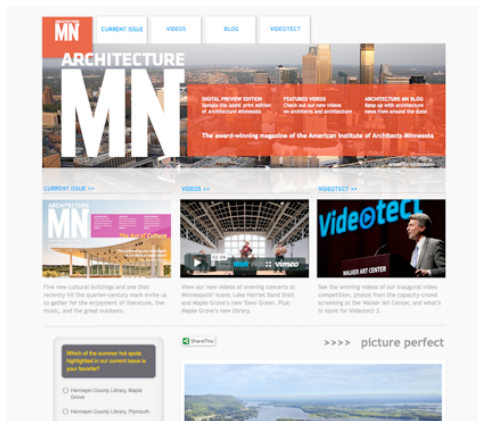




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Architecture Minnesota Magazine Launches an All-new architecturemn.com



MINNEAPOLIS, MINNESOTA *Architecture Minnesota*, the bimonthly magazine of the American Institute of Architects Minnesota (AIA Minnesota), has launched an all-new web site that contains a digital preview of each issue, a regularly updated blog and an array of original videos showing the subjects of *Architecture Minnesota* articles—designed spaces and the people who create and inhabit them—in motion.

Previously, *Architecture Minnesota's* web pages lived on the AIA Minnesota website at aia-mn.org. The move to create a website specifically for *Architecture Minnesota* comes on the heels of the

magazine's four Minnesota Magazine & Publishing Association (MMPA) Excellence Awards, including two Golds, in the highly competitive General Interest category.

In an effort to expand its appeal to the general public, the magazine also recently debuted Videotect, an architecture video competition that asked people of all ages and backgrounds to comment on the skyway and its impact on urban life. The competition drew 24 entries, more than 20,000 online plays, and an exuberant capacity crowd at a Walker Art Center screening event introduced by Minneapolis Mayor R.T. Rybak. The new architecturemn.com gives Videotect the digital home it deserves.

The digital preview of each issue is exceedingly easy to navigate and includes the cover, the table of contents, the editor's note, a department, and one of the feature stories. The new blog highlights built-environment news and events around the state, previews upcoming *Architecture Minnesota* features, and alerts readers to magazine-related activities such as Videotect, now an annual competition. The new site launched on June 21, 2011, at **architecturemn.com**.

Architecture Minnesota Mission Statement

Architecture Minnesota, the primary public outreach tool of the American Institute of Architects Minnesota, is published to inform the public about architecture designed by AIA Minnesota members, and to communicate the spirit and value of quality architecture to both the public and the membership.

*The American Institute of Architects Minnesota, founded in 1892, is dedicated to strengthening our communities, improving our built environment and providing exceptional design. For more information on the organization and Minnesota architectural firms, reference our Web site at www.aia-mn.org and pick up a copy of *Architecture Minnesota*, the award-winning architectural magazine of the Midwest.*