

Blueprint for Better 2019

In 2019, the Blueprint for Better campaign brings to life the role of architects as thought and action leaders in improving our cities, towns, and neighborhoods. One of AIA's main goals this year is to strengthen partnerships with civic leaders and elected officials. We want architects to have a key seat at the table when important civic decisions are made.



Get involved

- Use the hashtag #BlueprintForBetter to join the conversation and promote the good work of architects.
- Read and share inspiring Blueprint for Better stories. [BlueprintForBetter.org](https://www.blueprintforbetter.org)
- Component executives can access all campaign resources on Brandfolder.
- Architects can learn more about how to get involved at [aia.org/publicawareness](https://www.aia.org/publicawareness).

[BlueprintForBetter.org](https://www.blueprintforbetter.org)

About Blueprint for Better

To be an architect is to create a Blueprint for Better. Working with our communities, we build better structures and spaces to serve our clients and the public. That means better structures and spaces to serve the needs of clients and the public. Using built solutions to address issues like climate change, affordable housing, and school safety, architects are at the forefront of solving problems at every level. Creating a Blueprint for Better is more than a profession, it's what architects are called to do.

Campaign goals

- Encourage architects to collaborate with civic and elected leaders
- Demonstrate how architects can help solve the important issues of our time
- Evolve the perception of architects to true thought and action leaders

Architects as leaders

With a focus on thought leadership and influence, this year's Blueprint for Better campaign will focus on strategic partnerships and community engagement:

- Architects will facilitate design thinking workshops with members of the community during Chicago Ideas Week.
- AIA will promote the value of architecture to mayors at key events and meetings, including US Conference of Mayors, Mayors Innovation Project, the mayors' summit at SXSW.
- The campaigns media efforts will partner with the innovative Wired Magazine.

AIA Film Challenge

The fifth annual AIA Film Challenge invites architects and filmmakers to collaborate to bring architectural stories to life in three to five-minute short films. This year, participants will highlight architects and civic leaders working together toward positive community impact. The AIA Film Challenge is designed to garner maximum engagement and encourage quality content based on the Blueprint for Better theme.

Documentary short

Launching the AIA Film Challenge in June 2019, the newest short documentary will expand on the theme of Blueprint for Better. Using compelling interviews and imagery, this film will tell the story of architects' positive impact on their community. Distributed across digital and social channels, the documentary short provides inspiration to participants in the AIA Film Challenge.

Film Challenge schedule

Registration opens

June 3

Films due

August 12

Judging

August 19-28

Public voting

August 19-September 27

Winners announced

October 2019