

P R A C T I C E
I N N O V A T I O N
L A B



The American
Institute
of Architects

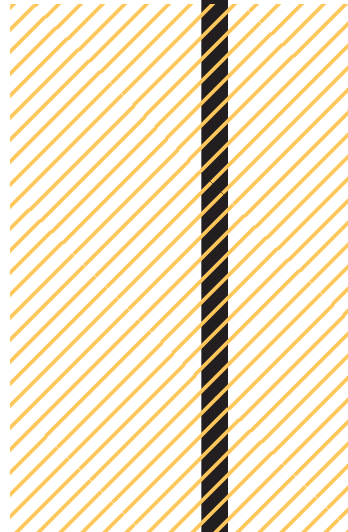
Young Architects Forum

an **AIA** Member Group

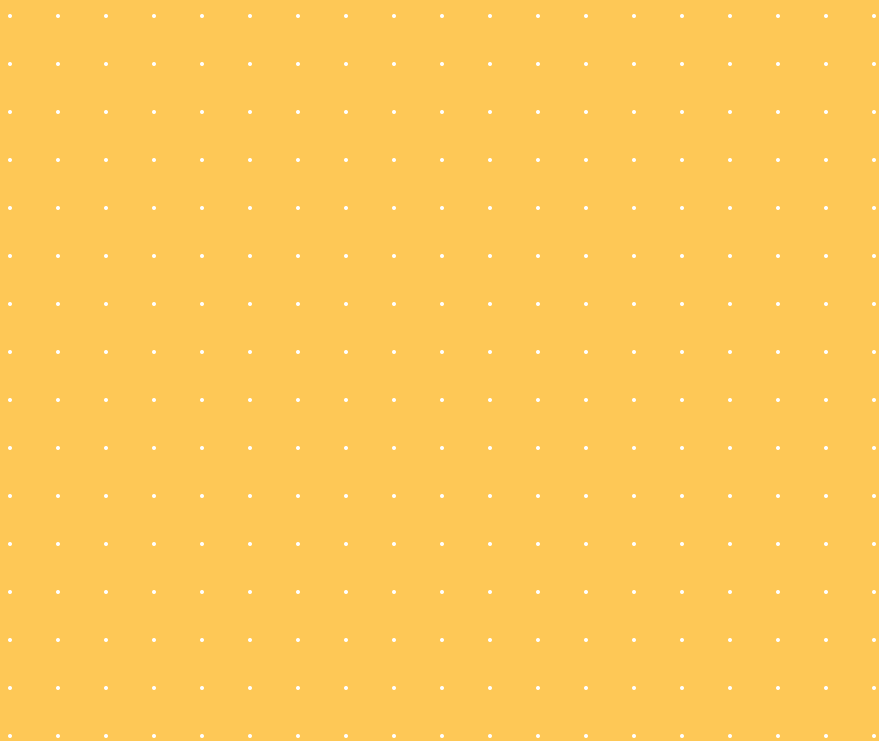
/// 10.12.17 – 10.14.17 ///

Table of contents

- 05** Welcome from the Event Chair
- 07** Remarks from the President of AIA
- 08** Required submission by team
- 10** Event Chair: Evelyn Lee, AIA
- 11** Keynote speakers
 - 12** James Patten
 - 13** Susan Chin, FAIA
 - 14** Laura Weiss, Assoc. AIA
- 15** Team Coach: Cara Shimkus Hall, FAIA
- 16** Agenda
 - 17** Thursday, October 12
 - 18** Friday, October 13
 - 20** Saturday, October 14
- 21** Attendees of the Practice Innovation Lab 2017
- 25** Special thanks: Planning Committee
- 26** Space for note-taking



**A warm
welcome
from the
Event Chair**



Welcome to the Practice Innovation Lab hosted by the Young Architects Forum, an AIA member group. We hope you have enjoyed the curriculum leading up to the Summit and look forward to working with you to create new practice models. Your ideas and participation will play a pivotal role in the outcomes of the event and hopefully create purposeful impact in our profession going forward.

Over the next day and a half you will be working on a team of six to collectively develop a new practice model that advances the future of the profession. We have an exciting lineup of programming planned to inspire your new practice business plans. You'll hear about architecture's potential within the field of experience design, and projects moving the needle on design for public good.

This event commemorates the 25th anniversary of the Young Architect's Forum. Please join the conversation on social media using the hashtag [#YAFSummit25](#). We hope you make meaningful connections and leave the event inspired to make changes in the world.

Thank you for your dedication to advancing the profession and for your commitment to innovation.

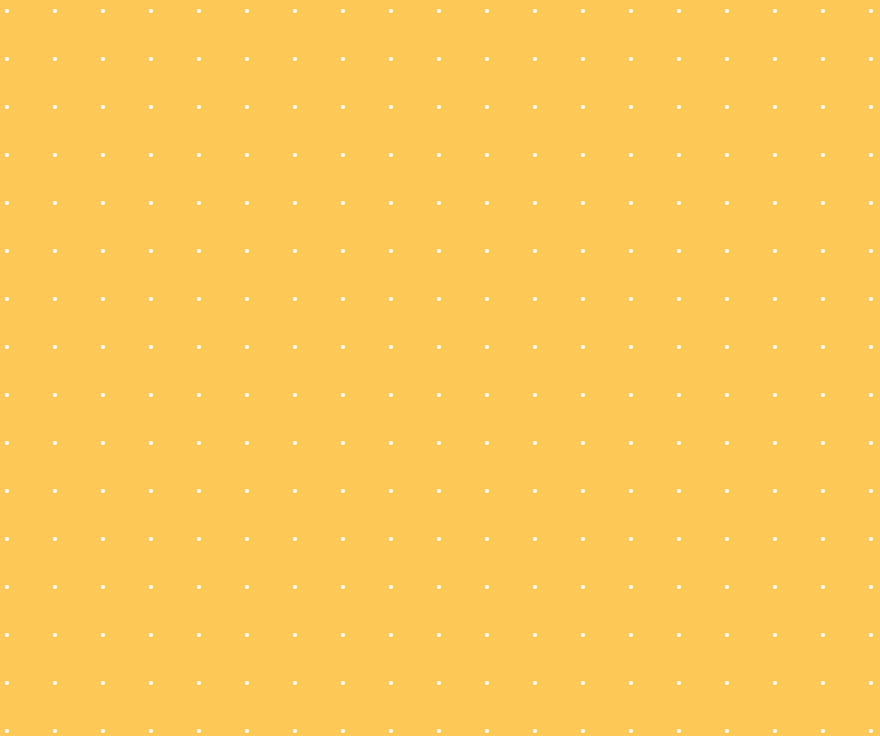
///

Sincerely,

A handwritten signature in black ink, appearing to read 'Evelyn Lee'.

Evelyn Lee, AIA
Practice Innovation Lab Chair
2017 Young Architects Forum Chair

Remarks from the President of AIA



Dear Colleagues:

Please accept my congratulations to the Young Architects Forum on this venerable anniversary. I regret not being on hand to meet you, and to renew acquaintances, especially on the occasion of such a thought-provoking theme.

My absence is in part due to the altered nature of work today for so many architects in the world, and the need to be “present” in many different places at one time. If your program plans had allowed it, we might have connected by videoconference—as it stands, however, we will have to resort to the anachronism of a letter.

One of the wonderful strengths of the United States and its architects is the diversity of people who have recently gravitated to our country and our profession. The youngest among us form the most multicultural, diverse; and polyglot generations ever to grace this continent. This is cause for great encouragement.

We must do everything we can to ensure that cultural richness in our society—touching upon languages, the arts, customs, cuisine, music, and all forms of sensibility to others—not just endures, but actually prospers. It is the hope for the future. With thanks to all of you for taking part in the life of The American Institute of Architects, and with very best wishes for your meeting!

///

Sincerely,

A handwritten signature in black ink, appearing to read 'THOMAS VONIER', followed by a long horizontal flourish line.

Thomas Vonier, FAIA
2017 AIA President

Required submission by team

+Firm Name

+Firm Manifesto (include the following elements)

- Mission
- Vision
- Any other supplemental information

+In which areas is your firm creating innovation in the profession or what is the shift you are proposing or enabling from the way things are done today to the way they might be done in the future?

(refer to *Ten Types of Innovation*)

1. Profit model
2. Network
3. Structure
4. Process
5. Product performance
6. Product system
7. Service
8. Channel
9. Brand
10. Customer engagement

+Within any relevant category above, what innovation tactics does your firm use? (refer to page 144-147, *Ten Types of Innovation*)

+Mind the Gap: What does your firm do/provide?

- What problem is the firm trying to solve (ideally articulated as a human need of some kind)?
- What services will you offer or what products will you deliver to address that problem?
- Who are your current competitors? Your future competitors?
- How will you differentiate yourself from these competitors?

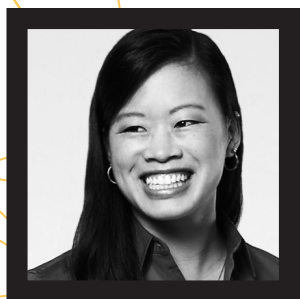
+Building Connections: Who are your clients and who does the firm partner with?

- Who is your ideal client?
- How do you reach (market to) them?
- What, if any, are other channel partners your firm engages in the process?

+Enabling Value and Growth: How does your firm deliver its services/products/etc to its clients and what type of culture does your firm have?

- How is the work/firm compensated?
- How is the firm organized?
- What tools does your firm need to be successful?
- What resources/competencies will your firm need in-house?
What will it outsource?
- How is success measured 5, 10, 15 years from now?

**** 5 Minute Pitch Presentation for the Practice Innovation Lab***



Event Chair

Evelyn Lee, AIA

Corporate Managing Director

Savills Studley

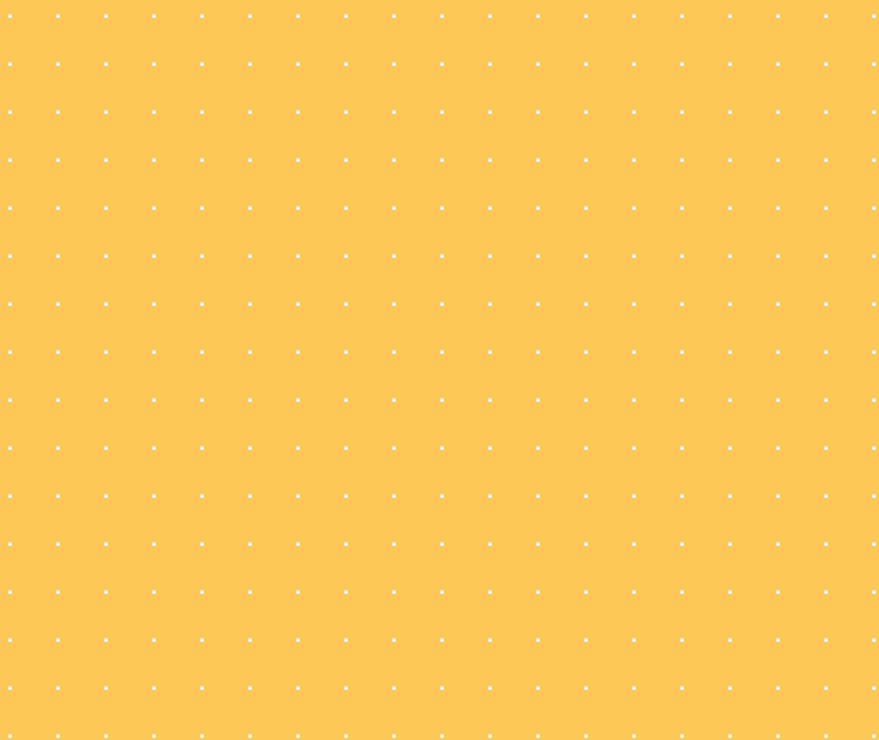
Practice Innovation Lab Chair

Evelyn Lee leads Workplace Strategy for Savills Studley's West Coast Offices. She is charged with growing the discipline across the region and expanding upon the importance of integrating Workplace Strategy into real estate decisions for organizations who are looking to put their people first.

Evelyn has committed more than a decade of volunteer leadership service to the AIA, serving eight years on the AIA California Council Board of Directors, two years on the AIA National Board as the associate director, and most recently as the California regional representative to the Strategic Council. Her commitment to AIA earned her the National Institute's Associate of the Year award in 2005 and the Young Architect Award in 2014.

Throughout her career and volunteer service to AIA she has consistently focused on the future of practice and remains a consummate advocate on behalf of the profession to the public. She has authored more than 750 articles focused on architecture, design, and architectural practice for a variety of print and online publications. In addition to her written work, Evelyn is a noted knowledge leader and public speaker on the changing practice of architecture and putting design thinking to practice in business.

Keynote speakers



James Patten



James Patten is an interaction designer, inventor, and visual artist, whose practice pushes the edges of interactivity at the intersection of the physical and digital worlds. He is a TED Senior Fellow and Director of Patten Studio, a creative agency that specializes in ground-breaking interactive activations. The studio is known for its self-initiated research projects that invent new technology platforms, such as Thumbles, tiny computer-controlled robots. Patten earned his doctorate at the MIT Media Lab where he studied in the Tangible Media Group under Hiroshi Ishii. Prior to the Media Lab, Patten studied virtual environments with Randy Pausch at the University of Virginia, and developed new interfaces for visualizing time-varying volumetric data at NASA Langley Research Center. His work has been exhibited or performed in venues such as the Cooper Hewitt, the Museum of Modern Art, the Transmediale festival in Berlin, the Museo Guggenheim Bilbao and the Ars Electronica Center in Linz, Austria and recognized in several international design competitions.



Susan Chin, FAIA

Susan Chin, FAIA, Hon. ASLA, Executive Director leads the Design Trust for Public Space, a nationally recognized incubator that transforms and evolves the city's landscape with public agencies, community collaborators, and private sector experts—design professionals and artists—since 1995. She has overseen key projects, such as *Five Borough Farm*, *Making Midtown*, *Under the Elevated*, *The World's Park*, *Laying the Groundwork*, *Opening the Edge* and *Future Culture*.

Prior to joining the Design Trust, Ms. Chin served as Assistant Commissioner for Capital Projects at NYC Department of Cultural Affairs for over 20 years. Her role as public architect, client, advocate, funder, and policy maker supported hundreds of projects at 200+ cultural organizations. Her projects valued at more than \$3 billion in new construction, revitalization and public art projects citywide, range from the Lincoln Center redevelopment that opened 1960s buildings onto and activated West 65th Street, vastly improving plazas and public space such as the David Rubenstein Atrium to the creation of Red Steps/TKTS Booth at Times Square that kickstarted pedestrianization of Broadway. Ms. Chin's pivot from preservation architect to nontraditional practice began in the mid 1980s with her role as a client representative on the restoration of the Statue of Liberty and Ellis Island.

Ms. Chin served as 2013/2014 Vice President on the American Institute of Architects board, and received numerous awards, including ASLA Honorary Membership in 2015, AIA New York State's 2013 Kideney Gold Medal and 2011 Del Gaudio Award, Loeb Fellowship at Harvard and Distinguished Alumna from Ohio State University.

Laura Weiss, Assoc. AIA



An architect by training, Laura Weiss has successfully applied her design and management skills to a career that addresses the innovation challenges of organizations across the private, public, and social sectors. A skilled consultant and facilitator, she specializes in helping senior leaders and their teams define service design and customer experience strategies as well as the organizational change requirements that make them actionable.

Currently Laura maintains an independent consulting practice and is a Senior Experience Design Advisor at Slalom, a San Francisco consulting firm. Previously she held leadership roles in organizations that range from social enterprise to enterprise software, and was an Associate Partner and practice lead with international design consultancy IDEO.

She holds a B.Arch. with honors from Cornell University, an M.Arch. from Yale University, and an MBA from the MIT Sloan School of Management. A lifelong learner, she recently completed a graduate certificate in Mediation and Applied Conflict Studies from Champlain College and is a CTI-trained coach.



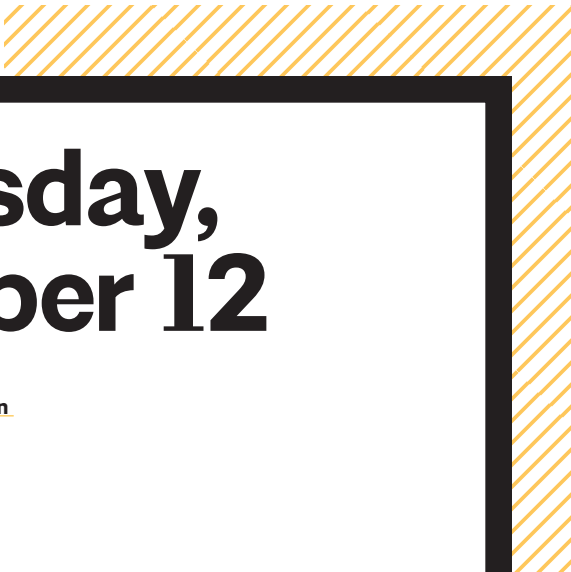
Team Coach

Feeling stuck? Need some feedback on your team's idea? Sign up for one of the timeslots to bounce your ideas off of our coach. Time slots for additional coaches (including keynote speakers) will be added throughout the day Friday, October 13.

Cara Shimkus Hall, FAIA, Esq., is the managing principal of GH2 Architects in Tulsa. In addition to leading its specialty practice, GH2 Hospitality Architects, her responsibilities include architectural design, management of professional services, new business development, contract analysis and negotiation for clients and consultants, firm management and client development. She is currently serving as a Consulting Fellow to the AIA Center for Practice.

**Agenda
10.12.17—
10.14.17**

**1776
Startup
Incubator
Crystal City
Campus**



Thursday, October 12

7pm > Welcome Reception

Highline RxR
2010 Crystal Dr
Arlington, VA 22202

Join the Summit attendees for a reception meet-and-greet. Enjoy food and drinks as Laura Weiss, Assoc. AIA, the Summit Moderator, kicks off the event with a casual discussion on the climate of innovation in the built environment.

Friday, October 13

8–8:45am > Breakfast

8:50–9am > Opening remarks

9–10:15am > Experience design and the built environment

Keynote Speaker: James Patten

As technology continues to advance, an increasing number of the spaces we encounter on a daily basis will include some type of interactivity, and designing that interactivity will become a key aspect of designing the overall space. The fields of architecture and interaction design will become one and the same. This type of design requires new principles and perspectives to ensure that interactivity in the built environment fosters wellness and meaningful connections rather than frustration and isolation. James Patten will share Patten Studio's principles for designing interactive experiences, and ideas for how interactivity can transform the built environment.

10:20–11:30am > Elevate

Individual team sessions, elevate your team's understanding of innovation in architecture as you begin to think about your pitch and answer team questions. Sign up for a coach if you're looking for a launch-pad.

11:30am–12:30pm > Lunch

12:30–1:30pm > Innovation for Public Good

Keynote Speaker: Susan Chin, FAIA, Hon. ASLA

McKinsey Global Institute's recent report, *Harnessing Automation for a Future that Works*, forecasts 39% of professional, scientific and technical sectors, and 44% of construction labor likely will be performed by robots or technology during our working lifetime. How do we take advantage of this disruptive environment to apply our ability to synthesize solutions to both reinvent practice, and also solve complex problems of rapid urbanization, adaptation to climate change, conflict and migration, disaster recovery, while designing communities for health and well-being? How do innovation and architecture collide in the public sector for civic good? Susan Chin leads a nationally recognized incubator that transforms and evolves the city's landscape with public agencies, and community collaborators since 1995. Hear Chin's take on the architecture profession as highly adaptable, and poised to lead in every sector of society.

1:45–3pm > Innovate

Individual team sessions, begin to get your hands dirty crafting your team's innovative practice model and tackle some of the on-site required questions. Sign up for a coach if you need a sounding board.

3:15–4:15pm > Business innovation panel

You've gotten the big picture; now hear how practice model innovations fit into day-to-day practices and the type of work these advances are producing.

4:30–5:30pm > Breakthrough

Individual team sessions, now that you have your inspiration, dive into your big pitch for day 2 and make sure your big ideas are captured in the required on-site questions; this will be your team's mark after the event.

5:30–6pm > Break

6–8pm > Networking happy hour + dinner

Sky Bar 1776: Remain onsite for dinner and drinks.

8–10pm > Workshopping

Main event space reopens to attendees for additional workshopping until 10pm. Your pitch is in the morning, make your team proud!



Saturday, October 14

8–8:50am > Breakfast

8:50–9am > Day 2 Opening remarks

9–11am > Team presentation face-offs

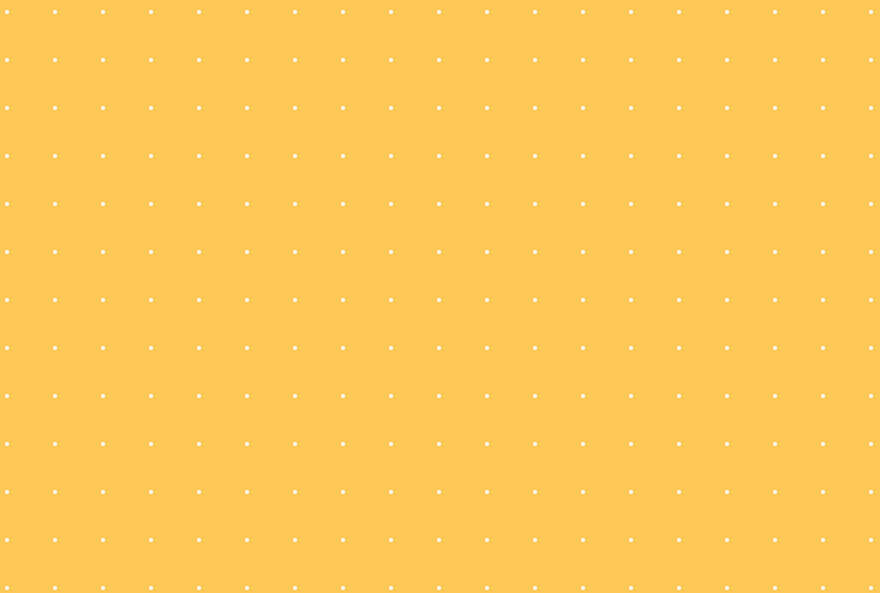
Hear fellow attendees' big ideas as they pitch their future practice models to advance the profession. Vote on the People's Choice pitch that shows the most promise for the future of architectural practice.

11am–12pm > Closing remarks

12–1pm > Lunch

1pm > Adjourn

Attendees of the Practice Innovation Lab 2017





**Abigail R. Brown, AIA,
LEED AP BD+C**
Architect
Hickok Cole Architects



**Ashley Clark, Assoc. AIA,
LEED AP**
Director
LandDesign, Inc.



Akash Gaur
Director of Design & Construction
Legacy Ventures



Abram Sustaita Jr., AIA
Associate
Corgan



Anthony Vanky, PhD
Lecturer
Massachusetts Institute
of Technology



Beau Frail, AIA, NCARB
Project Architect
Michael Hsu Office of
Architecture



**Bradley Lukanic, AIA,
LEED AP**
Chief Executive Officer
CannonDesign



**Benjamin M. Ward, AIA,
NCARB, LEED BD+C, CDT**
Associate
Curtis Group Architects



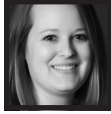
Christian Jordan, AIA
Principal
PJA Architecture



Chase Kramer, AIA
Architect
TSP, Inc.



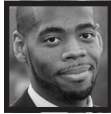
Carl Sterner
Director of Design &
Sustainability
Sol Design + Consulting



**Christa Wood,
LEED AP BD+C**
Arch II
Perkins+Will



Derik Eckhardt, AIA
Architect
The Miller Hull Partnership



**Desmond Johnson, AIA,
NCARB, NOMA**
Associate
Rule Joy Trammell Rubio



Deane Madsen, Assoc. AIA
BrutalistDC



Danny Rigg, AIA
Principal Architect
RIGG Studio LLC



Elaine Asal
Senior Associate
Gensler



**Eric Corey Freed, RA,
LEED Fellow**
Founding Principal
organicARCHITECT



Emily Grandstaff-Rice, FAIA
Senior Associate
Arrowstreet



**Elizabeth Turner, AIA,
CPCH**
Founder | Architect | Planner
Precipitate, PLLC



Hafsa Burt, AIA
President
HB+A Architects



Iliya Azaroff, AIA
Director of Design
+LAB architect PLLC



Ian Merker, AIA,
LEED AP BD+C
Architect
Rainforth Grau Architects



Jamie Crawley, AIA,
LEED AP BD+C, NCARB
Studio Director
HA Architecture



Jason Dannenbring
Designer
Snow Kreilich Architects



Jessica Deaver, Assoc. AIA
Design Professional
Pfeiffer



Josh Flowers, AIA
General Counsel
HBG Design



Joann Gonchar, AIA,
LEED AP BD+C
Senior Editor
Architectural Record/BNP Media



Jennifer Taylor Matthews,
Assoc. AIA
Associate
Array Architects



Jared Edgar McKnight,
Assoc. AIA
Associate | Designer
WRT



Jack R Morgan, AIA
Director of Architecture
FSB



Jeff Pastva, AIA
Project Architect
JDAVIS



Joanna K. Robinson
Project Coordinator
The Beck Group



Jennie Cannon West, AIA,
LEED AP BD+C, NCIDQ
Associate
Trapolin Peer Architects



Jason Winters, AIA
Principal
Kezlo Group



Julie Zhang
Architect II
SmithgroupJJR



Katherine Darnstadt AIA,
LEED AP BD+C
Founder + Principal Architect
Latent Design



Kelsey Kauffman
BIM Technician
Korte Co.



Katie M. Miller, AIA,
PMP, LEED AP
Associate & Project Manager
ROSSETTI



Kurt Neiswender, AIA,
LEED AP, MAP
Project Architect
Sedgewick & Ferweda Architects



**Kevin J. Singh, AIA,
LEED AP BD+C**

Associate Professor of Architecture
Louisiana Tech University



Laura Beth Cochran

Architect
DLR Group



Larry Fabbri, AIA

Associate
Strada



Liz Lessig

Designer
Design Consultant



**Lora Teagarden, AIA,
LEED AP BD+C**

Project Architect
Ratio



**Mike Anglin, AIA,
LEED AP**

Principal/Owner
Line and Space, LLC



Margaret R. Tarampi, Ph.D.

Assistant Professor
University of Hartford



Ming Thompson

Principal
Atelier Cho Thompson



**Michael Thraikill, AIA,
NCARB, CSI CDT, LEED AP**

Owner
m.thraikill.architect.llc



Nicole Hilton, AIA, NOMA

Partner | Design Architect
Cole Hil, LLC



Nicole Martineau, AIA

Architect
Arrowstreet



Peter Atwood

Adjunct Faculty
Boston Architectural College



Peter Kuttner, FAIA

President
Cambridge Seven Associates



**Ryan McEnroe, AIA, ASLA,
LEED AP**

Associate, Project Architect
Quinn Evans Architects



**Ricardo J. Rodríguez, Assoc.
AIA, LEED AP BD+C**

Associate / Project Manager
WDG Interior Architecture



Seth Anderson, AIA

Principal Architect
Ascent Architecture & Interiors



Shelby Morris, AIA

Associate Principal
Beck Architecture Georgia LLC



**Stephen Parker, AIA,
NCARB, LEED AP BD+C**

Architect
SmithGroupJJR



Teresa B. Coates, AIA, NCARB

Owner
CANVAS Architecture |
Development



Yu-Ngok Lo, AIA

Founding Principal
YNL Architects, Inc.

Special thanks to the planning committee!

Evelyn Lee, AIA

Corporate Managing Director
Savills Studley
Practice Innovation Lab Chair

James P. Cramer

Chairman & Co-Founder
DesignIntelligence
Planning Committee Coach

Illya Azaroff, AIA

Director of Design
+LAB architect PLLC

Larry Fabbroni, AIA

Associate
Strada

Josh Flowers, AIA

General Counsel
HBG Design

Nicole Martineau, AIA

Architect
Arrowstreet

Shelby Morris, AIA

Associate Principal
Beck Architecture Georgia LLC

Young Architects Forum
celebrates

**25
years**



The American
Institute
of Architects