

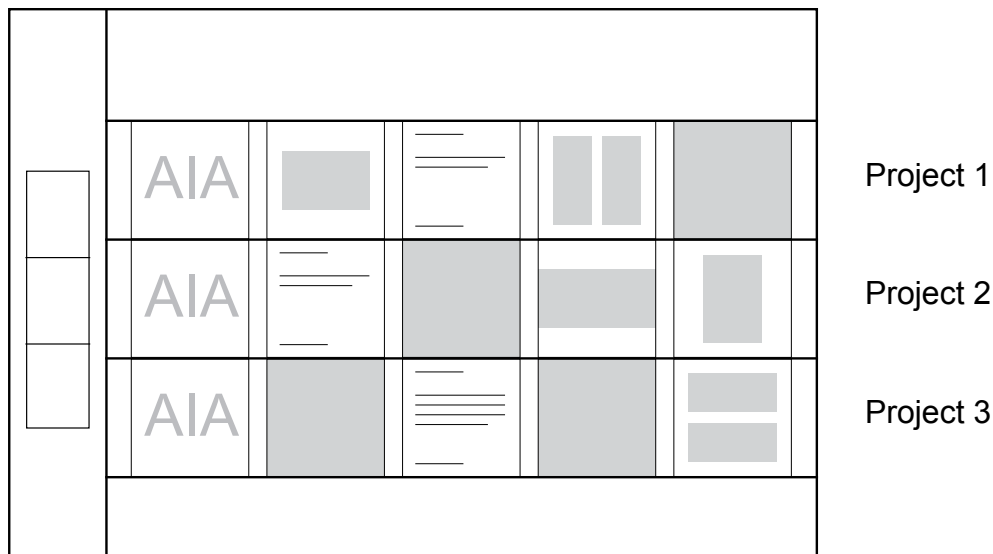
## IMS Atrium Display Wall

AIA Minnesota is delighted to offer member firms a new opportunity to share their work with a large public audience. Now, in addition to showcasing work on the flat-screen display in the AIA Minnesota office, firms can present their projects in an extended format on a new display wall in the heavily trafficked atrium of International Market Square. Firms that wish to participate are asked to create four 22.5-inch boards on a single project according to the guidelines listed on the following page.

The display wall consists of a vertical *Architecture Minnesota* magazine rack and three rails that each accommodate five boards. The far-left position on each rail is reserved for an AIA Minnesota board containing one of three messages identified by the AIA Minnesota Public Relations Task Force:

- AIA architects advocate for their clients
- AIA architects transform the built environment
- AIA architects envision the future

Each participating firm will have the remaining four boards on the rail to tell the story of its project in a way that echoes one or more of these messages. Three of the boards are to contain images only, one text only, and all should be created using the InDesign or PowerPoint templates available on the AIA Minnesota website. AIA Minnesota developed these templates to ensure an attractive and graphically consistent display appropriate for a non-architect audience. Here is the basic scheme:



The length of time that each set of boards remains on the wall will depend on the volume of submissions received. AIA Minnesota aims to rotate the boards in and out weekly, with each week's trio of projects representing a range of building types and scales. Firms are invited to submit as many sets of project boards as they like, but boards created for other purposes that do not adhere to the guidelines will not be accepted.

Please note that there is no cost to submit boards. The display wall project is a benefit of your membership.

Have questions? Contact Stephanie Pelzer at 612-338-6763 or [pelzer@aia-mn.org](mailto:pelzer@aia-mn.org).

## Instructions for Preparing IMS Atrium Display Wall Boards

The presentation of your project will consist of one (1) text board and three (3) image boards that you create using the templates in the InDesign or PowerPoint file available on the AIA Minnesota website. The image boards may contain photographs, renderings, or sketches, but keep in mind that the images should appeal to a non-architect audience. Composite images are not permitted.

Please use white, 3/16-inch Gatorfoam boards with a satin or luster finish.

The template for the single **text board** calls for the project name, location, firm name, firm logo (optional), and a project summary OR client quote of no more than 100 words. Please adhere to the type sizes indicated in the template.

The templates for the three **image boards** offer seven layout options, but one of the boards must be a full-bleed. Of the remaining two boards, only one may be a full-bleed. Here are the seven options, with the areas for an image shown in gray:

• Full-bleed



• Single horizontal



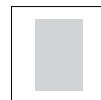
• Double horizontal



• Stretch horizontal



• Single vertical



• Double vertical



• Stretch vertical

