



THE REGION OF THE VIRGINIAS

August 2012 Report

HEADLINES

AIA Repositioning

Join the dialogue. Have you ever pondered these questions:

- **What would you change about the profession of Architecture?**
- **How could the AIA better present the skills and abilities of Architects to the general public?**

After gathering the perspectives of so many different individuals and organizations, LaPlaca Cohen and Pentagram believe that the AIA should honestly assess how many attributes on the list below accurately describe the AIA community:

- Progressive, not reactionary
- A vital resource, not a superficial designation
- Universally beneficial, not limited and elitist
- Adding value, not additional financial burden
- At the cutting edge, not a follower
- Public facing, not behind closed doors
- An architecture resource for all, not just for industry insiders
- Results and benefits-focused, not process-driven or self-referential

They will further explore and develop these hypotheses based on the results of continued conversations with AIA stakeholders. This will happen through a pair of just concluded surveys of members. The consultants will be making visits across the country to touch base with architects in a variety of communities. To get updates on their efforts visit this website:

WEBSITE LINK:

<http://www.aia.org/about/repositioning/index.htm>

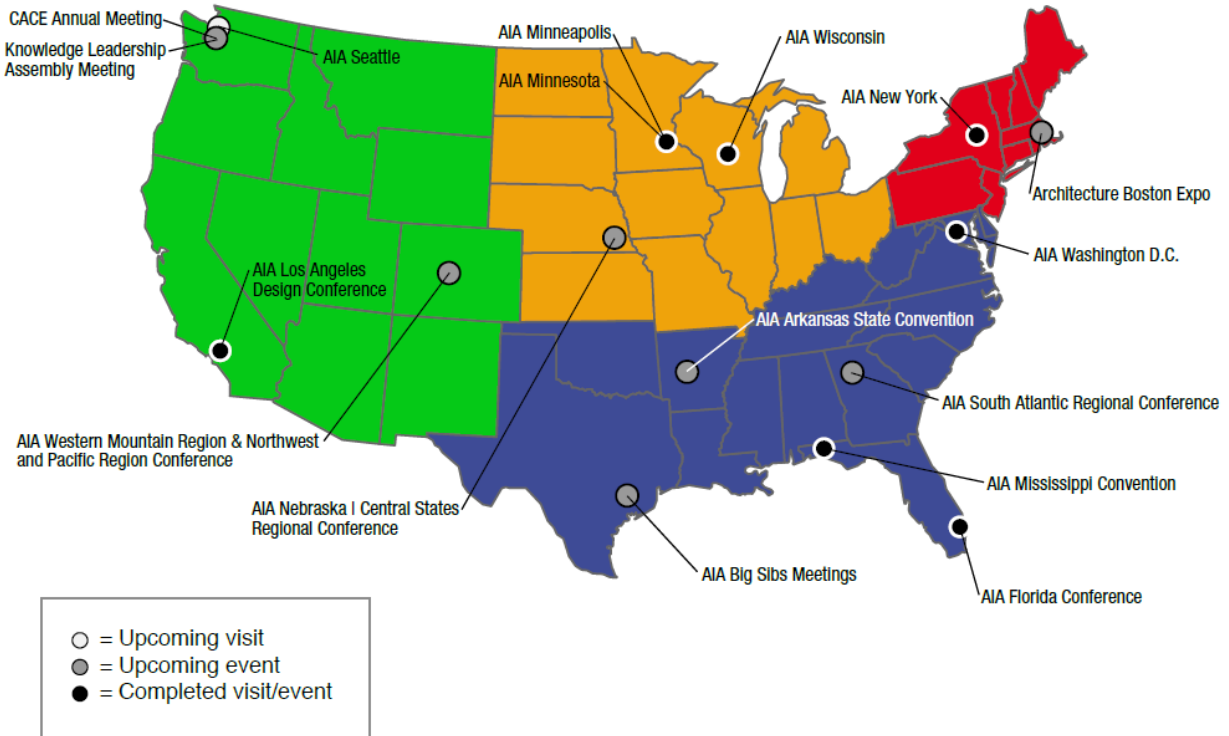
To join the dialogue visit this website:

<http://network.aia.org/AIA/Communities/CommunityDetails/?CommunityKey=7eacha66-1bef-4582-94e8-b44515e5a9b8>



Repositioning Map of Component Engagement

Over the next few months, repositioning team members will continue to engage components through planned visits and by attending key conferences and meetings.

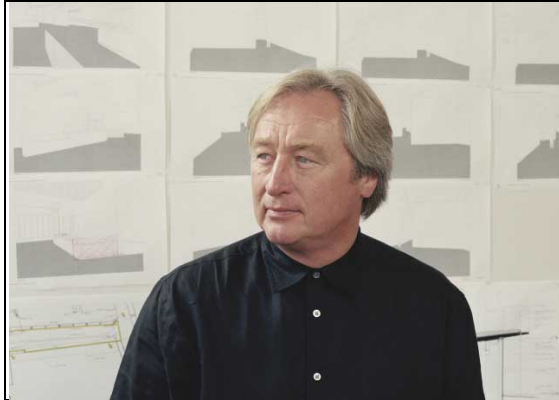


Regional Associate Director Nominee Selected

The nominating Committee met in August and has nominated **J.W. Blanchard** as the next Regional Associate Director for the Virginias. This will be voted upon by the Regional Board at a meeting on 21 September 2012. A time for the meeting will be announced shortly.



Steven Holl Speaks in Richmond – Change in Date



AIA Gold Medal winner, Steven Holl will speak at the VCU Singleton Center on **October 15th** at 6:00 pm in Richmond. The Sonia Vlahcevic Hall in the Singelton Center seats 500 people.

Since reservations are not available, please get there early to get a seat. For more information contact Melanie Christian

christianma@vcu.edu

There will be an exhibit of Steven Holl's watercolors at the Virginia Center for Architecture starting on September 13th. See further details on the last page of this report.

One-on-One Mentoring

The Associate Director serving on the Virginia Society AIA Board, Philip Donovan, received a component assistance grant to start a knowledge community for Emerging Professionals in Virginia. One cornerstone of that knowledge community is mentoring. Although several AIA chapters have active mentoring programs, and the Emerging Leaders in Architecture program is thriving, this is intended to reach out to students, interns, and young architects to participate in a one-on-one relationship with a seasoned professional. The program will launch in September with 5 pairs of two.

For more information contact Philip at Donovan@vmdo.com

Voting

Since Virginia is a "battleground state", do you really need to be reminded to get out and vote? Probably not, but.....



....remember to vote. The AIA's website has information on candidates and issues.

DETAILS

AIA Board Meeting

The next National AIA meeting is September 13-15, 2012. So far no agenda has been published, but I'll post updates as they become available. We expect to receive updates on the AIA Repositioning effort, updates on AIA Position Statements and updates on Emerging Professionals efforts.

Chapter Visits

As Regional Director, I try to meet with each Chapter every year. So far, I've met with AIA Northern Virginia, AIA Central Virginia, AIA West Virginia and AIA Richmond. I hope to meet with AIA Blue Ridge and AIA Hampton Roads this fall. Since mentoring is so important to keeping our young professionals in the AIA, I'll be happy to do a presentation for any chapter who is interested. Philip Donovan and I are looking for mentoring coordinators from each chapter as well.



ARCHITECT STEVEN HOLL'S LECTURE AT VCU RESCHEDULED FOR OCT. 15

*"Steven Holl Architects: Forking Time" Follows the Design Process for
VCU's Institute for Contemporary Art, Sept. 13 - Oct. 18*

Richmond, VA (Aug. 7, 2012) – Virginia Commonwealth University announced today that Steven Holl's lecture at the university originally slated for Sept. 12 has been rescheduled for Oct. 15.



Holl is the American Institute of Architects 2012 Gold Medal recipient and the architect of VCU's Institute for Contemporary Art (ICA). Steven Holl Architects' design for the VCU ICA will be presented in an exhibition opening at the Virginia Center for Architecture on Sept. 13. "Steven Holl Architects: Forking Time" includes more than 30 study models and concept drawings that depict the evolution of the design for the VCU ICA. The exhibition first showed at Meulensteen gallery in New York in April.

VCU's Institute for Contemporary Art will be a multidisciplinary arts institution that will serve as a catalyst for exhibitions, programs, research and collaboration across the university, while working closely with VCUarts, the top public university graduate arts & design program in the U.S. Holl's lecture, along with the exhibition, will offer a glimpse inside the design process of this new incubator for the arts.

VCUarts will engage students and the larger community in an active conversation about the ICA, inviting them to respond to the question "What do you hope to experience at the VCU ICA?" on VCUarts Facebook page ([facebook.com/vcuarts](https://www.facebook.com/vcuarts)) and on Twitter with the hashtag #VCUICA. Responses will be posted to the ICA site: ica.vcu.edu.

Public Event Details

Thursday, Sept. 13 from 5 - 8 p.m. (Exhibition runs through Oct. 18)

Opening reception for "Steven Holl Architects: Forking Time"

Virginia Center for Architecture, 2501 Monument Ave., Richmond, Va. 23220

Free, but space is limited. R.S.V.P. to (804) 644-3041, ext. 100, or aliguori@aiava.org

Monday, Oct. 15 at 6 p.m.

2012 Windmueller Artist Lecture featuring Steven Holl

W.E. Singleton Center for the Performing Arts, 922 Park Ave., Richmond, Va. 23220

Free, no ticket required but space is limited