

## THIS MONTH

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[WWW.AIASF.ORG/AWARDS](http://WWW.AIASF.ORG/AWARDS)

Submission Deadline: February 12, 2010 @ 1:00 pm  
Pre-register at [designawards.eventbrite.com](http://designawards.eventbrite.com)

## WELCOME

### Expand Your Horizons

Have you considered tapping into international markets? This month, AIA San Francisco is hosting architects from Spain, China and India who will be on hand to discuss recent trends, technologies and developments in their respective countries and preview possibilities for the future. Join us for an informative session and an opportunity to network with your peers.

- [Architecture from Spain and Cutting-Edge Green Solutions](#)  
February 11, 9:30 am - 1:30 pm
- [Exploring the Chinese Market---Trends and Opportunities](#)  
February 12, 1:00 - 5:00 pm
- [American Architects Building Dreams in India : Design opportunities and Challenges in Housing and Healthcare Sectors \(1.5 LUs\)](#)  
February 23, 6:00 pm

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### Improving Urban Life in San Francisco

AIA San Francisco hosts *Next American City* as they travel to San Francisco for their series discussion on how to redesign our city streets for the future. Reserve your seat today!

#### [Community Benefit Districts: The Future of San Francisco Development?](#)

February 22, 12:00 pm

Community Benefit Districts (CBDs) are San Francisco's version of special assessment districts, a tool of localized governance designed to augment traditional city services. Join us for a panel presented by City Hall Fellows and the Craigslist Foundation that will explore what implications CBDs may have beyond streetscape improvement and beautification. Panelists will include Lisa Pagan, Project Manager, Office of Economic and Workforce Development, City and County of San Francisco; Robert Stokes, Assist. Professor of Urban Environmental Studies, Drexel University; and Kate Sofis, Executive Director, Urban Innovation SF.

#### [Re-imaging Market Street: Creating Our Own Champs-Elysees](#)

February 23, 6:00 pm

Next American City joins forces with San Francisco Planning & Urban Research (SPUR) and the American Institute of Architects San Francisco Chapter for an interactive charrette where we'll examine what it takes to make a great street, then we'll use those principles to re-envision Market Street. We'll break up into small groups, facilitated by the following excellent leaders with illustration provided by: Intro: Jeff Tumlin of Nelson-Nygaard Public Space: Kit Hodge of the Great Streets Project with Jane Martin, Shift Design Transit: Tim Papandreou of the SF MTA with Stuart Grunow, Dreiling Terrones Architecture Bikes: Neal Patel of the SF Bike Coalition with Dean Gunderson, Dreiling Terrones Architecture Public Art: Jill Manton of the Public Arts Commission with Mallory Cusenbery, RDC Architecture Commerce - Planning and Development: Kim Havens of Wilson Meany Sullivan with Peter Mueller, Stantec Commerce - Shopping: Karin Flood Eklund of MJM Management

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## Architecture and the City Monthly Series

The popular Architecture and the City festival is expanding its programming and will now take place every month! The new monthly programming series showcases the best of the annual festival celebrating architectural tours, films, exhibitions, lectures and more.

The current lineup includes:

### February

- SOLD OUT! [The Survival and Significance of the Richard and Dion Neutra VDL Studio/Residences | Lecture + Tour](#)
- [Behind the Scenes Tour of Crissy Field Center](#)
- [Vertical Gardens Exhibition Opening Reception + Lecture](#)

### March

- Film Series: [San Francisco as Seen Through the Construction of Golden Gate Park.](#)

Stay tuned for more in the coming months!

*The official festival takes place September 1-30, 2010. Call for Submission information will be available February 16, 2010. Visit [www.aia-sf.org/archandcity](http://www.aia-sf.org/archandcity) for more information.*

## AROUND THE CHAPTER

See our [calendar](#) for detailed information on our February events, or call 415.362.7397. All events take place at AIA San Francisco, 130 Sutter Street, Suite 600, San Francisco, and are free, unless otherwise noted.

[Historic Resources Committee 2010 Kick-Off Party](#)

February 4, 6:00 pm

Architectural Resources Group, Inc., Pier 9, The Embarcadero, San Francisco

[New Practices San Francisco Studio Visit: Envelope A+D](#)

February 5, 4:00 pm

[Career Strategy Roundtable: Managing your Finances During Tough Economic Times](#)

February 8, 12:00 - 1:00 pm

[Zero Net Energy Buildings \(1.5. HSWs\)](#)

February 9, 6:30 pm

**SOLD OUT!** [The Survival and Significance of the Richard and Dion Neutra VDL Studio/Residences | Lecture + Tour](#)

February 9, 7:00 pm

Neutra's Overway-Schiff House, 2058 Jefferson Street, San Francisco

[Ideate Revit User Group: Better Decisions, Better Buildings, Early Energy Analysis](#)

February 10, 11:30 am - 1:30 pm

[TOUR: Presidio Landmark and Belle Street Townhomes](#)

February 10, 4:00 pm

Presidio Landmark, 15th and Wedemeyer Street, San Francisco

[Marin Emergency Operations Center - Project Delivery Methods \(1.5 LUs\)](#)

February 10, 5:00 pm

[Architecture from Spain and Cutting-Edge Green Solutions](#)

February 11, 9:30 am - 1:30 pm

[ASLA Professional Lecture Series: Eldon Beck](#)

February 11, 6:30 pm

[Exploring the Chinese Market---Trends and Opportunities](#)

February 12, 1:00 - 5:00 pm

[Green Stimulus/ Green Jobs - Ramping Up Community Wide - Energy/ Water Retrofits \(1.5 LU\)](#)

February 16, 7:00 pm

[Designing Bridges to International Markets: Strategies, Pitfalls and Resources](#)

February 17, 12:00 pm

[UC Merced's 2009 Long Range Development Plan](#)

February 19, 12:00 pm

[Behind the Scenes: Crissy Field Center with Project FROG and CMG Landscape Architecture](#)

February 19, 2:00 - 4:00 pm

Crissy Field Center, 1199 East Beach, Presidio, San Francisco

[American Architects Building Dreams in India : Design opportunities and Challenges](#)

[in Housing and Healthcare Sectors \(1.5 LUs\)](#)

February 23, 6:00 pm

[Community Benefit Districts: The Future of San Francisco Development?](#)

February 22, 12:00 pm

[Re-imaging Market Street: Creating Our Own Champs-Elysees](#)

February 23, 6:00 pm

SPUR, 654 Mission Street, San Francisco

*Presented by Next American City in collaboration with AIA San Francisco + SPUR*

[Vertical Gardens Opening Reception + Lecture](#)

February 25, Opening Reception 6:00-7:15 pm | Lecture 7:15-8:00 pm

## **GALLERY**

### [Vertical Gardens](#)

**On View February 18 - April 30, 2010**

**Opening Reception + Lecture February 25, 6:00 pm**

**Register at <http://verticalgardensopening.eventbrite.com>**

The past decade has seen an overwhelming emergence of green roofs and vertical gardens, designed to combat the lack of flora in the city. Buildings around the world—from the Musée du Quai Branly in Paris, to the California Academy of Sciences in San Francisco—have embraced green walls or roofs for their economical, environmental, and aesthetic values. Vertical farms and gardens are also being envisioned as new ways to feed local and organic foods to city dwellers. Largely based on the principles of hydroponics, vertical gardens are mostly self-sustaining because they capture large amounts of natural sunlight and water, and use wind as an energy source. In a country where cities are suffocated by high rises, cement and industrial materials, where can green space exist? As this exhibition demonstrates, one possible answer is “up.”

Vertical Gardens features over two dozen projects, both imaginary and real by an international array of artists and architectural practitioners, including local studios Rael San Fratello Architects, Min Day, Boor Bridges Architecture, GLS Landscape | Architecture, environmental designer Lisa Lee Benjamin, and local nursery Flora Grubb Gardens. Additional pieces by Abruzzo Bodziak Architects; ATOPIA with The Harrison Studio; Bob Bingham and Claire Hoch; Patrick Blanc; Bohn & Viljoen Architects; Dickson Despommier, Eric Ellingsen, SOA Architects, Blake Kurasek; Evo Design with Mica Gross and Rogers Design Group; Todd Haiman; Haus-Rucker-Inc.; Edmundo Ortega and Dianne Rohrer (Co-Founders, Mundo Verde Ortega); Claude Boullévrage de Passillé; Oda Projesi;; Naomi Reis; Rooms-services (Evren Uzer and Otto Von Busch); and SITE (Denise MC Lee, Sara Stracey and James Wines). Extensive photographic documentation of existing buildings containing vertical farms, gardens or green roofs by Hundertwasser; Renzo Piano with Chong Partners and Stantec; Emilio Ambasz & Associates; Humpert Wolnitzek; Chad Oppenheim Architecture and Design; Musson Cattell Mackey Partnership, Downs/Archambault & Partners, LMN Architects; Scandinavian Green Roof Institute; Conservation Design Forum of Chicago and Atelier Dreieitl of Germany; Enrique Browne and Borja Huidobro with Ricardo Judson and Rodrigo Iturriaga; and others.

## OPPORTUNITIES

- **Get Your Project Images Featured on AIA San Francisco's Monthly Event Postcard**  
Share your images with us! AIA San Francisco is interested in receiving photos, renderings, drawings of buildings, landscapes, sites that you find architecturally inspiring. Images must be 72 dpi and no larger than 2MB. Upload your submissions to [www.aiasf.org/ftp](http://www.aiasf.org/ftp). **Be sure to label AIA San Francisco Event Postcard Submission in the subject line.** Entrants must have permission to use image for publicity purposes.
- **AIA San Francisco Volunteer Internships**  
AIA San Francisco seeks a communications intern interested in architecture, design, publishing and nonprofit work to assist the communications team. The ideal candidate would be able to volunteer for a total of 3-5 hours a week on an ongoing basis. *Note: This internship position is currently not available for college credit.* [Click here](#) to download detailed description.

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## Design Competitions/RFPs

- **[2010 AIA Architectural Photography Competition](#)**  
AIA St. Louis presents the 2010 Photography Competition. All entries must be submitted on a CD ROM. The top 14 entries will be exhibited at the 2010 AIA National Convention. Images for the 2012 Engagement Calendar will be selected from all submitted entries, and will include the 14 winners. **Submissions due by March 1, 2010.** For more information, visit [www.aia-stlouis.org/photo\\_contest.asp](http://www.aia-stlouis.org/photo_contest.asp).

*For information on competitions/RFPs visit our website at [www.aiasf.org/Job\\_Resources/CompetitionsRFPs.htm](http://www.aiasf.org/Job_Resources/CompetitionsRFPs.htm).*

## IN THE NEWS

- Congratulations to **Skidmore, Owings & Merrill LLP and Kendall/Heaton Associates, Inc.** for its 2010 AIA Institute Honor Award in Interiors for The Cathedral of Christ the Light in Oakland!
- **Rossington Architecture** featured in *Residential Design and Build*. [Engaging design connects home with site, neighbor with neighbor, owners with privacy and green with common sense](#)
- The latest on **Olle Lundberg** in [The Architects' Take](#).
- [Design Revolution on the road to change world](#) highlights the grassroots efforts of **Emily Pilloton**.

**Want to be IN THE NEWS? Email [here](#) for consideration.**

## FEATURE THIS MONTH

## Architect, or Whatever

By: Kristina Shevory

Article first appeared in NYTimes on January 20, 2010.

AT the Ballard Farmers' Market in Seattle on a recent weekend, passers-by could be forgiven for thinking John Morefield was running for political office. Smiling, waving and calling out hellos to everyone who walked by his stand, he was the picture of friendliness. All he needed was campaign buttons and fliers.

In fact, Mr. Morefield, 29, is no politician, but an architectural designer looking for work. He was seated at a homemade wooden stand under a sign reading "Architecture 5¢," with a tin can nearby awaiting spare change. For a nickel, he would answer any architectural question.

In 2008, Mr. Morefield lost his job — twice — and thought he could ride out the recession doing design work for friends and family, but when those jobs dried up, he set up his stand. As someone in his 20s without many contacts or an extensive portfolio, he thought he might have an easier time finding clients on his own.

"I didn't know what I was going to do," Mr. Morefield said. "I had no other option. The recession was a real kick in the shorts, and I had to make this work."

A troubled economy and the implosion of the real estate market have thrown thousands of architects and designers out of work in the last year or so, forcing them to find or create jobs. According to the latest data available from the Department of Labor, employment at American architecture firms, which peaked last July at 224,500, had dropped to 184,600 by November.

"It's hard to find a place to hide when the economy goes down," said Kermit Baker, the chief economist at the American Institute of Architects. "There aren't any strong sectors now."

And it's not clear when the industry will recover. Architecture firms are still laying off employees, and Mr. Baker doesn't expect them to rehire until billings recover, which he thinks won't be until the second half of this year at the earliest.

In the meantime, many of those who have been laid off are discovering new talents often unrelated to architecture.

To read full article [CLICK HERE](#).

### **MEMBERSHIP NEWS**

#### **Mandatory Continuing Education on Disabled Access Requirements**

##### ***Specifically, how many CE hours is required?***

To renew a license in 2011 and beyond, all California architects must take 5 hours of CE.

**Fulfill these requirements with online courses available through AIA**

California Council. [Click here](#) for more information.

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## NEW MEMBER BENEFITS

### AIA Trust

Schinnerer is now offering a 5 percent premium credit to AIA members on their professional liability insurance policies. If your members firm has billings of \$5 million or less, acceptable loss ratios and at least 50% of the firm's professional staff are AIA members, they can reap significant savings. For example...a 30-person firm in New Jersey can save \$5,088, a 13-person firm in Virginia can save \$1,155, a sole proprietor in Illinois can save \$300, and a 20-person firm in Arizona can save \$3,070 – all on their professional liability CNA insurance premium by earning the 5% AIA Membership credit at their policy renewal. Call George Boldarini at 301-951-5401 or e-mail [George.Boldarini@Schinnerer.com](mailto:George.Boldarini@Schinnerer.com) and ask for further details or visit the AIA Trust website at [www.theaiatrust.com](http://www.theaiatrust.com).

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### AIA San Francisco welcomes the following new members:

Zephyr Albright | Michael Anglisano | James Blomquist | Clemence Clemence | Thomas Faulders | Lisa Gallego | Lillian Good | Karl Joerger | Joseph O'Neill | Mark Rowlands | Bassel Samaha | Bradley Skipton | Kim Sykes | Tuong Vi Tran | joel villalon | Wolfgang Wagener | Karolina Walichiewicz | Victor Warren

## SPONSORS

### Architects: Build On Your Career

Build on your foundation in architecture with courses from UC Berkeley Extension. Meet the growing demands of clients by integrating sustainability into your area of expertise. Learn from instructors who are leading the industry. With flexible evening and weekend hours, courses and programs are designed for working professionals. [Click for more information and to enroll](#).

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**Interested in placing a classified?** Reach thousands of readers and get your message out. Call 415.362.7397 or email [sponsorship@aiasf.org](mailto:sponsorship@aiasf.org) to find out more.

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Do you have any suggestions for *archSF*? Please send them to our [Communications Manager](#).