

BEST OF THE STUDENTS: FIRST CSR STUDENT DESIGN COMPETITION **PAUL MANKINS** TAKES AIA IOWA MEDAL OF HONOR
MERLE HAY MALL RENOVATIONS TO BEGIN **BEST OF THE PROS:** AIA IOWA AND CENTRAL STATES REGION WINNERS **AIA** REPOSITIONING
WINTER 2014

ia architect

THE OFFICIAL MAGAZINE OF AIA IOWA

Awards Issue

2013 AIA Iowa & Central States Region
Design Awards



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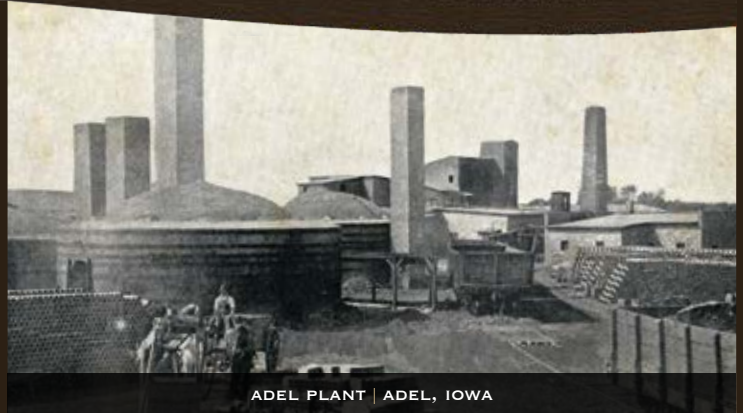
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editor's letter



Iowa architects have proven themselves to be quite innovative and resilient.

Welcome!

Welcome to the 2013 awards issue of Iowa Architect, celebrating the best of Iowa architecture. We are pleased to showcase such a diverse range of exceptional projects from Iowa-based architectural firms.

As the profession continues to climb out of the depths of the Great Recession, it is immensely gratifying to see that the quality of architectural design and attention to detail were not lost to shrinking budgets and canceled projects. Iowa architects have proven themselves to be quite innovative and resilient, and the results of this year's awards program are a testament to their exceptional ability. I hope you enjoy this year's awards issue, and congratulations to our award winners.

Evan Shaw, AIA

Editor, Iowa Architect

CORRECTION: A feature story in the Spring 2013 issue incorrectly credited both the architect and photographer of the Des Moines Area Regional Transit Authority project. The architectural firm for the project is Substance and the photographer is Paul Crosby. The Iowa Architect Editorial Board apologizes for this error.

iaarchitect

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IOWA CITY | DES MOINES

University of Iowa West Campus Transportation Center, Iowa City, IA

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Peter Goché

2013 AIA Iowa Educator Award

WORDS: BRAD DAVISON-RIPPEY, AIA
IMAGES: CAMERON CAMPBELL, AIA

It is an honor to be congratulating Peter Goché, AIA, for the 2013 AIA Iowa Educator Award. Over the past seven years, I've had the pleasure of serving as a visiting critic of his design studios at Iowa State University. He has produced research assemblies specific to the ritualized landscape of Iowa, which form the foundation of his academic lens. From there his studios explore architecture in relation to culture, landscape and fabrication. His students' work has a consistent rigor unique to the anthropology of the site, taking in the culture in which they are intervening. Goché's studios are about people, ritual and how the stage is set for the activity of life.

In addition to his academic pursuits, Goché brings his research to his practice. His work has been published many times in this magazine, from his early career with HLKB Architecture to the renovation of 422.5 East Locust (see "Ritual Space," in the fall 2011 edition of *Iowa Architect*). He has also installed architectural interventions at Broadlawns Medical Center in Des Moines, and the Bemis Center for Contemporary Art in Omaha.

Goché's dedication to his research is critical to the next generation of architects, and it shows in the appreciation of his students. John Kerner, Assoc. AIA, noted, the "studies in people and ritual have shown me that architecture is not just about the building but perhaps more importantly about the people the building is containing. He has consistently maintained that architecture comes from people, and is specific to people's spatial practice."

And as Nick Lindsley, Assoc. AIA, noted in his nomination letter, "Goché is an exceptionally unique and valuable educator with talents going far beyond the traditional. He has the uncanny ability to push students out of their comfort zones and amplify their personal strengths in the classroom and studio environment. His perspectives are wholly important and uniquely applicable to architectural thought and practice."

I couldn't agree more with Nick and John. Congratulations, Peter!



He is not only a memorable instructor, but also a dedicated mentor who cares a great deal about the intellectual and professional growth of every one of his students.

**LUIS RICO-GUTIERREZ, ASSOC. AIA, DEAN,
COLLEGE OF DESIGN, IOWA STATE UNIVERSITY**



Above: "The Water Hutch," 2011, installed at the Bemis Center for Contemporary Art, is focused on the production of marks and markers, reminiscent of waterways that meander through the Midwest. It consists of a sinuous line made up of three oxbows that serve as an ambiguous measure by which people may situate themselves.

collected

1st Place

Oklahoma State University, Team Orange, \$1000 and Traveling Central States Region Trophy



2013 AIA Central States Region Student Design Competition

WORDS: ANNA SCHWENNSEN JONES, ASSOC. AIA **IMAGES:** COURTESY OF CENTRAL STATES REGIONAL STUDENT DESIGN COMPETITION

This year's AIA Central States Regional Fall Conference in Oklahoma City, Okla., hosted the first ever CSR Student Design Competition. The competition gave students an opportunity to work on a community based project in a charette format, creating an enriched learning experience.

Each team, representing the schools of University of Nebraska-Lincoln, Drury University's Hammons School of Architecture, University of Oklahoma, Oklahoma State University, and Kansas State University, consisted of four architecture students and a faculty advisor. All teams were hosted at an architecture firm in downtown Oklahoma City, where they interacted with design professionals, investigated a detailed program, designed a creative solution, and put together graphically pleasing presentation materials. After 16 hours of design work, all entries were presented to a selected design jury of Dr. Joe Pierce, headmaster of the elementary school; architect Brian Fitzsimmons, AIA; and architect Robert Shaffer.

The selected program for this year's charette was an existing project in downtown Oklahoma City—an elementary charter school for the MAPS for Kids initiative. The project is part of a downtown Oklahoma City initiative to design and build high-quality schools that increase student performance, improve the identity of the community, and use the downtown landscape as a learning environment for the school.

For more information, visit <http://aiacsrep.org>.

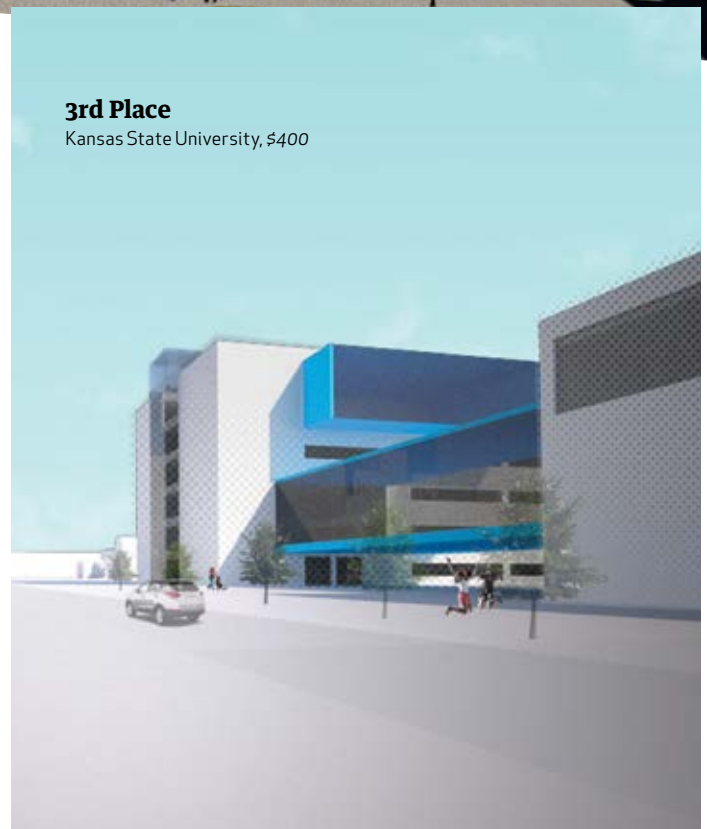
2nd Place

The University of Oklahoma, Team Crimson, \$600



3rd Place

Kansas State University, \$400





Paul Mankins

AIA Iowa Medal of Honor

THE AIA IOWA MEDAL OF HONOR RECOGNIZES AN AIA IOWA MEMBER FOR DISTINGUISHED SERVICE TO THE PROFESSION OF ARCHITECTURE.

WORDS: KENT MAUCK, HON. AIA IOWA **IMAGE:** HANNAH STEUBEN

“I’m lucky,” said Paul Mankins, FAIA, as he accepted the AIA Iowa Medal of Honor at the 2013 AIA Iowa Awards Celebration. “Lucky to grow up with parents who encouraged my passion for design in a city with a rich architectural tradition, just 30 miles from one of the nation’s best architecture schools. Lucky while at Iowa State to meet fellow student Tim Hickman, AIA, who would help open doors to a position at a firm that would receive the AIA National Architecture Firm Award. And lucky to meet Todd Garner, AIA, who along with Tim have been my partners at Substance Architecture since 2005.”

I had the privilege of introducing Paul at the AIA Iowa awards celebration in September. As I prepared my remarks in the weeks before the event, I received from Paul’s office the nomination booklet they had assembled. At 35 pages, it was an impressive document highlighting the accomplishments of Paul’s career and, even more importantly, his contributions to the profession.

Paul’s dedication to the development of young architects was illustrated by moving testimonials from students who had been influenced by his involvement in the classroom and studio. Fellow architects praised Paul’s ability to inspire great work. The booklet included

a letter from Robert Ivy, FAIA, CEO of The American Institute of Architects, acknowledging that “few have done what Paul has done to increase the larger community’s appreciation for the value of design.”

I first met Paul in the late ’80s. We were both starting our professional careers. I had just started my graphic design firm, and Paul was fresh out of Iowa State. As if it were a preview of the next 25 years, Paul was already involved in AIA Iowa and asked me to design the graphics for the annual convention. We later worked together for many years when my firm designed *Iowa Architect* magazine and Paul was the editor. Under Paul’s leadership, the magazine was recognized in 1995 as the “Outstanding Component Publication in the Nation.” It was obvious that Paul had the gift to engage all who surrounded him to aspire to the highest level of excellence.

In the mid-90s I hired Paul to design the interior of my design office. As we discussed the color palette for the project, Paul declared that there were more shades of black than any other color, and that one of his goals in life was to find the perfect shade. A few weeks into the project, Paul shared with me a discovery. He had found the perfect shade of black. I agreed, and we used the color throughout my new office.

To this day, I use that color everywhere I can. My colleagues refer to it as “Mauck Black.” Paul has the ability to find timeless solutions to even the smallest challenge.

During the construction of my modest office, Paul was at the same time leading the design of the Meredith Corporation expansion—a mammoth project in comparison. Yet Paul would routinely stop by my office and talk with the contractors and me. He would sketch detailed drawings on the spot. If he wasn’t sure about something, he would promise an answer by the next day, and he always delivered. Paul later confided that my office was his laboratory, and that many of the components in my office found their way into the Meredith project. My wife now works at Meredith; when I visit and use the restroom, it feels strangely familiar. Of course, both projects were later recognized with AIA Iowa Design Awards.

This past summer I did some remodeling in that office. As my contractor removed some of the trim, he commented that he had never seen fasteners like the ones Paul had used 15 years ago. I put down the two gallons of “Mauck Black” paint I was carrying, and reflected on the meticulous details Paul had designed into that office. You are not the only one who is lucky, Paul.

products

These innovative and unique products have been juried by the *Iowa Architect* Editorial Board. If you have a product that you think is uniquely helpful to the architectural industry or is cutting-edge and you would like it to appear in this column email *Iowa Architect* magazine at tsmull@associationsinc.us.



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Each square is based on a quilt pattern made by one of Iowa’s 99 counties, and was created using waterjet technologies.

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HANSEN COMPANY PROJECT PROFILE

SOUTHRIDGE MALL RENOVATION

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on the boards

Projects
In Progress



Private Residence

Des Moines / BNIM Architects

BNIM has designed a new residence on a heavily wooded parcel west of Des Moines. The unique nature of the topography suggested a dramatic solution to span the ravine that runs down the middle of the site. Service areas and bedrooms are located on opposite banks and the primary living areas bridge between the two sides.

A strong connection to nature and privacy were both important goals of the client. Full height glass on both the north and south sides of the living areas provides expansive views of the surrounding forest. The home was carefully sited to allow this high level of transparency, utilizing the existing topography and vegetation as buffers.

The family will enjoy a host of features that contribute to a comfortable and efficient home, including optimized solar orientation and shading, geothermal heating and cooling, enhanced natural ventilation, high performance windows and advanced insulation techniques.



Sioux Center Preschool Facility

Sioux Center / Cannon Moss Brygger Architects



A collaborative effort by multiple entities, this 24,000-sq. ft. facility is a community building. It features vibrant colors and varying textures. This site includes an outdoor classroom, exposing students through direct experience to nature. The facility will serve early childhood, special education, head start and preschool programs. Teacher training, in cooperation with Dordt College, will also be an important utilization of this facility.



Westport Presbyterian Church

Kansas City, MO / BNIM Architects

In 2012, BNIM was selected to lead the reconstruction of the Westport Presbyterian Church in Kansas City, Mo., a 27,000-square-foot multi-story church building in one of Kansas City's oldest and most historical neighborhoods. The existing church building was severely damaged in a catastrophic fire in 2011. While much of the church's roof and interior were destroyed, the exterior limestone shell survived the fire in good condition.

Constructed in 1904, the original stone façade stands today as one of the most notable structures in the heart of Kansas City's historical Westport community. In reverence to the church's rich history, this project will restore the most significant portion of the original church structure—the original sanctuary building and tower. The new building will create a stronger presence in Westport while acknowledging the tradition and history of both the Westport Presbyterian Church and the community it serves.



Flix Brewhouse and Mall Renovations

Des Moines / DLR Group

Flix Brewhouse is a microbrewery restaurant paired with an eight-theater movie house, and a unique addition to the transformation of Merle Hay Mall. Patrons will be greeted with a fresh, welcoming façade featuring a 55-foot-tall monument sign advertising the new microbrewery/theater tenant. DLR Group's design expands, renovates, and improves the entire center bridge court area of the mall, creating space for the new combination tenant. The renovation challenges include raising the existing roof to accommodate the required interior clearance heights for the theaters as well as minimizing disruptions to mall operations during construction.



significant hotels of iowa

The Hotels featured are either on the National Register of Historic Places or were designed by an architect or both. If your property qualifies and you would like to participate, email tvitzthum@associationsinc.us.



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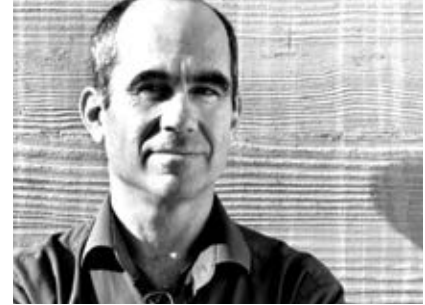


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aia iowa 2013

THE JURY:



Andrew Berman, AIA

Andrew Berman Architect
New York, NY

PURPOSE

Recognizing excellence in architecture projects that are designed by members of AIA Iowa and emphasize its importance in the community.

ELIGIBILITY

Entries shall be completed architectural projects of exemplary quality. In the case of collaborative projects, more than 50% of the design must be attributed to an AIA Iowa architect or member firm.

Design means the Iowa firm is the primary author of the concepts and features unique to the design, including aesthetics. Signatures are required by both collaborating firms. Projects need not be located in Iowa, nor is there a limit for when a project was completed.

Andrew Berman received a Bachelor of Arts from Yale College and a Master of Architecture from the Yale School of Architecture in 1988, where he was awarded the Takenaka Komuten Traveling Fellowship in Osaka, Japan.

Andrew Berman Architect (ABA) is focused on the realization of unique and finely executed buildings and spaces. The work of the studio capitalizes on the qualities of place and seeks opportunities in the desires and programmatic requirements of each of its clients.

Informed by working within the constraints of the dense urban fabric of New York City, ABA utilizes an economy of means to create dignified and spatially rich architecture. Natural light, carefully chosen views, and appropriate materials are the mediums through which the firm's work is engaged with its context and place.

design awards



David Hotson

David Hotson Architect
New York, NY

David Hotson was born in Pennsylvania and raised in rural Colorado and southern Ontario, Canada. After completing a Bachelor of Environmental Design degree from the University of Waterloo, where he was awarded an Ontario Association of Architects Prize, Hotson applied to the Yale University School of Architecture, where he was admitted the following fall.

In his second year at Yale, Hotson was selected to represent the school in the annual competition for the Skidmore Owings and Merrill Foundation Traveling Fellowship, which provided for a year of independent travel around the Mediterranean. These travels reinforced a preoccupation with space as the fundamental medium of architecture and with the shaping of the experience of the subject within space as the primary objective of the architect—a preoccupation that has gathered clarity and focus as the scale of opportunities has expanded in recent years.

After completing the program at Yale, Hotson moved to New York City, the cityscape that had figured in the background as the ultimate point of reference for his travels abroad. He established a private practice in 1991.



Kathryn Ogawa, AIA

Ogawa/Depardon Architects
New York, NY

As Principal and Design Director of Ogawa/Depardon Architects, Kathryn Ogawa brings 25+ years of experience designing, managing, and executing small- and large-scale projects. The firm has built a broad range of building types and scales from urban design master plans, institutional and residential projects to restaurants and boutiques in New York City where the practice is based. Her expertise in high-end private residential work, corporate interior design, and furniture design has attracted international clients and has been featured and honored by several leading design publications, websites, and blogs.

Prior to launching her firm, Ogawa was an associate at the prestigious architecture firm of I.M. Pei and Partners where her international projects encompassed museums, and institutional and commercial projects. She has also lived and practiced professionally in Rome, Los Angeles, and New York. Ogawa is a registered architect in New York and a member of the American Institute of Architects. In 1982, Ogawa received her Bachelor of Architecture from the University of Southern California.



James Slade, AIA

Slade Architecture
New York, NY

James Slade has had his own practice since 1997. He was a founding partner of Cho Slade Architecture in 1997 and a founding partner of Slade Architecture in 2002. He has been responsible for a wide variety of projects of many scales and types. His projects have been built in the United States, England, Korea, and China.

His work is characterized by innovation, creativity, and quality and has been recognized internationally with awards and in exhibitions in more than 200 publications. His awards include two Progressive Architecture Awards, multiple AIA Awards, multiple Best of the Year Awards, multiple Interior Design Best of Year (BoY) awards, *Architecture Magazine's* Design Vanguard, *Architectural Record/Businessweek* Award, and the FX Award. His work has been exhibited at the Museum of Modern Art, the National Building Museum, Deutsches Architekturmuseum, the Swiss Institute, the Architecture League of New York, the Center for Architecture, the Venice Biennale, and other national and international venues.

EXCELLENCE IN DESIGN

HONOR

University of Iowa Transportation Center

Built on a sliver of a site, the University of Iowa Transportation Center combines office space and an interchange for the campus transit system with a skywalk connecting remote parking to the University hospital. In a definitive move, the offices were lifted above the street, creating a canopy for the bus traffic below. The result is an elegant and resourceful melding of program and site.

ARCHITECT

Neumann Monson Architecture

LOCATION

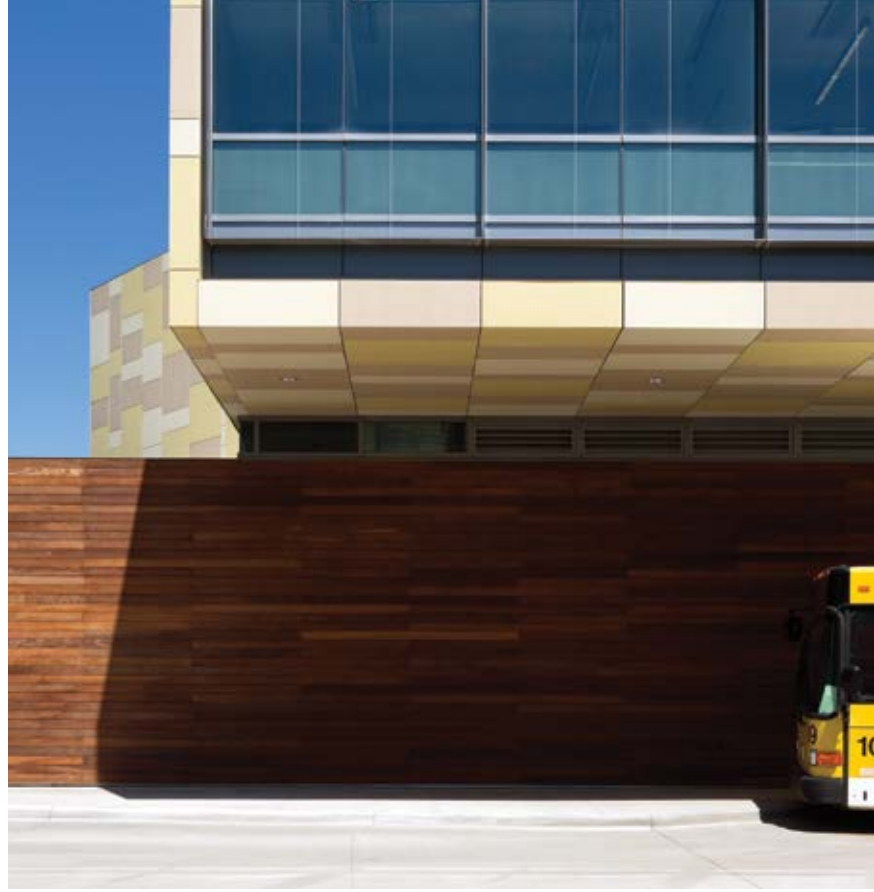
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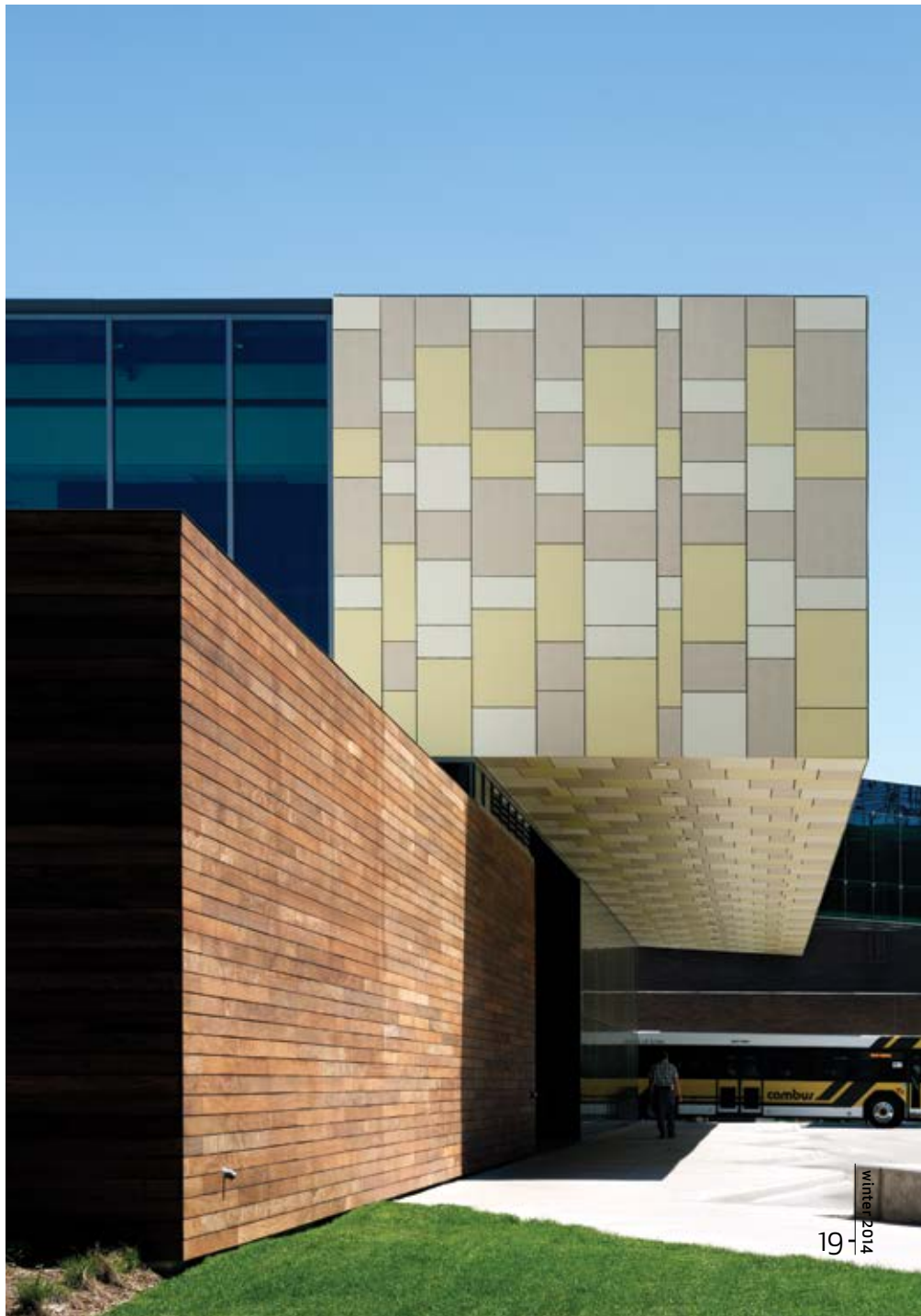
SIZE

22,000 SF

BUDGET

\$13,300,000





EXCELLENCE IN DESIGN
HONOR

Paramount Theatre

After being devastated in the floods of 2008, the Cedar Rapids Paramount Theatre has been meticulously restored. Many ornamental elements were recreated using the 1928 drawings, photographs, and a thorough analysis of the original plaster, paints, and glazes. This beautiful theatre has been returned to its original state of splendor and once again serves as a cultural icon for the area.

ARCHITECT

OPN Architects

LOCATION

Cedar Rapids, IA

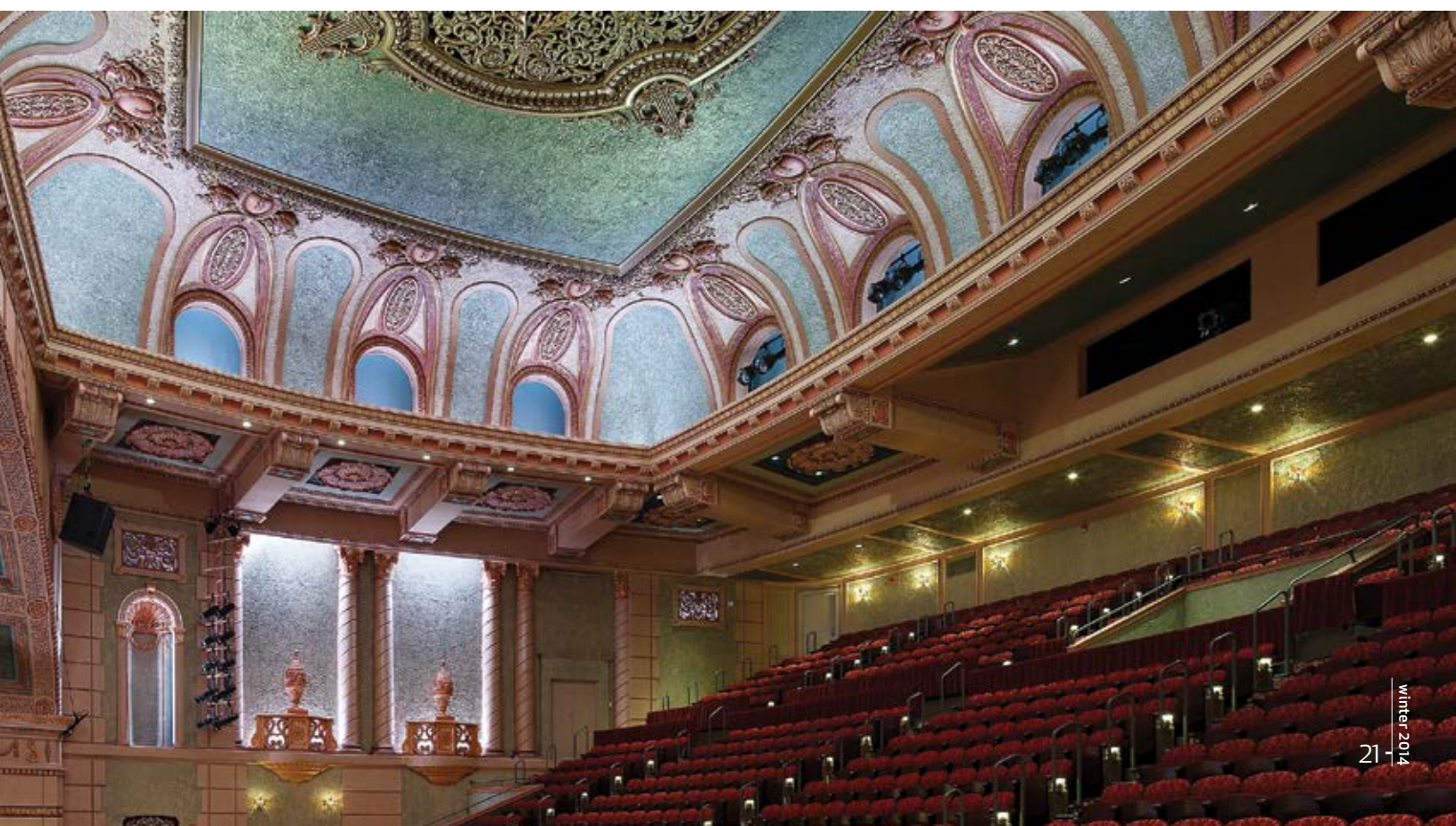
SIZE

75,578 SF

BUDGET

\$35,985,760







EXCELLENCE IN DESIGN

HONOR

Principal Riverwalk Hub Spot

The Principal Riverwalk Hub Spot is a new public café pavilion located on a prominent site along the Des Moines River. It was created as part of a public/private partnership to revitalize the riverfront and provide amenities for downtown residents and employees. The pavilion is split between two levels. The lower level is buried beneath the plaza while the zinc walls of the upper level “unfold” to reveal views of the surrounding waterfront, historical districts, and the State Capitol Building.

ARCHITECT

Substance

LOCATION

Des Moines, IA

SIZE

2,200 SF

BUDGET

\$1,200,000







EXCELLENCE IN DESIGN
MERIT

City of Muscatine Fire Station

A LEED-certified facility, the Muscatine Fire Station was built to replace its aging predecessor. The new building was designed to accommodate growing and future needs while creating security through the sequencing of delineating spaces. Although the building utilizes typical regional materials, the detailing is unique and clearly emphasizes and reinforces its civic stature.

ARCHITECT

INVISION

LOCATION

Muscatine, IA

SIZE

9,850 SF

BUDGET

\$1,230,000





EXCELLENCE IN DESIGN
MERIT

Delta Dental of Iowa Corporate Headquarters

Delta Dental of Iowa relocated its corporate headquarters to a new office building on a highly visible site along Interstate 80. Company leadership selected this site with the intention that the building itself would become an economic branding and promotional device—architecture as advertisement—aimed directly at the millions of motorists who travel this stretch of interstate each week.

ARCHITECT

OPN Architects

LOCATION

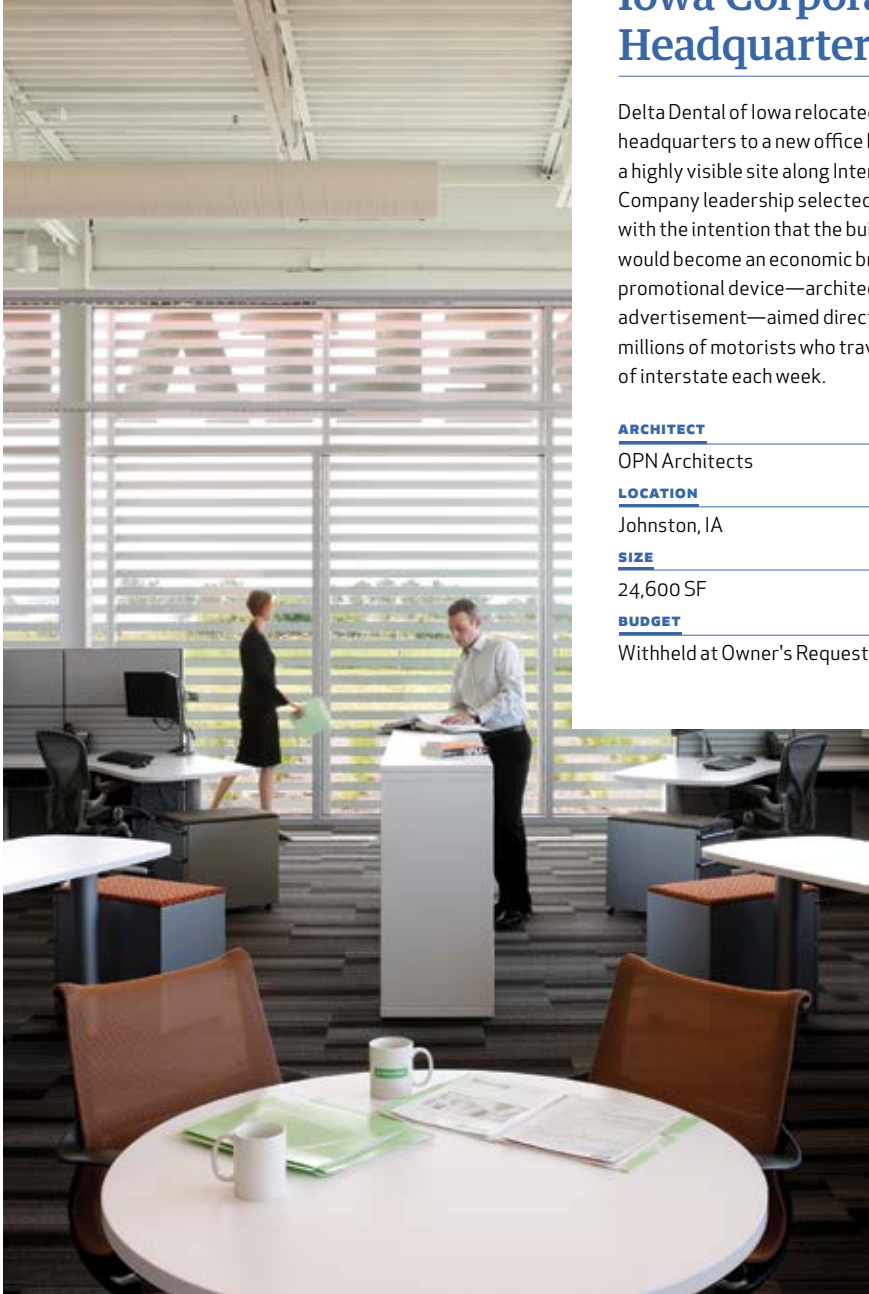
Johnston, IA

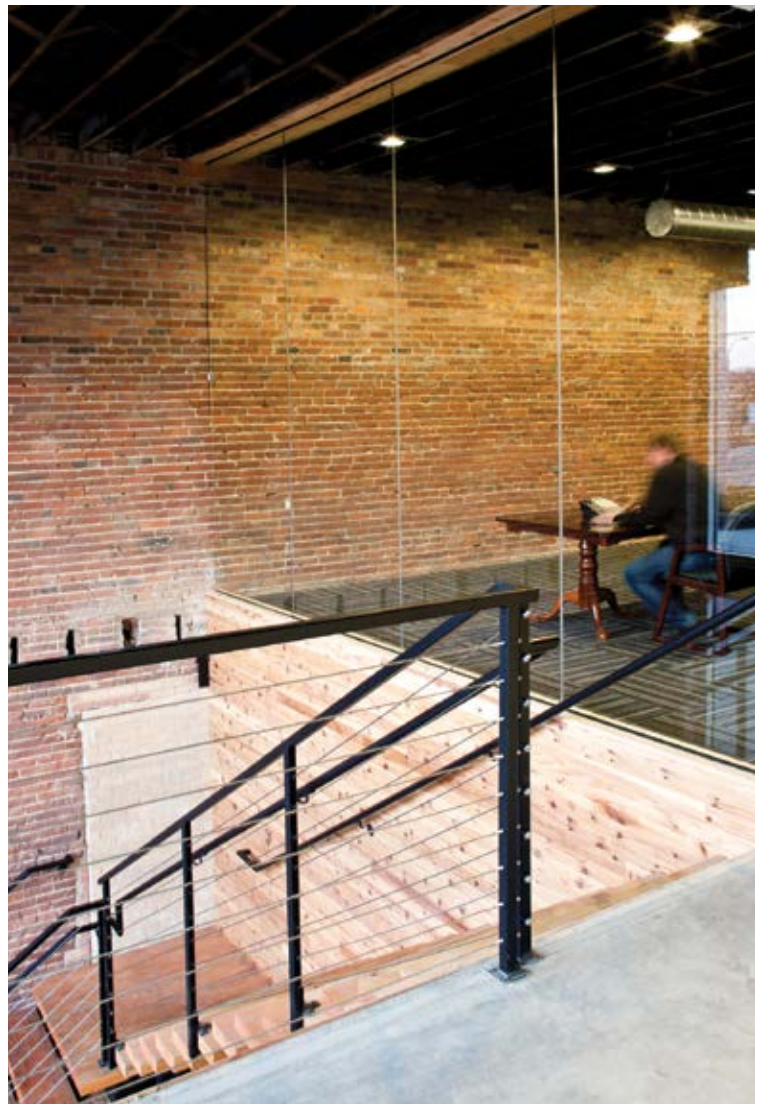
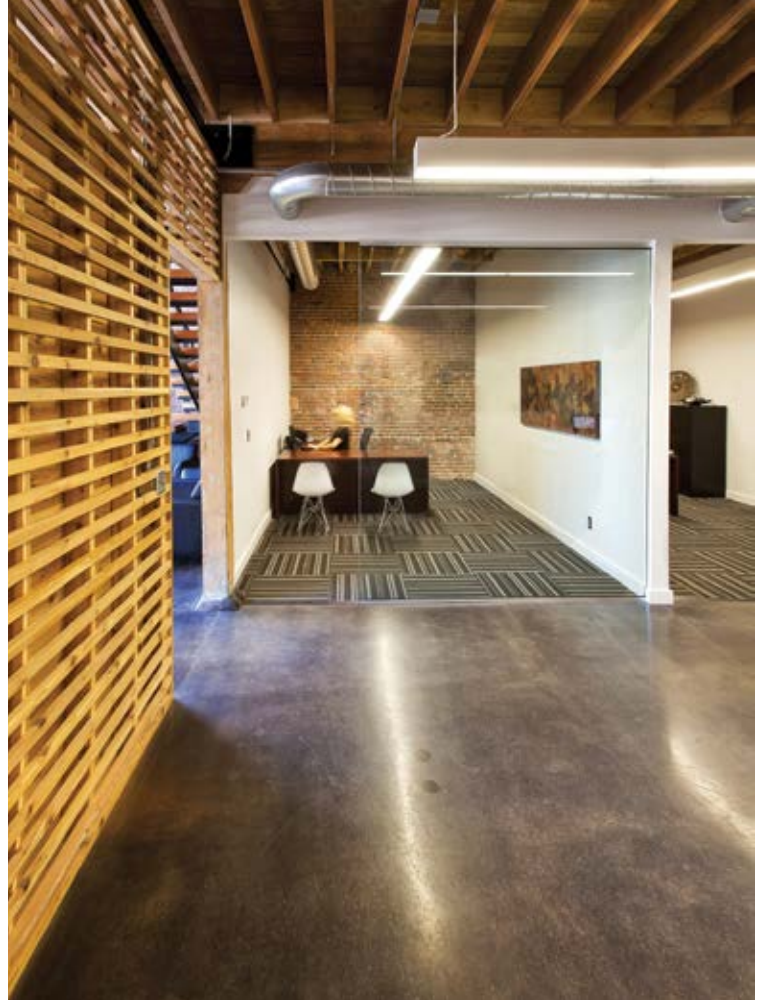
SIZE

24,600 SF

BUDGET

Withheld at Owner's Request





EXCELLENCE IN DESIGN
MERIT

IBC Insurance

This small, 1900s-era wholesale warehouse is one of the last remaining in the West End District in downtown Sioux City, Iowa, and is now an insurance office. The design of the facility is in response to two opposing programmatic requirements. The first necessity was to create a space that was open and revealed the existing historical structure, while secondly, allowing for semi-private and private interaction for the company's clients.

ARCHITECT

PLaN Architecture

LOCATION

Sioux City, IA

SIZE

7,500 SF

BUDGET

Withheld at Owner's Request



EXCELLENCE IN DESIGN

MERIT

University of Iowa Dental Education Building

This project includes a new, fully accessible lobby space, clinical space, classrooms, and conference space. The renovation and addition enhance the patient experience by offering greater patient privacy and wayfinding. The sequencing of the building offers a grand, two-story entry lobby and becomes more intimate as visitors move toward their appointments by blending contrasting elements of transparency and privacy.

ARCHITECT

INVISION

LOCATION

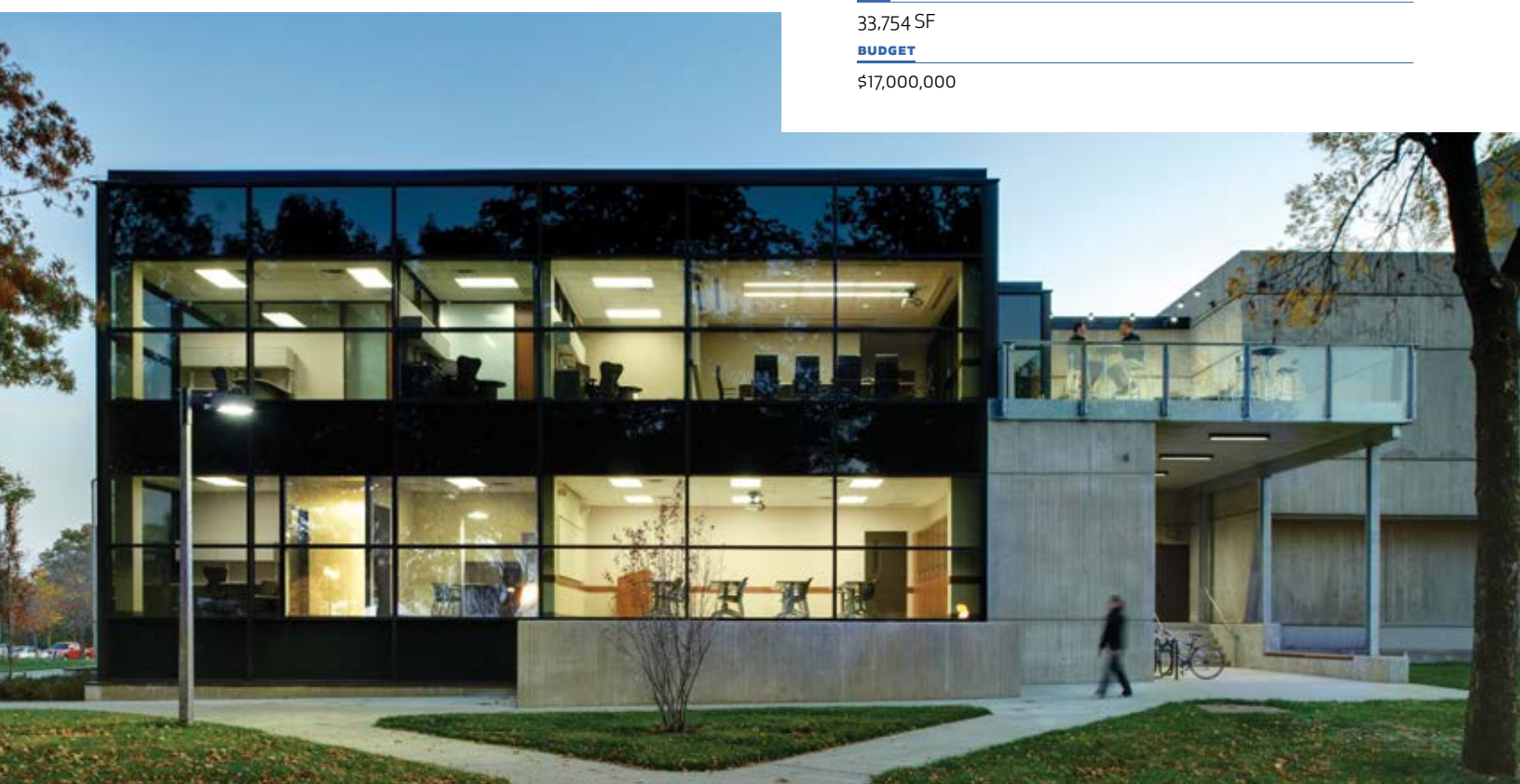
Iowa City, IA

SIZE

33,754 SF

BUDGET

\$17,000,000





EXCELLENCE IN DESIGN

MERIT

Walker-Johnston Park Shelter

The Walker-Johnston Park Shelter in Urbandale uses the thoughtful organization of simple, raw materials to create a transparent public gathering place on the knoll of a park. Inside the outer glass walls is an inner safe room, providing both an inviting community space and shelter from the worst of Iowa's weather.

ARCHITECT

ASK Studio

LOCATION

Urbandale, IA

SIZE

5,580 SF

BUDGET

\$1,870,000

Masonry Institute of Iowa 2013 Architectural Design Awards

Award of Merit
Warren Cultural Center
Greenfield, Iowa



INVISION Architecture
Des Moines, Iowa
Architect in Charge:
Mark Nevenhoven, AIA

Grand Award
Waterloo Women's Center
for Change
Waterloo, Iowa



INVISION Architecture
Waterloo, Iowa
Architect in Charge:
Eric Ritland, AIA

**Award of Merit
with Distinction**
The Stritz
Ames, Iowa



JCorp, Inc.
Huxley, Iowa
Architect in Charge:
Joshua A. Skow AIA

Special Mention

Cedar Rapids Community School
District Educational Leadership and
Support Center
Cedar Rapids, Iowa



Shive-Hattery, Inc.
Cedar Rapids, Iowa
Architect in Charge:
Michael Gumm, AIA

Special Mention

Fire Station #1 Replacement
Des Moines, Iowa



SVPA Architects, Inc.
Des Moines, Iowa
Architect in Charge:
Josh Ridgely, AIA

Masonry Institute of Iowa - 5665 Greendale Road, Suite C
Johnston, Iowa 50131

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architect: Neumann Monson Architects
photo: Farshid Assassi

aia iowa 2013 craft award

PURPOSE: To celebrate Iowa craftspeople and companies who demonstrate particular skill and inventiveness in the execution and incorporation of their craft into our built environment.

THE JURY:



David Brininstool, AIA

Brininstool + Lynch, Principal
Chicago, IL

With more than 30 years of experience with projects of various type and scope, David Brininstool brings immense building expertise to Brininstool + Lynch. He works with communities, clients, builders, and government authorities to achieve design excellence, profitability, and improved quality of life for the affected stakeholders.

Brininstool has been responsible for the design of the firm's high-rise projects, and continues to integrate design excellence into the practice by supporting technical innovation and a collaborative team-based culture in managing the design process in all studio projects.



Paul Pettigrew

Architect, Studio Associate Professor & Product Designer
Chicago, IL

Paul Pettigrew received his B.S. in Architecture from the University of Illinois, Champaign-Urbana and his Masters from MIT in 1988. He has worked for Perkins & Will, Crate & Barrel, and in private practice. He is a licensed architect in the states of Illinois, Indiana, and Michigan and is a member of NCARB.

In 1999, Pettigrew joined the faculty of the first-year architecture studio at the Illinois Institute of Technology. He currently co-directs the first-year studio. He has been designing and fabricating architecturally specific furniture for more than 20 years. Custom furniture and architecture incorporating Pettigrew's furniture can be found in businesses and residences throughout the Chicagoland area, nationally, and occasionally abroad. His private-practice work and student projects have been described in numerous publications.



Wiel Arets

Illinois Institute of Technology
Chicago, IL

Wiel Arets is a Dutch architect, theorist, urbanist, industrial designer, and dean of the Illinois Institute of Technology's College of Architecture in Chicago. He studied at the Eindhoven University of Technology, graduating in 1983, and founded Wiel Arets Architects in the same year.

From 1995 to 2002, he was dean of the Berlage Institute in Rotterdam, where he introduced the idea of "progressive research" and co-founded the school's architectural journal, *HUNCH*.



CRAFT AWARD

Exile Brewing Co.

This turn-of-the-20th-century warehouse was repurposed and rehabilitated into a local, family-owned brewery and restaurant. The intent to engage visitors and celebrate the brewing process is emphasized, in the design and sequences of spaces, as well as in the dialogue of the materials that range from sleek industrial metal and concrete to warm woods nodding to its past. This project not only restores a glimpse into the history of the building but also bridges the downtown industrial buildings of the Western Gateway district to the pedestrian corridors and parks of greater Des Moines.

MILLWORK / CRAFTSMAN

RCS Millwork

ARCHITECT

Slingshot Architecture

LOCATION

Des Moines, IA

SIZE

28,000 SF

BUDGET

Withheld at Owner's Request





The quality of craftsmanship and attention to detail is at its best in the near seamless transitions between past and present, existing and new.

PAUL PETTIGREW



define your **impact**

WORDS: DEBRA S. KUNCE, FAIA

Anytime an entire profession tries to reinvent itself, you can bet that presents some big challenges. My professional association, the American Institute of Architects (AIA), has embarked on a significant mission to reposition our profession to make it more relevant and accessible to people. To many of my colleagues, that may seem like a silly, useless endeavor. We love to think of ourselves as iconoclasts, as artistes whose vision of a particular form and structure is sometimes more a statement of raw talent than actual functionality. How dare we succumb to the masses?

I exaggerate for effect, of course, but in an age where technology can outmode entire industries in relative seconds, the AIA's "Repositioning Initiative" is probably the most important, timely, and far-reaching self-examination any profession as ever undergone. And it's long overdue.

Since launching this effort about a year ago, we've received feedback and responses from more than 31,000 respondents—inside and outside the AIA—to our perception survey. Three-quarters of our members agree that they are well-regarded in their communities, but more than 90 percent feel they are not adequately compensated. Slightly more than half think that the profession is less satisfying than they'd like it to be, though only 8 percent are strongly considering doing something else. One of the most telling findings from members was their perception that the public considers architects "nice to have," but non-essential, expensive professionals that work primarily on large projects.

"Non-essential?" You can see why I am concerned about the future of our profession, and why it is so necessary to find a better way to communicate our value proposition to the general public. But what is repositioning? How do you put it into practice?

Simply put, repositioning is not just changing how the AIA looks but how it—and our 80,000 members—behaves. It involves identifying strategies to improve our business of architecture by unifying our stories around the positive impact our work has made. It means creating new communications tools that showcase our work in new ways. It means recognizing the impact and seizing opportunities to speak out in accessible, compelling, and inclusive ways so that clients and the general public understand the value of architecture.



Repositioning is not just changing how the AIA looks but how it—and our 80,000 members—behaves.

DEBRA S. KUNCE, FAIA

I have developed a practical approach for how we can implement repositioning in your own daily lives, thinking, and practice. It means subjecting ourselves to a sort of voluntary lobotomy each time you think—and then write—in terms of the vernacular of the profession. Stop the impulse to write for *other* architects and write in the vernacular of the general population. Do not think in terms of what *you* do but rather *why* you do it and why it matters. Stop thinking solely in terms of process! Think instead about the need to demonstrate the value of your service—and be able to justify the costs associated with it. In today's economy, the need to justify such costs has never been greater.

One exercise I've developed to help us think in "repositioning" terms involves intentionally "simplifying" a project

description so that more people can recognize the impact we're making. For example, instead of using the following paragraph to describe a design for a child shelter this way:

"Originating from a campus master plan completed by our design team in 2001, the design envisioned use of more than 83,000 square feet of new programmed space. The new layout provides four new secure dormitories, along with a family-strengthening center and office that support the facility's primary functions. A chapel visually and physically anchors the new faith-based campus."

A better approach is this:

"When children arrive, they are recovering from the effects of abuse and neglect. Through design, Lutherwood treats more children than ever in a modern,

therapeutic, and safe environment. By many, it's been called a 'game-changer' for social service facilities in Indianapolis."

It's this type of real-world thinking, I believe, that allows architects to break out of the mold into which we have cast ourselves for generations.

The next time you write a proposal or prepare for an interview, resist the urge to write about process. Also, prohibit the use of architectonic terms such as "luminosity," "contextual," "massing," and the many others. Start your sentences with, "Through architecture, then ..." or "Because of architecture ..." Soon you will be writing and speaking in accessible terms that increase opportunities for you to connect with your clients and users—sharing the positive impacts that architects make in our world.

Imagine the possibilities...

A precast structure offers an area of refuge, for little to no additional cost!



Project name: Gilbert High School - Gilbert, IA
Architect: DLR Group



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DESIGN AWARDS

THE JURY:



Satoshi Teshima, AIA

HGA Architects and Engineers | *Associate
Vice President / Senior Project Designer*

Satoshi Teshima is an associate vice president and senior project designer with HGA Architects and Engineers in Los Angeles. Teshima works from concept and design development through construction on healthcare, corporate, and art-related projects. He has a strong aesthetic sense that guides his design process.

Teshima has a dedicated, hands-on approach as he works with the client and user groups to design functional and striking buildings.

Teshima has a Master of Architecture from Southern California Institute of Architecture and a Master and Bachelor of Architecture from the Technical University of Braunschweig, Germany.



Michael W. Folonis, FAIA

Michael W. Folonis Architects | *Principal*

Michael Folonis holds a Master's from the University of California, Los Angeles (UCLA), and a Bachelor of Architecture from the Southern California Institute of Architecture (SCI-ARC). In 2008, the American Institute of Architects elected him to the College of Fellows. He approaches design with a generous spirit of inquiry, infusing each project with an awareness of environmental responsibility, context, theory, function, and the maximal use of form, materials, and natural light.

Founded by Folonis in 1983, Michael W. Folonis Architects is an award-winning design studio located in Santa Monica, Calif. With experience in design, programming, construction, and management, the firm celebrates three decades of design excellence this year.



Angela Brooks, AIA

Brooks + Scarpa | *Principal*

Angela Brooks is a recognized leader in the field of sustainable design and construction. Over the last 10 years, Brooks' firm Brooks + Scarpa has received numerous major design awards, including 16 National AIA Awards, five AIA COTE "Top 10 Green Building" Awards and was a finalist for the World Habitat Award, one of 10 firms selected worldwide. In 2009, Brooks received the AIA Young Architects Award. In 2010, she received the USA Network "Character Approved" Award for her innovative work in the field of architecture.

Brooks holds a Bachelor of Design in Architecture from the University of Florida and a Master of Architecture, with Distinction from Southern California Institute of Architecture.

COMMERCIAL
HONOR

Galveston Fire Station #4

ARCHITECT: HDR Architecture, Inc.

LOCATION: Galveston, TX



COMMERCIAL
MERIT

Manhattan High School

ARCHITECT: Gould Evans

LOCATION: Manhattan, KS





COMMERCIAL
MERIT

Learning Along Borders for Living Across Boundaries

ARCHITECT: Joshua Palmer, AIA,
and Finley Pitt

LOCATION: Ganta, Liberia



COMMERCIAL
MERIT

Greensburg City Hall

ARCHITECT: BNIM Architects

LOCATION: Kansas City, MO





COMMERCIAL
CITATION

Camp Daisy Shower
Facility

ARCHITECT: KSU Design+Make
Studio and el dorado, inc.

LOCATION: Dover, KS

COMMERCIAL
CITATION

Spokane Schools

ARCHITECT: Dake Wells
Architecture

LOCATION: Spokane, MO



COMMERCIAL
CITATION

Walker-Johnston
Park Shelter

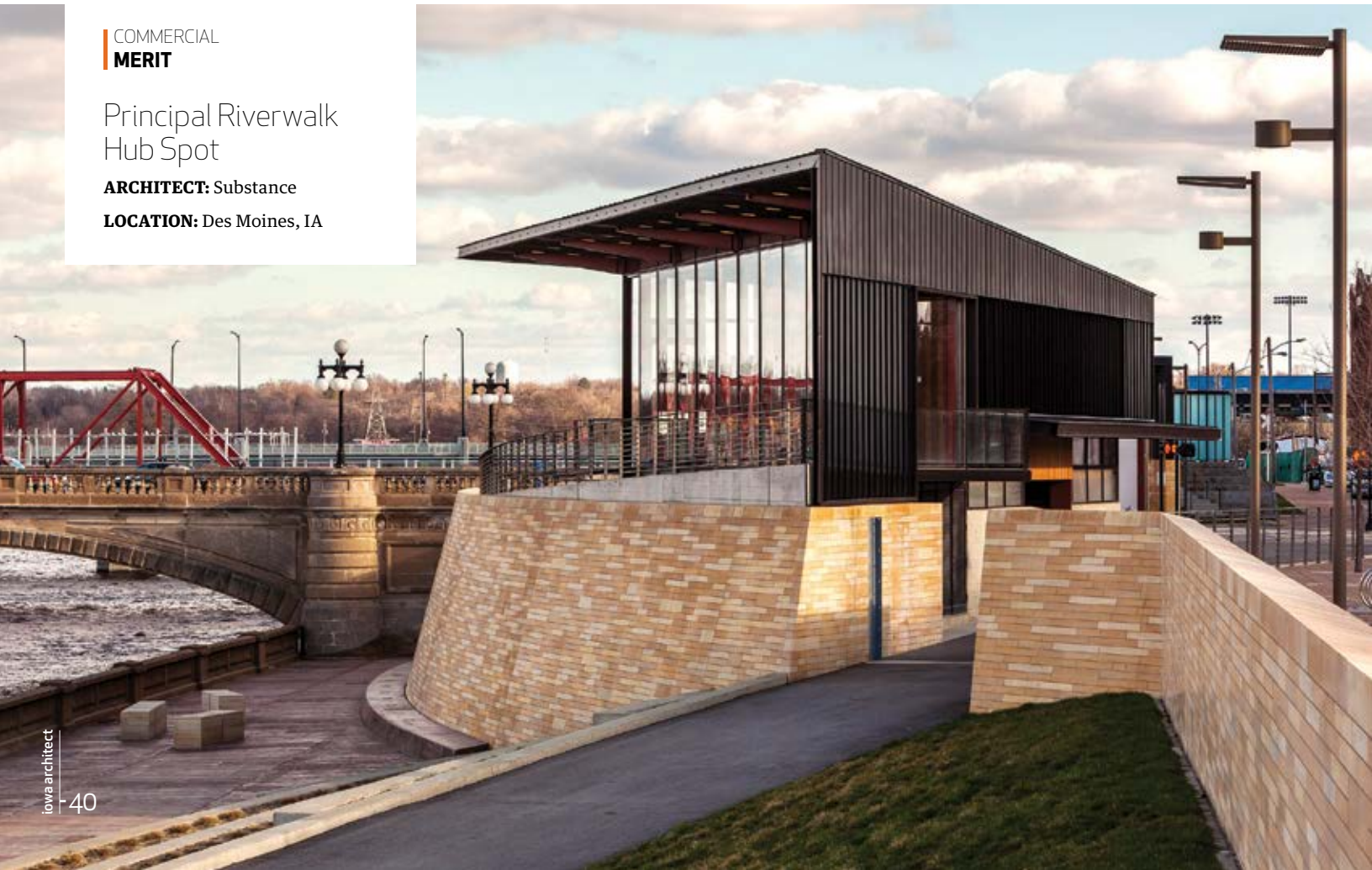
ARCHITECT: ASK Studio
LOCATION: Urbandale, IA



COMMERCIAL
MERIT

Principal Riverwalk
Hub Spot

ARCHITECT: Substance
LOCATION: Des Moines, IA



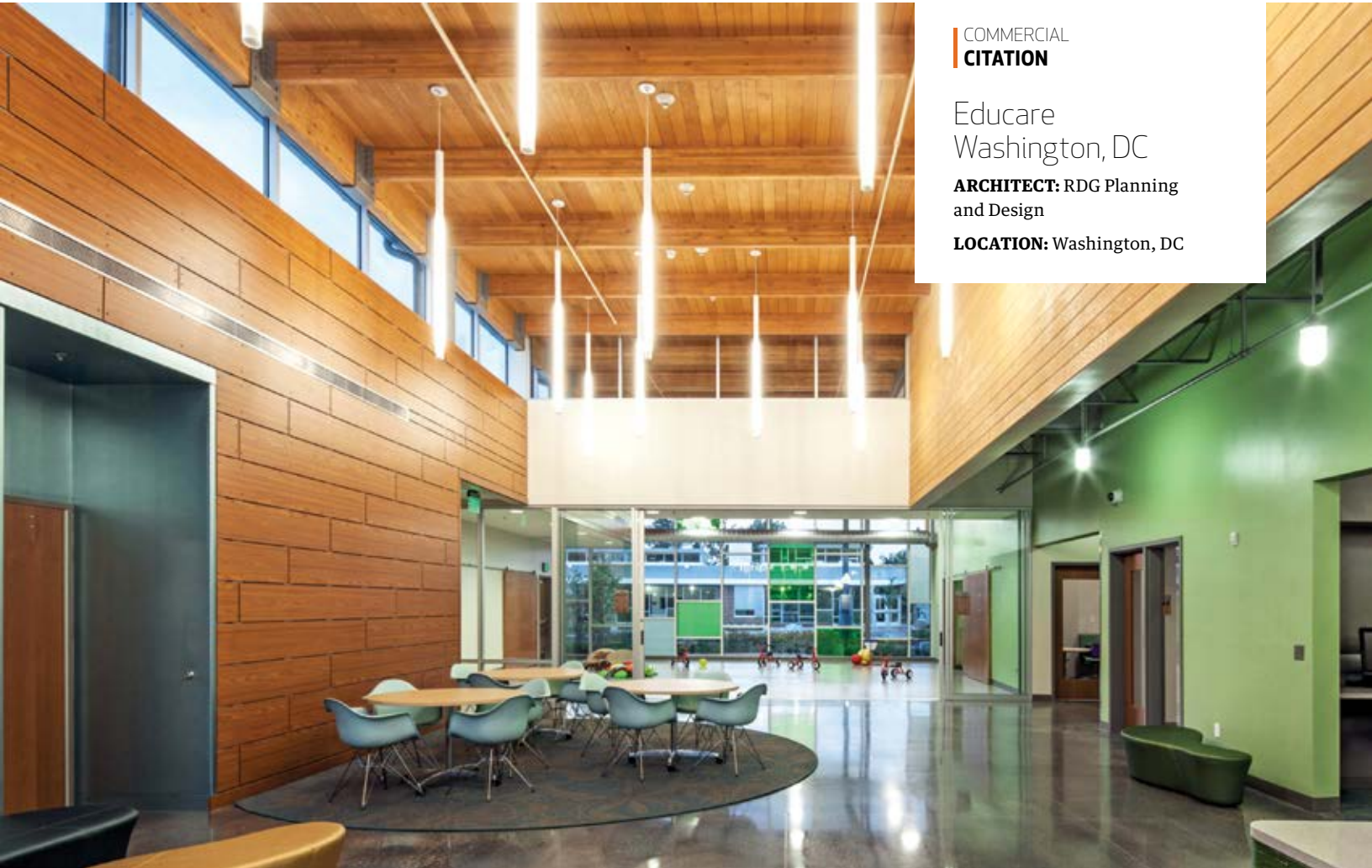


COMMERCIAL
CITATION

Southern Illinois
University Art &
Design Expansion

ARCHITECT: Trivers Associates

LOCATION: Edwardsville, IL



COMMERCIAL
CITATION

Educare
Washington, DC

ARCHITECT: RDG Planning
and Design

LOCATION: Washington, DC



COMMERCIAL
CITATION

Gibson Dental Studio

ARCHITECT: Fitzsimmons
Architects

LOCATION: Oklahoma City, OK



COMMERCIAL
CITATION

Parks and Public Works Maintenance Facility

ARCHITECT: SFS Architecture

LOCATION: Grandview, MO

COMMERCIAL
CITATION

West Campus
Transportation Center,
University of Iowa

ARCHITECT: Neumann Monson
Architects

LOCATION: Iowa City, IA

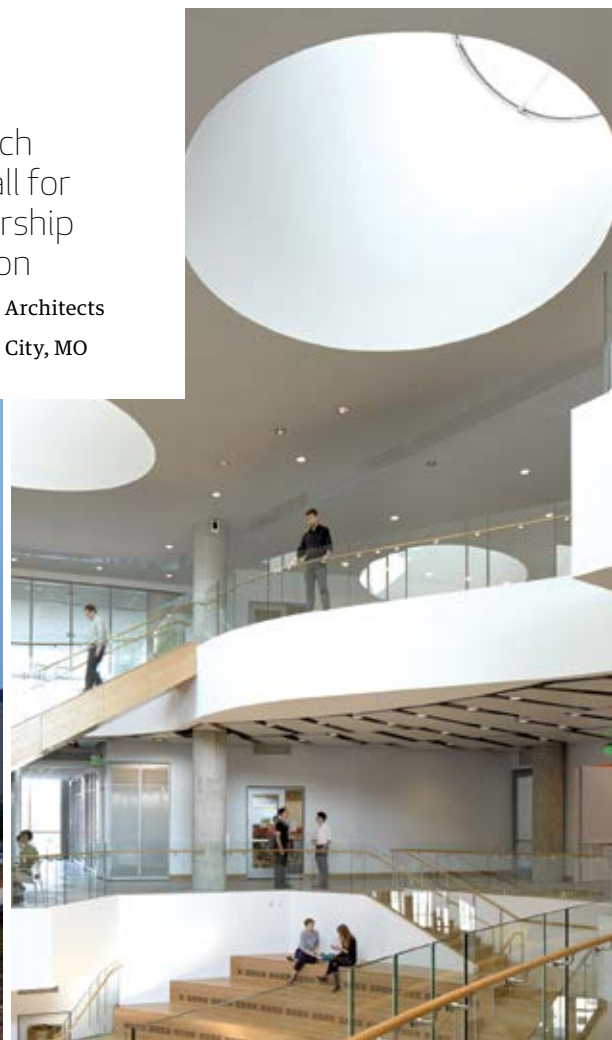


COMMERCIAL
CITATION

Henry W. Bloch
Executive Hall for
Entrepreneurship
and Innovation

ARCHITECT: BNIM Architects

LOCATION: Kansas City, MO





HISTORIC PRESERVATION/
ADAPTIVE REUSE
HONOR

AS Renovation

ARCHITECT: Studio Durham
Architects

LOCATION: St. Louis, MO



HISTORIC PRESERVATION/
ADAPTIVE REUSE
MERIT

Saints Center for Culture and the Arts

ARCHITECT: Knowles Blunck
Architecture

LOCATION: Stuart, IA





HISTORIC PRESERVATION
ADAPTIVE REUSE
CITATION

Hart Building

ARCHITECT: Allford Hall
Monaghan Morris

LOCATION: Oklahoma City, OK



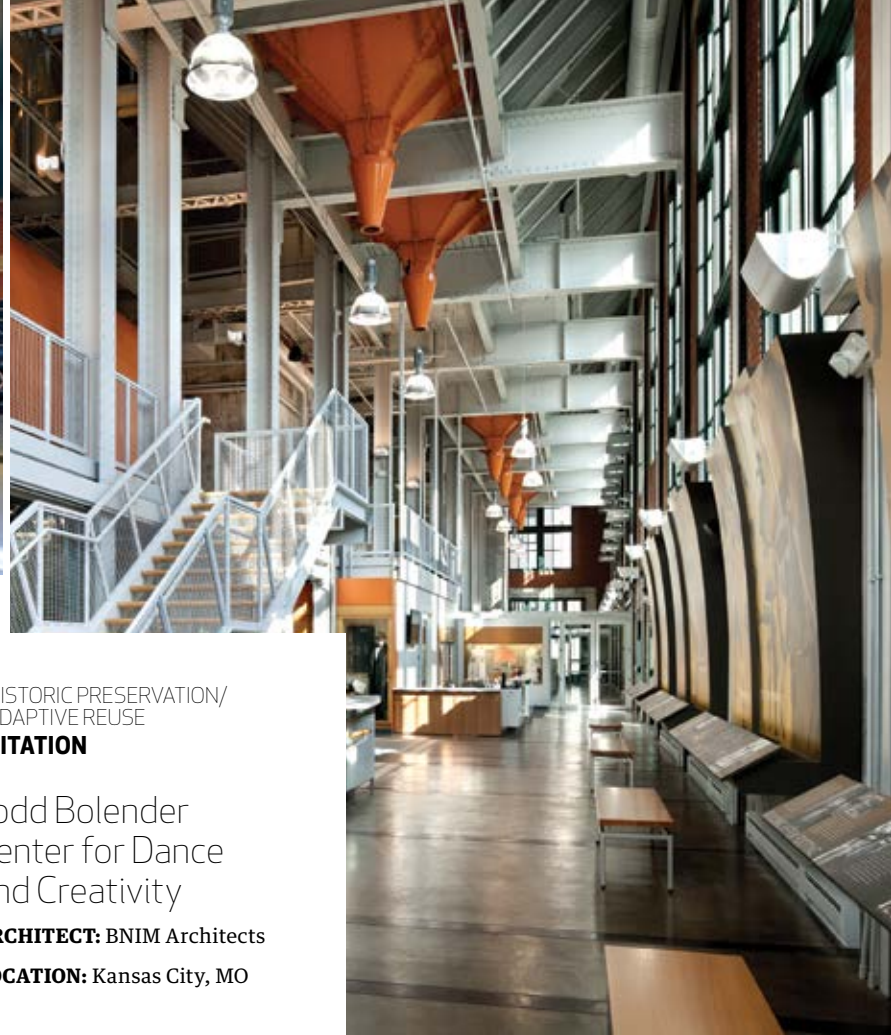
HISTORIC PRESERVATION/
ADAPTIVE REUSE
CITATION

WestTown Campus

ARCHITECT: TAP Architecture

LOCATION: Oklahoma City, OK





HISTORIC PRESERVATION/
ADAPTIVE REUSE
CITATION

Todd Bolender
Center for Dance
and Creativity

ARCHITECT: BNIM Architects

LOCATION: Kansas City, MO



RESIDENTIAL
MERIT

D & MF Residence

ARCHITECT: Studio Durham
Architects

LOCATION: St. Louis, MO



RESIDENTIAL
CITATION

One if by Land

ARCHITECT: Fitzsimmons
Architects

LOCATION: Oklahoma City, OK



RESIDENTIAL
CITATION

Private Residence

ARCHITECT: Neumann Monson
Architects

LOCATION: Iowa City, IA





INTERIOR
MERIT

William H. Johnston Building

ARCHITECT: Gould Evans

LOCATION: Tallahassee, FL



INTERIOR
MERIT

Ovations Lounge at the Holland Performing Arts Center

ARCHITECT: HDR Architecture

LOCATION: Omaha, NE





INTERIOR
CITATION

ASK Studio

ARCHITECT: ASK Studio

LOCATION: Des Moines, IA

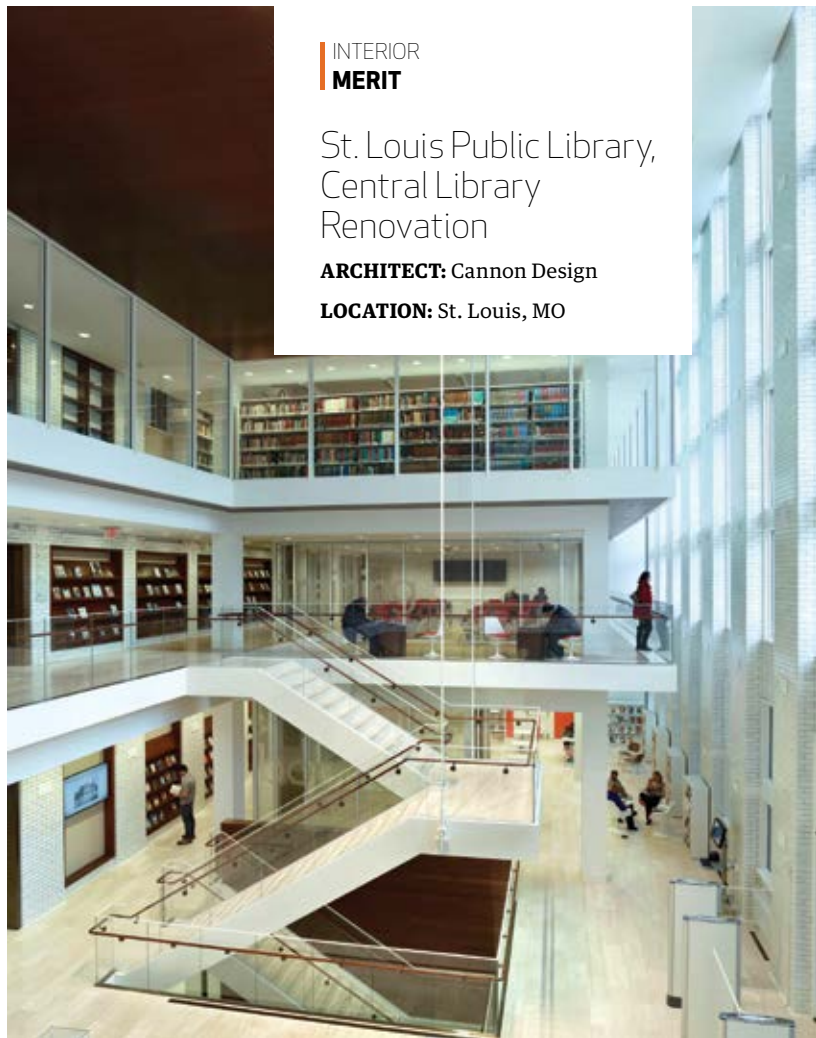


INTERIOR
MERIT

St. Louis Public Library,
Central Library
Renovation

ARCHITECT: Cannon Design

LOCATION: St. Louis, MO



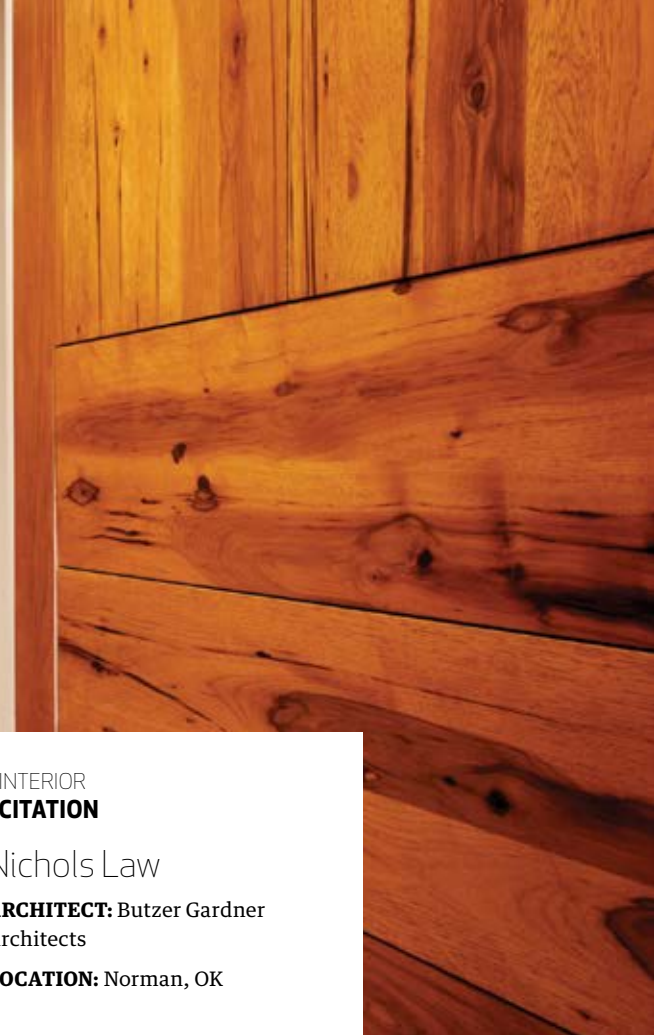


INTERIOR
CITATION

Nichols Law

ARCHITECT: Butzer Gardner
Architects

LOCATION: Norman, OK

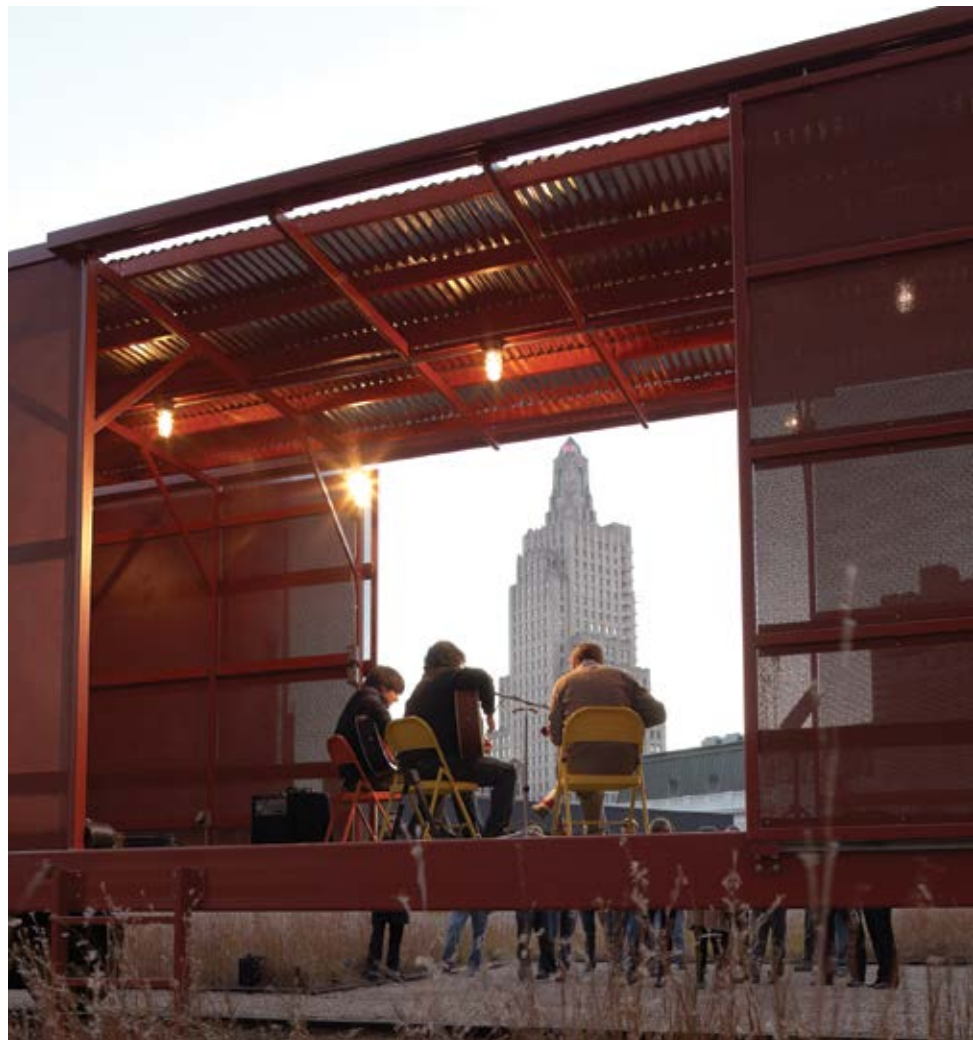


URBAN DESIGN & PLANNING
HONOR

Prairie Logic

ARCHITECT: el dorado Inc. and
Janet Zweig

LOCATION: Kansas City, MO





URBAN DESIGN & PLANNING
CITATION

West Bottoms Urban
Vision Plan

ARCHITECT: Kansas City
Design Center

LOCATION: Kansas City, MO

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Band | 7:30 pm

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Orchestra | 7:30 pm
26 Jazz at Lincoln Center
Orchestra with
Wynton Marsalis | 7:30 pm

APRIL

10 Disney's Beauty &
the Beast | 6:30 pm
25 Bring It On: The Musical
7:30 pm

MAY

4 Mamma Mia! | 7:30 pm



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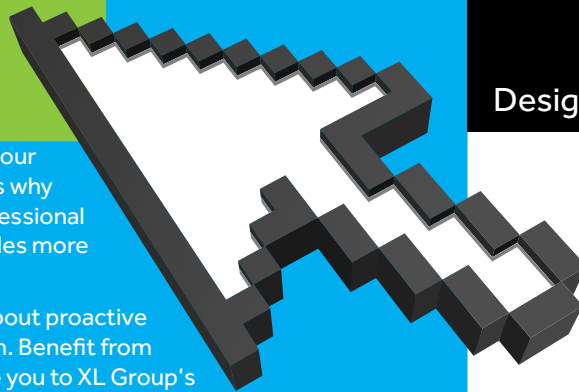
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project credits

AIA Iowa Excellence in Design & Craft Awards

Principal Riverwalk
Hub Spot 22, 40
Location: Des Moines, IA
Architects: Substance
Contractor: Covenant Construction Services
Civil Engineer: Stanley Consultants, Kramer Construction Services
Mechanical and Electrical Engineer: KJWW Engineering
Structural Consultant: Charles Saul Engineering
Landscape Architect: Wallace Roberts & Todd LLC
Photographer: Paul Crosby

Paramount Theatre
Renovation 20
Location: Cedar Rapids, IA
Architects: OPN Architects
Historic Paint and Plaster: Martinez + Johnson Architecture; Conrad Schmitt Studios, Inc.; Olympic Companies, Inc.
Historic Surfaces: Anthony Kartsonas
Architectural Lighting: Schuler Shook, St. Louis Antique Lighting Co.
Organ Restoration: Jeff Weiler & Associates; Crome Organ Restoration
Photographer: Wayne Johnson, Main Street Studio

University of Iowa
Transportation Center 18, 43
Location: Iowa City, IA
Architect: Neumann Monson Architecture
Contractor: Knutson Construction
MEP Engineer: Design Engineers
Structural Engineer: Charles Saul
Civil Engineer: Shive-Hattery
Landscape Architect: Shive-Hattery
Photographer: Farshid Assassi, Hon. AIA Iowa, Assassi Productions

Walker-Johnston
Park Shelter 28, 40
Location: Urbandale, IA
Architect: Ask Studio
Contractor: Rochon Corporation of Iowa

Engineer: KJWW Engineering Associates
Civil Engineer: Snyder & Associates
Photographer: Kurtis Wolgast

Delta Dental of Iowa
Corporate Headquarters 25
Location: Johnston, IA
Architect: OPN Architects
Contractor: Ryan Companies
Photographer: Wayne Johnson, Main Street Studio

IBC Insurance Renovation 26
Location: Sioux City, IA
Architect: PLaN Architecture
Contractor: Brown-Wegher Construction
Engineer: KC Engineering, Structural
Photographer: Justin Meyer, Photography by Meyer

University of Iowa Dental
Education Building 27
Location: Iowa City, IA
Architect: INVISON
Contractor: Larson Construction
Mechanical and Electrical Engineer: Design Engineers
Photographer: Cameron Campbell, AIA
Structural Engineer: JP-SE, LLC
Landscape Arch.: Genus Landscape Architect

City of Muscatine Fire
Station 24
Location: Muscatine, IA
Architect: INVISON
Contractor: First Construction
Engineer: Raker Rhodes Engineering
Civil Engineer: Martin & Whitacre
MEP Engineer: VGI Design
Photographer: Cameron Campbell, AIA

Exile Brewing Company 32
Location: Des Moines
Architects: Slingshot Architecture
Millwork: RCS Millwork
Contractor: Ball Team, LLC
Civil Engineer: Engineering Resource Group
Structural Engineer: Raker Rhodes Engineering
Electrical Contractor: Baker Electric

M/P Engineer: Twin Rivers Engineering Consultants
Mechanical Contractor: Comfort Systems, Inc.
Photographer: Cameron Campbell, AIA

AIA Central States Design Award Winners

Galveston Fire Station #4 37
Architect: HDR Architecture, Inc.
Location: Galveston, TX
Photographer: Andrew Pogue

Manhattan High School 37
Architect: Gould Evans
Location: Manhattan, KS
Photographer: Mike Sinclair, Aaron Dougherty, AIA

Learning Along Borders for
Living Across Boundaries 38
Architect: Joshua Palmer, AIA, and Finley Pitt
Location: Ganta, Liberia
Photographer: Joshua Palmer, AIA, and Finley Pitt

Greensburg City Hall 38
Architect: BNIM Architects
Location: Kansas City, MO
Photographer: Farshid Assassi, Hon. AIA Iowa, Assassi Productions

Camp Daisy Shower
Facility 39
Architect: KSU Design+Make Studio and el dorado, inc.
Location: Dover, KS
Photographer: Mike Sinclair

Spokane Schools 39
Architect: Dake Wells Architecture
Location: Spokane, MO
Photographer: Architectural Imageworks

Southern Illinois University
Art & Design Expansion 41
Architect: Trivers Associates
Location: Edwardsville, IL
Photographer: Alise O'Brien

Educare Washington DC 41
Architect: RDG Planning and Design
Location: Washington, DC
Photographer: Tom Kessler

Gibson Dental Studio 42
Architect: Fitzsimmons Architects
Location: Oklahoma City, OK
Photographer: Joseph Mills Photography

Parks and Public Works
Maintenance Facility 42
Architect: SFS Architecture
Location: Grandview, MO
Photographer: Aaron Dougherty Photography

Henry W. Bloch Executive Hall
for Entrepreneurship and
Innovation 43
Architect: BNIM Architects
Location: Kansas City, MO
Photographer: Mike Sinclair

AS Renovation 44
Architect: Studio Durham Architects
Location: St. Louis, MO
Photographer: Alise O'Brien

Saints Center for Culture
and the Arts 44
Architect: Knowles Blunck Architecture
Location: Stuart, IA
Photographer: Matt Niebuhr

Hart Building 45
Architect: Allford Hall Monaghan Morris
Location: Oklahoma City, OK
Photographer: Tim Hutsley

WestTown Campus 45
Architect: TAP Architecture
Location: Oklahoma City, OK
Photographer: Charles Davis Smith, AIA

Todd Bolender Center for
Dance and Creativity 46
Architect: BNIM Architects
Location: Kansas City, MO
Photographer: Farshid Assassi, Hon. AIA Iowa, Assassi Productions

D&MF Residence 46
Architect: Studio Durham Architects
Location: St. Louis, MO
Photographer: Alise O'Brien

One If By Land 47
Architect: Fitzsimmons Architects
Location: Oklahoma City, OK

Photographer: Joseph Mills
Photography

Private Residence 47

Architect: Neumann Monson
Architects

Location: Iowa City, IA

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Hon. AIA Iowa, Assassi Productions

William H. Johnston
Building 48

Architect: Gould Evans

Location: Tallahassee, FL

Photographer: Adam Cohen

Ovations Lounge at the
Holland Performing Arts
Center 48

Architect: HDR Architecture

Location: Omaha, NE

Photographer: Dan Schwalm of
HDR, Inc.

ASK Studio 49

Architect: ASK Studio

Location: Des Moines, IA

Photographer: Timothy Hursley

St. Louis Public Library,
Central Library Renovation 49

Architect: Cannon Design

Location: St. Louis, MO

Photographer: Timothy Hursley

Nichols Law 50

Architect: Butzer Gardner
Architects

Location: Norman, OK

Photographer: Joseph Mills
Photography

Prairie Logic 50

Architect: el dorado inc. and
Janet Zweig

Location: Kansas City, MO

Photographer: Mike Sinclair

West Bottoms Urban
Vision Plan 51

Architect: Kansas City Design
Center

Location: Kansas City, MO

Photographer: Charles Davis
Smith, AIA

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