

AIA Minnesota

# Innovative Practice Forum

May 21, 2013

Macalester College

Janet Wallace Fine Arts Center

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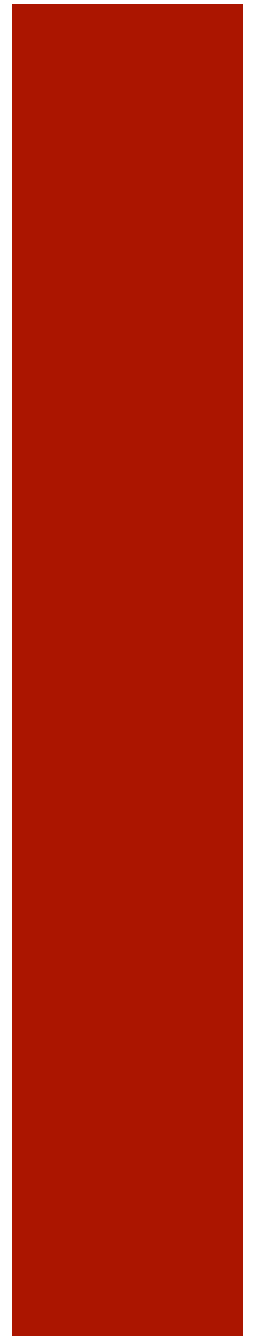
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# Ann Voda, AIA

President, AIA Minnesota





# Architects in Commerce Research Initiative (AICRI)

How do we understand and advance the value of  
architects in the marketplace?

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# Survey Sample

**TABLE 2: Survey Sample by Market and Scale**

	Small	Medium	Large	TOTAL
Construction/CM/PM	5	1	1	7
Corporate	1	3	4	8
Development	4	0	2	6
Education	0	3	3	6
Healthcare	0	0	9	9
Not-for-Profit	4	2	0	6
Public/Civic	1	5	4	10
<b>TOTAL</b>	<b>15</b>	<b>14</b>	<b>23</b>	<b>52</b>



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# AICRI Committee

Ann Voda, AIA,

Jon Buggy, AIA

Steve Fiskum, FAIA

Tom Hysell, AIA

Brian Tempas, AIA

Rachel Riopel Wiley, AIA

Sara Ibarra, Assoc. AIA

Beverly Hauschild-Baron Hon. AIA

Chris Hudson

Mary Larkin

## **Survey Consultants**

Cameron MacAllister Group

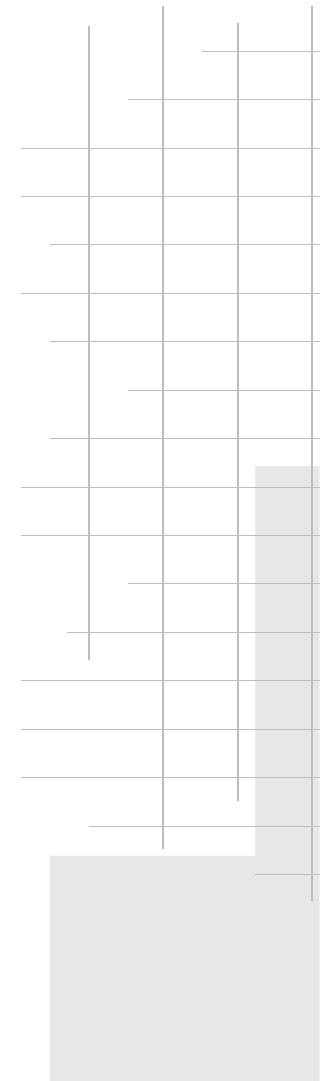


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# Areas of Key Findings

- The Role of the Architect
- Contributing to the Business
- The Value Added
- Using Owner's Representatives
- Challenges and Barriers
- The Future
- Advice



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# Forum 1:

Leadership and the Architect/  
A Frank Discussion of Our Role

# Forum 2:

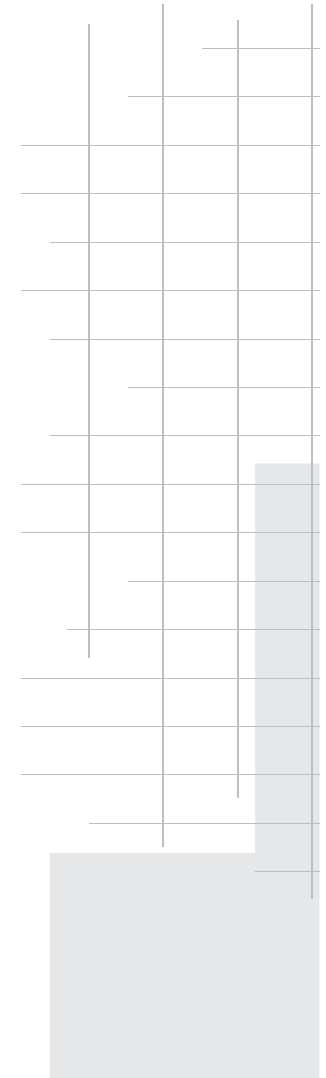
The Architect's Value Proposition/  
Exceeding Expectations

# Forum 3:

The Architect As Advocate/  
Building Partnerships

# Forum 4:

Integration Leads to Innovation/  
Exploring New Practice Models



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# Robert Ivy, FAIA

Chief Executive Officer

American Institute of Architects

# Leadership and the Architect

Robert Ivy, FAIA  
Chief Executive Officer  
May 21, 2013



# Repositioning the AIA

Statement of Purpose

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The **AIA** is a visionary member organization providing advocacy, leadership, and resources for architects to design a better world.

# Repositioning the AIA

Position Statement

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The **AIA**: Architects designing a better world.

- **AIA members create enduring value.**

We benefit clients and communities through innovative design solutions.

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We meet the ever-changing challenges of the designed environment.



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- **AIA members lead with vision.**

We meet the ever-changing challenges of the designed environment.

- **AIA members shape the future.**

We value talent and diversity in new generations of professionals.

# Repositioning the AIA

What it is to be an architect.

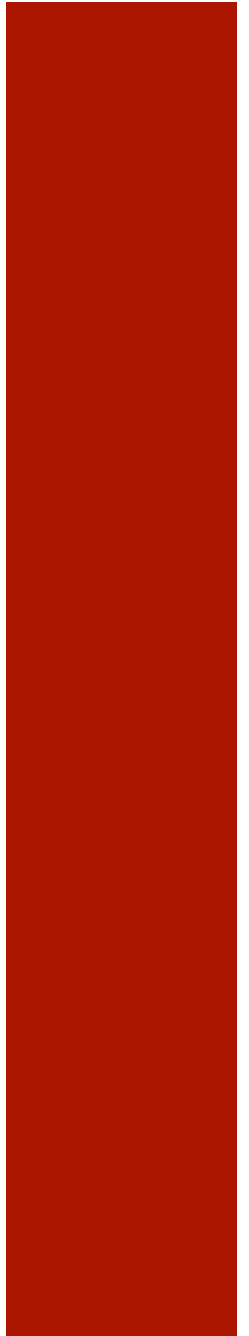
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# Survey Summary Findings



# Summary Findings

“I think their main role today is really the conceptual designer for the project...” *Small Developer*

“When we tell a contractor who the architect is going to be on a project, with certain firms, they just roll their eyes, because they know what it’s going to be like.”  
*Small PM*

“I would say it is to comprehensively lead the entire project...the architect is there to be able to interpret that [vision] and to create viable plans to the finished product....” *Medium Public Agency*

# Summary Findings

**TABLE 5: The Role of the Architect**

Design and facilitate construction	22	42%
Be the owner's advocate/Lead the process	12	23%
Primarily documentation, facilitation, administration	8	15%
Primarily design (not detailed documentation)	7	14%
Bring expertise the owner doesn't have	5	10%



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# Summary Findings: Take Control Lead

“Either stay in or get out of construction administration. Architects just aren’t spending as much time as they need to be to make it successful....” *Medium Education*

“...I think you’re going to see a more integrated process in which the architect’s goal will be to orchestrate, direct, and coordinate in a much more integrated dynamic process...” *Large Developer*

“I think we’re going to need more BIM expertise from architects.” *Large Corporate*

# Summary Findings: Be a True Partner

““Partnership is so important. I always hope the design team makes the profit they want to make, but the end result happens because of the relationship. The reason we select whom we select is all about personalities. At the end of the day, we judge our buildings less on how they look than how they function, and did they help us accomplish our business goals...” *Large Public Agency*



# Summary Findings: Advice

**TABLE 12: Advice to Architects**

Be a true partner	28	55%
Take control: coordinate, manage, document, communicate	19	37%
Bring innovation and technology to clients	11	22%
Advocate your value	8	16%



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