

WELCOME

James Timberlake, FAIA
March 10, 6:00 - 7:30 pm
AIA San Francisco, 130 Sutter Street, Suite 600
Register at <http://jamestimberlake.eventbrite.com>

Announcing 2011 Architecture and the City festival **Call for Submissions**

Taking place every September 1-30, [Architecture and the City](#) offers individuals an unparalleled opportunity to engage with the local architectural community, explore the crossroads of planning and contemporary culture, and experience design in a myriad of ways throughout the city.

AIA San Francisco and the Center for Architecture + Design invite individuals, design practices, companies and cultural institutions to illustrate how they are working in novel ways to inspire a more sustainable future. This year, by selecting *Architecture of Consequence* as the festival theme, we hope to demonstrate how progressive design and creative problem solving can address some of society's current challenges relating to food, space, health, social cohesion, energy and time. Specifically, we seek ideas for behind-the-scenes events, innovative tours, interactive workshops, lectures, collaborative discussions and debates, and activities that engage multiple senses such as performances, tastings, or exhibitions.

Submissions are due Thursday, March 31 at 5:00 pm. Visit www.aiasf.org/archandcity for more information.

Elimination of Redevelopment Agencies...Our Response

At the AIA San Francisco Board of Directors meeting on February 22, our Board unanimously approved a letter to Governor Brown and our State and Assembly members voicing our opposition to the dismantling of the San Francisco Redevelopment Agency. The letter read, in part:

...The San Francisco Redevelopment Agency (SFRA) has played a key role in helping to revitalize communities, create jobs and generate tax revenues. Successful projects such as the Giants AT&T Park, Mission Bay and over 10,000 units of affordable housing simply would not have happened without the SFRA. Current efforts, including large scale master plan developments in Mission Bay, Treasure Island and Hunters Point Shipyard and funding for the reconstruction of the Transbay Terminal would be threatened with the dismantling of SFRA.

With the construction and design industries currently facing up to 40% unemployment, further eroding the design and construction of affordable housing and other needed infrastructure will have a ripple effect on a community just beginning to feel the glimmer of a slow upturn in the economy. The SFRA's recent record is one of

commitment to building a sustainable community for San Francisco, one that is vital for the continued prosperity of our region and populace. For these reasons, we request a reconsideration of this measure...

For a copy of the complete letter, please email modriscoll@aiasf.org.

AROUND THE CHAPTER

Visit our online [calendar](http://www.aiasf.org/calendar) at www.aiasf.org/calendar for detailed information on our March events, or call 415.362.7397.

[Architectural Photography Exhibition Opening Reception](#)

March 3, 6:00 pm

[Reducing Embodied Carbon in the Built Environment](#)

March 8, 6:30 - 8:00 pm

[Green Technology Presents CalGreen Seminar \(3 LUs\)](#)

March 9, 1:00 - 4:30 pm

South San Francisco Conference Center

[Quality Project Delivery through Alternative Procurement Process \(1.5 LUs\)](#)

March 9, 5:00 - 6:30 pm

[Lecture | James Timberlake, FAIA \(1.5 LUs\)](#)

March 10, 6:00 - 7:30 pm

[Making LinkedIn Work for You \(1 LU\)](#)

March 16, 12:00 pm

[Update on the New ADAAG or 2010 ADA Standards \(1.5 MCEs\)](#)

March 16, 5:30 - 7:00 pm

[Student Housing Policy, Development and Design Part II \(1 LU\)](#)

March 21, 12:30 - 1:30 pm

SPUR, 654 Mission Street, San Francisco

[Prevention of Human Trafficking: How the Design Community Can Help](#)

March 22, 6:00 pm

[Changing Tide: Positioning for Growth in The Next Economy \(1 LU\)](#)

March 24, 12:30 pm (Lunch + Networking) | 1:00 - 2:00 pm (Presentation + Q&A)

[Water Conservation and AB 1881: Issues and Opportunities](#)

March 24, 6:30 - 8:00 pm

[Design with Climate - A Bioclimatic Approach to Architectural Regionalism \(3 SDs\)](#)

March 25, 9:00 am - 12:00 pm

[Port City: The History and Transformation of the Port of San Francisco, 1848-2010](#)

(1.5 LUs)

March 31, 6:00 - 8:00 pm

GALLERY

Architectural Photography Exhibition

On View March 3 - April 22, 2011

**AIA San Francisco | Center for Architecture + Design Gallery
130 Sutter Street, Suite 600, San Francisco**

The American Institute of Architects, San Francisco chapter (AIA San Francisco) and Center for Architecture + Design present Architectural Photography, an exhibition featuring the creative work of a group of talented Bay Area architectural photographers. Their images convey more than pictorial representations of a static building or space, but are expressions of the architect's vision through the photographer's filtered camera lens.

Modern architectural photography extends beyond simply documenting a building. It is an artistic endeavor that focuses on the photographer's role to decide what information to include and what information to leave out, what is the best way to convey the architect's vision, what emotions to elicit from the viewer, and ultimately what best captures the soul of the building or space. Making these decisions not only requires technical knowledge and skills, but also a tremendous amount of creativity. As a spectator it is important to appreciate these photographs, not just for their documentation qualities, but also view them as works of art in their own right.

Crafting Architecture: Concept, Sketch Model

On view February 16 - May 29, 2011

Museum of Craft and Design, 201 Third Street, San Francisco

At once conceptual and practical, models are an integral part of an architect's toolkit. By helping to guide experiments, and encourage dialogue, they provide insight into the rigors of landscape and building design. *Crafting Architecture: Concept, Sketch, Model* brings together work from Bay Area design professionals and students, and explores how these architects and landscape architects use models and mock-ups to communicate creative ideas.

OPPORTUNITIES

- **San Francisco Living: Home Tours Project Submissions**

Members and nonmembers of AIA San Francisco are encouraged to submit their projects for inclusion in our San Francisco Living: Home Tours program. Projects are judged by a committee of Bay Area based architects on the following dimensions: quality of design, innovative use of materials, and thoughtful integration with the neighborhood context. The committee is particularly interested in seeing projects that exhibit sustainable features. All decisions will be based on the materials submitted. Submissions must be received by March 17, 5:00 pm.

Visit www.aiasf.org/hometours for more information.

- **ISRAEL: An Architect's View of 2000 Years of Structure & Design**

AIA Utah invites you to join them on a 10 day sightseeing architectural tour of Israel April 25-May 6. The itinerary includes seminars and on-site visits to both ancient and modern structures led by expert guides. This is a unique opportunity to experience Israel and earn up to 25.5 LUs. [Click here](#) for more information.

IN THE NEWS

- **Perkins + Will** has expanded its practice to include Interiors with the addition of design leaders Jay Adams and Alison Blessing as Senior Associates.
- **RATCLIFF** names William J. Blessing and Thomas C. Patterson principals of the firm and launches sustainability planning to its line of services.

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

FEATURE THIS MONTH

Career of the Year: Meet Architect Barbie

Barbie has been a doctor, a dentist, a vet and a racecar driver, but now the iconic doll that has inspired and entertained little girls for generations takes on the job of architect. With the help of two American Institute of Architects members, Mattel Inc., has announced plans for Architect Barbie -- complete with hard hat and blueprints -- to be the latest addition to its "Barbie I Can Be..." line of dolls.

Slated for release this summer, Mattel will spotlight architecture as its "Career of the Year" for the Barbie line and hopes to educate and encourage girls to consider architecture when thinking about what their jobs could be as adults. "For more than 50 years Barbie has served as a reflection of fashion, culture and aspiration to girls of all ages," says Mattel spokesperson Michelle Chidoni. "Barbie inspires girls to try on different careers, encouraging them to play out their dreams and explore the world and all of its possibilities without ever having to leave home. We believe role-playing with Barbie leads to real life opportunities, and are very proud to introduce I Can Be...Architect Barbie as our 2011 career of the year." Barbie has more than 125 careers on her resume, and each year Mattel looks to expand that number with roles that are both aspirational and culturally relevant.

As of November 2010, 17 percent of AIA members were women. "This is a wonderful opportunity for little girls to see how they can influence their environment and dream about becoming an architect and shaping their community," says Kelly Hayes McAlonie, AIA, LEED AP, an Associate Director of the Capital Planning Group at the University at Buffalo and 2011 President-Elect for AIA New York State. "Pop culture influences our career decisions and Barbie, for little girls, is an important influence." The fact that this is occurring on the 125th anniversary of women in architecture makes this event even more special." Louise Bethune, FAIA, was admitted to the Western Association of Architects in November, 1885.

[CLICK HERE TO READ FULL ARTICLE.](#)

SPONSORS

WoodWorks

Earn up to 6 AIA/CES LUs free at the San Francisco Wood Solutions Fair - March 16, 2011 - South San Francisco Conference Center. Hosted by WoodWorks, Wood Solutions Fairs combine topical seminars with a trade exposition to provide a comprehensive learning experience related to non-residential and multi-family wood design. Register at www.woodworks.org - or visit the Online Training Library to earn education credits by streaming webinars, reading information materials or viewing online seminars. Other WoodWorks resources include CAD/REVIT drawings, case studies, product guides and calculators, as well as free one-on-one project support.

Interested in placing a classified? Reach thousands of readers and get your message out. Call 415.362.7397 or email sponsorship@aiasf.org to find out more.

Do you have any suggestions for *archSF*? Please email hwong@aiasf.org.