

# AIA 2012

## NATIONAL CONVENTION AND DESIGN EXPOSITION

MAY 17–19

WALTER E. WASHINGTON  
CONVENTION CENTER  
WASHINGTON, D.C.



THE AMERICAN  
INSTITUTE  
OF ARCHITECTS

# DESIGN CONNECTS

**FR217**

**PUBLIC INTEREST PRACTICES IN ARCHITECTURE: 2011 LATROBE PRIZE PRESENTATION**

**5/18/2012, 2:00:00 PM—3:30:00 PM**

**1.50 LU**

### **Program Description**

This presentation is an up-to-date report of the 2011 Latrobe Prize team project, “Public Interest Practices in Architecture.” The study will investigate the needs that can be addressed by public-interest practices and the variety of ways in which public interest practices operate.

### **Learning Objectives:**

- RECOGNIZE WHAT PUBLIC-INTEREST PRACTICES ARE
- IDENTIFY NEEDS THAT PUBLIC-INTEREST PRACTICES CAN ADDRESS
- IDENTIFY HOW CURRENT PUBLIC-INTEREST PRACTICES ARE OPERATING
- IDENTIFY WHAT IS NECESSARY FOR PUBLIC-INTEREST WORK TO BECOME A SIGNIFICANT SEGMENT OF ARCHITECTURE PRACTICE

**PROVIDER:** AIA COLLEGE OF FELLOWS

**SPEAKERS:** BRYAN BELL; ROBERTA FELDMAN; SERGIO PALLERONI; AND DAVID PERKES, AIA

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**Role: Speaker**

**Bryan Bell, SEED**

Executive Director

Design Corps, Raleigh, NC

Bryan Bell founded Design Corps in 1991 with the mission is "to provide the benefits of architecture to those traditionally un-served by the profession." In 1985, Bell worked as Project Director with Samuel Mockbee on three houses for rural families in Mississippi. The project received a Progressive Architecture Award in 1986. He has also worked at Steven Holl's and Richard Rogers's offices. He holds degrees from Princeton and Yale and was a Loeb Fellow at Harvard in 2011. Bell has been a visiting studio professor at the Auburn Rural Studio teaching twenty-two thesis students for twelve design/build projects including the Greensboro Children's Center and the Mason's Bend Community Center. He was the Shure Visiting Professor at the University of Virginia in the spring of 2009. Bell was chosen as one of two Finalists for the 2010 National Design Awards in Architecture. In 2007 he received a National Honor Award from the American Institute of Architects. Design Corps was featured in Smithsonian's Cooper Hewitt National Design Triennial, Design Culture Now in 2003 and was included in the US Pavilion of the 2008 Venice Biennale. Bell's current work includes "Public Interest Design" which was funded through the 2011 Latrobe Prize awarded by the American Institute of Architects. He has led to series of conferences hosted at universities, Public Interest Design Institutes and Structures for Inclusion has been a forum for to learn about grass roots efforts making architecture more accessible. These trainings include the triple bottom line evaluation called the Social Economic Environmental Design (SEED) Evaluator. Selected presentations from these have been presented in two publications: Good Deeds, Good Design, was published by Princeton Architectural Press published in 2003 and Expanding Design: Architecture as Activism, published by Metropolis Press in October 2008.



**Role: Speaker**

**Roberta Feldman, M. Arch, PhD**

Professor Emerita

University of Illinois at Chicago, Chicago, IL

Roberta Feldman has been engaged in community design for over 30 years. She has collaborated with over fifty community organizations and development corporations in Chicago's low income neighborhoods. Embracing participatory design and action research practices, she has Sustained working relationships with community leaders and residents to address their visions for shaping, revitalizing and preserving their designed environments. Feldman began her activist projects first on a pro-bono basis and then through the City Design Center which she co-founded in 1995 at the University of Illinois at Chicago. She has worked individually as well as coordinated multi-disciplinary teams of students, faculty and professionals in the fields of architecture, urban planning, graphic and industrial design, and history and culture of cities to support communities underserved by the design professions. Feldman has received over 50 competitive grants from federal and local government and foundations to engage in this work. Feldman is a professor at the UIC School of Architecture, and was a visiting research professor at the Finalized Programme on Building, National Research Council in Rome, and faculty scholar at UIC's Great Cities Institute. She has published and lectured widely in the U.S. and internationally, served as Editor of the Journal of Architectural and Planning Research, President of the Board of Trustees of the Graham Foundation, and Chair of the Board of Directors of the Environmental Design Research Association. Feldman's expertise and commitment to community design and action research are recognized nationally and internationally including such awards as the 2008 AIA Chapter Distinguished Service Award, and for projects she directed at the City Design Center, the 2008 EDRA/Places/Metropolis Award for Research, 2008 ACSA Collaborative Practice Award, 2005 EDRA/Places Research



**Role: Speaker**

**Sergio Palleroni**

Architecture / Institute for Sustainable Solutions

Portland State University, Portland, OR

Sergio Palleroni, (B.Arch. University of Oregon, MSArch MIT) is an Associate Professor and Senior Fellow of the new Institute for Sustainable Solutions, which he joined in 2008 after teaching at the University of Texas and University of Washington for almost two decades. Palleroni's research and fieldwork since the 1980's has been in the methods of integrating Sustainable practices to improve the lives of communities worldwide typically underserved by the profession of architecture. In 1988 to serve the needs of these communities he founded an academic outreach program that would later become the Basic Initiative ([www.basicinitiative.com](http://www.basicinitiative.com)), a service learning fieldwork program which each year challenges students from US and abroad to apply their Education in service of underserved communities throughout the globe. Professor Palleroni has received numerous national and international awards for his work in Sustainable community development, including the 1997 American Institute of Architects/ Association of Collegiate Schools of Architecture National Education Award, the 2003 and 2006 NCARB Prize for Creative Integration of Architectural Practice and Education, the 2005 US National Design Award, the first USGBC Education Award (2008), induction into the International Design Hall of Fame (2007), Smithsonian International Artists in Residence in 2008, and the Latrobe Prize in 2011. The work of the BASIC Initiative has been most recently documented in *Studio At Large: Architecture in Service of Global Communities* (University of Washington Press, 2004), *Building One House* (Princeton Architecture Press, 2005), *Architecture Like You Give a Damn* (Metropolis Books 2006), *Expanding Architecture* (Metropolis Books 2008), *The Alley Flat Initiative: Infill Housing as a Strategy in Sustainability* (University of Texas Center for Sustainable Practices, 2008), as well as the forthcoming *Beyond Shelter: An Architecture of Human Dignity* (Thames and Hudson and Metropolis Book)



**Role: Session Director**

**David Perkes, AIA**

Director

Gulf Coast Community Design Studio , Biloxi, MS

David Perkes is a licensed architect and Associate Professor for Mississippi State University. He is the founding director of the Gulf Coast Community Design Studio, a professional outreach program of the College of Architecture, Art + Design. The design studio was established in Biloxi, Mississippi following Hurricane Katrina and is providing planning, landscape and architectural design support to many Gulf Coast communities and non-profit organizations. The design studio has assisted in the renovation of hundreds of damaged homes and over two hundred new house projects in Biloxi and other communities. The Biloxi house projects were awarded an Honor Citation from the Gulf States Region AIA in 2007, a Turner Award for Innovative Housing, and a Mississippi AIA Honor Citation in 2009. In 2011 David was selected by the White House as a "Champion of Change" for his work on the Gulf Coast. Before creating the Gulf Coast Community Design Studio, David was the director of the Jackson Community Design Center and taught in the School of Architecture's fifth year program in Jackson, Mississippi. Under his leadership the Jackson Community Design Center assisted many community organizations and received numerous national and local awards, including a Mississippi AIA Honor Award for the Boys and Girls Club Camp Pavilion. David has a Master of Environmental Design degree from Yale School of Architecture, a Master of Architecture degree from the University of Utah, and a Bachelor of Science degree in Civil and Environmental Engineering from Utah State University. In 2004 David was awarded a Loeb Fellowship from the Harvard Graduate School of Design. David is part of a four person national team to receive the 2011 Latrobe Prize from the American Institute of Architects. The prize is supporting research in Public Interest Practices in Architecture.

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**Public Interest Practices in Architecture:  
 2011 Latrobe Prize Presentation**

SESSION ID: FR217  
 Friday, May 18, 2:00 – 3:30pm

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## Learning Objectives

1. Recognize what public-interest practices are.
2. Identify needs that public-interest practices can address.
3. Identify how current public-interest practices are operating.
4. Identify what is necessary for public-interest work to become a significant segment of architecture practice

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**2011 LATROBE PRIZE  
PUBLIC INTEREST PRACTICES IN ARCHITECTURE**

“The 2011 Latrobe Prize jury seeks research that will help us understand and deal with the dramatic social, economic, environmental, and technological changes that have occurred in the wake of the Great Recession.

“Many of the assumptions that have long guided the field of architecture no longer seem relevant to the challenges we now face not only as a profession and discipline, but as a civilization. . . Nor can we assume that the practices that have guided architectural practice in the 20th century will serve us in the 21st.”

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**2011 LATROBE PRIZE  
PUBLIC INTEREST PRACTICES IN ARCHITECTURE**



Sergio Palleroni



David Perkes



Roberta Feldman



Bryan Bell

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**2011 LATROBE PRIZE  
PUBLIC INTEREST PRACTICES IN ARCHITECTURE**

**OBJECTIVE:**

Guide and encourage the development of an increased public interest segment of architectural practice.




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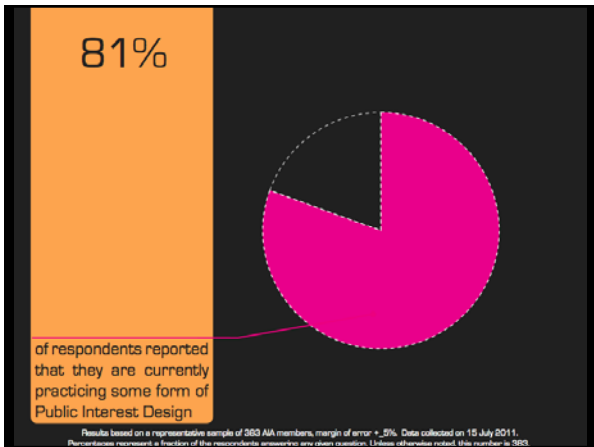
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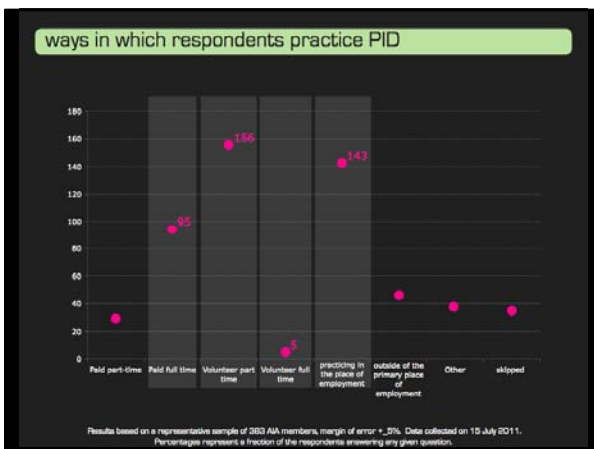
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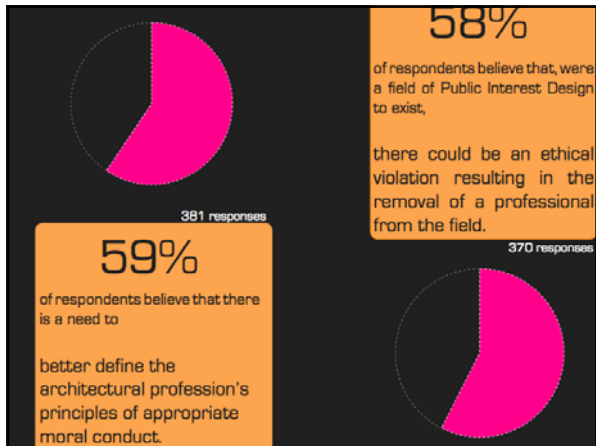
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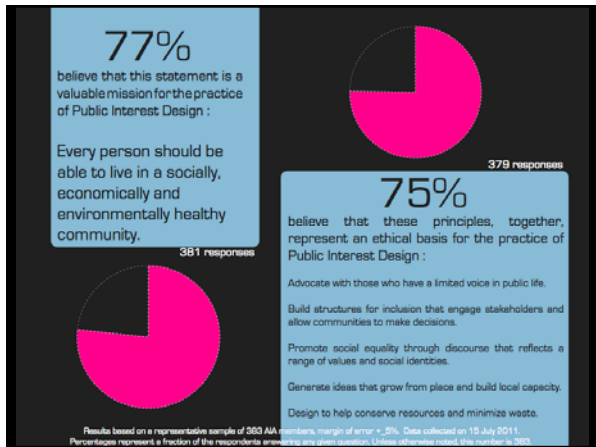
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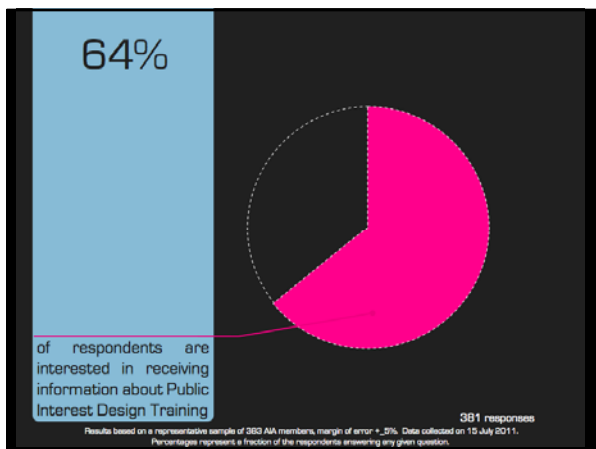
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**QUESTION #1**

**What are the needs that are not addressed by typical client projects?**



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**NEED: People that need architectural services and need help paying for them.**



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**NEED: Problems in communities that go beyond a client's property, program and budget.**



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**NEED: Projects that require communication and organizational skills beyond standard architectural services.**

E Works- Strength of Place Village

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**NEED: Advocacy issues that need architectural assistance.**

Gulf Coast Community Design Studio

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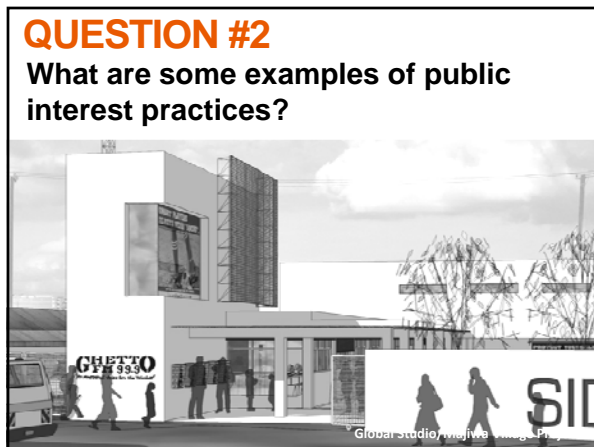
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**QUESTION #2**

**What are some examples of public interest practices?**

Global Studio/Injira Architects, Inc.

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For-profit firm with Pro-Bono program

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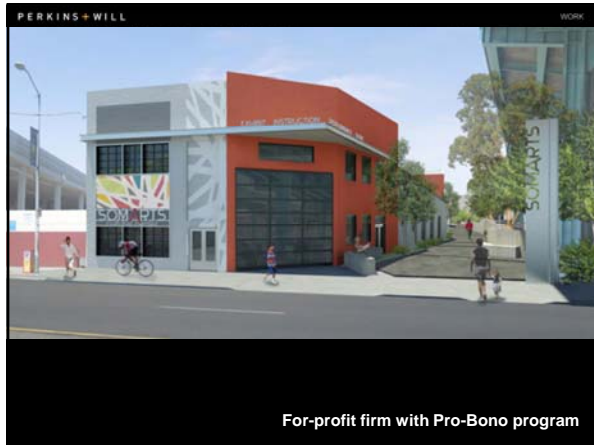
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For-profit firm with Pro-Bono program

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Landon Bone Baker Architects

Mission driven For-profit firm

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Landon Bone Baker Architects

Mission driven For-profit firm

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Pyatok Architects

Mission driven For-profit firm

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bcWorkshop

Mission driven Non-profit firm

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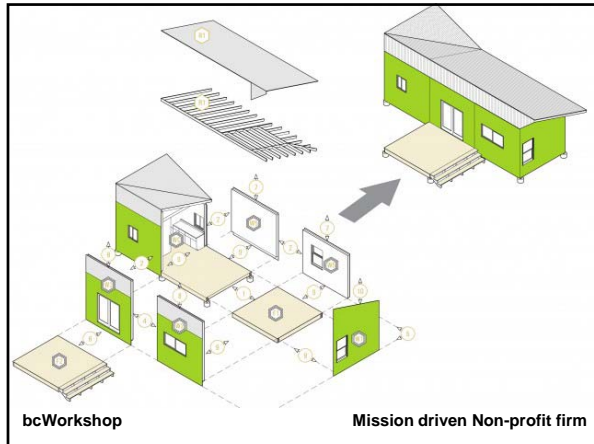
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**QUESTION #3**

How can architects expand their practices to meet the needs and opportunities in their community?



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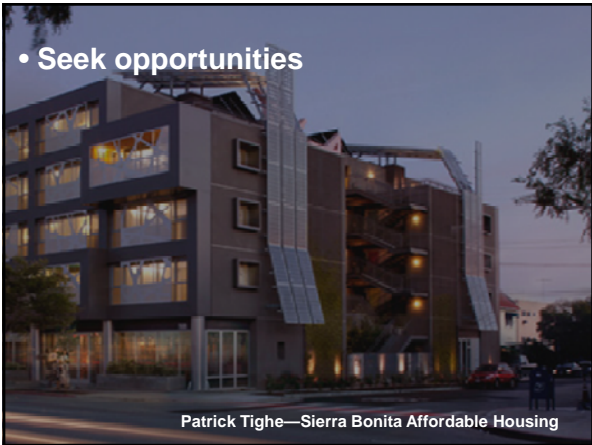
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• Seek opportunities



Patrick Tighe—Sierra Bonita Affordable Housing

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• Seek opportunities  
• Build partnerships



Walter Hood—Strawberry Creek Plaza

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- Seek opportunities
- Build partnerships
- Find funding

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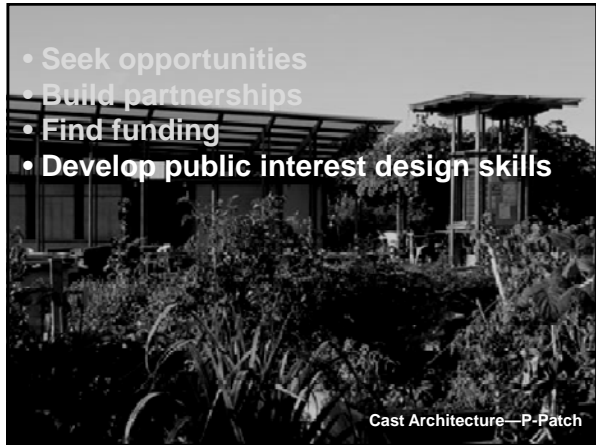
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- Seek opportunities
- Build partnerships
- Find funding
- Develop public interest design skills

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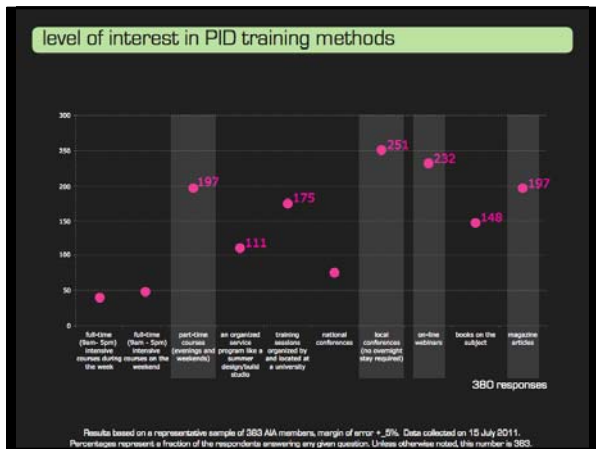
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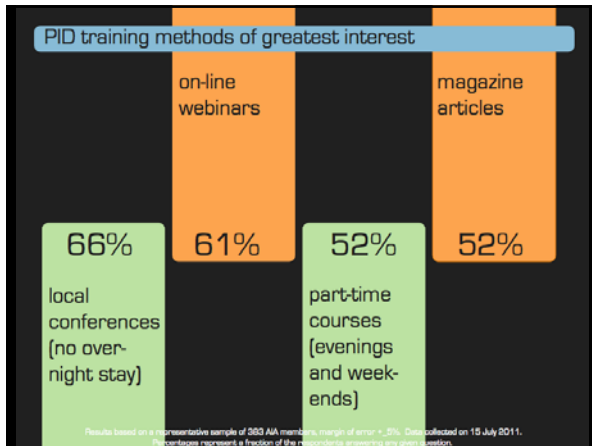
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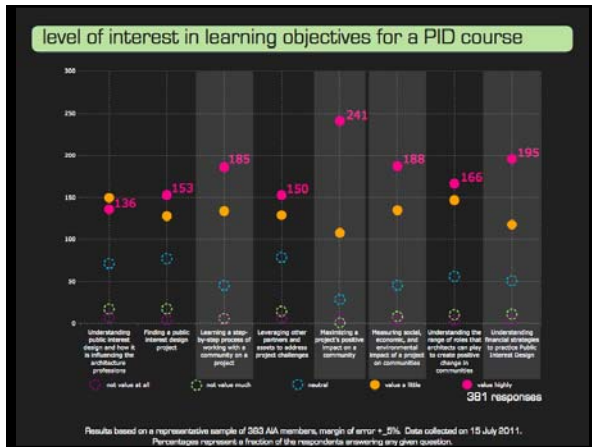
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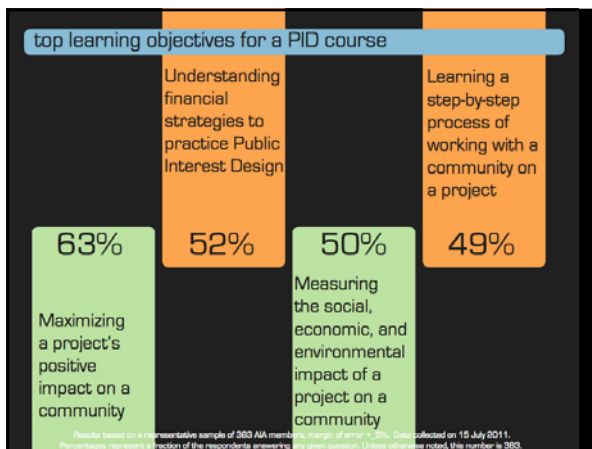
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## Speakers

- Bryan Bell
- Roberta Feldman
- Sergio Palleroni
- David Perkes, AIA

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