping policy but is evident in the work we create and though leadership we promote. Good design is influenced by trends in sustainability, technology, urban design and building practice areas.

With so many KC's makes it harder to share knowledge in a seamless and meaningful way.

How does the work you do enhance, expand or align to the AIA strategic portfolios?

Information on these portfolios is included on the next page.

Knowledge

Our conferences drive thought leadership through an on-site examination and discussion of a diverse range of exemplary design solutions in various contexts.

Prosperity

Good design is good business. Promoting the value of design is essential in the future of the profession and the prosperity of architects.

Sustainability

Sustainability is integrated into well-designed projects. Our conferences seek to promote the most integrated solutions that move forward, the sustainability goals of the Institute.

Workforce

COD conferences offer great opportunities to network and afford active professional learning and enrichment to bring back to our participant's daily practice.

Influence

COD offers programs that engage the public through competition and our active effort to surface eligible candidates for the AIA Honors and Awards. Our Conference on Architecture sessions, and in particular, the

Collaborative Achievement Award for example, showcase the varied roles designers play in impacting the public good.

AIA Excellence

COD remains committed to share its programming with the broader membership. As a knowledge committee, we see our role as essential to uphold and promote the values of the Institute's excellence structure through this programming.

Why is Design not a key portfolio? It's not enough to embed them in the other categories. It's what we do and what we stand for.

How can the Board Knowledge Committee (BoKnoCo) help?

Per the Rules of the Board, Section 6.9A3: the committee's charge is to advise the Board on a broad range of initiatives – known as Knowledge Initiatives – bearing on the creation, collection, validation, dissemination and other management of knowledge affecting the AIA's members and knowledge constituents. The Knowledge Committee is also the primary advocate of the Board on Knowledge Initiatives to AIA members, AIA staff and members of the broader community.

We think the Firm Award needs to be reinforced as an equivalent to the Gold Medal. It's not promoted equally, yet collaborations are more the norm in practice. Why is there no firm Award Banner hanging up next to James Polshek? What are we promoting to the world?

Why don't nominated candidates for the Honor Awards get publicity like the Academy Awards? Celebration of worthy awards could be a useful way of raising the profile of the good work that is going on in the world today. We welcome further discussion with BoKnoCo on how our committee can help develop strategies for promotion of design excellence achievements.

David B. Greenbaum, FAIA 2019 COD Chair

Portfolios at-a-glance

The focus of AIA's six portfolios—Knowledge, Prosperity, Sustainability, Workforce, Influence, and AIA Excellence—is to advance the Institute's mission to be the voice of our profession and a resource for our members.

Knowledge

The AIA Knowledge agenda, fully implemented, reinforces the precepts that define the profession. Knowledge appropriately sourced and vetted increases architects' current and future value to clients, practices, and communities. The priority of this portfolio is to advance AIA's role and relevance as the central "content curator" for the profession. Knowledge draws on partner organizations, Knowledge Communities, AIA CES Continuing Education system, Components and Industry Relations staff, and other sources of knowledge within and outside AIA to deliver value to the profession.

Prosperity

The priority for this portfolio is to support individual practitioners and firms of all sizes in their efforts to be successful. The Prosperity Portfolio focuses on providing the tools, guidance, and resources that promote resilient architectural practices and prosperous business models. The Prosperity Portfolio delivers value to members through the Center for Practice resources, economic and market research programs, Contract Documents program, and legislative advocacy programs.

Sustainability

AIA's Sustainability portfolio provides practical tools and resources to equip members to help solve some of the most challenging problems of our time. We ensure the expertise of architects is front and center in building healthy, equitable communities that mitigate and adapt to a changing climate.

Sustainability positions current and future generations for prosperity by reducing buildings' impact on the environment, restoring natural resources, and creating safe and vibrant communities. When buildings are designed with sustainable features, they can perform to their highest design potential. This means designing buildings around the idea of regenerative design, creating resilient structures and communities to withstand the onslaughts of both natural and manmade hazards, and fostering opportunities for health and well-being.

Workforce

AIA offers programs and activities designed to support and sustain architects and design professionals throughout their careers. Our contribution to the field requires a cohesive, structured, refined, and unique approach to market demand, employment capacity, education, compensation, job outlook, and professional culture. Programs in the Workforce Portfolio are strategically connected to those in Knowledge and Prosperity, with special emphasis on firm culture, related research initiatives, and coordination with schools of architecture. The focus of this portfolio is to assist members in navigating changes in job roles, employment culture, and paths for career development.

Influence

The Influence Portfolio focuses on deepening the understanding of a broad public audience of the value of architects and architecture to clients and society. Key goals include an integrated public awareness and communications campaign (Blueprint for Better) that contributes to the successful outcomes of most other portfolios. The goal is to create compelling messages and visual evidence that increase public and professional appreciation for architecture in service to society. AIA will also develop meaningful opportunities for architects and building product manufacturers to effectively engage. Also, AIA continues to reimagine and look for ways to improve the Conference on Architecture to best showcase the relevance of architects and architecture, and to create a "must attend" for architects, our allies, and business partners. The Influence Portfolio also is focused on reenergizing our international, federal, state, and local advocacy team to expand the profession's voice and influence at all levels of government.

AIA Excellence

The AIA Excellence Portfolio works to embed a system of values, planning and execution, and new ways of working together to continually drive towards excellence. The portfolio encompasses AIA's work in support of the entire tiered system to drive a cohesive, unified, forward-looking network to consistently deliver high-quality member services, resources, and—above all—value. The name change to AIA Excellence signifies that this portfolio is not an administrative or overhead function but is highly focused on driving member value through an organization-wide process improvement and engagement.

Each of the portfolios is integral to the AIA-wide goal of ensuring that architects have the research and intellectual resources necessary to achieve long-term and lasting success. And it remains a top priority to increase diversity within the profession all along the career continuum. AIA wants to ensure that architects enhance and expand their roles as trusted leaders whose unique expertise is central to public policy decisions, especially regarding housing affordability and equity, responsible environmental stewardship, and investing in infrastructure. Fundamentally, we strive to ensure that the architect's voice is heard, and counsel is heeded, by elected, civic, and business leaders as they work to meet the challenges ahead and to make the most of tomorrow's opportunities through the power of design.