



### **"IN THE MIX"**

AIA Minnesota 2006 Convention & Exposition

November 14-17, 2006

Minneapolis Convention Center

This year's convention theme, In the Mix, inspired attendees to consider how our communities, and the world at large, may change if architects are increasingly "In the Mix." How will this impact the profession? The Convention addressed several AIA Minnesota initiatives including encouraging architects to become more engaged in the external community; creating more livable communities through architects taking a leadership role in sustainable design; and exploring the role of the architect in the future.

### **Convention Continuing Education – Perhaps the Best Ever!**

Over 1500 people attended the continuing education programs at this year's Convention. Some have said that AIA Minnesota's programs are as good as those offered at the AIA national Convention. Many have observed that it's one of the best values for money and time spent. Program rooms were full with standing room only breeding thought-provoking conversations about the future of the profession and best practices for sustainable design.

### **Convention attendees *Mix It Up* in the Exhibit Hall!**

During the evening of Tuesday, November 14th, the 2006 AIA Minnesota Exhibit Hall kicked off with a celebratory opening party. Attendees ate appetizers and enjoyed refreshments while they visited with friends, co-workers and exhibitors. Also, eight booth judges took to the floor to honor 15 exhibiting companies with a Booth Award. (See below).

### **The Minnesota Architectural Foundation**

The Minnesota Architectural Foundation occupied a booth where they displayed original and reproduction artwork to be given for various contribution levels. The Foundation also featured a silent action with artwork by Bill Pederson, FAIA; John Rauma, FAIA; David Salmela, FAIA; Ralph Rapson Traveling Fellowship winners and others. The Minnesota Architectural Foundation would like to thank all those who donated this year for their support. Contributions support the Thomas F. Ellerbe Scholarship, Clarence Wigington Minority Architectural Scholarship, Ralph Rapson Traveling Study Fellowship, and the Beverly E. Hauschild-Baron Leadership Fund.

### **Special Exhibits**

Special exhibits also drew attendees into the Hall to view featured booths, displays and expertise including an AIA 150 booth, an display of the 10 most endangered historic places provided by the Preservation Alliance of Minnesota and representatives from the College of Design to discuss changes in the new College and within the School. Also, the Dimensions exhibit featured artwork by individuals involved with the Young Architects Forum. Overall, the special exhibits demonstrated the creativity and stature of projects and ideas being produced in Minnesota.

### **Booth Awards**

This year, Booth Awards were given out to 15 of the over 200 exhibiting companies. The award winning companies include (in no particular order):

Anchor Block	Building Restoration Corporation
Marvin Windows and Doors	Manomin Resawn Timbers
Schuler Shook	Intereum, Inc.
Atomic Waste, LLC	St. Croix Stone
Masonry Technology Inc.	Classic House Supply
TOTO USA Inc.	Boulder Creek Stone and Brick
5th Wall Designs, LLC	McCaren Designs, Inc.
Hedberg Masonry & Landscape Supplies	

### **Young Architects Dimensions**

Members of the Emerging Professionals Committee were given an opportunity to display and share personal (hobby) artwork in the Exhibit Hall. Four participating individuals were given awards praising their outstanding work. (See below).

#### **Best of Show:**

Christina Wagner, Assoc. AIA - Hospice Place: Reflecting back to human identity to find place.

#### **Honorable Mentions:**

Randy Goula - 103139-LSG-211-1  
James Cavanaugh - Adobe Recognition  
Tish Holmes - Winter Snow

### **SOAP**

On Wednesday and Thursday, exhibitors and convention attendees paired together in SOAP – Speedy Overview of Architectural Products. Inspired by speed dating, SOAP allowed busy attendees a chance to visit with 10 exhibitors in just 20 minutes.

### **Tix In the Mix**

Exhibit Hall attendees also participated in a new game this year called Tix In the Mix. Completed game cards were entered into a drawing for amazing prizes including Wild tickets, Theatre de la Jeune Lune tickets, an ipod Nano, \$100 gift card for the Cue Restaurant and a stained glass window, among other prizes. Winners of the Tix In the Mix activity included:

Angela DeLong Gatzlaff, AIA  
Erik Jansson, Assoc. AIA  
Michelle Mongeon Allen, AIA  
Shannon Broerman Riddle, AIA  
Brent Christenson  
Broc Blegen  
Tom Swedberg  
Tia Thomas, Assoc. AIA  
David Olds, AIA

Heidi Lukewich, Assoc. AIA  
Gwyneth Dwyer  
Marie Parish, Assoc. AIA  
Michael Lopac, AIA  
Lois Zander  
Stefan Helgeson, AIA  
Laura Bradt  
Eric Hansen, AIA

### **Expo Audience**

The AIA Minnesota Convention and Product Exposition is an annual event for architects in Minnesota. The Conference and Expo are conveniently located in downtown Minneapolis, as almost 85 percent of our members work in the Twin Cities metro area. Architects and design professionals attend the Convention to learn about new and up-coming trends, new technologies in building products and to earn continuing education credits. Architects that attend the Show work on all types of projects, from single-family homes to hospitals, from historic preservation to green buildings. Minnesota architecture firms work nationally and internationally.

### **Who Attended the Convention and Expo?**

Architects  
Specifiers  
Facility Managers  
Interior Designers  
Contractors  
Engineers  
Builders  
Landscape Architects  
Other building and design-related Professionals

### **2006 Booth Fees**

10'x10' booth - \$1050; 10'x20' booth - \$2050; 10'x30' booth - \$3000

### **Purchasing a Booth Included**

- Booth ID Sign
- Perimeter pipe and drape
- Personalized listing on Expo website with your company logo and description
- Link to your company website and e-mail on the Expo website
- Listing in the on-site Convention and Expo program.
- Listing in the Convention issue of AIA Minnesota's newsletter
- Access to the exhibitor lounge
- Free access to most Convention seminars
- Subscription to AIA Minnesota member newsletter and Architecture Minnesota
- Free attendee list after the show (upon request)
- Pre-show reduced rate for member mailing labels