

# Client Information Sheet



## **New tour format for 2020**

AIA Minnesota prides itself on delivering events of the highest caliber and quality, and the annual Homes by Architects Tour is no exception. Recently, the organization made the difficult decision to host the 2020 tour virtually in order to protect the health and safety of its members, their staff and volunteers, clients, and the nearly 2,400 tour goers who participate in the event.

In light of this determination, AIA Minnesota is considering a second round of residential projects to be included on the 2020 Homes by Architects Tour and is accepting project submissions until Friday, June 5 at close of business.

AIA Minnesota feels a virtual tour format has potential to allow for a more inclusive tour, offering an opportunity for architects who were previously unable to participate, due to geographical distance of their firm or the project, to showcase work for the first time. Additionally, we feel the tour audience may be broadened to include those with mobility issues, individuals for whom English is not their native language, and those at a greater geographical distance from the Twin Cities metro area.

As always, the Homes by Architects Tour seeks to showcase a balanced range of project scopes, project types, budget sizes, firms and design solutions in order to demonstrate the diversity of skills and expertise of our residential practitioners.

## **What will the virtual tour be like?**

Currently, we are working with a local photography company to craft a virtual tour package that will show projects in their best light using the Matterport 3D technology, providing a superior viewer experience and allowing for the recognition of project partner sponsors (see a sample virtual tour [here](#)).

We expect to combine visual footage of the home with audio of the design team or architect explaining elements of the project. We also expect to coordinate some live events during the original tour dates to allow for engagement between architects and tour goers.

## **How will clients' privacy be protected?**

While in a typical tour we publish each project's physical address so that tour goers can locate each home on the tour route, with a virtual tour this is not required. We don't expect to publish the property addresses of projects featured on the 2020 tour but will likely reference the city or town in which they are located.

While the entire house must be captured by the photographer in order to compile a 3D model of the home, the virtual tour technology allows for any portion of the interior spaces

to be 'turned off' prior to the finished product being finalized so that only the spaces approved by homeowners for viewing will be accessible in the virtual tour content. No floorplans of the project will be published.

AIA Minnesota will coordinate the photographer visit to each project and will provide architect and client with ample advance notice so that staging may be completed and any personal items (artworks, photographs, etc.) may be removed from view, if desired. No occupants of the home will be captured in the footage. We expect that homeowners will have an opportunity to review the virtual tour footage prior to publication in order to make any additional changes or modifications.

All virtual tour footage will be secured behind a paywall so that only authorized ticket purchasers will have access to the content. We are also exploring technology that would allow the ticket holder a finite window of time in which to access the virtual tours (i.e., 24 hours). Such limitations will serve to protect clients' privacy in much the same way as restricting the viewing hours during our traditional live tour format.

AIA Minnesota recognizes that, whatever the format of the event, there are aspects of privacy that may not be able to be protected when a client chooses to open their home for viewing. However, we do not take lightly our responsibility to preserve and protect as many aspects of client privacy as possible.

Ultimately, we are proud of the fact that over the past twelve years of hosting this annual event, we have developed a tour audience that is sophisticated, respectful, and mature. Unlike other local home tours that do not charge a ticket fee, we feel that assigning a monetary value to participating in the tour underscores the high quality of design attendees will experience as well as serves to self-select individuals who respect and appreciate the tour and the homeowners who generously open their living spaces to them.

If you have additional questions or concerns not addressed in this document, please contact Angie McKinley, AIA Minnesota Director of Equity, Youth Outreach and Programs at [mckinley@aia-mn.org](mailto:mckinley@aia-mn.org).