



# AIA

COMMITTEE ON DESIGN

## 2014 Sponsorship Prospectus

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. There are over 11,000 AIA members who belong to this important Knowledge Community. These members are active in the AIA and, for the most part, lead their respective firms in the quest for quality architecture. In realizing our mission, we promote a range of activities intended to encourage a dialogue on the art of excellent architectural design.

### Our goals:

- 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.

## Why Sponsor?

### VISIBILITY

AIA COD programs, publications, website and Facebook presence reach over 11,000 members nationally. This is a unique opportunity for your business to access this carefully targeted market. Recognition varies by sponsorship level, but always includes acknowledgement at sponsored programs and events, in AIA COD publications, and on our website and other digital media.

### POSITIONING

Show your leadership on the things that matter to your business. By sponsoring programs and events that lead the profession on issues such as innovative and sustainable design, you strategically enhance your company's position.

### BUILDING RELATIONSHIPS

We consider our sponsors as partners in the effort to create a strong, viable architecture /engineering / construction community. The Sponsorship Program can be a cost-effective way to gain access to our membership and help develop the key relationships needed to maintain and enhance your business.

## 2014 SPONSORSHIP

### OPPORTUNITIES

Sponsors have three high-profile events to choose from in 2014. Our Spring Conference and Symposium in New York, NY, our Dinner/Reception honoring the 2013 AIA Honor Award Winners in Chicago, IL in June, and our Fall Conference in London, England.

### THE DESIGN LEGACY VIDEO SERIES

The Design Legacy Video Series is a new sponsorship opportunity available for the first time this year. Please see Page 2 for additional information.

We are seeking financial partners to support the work of our committee and enhance the experience of the members. Each opportunity highlighted below has important benefits for your company. Most importantly, your acceptance of this invitation will signal your company's commitment to quality architecture.

In kind contributions of any sort are also always welcome. Please contact us if you have an idea.



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## Our History

The Committee on Design evolved from the Committee on Aesthetics, which was formed in 1964 under the direction of Morris Ketchum, Jr., FAIA and Richard Snibbe, FAIA of New York. This group sponsored nationwide seminars on “Who is Responsible for Ugliness,” reorganized the AIA Design Awards structure and established criteria for AIA Awards.

In 1968, the ten member Committee, chaired by Jean-Paul Carlhian, FAIA, changed its name to the Committee on Design. The COD had its mission, “Uphold and promote design excellence within the AIA and the profession of architecture.” In 1969, their activities included a National Design Review of the John Hancock Tower and creation of the AIA Twenty-five Year Award.

Since its inception, focuses of interest have varied from year to year. They range from traditional concern with the craft, utility and aesthetics of architecture to broad explorations of the relationship of architecture to contemporary culture and problematic developments in urban and rural environments. With the exceptions of 1975 and 2003, the COD has held conferences every year since its inception. In 1979, partly as a result of its institutional responsibility for Honorary Fellowship nominations, the COD began to conduct events outside of the United States.

The COD currently has over 11,000 members specifying billions in construction, as well as a very active volunteer leadership team of 17 architects from locations as

far afield as Alaska, Arizona, North Carolina and Connecticut. These leaders come from many different types of firms, ranging from the very smallest to the largest, with practice specialties including residential, hospitality and institutional. A number of the current leaders are

also active teachers, writers and critics. Most importantly, here, they are leading edge specifiers of outstanding new products.

## OUR MISSION

The Committee on Design was founded to promote design excellence among members of the AIA, the broader design community, and the public at large, both nationally and internationally.



Committee on Design members in Palm Springs, California in May 2013



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## Purpose & Roles of the COD

In addition to visits to and consideration of great architecture, the COD also nominates candidates for many of the AIA's most important design awards and organizes design related events at the national convention.

The COD organizes two conferences each year, typically one in the United States and one overseas. These conferences follow an annual focus of interest. They are devoted to a firsthand experience of notable architecture and urban design in or near the conference location, both old and new. The conferences are seen as a valuable enhancement to our photograph and video dominated world. They often include tours of notable work led by the original architect or client.

## 2013-2014 Advisory Group (AG)

2014 Chair  
Steven K. Alspaugh AIA  
Schmidt Associates  
Indianapolis, IN

Chair Elect  
James Childress, FAIA  
Centerbrook Architects and Planners  
Centerbrook, CT

Past Chair  
Marlene Imirzian FAIA  
Marlene Imirzian & Associates  
Architects  
Phoenix, AZ

Treasurer  
Lori Krejci AIA  
Avant Architects  
Omaha, NE

Secretary  
Kevin Wilcock AIA  
David Baker & Partners  
San Francisco, CA

Honor and Awards Chair  
James Lord II AIA  
KGA Architecture  
Las Vegas, NV

Corporate Sponsorship Chair  
Philip Laird AIA  
ARC/ Architectural Resources  
Cambridge  
Cambridge, MA

Communications Coordinator  
Ann Thompson

## Adjunct Leadership

Firm Award Coordinators  
Paul Mankins AIA  
Tania Salgado, AIA

Twenty-five Year Award Coordinator  
John Snyder AIA

Gold Medal Coordinator  
Doug Benson, AIA  
Takashi Yanai, AIA

Honorary FAIA Coordinator  
Donald Henke AIA

Institute Honors for Collaborative  
Achievement Coordinator  
Robert Miller, FAIA

Member Slide Show Coordinator  
Andy King AIA

Website  
Ann Thompson

## Our Current Efforts

For the first time in recorded human history, over half of the worldwide human population now lives in urban areas. The 2014 theme of Big Cities | Big Ideas will lead the COD on explorations of bold and often groundbreaking big ideas in architecture and urban design in the two largest and most influential cities in the world. We will visit New York City to experience boldly innovative new work at a multitude of scales. In London, these discoveries will continue in a city that is witnessing resurgence in a number of new areas in and around the city through large-scale projects.

The following pages explain in detail the activities planned by the Committee on Design in 2014 and the opportunities to engage with the COD and experience the benefits of supporting those activities.



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COMMITTEE ON DESIGN

JUNE 27, 2014 : AIA NATIONAL CONVENTION

## AIA Committee on Design Dinner and Reception

Chicago, Illinois | 7:00PM-10:00PM

Join the AIA Committee on Design (COD) and their special guests – recipients of the Gold Medal, Firm Award, Honorary Fellows, Collaborative Achievement and the Twenty-five Year Award – for a festive evening to celebrate the design achievements of these honored individuals. Central to the Committee on Design's mission of promoting architectural design excellence in the United States and abroad, these awards are annually nominated and promoted by COD.

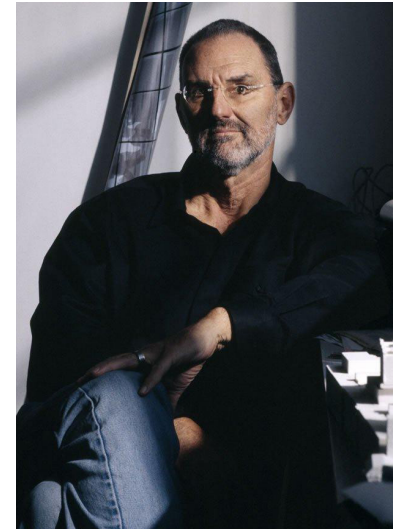
Impact:

110 professionals attend the event.

### Sponsorship Levels:

Platinum	\$25,000 - \$49,999
Diamond	\$10,000 - \$24,999
Gold	\$5,000 - \$9,999
Silver	\$2,500 - \$4,999
Patron	Up to \$2,499

The COD Reception at convention is an opportunity to reach the top design professionals in the United States and the World. In 2013, COD was successful in their nomination of the Gold Medal and Firm Award recipients.



Thom Mayne is regarded as one of the world's most provocative architects whose style challenges the way we perceive structure, building and the environment. He was the recipient of the 2013 AIA Gold Medal.



Todd Williams and Billie Tsien Architects was the recipient of the 2013 Firm Award. They are a husband-and-wife architectural firm based in New York. Known for valuing a slow and steady approach to design, the firm debuted an astonishing four major buildings around the globe in 2012.





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MAY 15 - 18, 2014 : COD DOMESTIC CONFERENCE

## Big Cities | Big Ideas

### New York City, New York

New York City will be our conference destination for the first time in thirty years, focusing on a variety of projects and building types in several areas of Manhattan that have recently or will soon be experiencing major new project construction.

The conference will open with explorations of new work at the World Trade Center which has led to its rebirth as the hub of world commerce, along with two major transit stations and the September 11 Museum and Memorial. The hugely successful Highline will offer the opportunity to experience an adaptive reuse project unlike any other and one that continues to generate new work and threads of connection into the urban fabric. Work by Calatrava, Grimshaw, Arad, SOM, DS+R and Piano will be among the featured project visits.

Higher education will be a focus with visits to projects at Columbia University that will allow us to discover the evolution of the campus as it grows under West 125th Street into Manhattanville. The collection of new work at Lincoln Center will offer a look at the performing arts, a legacy industry that has defined this city. Work by Holl, Moneo, Weiss/Manfredi, Williams & Tsien, and H3C will be among the featured projects for these segments. The conference will conclude with a special tour of the United Nations renovation and the filming of a Design Legacy Video about the bold new big ideas in New York City.

#### Audience:

Wide spectrum of design industry leaders and emerging professionals; media.

#### Impact:

Over 100 professionals will attend the event. A conference and tour site guide is produced and available for download by the greater COD and AIA community.

#### Sponsorship Levels:

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Diamond	\$10,000 - \$24,999
Gold	\$5,000 - \$9,999
Silver	\$2,500 - \$4,999
Patron	Up to \$2,499

Top Left: The Juilliard School at Lincoln Center by Diller Scofidio + Renfro (with FxFowle)  
Top Right: Columbia University Northwest Corner Building by Rafael Moneo in collaboration with Moneo Brock Studio and Davis Brody Bond Aedas  
Bottom Left: The High Line by Diller Scofidio + Renfro and James Corner Field Operations  
Bottom Right: One World Trade Center by SOM and National September 11 Memorial by Michael Arad / Handel Architects and Peter Walker & Partners





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SEPTEMBER 7-12, 2014 : COD INTERNATIONAL CONFERENCE

## Big Cities | Big Ideas

### London, England

The COD's inaugural visit to the world's second largest city will explore the rich architectural heritage and new work of London and the forces behind them. A boat tour and visits to the Docklands & Canary Wharf, the City of London and the Broadgate area will allow us to discover both new work within the foundations of the old city and earlier big idea urban developments that established new visions that continue today. A special visit to the 2012 Summer Olympic site will include multiple venues and a presentation sharing how the site and it's buildings are being adapted to become a new, vibrant community within the city.

Visits to landmark towers that explore new concepts in designing vertically include 30 St. Mary's Axe (Foster + Partners), 122 Leadenhall (Rogers, Stirk, Harbour + Partners), 20 Fenchurch (Rafael Vinoly Architects), Lloyds of London (Rogers, Stirk, Harbour + Partners) and The Shard (Renzo Piano Building Workshop). Large-scale developments will be highlighted at Kings Cross, The University of the Arts London at Central St. Martins and the London Riverfront including Shad Thames, Borough Market, Southbank and Tate Modern (Herzog & de Meuron).

#### Audience:

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Silver	\$2,500 - \$4,999
Patron	Up to \$2,499

Top Left: Queen Elizabeth Olympic Park, 2012  
Top Right: 122 Leadenhall Street, Rogers Stirk Harbour + Partners, 2014  
Bottom Left: The City of London, 2013  
Bottom Right: 20 Fenchurch Street, Rafael Vinoly, 2014







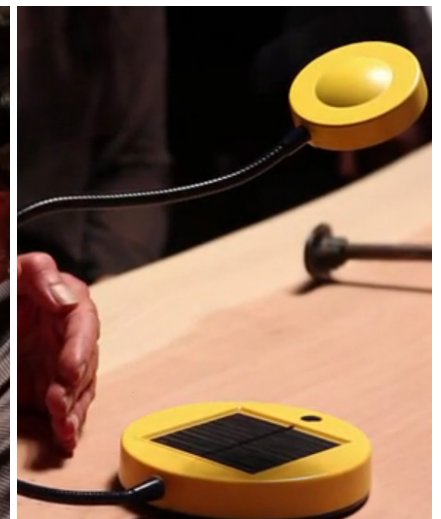
# AIA

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## The Design Legacy Video Series

The Design Legacy Video series is a new sponsorship opportunity this year and we are very excited about the potential of this series as an annual production. The series, produced by the AIA Committee on Design (COD), will feature a small group of highly recognized design leaders in a discussion of one topic. The inspiration for the video series is the iconographic videos done of Charles and Ray Eames, which provide a unique capture of design thinking in an informal, intimate venue. In 2011, the COD produced the video, *The Culture of Craft*, which is the first in the series. The video can be viewed on the COD website.

Top Left: (Top Left to Right) Bob Hull, FAIA, Annie Han, Prentis Hale, Tom Kundig, FAIA, Roy McMakin  
Bottom Left: (Left to Right) Roy McMakin, Tom Kundig, FAIA





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## Platinum Partner

**\$25,000-\$49,900**

Acknowledgment with company logo as a Platinum Partner on the COD's main webpage and conference brochures

Direct link from COD website to your website for one year

The right to display the statement "Platinum Partner, AIA Committee on Design" on your marketing materials, publications, and webpage

Recognition at COD conferences

Opportunity to distribute limited product and promotional materials at COD conferences

Two complimentary registrations at each COD conference (total of 4)

## Diamond Partner

**\$10,000-\$24,900**

Acknowledgment with company logo as a Diamond Partner on the COD's main webpage and conference brochures

Direct link from COD website to your website for one year

The right to display the statement "Diamond Partner, AIA Committee on Design" on your marketing materials, publications, and webpage

Recognition at selected COD conference or event

Opportunity to distribute limited promotional materials at COD conferences

One complimentary registration at each COD conference (total of 2)

## Gold Partner

**\$5,000-\$9,900**

Acknowledgment with company logo as a Gold Partner on the COD's main webpage and conference brochures

Direct link from COD website to your website for one year

The right to display the statement "Gold Partner, AIA Committee on Design" on your marketing materials, publications, and webpage

Recognition at selected COD conference or event

Opportunity to distribute limited promotional materials at one COD conference

One complimentary registration at one COD conference of your choice (total of 1)

## Silver Partner

**\$2,500-\$4,900**

Acknowledgment with company logo as a Silver Partner on the COD's main webpage and conference brochures

Direct link from COD website to your website for one year

The right to display the statement "Silver Partner, Committee on Design" on your marketing materials, publications, and webpage

Recognition at selected COD conference or event

## Patron

**Up to \$2,499**

Acknowledgment as a Patron Partner on the COD's main webpage and conference brochures

Direct link from COD website to your website for one year





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## 1. Select your Sponsorship Level:

- ☐ Platinum Partner  
\$25,000-\$49,999
- ☐ Diamond Partner  
\$10,000-\$24,999
- ☐ Gold Partner  
\$5,000-\$9,999
- ☐ Silver Partner  
\$2,500-\$4,999
- ☐ Patron  
Up to \$2,499

## 2. Select your Convention/Conference, and Sponsor Level:

- |   |  |  |  |
|---|--|--|--|
| <input type="checkbox"/> May 2014 : COD Domestic Conference | <input type="checkbox"/> June 2014 : AIA National Convention<br>COD Dinner & Reception | <input type="checkbox"/> September 2014 : COD International Conference | <input type="checkbox"/> The Design Legacy Video Series 2014 |
| <input type="radio"/> Platinum Partner                      | <input type="radio"/> Platinum Partner   | <input type="radio"/> Platinum Partner                                 | <input type="radio"/> Platinum Partner                       |
| <input type="radio"/> Diamond Partner                       | <input type="radio"/> Diamond Partner  | <input type="radio"/> Diamond Partner                                  | <input type="radio"/> Diamond Partner                        |
| <input type="radio"/> Gold Partner                          | <input type="radio"/> Gold Partner   | <input type="radio"/> Gold Partner                                     | <input type="radio"/> Gold Partner                           |
| <input type="radio"/> Silver Partner                        | <input type="radio"/> Silver Partner   | <input type="radio"/> Silver Partner                                   | <input type="radio"/> Silver Partner                         |
| <input type="radio"/> Patron                                | <input type="radio"/> Patron   | <input type="radio"/> Patron   | <input type="radio"/> Patron                                 |

## 3. Select One of Three Payment Options:

- ☐ Check Payable to:  
American Institute of Architects
- ☐ Send an invoice to the  
Company Name, Contact Name and  
address I have provided below
- ☐ Visa, MasterCard, or AmEx:
- ☐ Amount: \_\_\_\_\_
- ☐ Visa No.: \_\_\_\_\_
- ☐ MasterCard No.: \_\_\_\_\_
- ☐ AmEx No.: \_\_\_\_\_
- Expiration Date: \_\_\_\_\_
- Name on Card: \_\_\_\_\_
- Authorized Signature: \_\_\_\_\_

## 4. Complete the information below and e-mail or mail it to:

Susan Parrish, Director, Knowledge Community | American Institute of Architects, 1735 New York Ave NW, Washington DC 20006 | [sparrish@aia.org](mailto:sparrish@aia.org)

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Address

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City

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State

\_\_\_\_\_  
Zip Code

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Phone

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Fax

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E-Mail

Questions? Please contact Philip Laird, AIA, LEED AP at [plaird@arcusa.com](mailto:plaird@arcusa.com)

