

## VALUE OF DESIGN

*All text should be clear and appropriate for multiple audiences (AIA Leadership, AIA Staff, Component Executives, General Public) and multiple publications (website, magazine articles, membership articles) as we move forward. Choose your words carefully and come to a consensus as a team before submitting this document. All six outcomes will be reviewed and discussed as a group before they are published.*

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### Introduction

**Definition of Topic** *(written for an architect to understand):*

During the last two decades, the practice of architecture has evolved into an environment of multi-disciplinary collaboration. The Architect has become a participant instead of taking a leadership role. With our training and skills we should promote a higher level of collaboration with other emerging creative disciplines (graphic designers, industrial designers, visual designers, brand designers, etc.) that began to overlap the field of architecture. By fostering and leading this collaboration with other creative disciplines, the Architect will become the CATALYST of the design process and take the role of master collaborator.

**Why is this topic important to Young Architects?**

Emerging professionals will lead the evolution of architectural practice into an 'all-inclusive' multi-disciplinary design collaboration where the Architect is trained to take a leadership role of all design creatives.

**Why is this topic important to the AIA?**

For the architect to be successful, our practice needs to adapt; school programs, current practice patterns and mentoring programs are not fully integrated into this market driven change necessity. As the design industry shifts into an increasing competitive environment, the role of the Architect has diminished and has allowed other creative professionals to take over the Architect's role as leader of the design process. The AIA shall be the source of education and outreach that will promote the Architect as a catalyst for the future of architectural practice and continue to attract new professionals into the Institute.

**Impacts** *(recap and clarify from Summit; language should be clear, concise, and understandable by a non-architect)*

Individual

1. Architects need to be naive and bold - Inclusive thinking to bring other collaborator's to the discussion table.
2. Architects need to learn to become better listeners - Once we begin to engage others design professionals and truly value their opinion, we gain their respect and ultimately, a better design for our communities will be the result.

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### Firm

1. Become subversive designers - Firms need to be willing to change their design practice to be more collaborative.
2. Advocate for proven design principles

### Profession

1. Share and support 'the other' design disciplines- To truly gain other design disciplines respect, we must engage them.
2. Necessity is the mother of invention - Make our professional services a need, not a want.

### Community

1. Change the culture of design acceptance - Community needs to see the Architect as the ultimate design collaborator.
2. Remove exclusivity in the design industry by engaging our communities in the design process.
3. Empowerment with tangible results

### **Outcomes** (recap and clarify from Summit; language should be clear, concise, and understandable by a non-architect)

#### Individual

1. Architect is the catalyst for design - we move back in the 'master' role as 'master collaborators'

#### Firm

1. Design is a verb - design encompasses positive change

#### Profession

1. Elevate relevancy through measurable stories of success
2. Increase connectivity with other design disciplines

#### Community

1. Architect is the master collaborator in the community

### **Actions** (rank in order of importance per time frame; the more ideas you have the better! We will vet the ideas as a group once each team completes this form)

#### **Short Term** (1-2 Years)

1. Design as a collaborative process
  - a. Does this relate to an individual, firm, profession, or community outcome from above?
    - This could be the new message from AIA to the profession and firms. If we as a profession, embrace this new model for design, it will affect our communities we serve, our firms, and our overall approach to design.
  - b. How does a young architect benefit from this?
    - Young Architects could be the champion of this new design practice.
  - c. How does the AIA benefit from this?
    - Ultimately, if we as a profession of Architects engage other design industries, it is a chance to increase our presence and potentially increases affiliate and professional membership.
  - d. What are the steps to implement this action? (*the more detailed the better*)
    - Use AIA Brand collateral to tell measurable stories in support of new design process.
    - Community participation taking the leadership among organizations/groups that need the support of an architect to lead. AIA can serve as a point of contact promoting 'what an architect does' by example.
    - Use of media to promote the process to the world, making a strong commitment of the architect participation as the master collaborator.
  - e. How can this action be supported at the Local, State, and National Level? (*this is ideal, but not always possible*)

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- Components can highlight projects that incorporate a collaborative process to design and celebrate measurable design excellence in our communities. Host lectures/speakers around collaborative design process.
- f. Are there any metrics to measure the success of this action?
  - Instead of celebrating the building only, start to celebrate the process of multiple design disciplines and their efforts along with the story of how our building(s) change the communities they serve.

### Medium Term (3-4 years)

1. Engage community and parallel disciplines as designers
  - a. Does this relate to an individual, firm, profession, or community outcome from above?
    - Individuals will become more ingrained in their communities; ultimately firms will benefit and potentially generate more business in other fields than just architecture. Communities will gain a more encompassing approach to design.
  - b. How does a young architect benefit from this?
    - Young Architects can be stewards for developing these new relationships in the community to help increase the AIA's presence and increase the skills of Young Architects.
  - c. How does the AIA benefit from this?
    - AIA's brand moves from just 'architecture' to 'design' growing brand image.
  - d. What are the steps to implement this action? *(the more detailed the better)*
    - Grow the citizen architect role. Architects need to engage their communities, join boards, bring design expertise from other disciplines onto projects.
  - e. How can this action be supported at the Local, State, and National Level? *(this is ideal, but not always possible)*
    - Reach out to other design industries to create partnerships at the local, state and national level.
  - f. Are there any metrics to measure the success of this action?
    - Growth in Affiliate membership

### Long Term (5+ years)

1. Change historic perception of architects
  - a. Does this relate to an individual, firm, profession, or community outcome from above?
    - If the community and professional as a whole see Architects as an inclusive group they will want to include the AIA at every and all design discussions, we will have changed the perception.
  - b. How does a young architect benefit from this?
    - Young Architect will foster the position of the AIA and change its message about design.
  - c. How does the AIA benefit from this?
    - AIA will be able to offer additional services to not just architects, but policy makers and community stake holders.
  - d. What are the steps to implement this action? *(the more detailed the better)*
    - Members of the AIA must engage new brand and design message.
  - e. How can this action be supported at the Local, State, and National Level? *(this is ideal, but not always possible)*
    - Role of the Architect needs to be re-branded, this will need to be supported at component level.
  - f. Are there any metrics to measure the success of this action?
    - Poll community

Anything missing? Add your thoughts here or modify the format above.