Architext

Winter 2010

The Newsletter of AIA Central Pennsylvania

AIA CENTRAL PENNSYLVANIA



A Chapter of The American Institute of Architects

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A Message From The Editor

By Dan Godfrey, AIA



2009 Design Award Images

This concludes the Architext newsletter campaign and distribution for 2010. It has been our pleasure to provide this publication to you over the past year. Articles and materials received from AIA members served to build the content that hopefully informed and entertained you in 2010.

Thank you to all who submitted material for publication. And a special thank you to our advertisers who help keep the newsletter self sustaining.

This publication has reached 300 plus AIA members and affiliates in the Central Pennsylvania region of Adams, Cumberland, Dauphin, Franklin, Fulton, Juniata, Lancaster, Lebanon, Montour, Northumberland, Perry, Snyder and York Counties. The newsletter will continue to be a great place to market services to Architects and will help to foster connectivity among the AIA members of Central Pennsylvania.

In 2011 we hope to expand the editorial content and further explore creative ways to display and distribute the newsletter. We welcome suggestions for improvement as well as new sources for articles and relevant material. Suggestions and articles can be sent to dgodfrey@rlps.com.

Warm wishes for happy holidays and a joyous new year to all of our colleagues and friends affiliated with the AIA of Central Pennsylvania.

Dan Godfrey eNewsletter editor

Architext 2

Central PA AIA Fall Lecture Held at Armstrong Campus

Article contributed by Armstrong World Industries

Armstrong hosted the Central PA American Institute of Architects (AIA) annual fall lecture on corporate campus this year Nov. 4. The speaker for this year's event was Paul Lewis with LTL Architects, and the topic was "Opportunistic Architecture."

"This is the fourth year that Armstrong has hosted the lecture and we saw, by far, the best



attendance. We had over 100 architects, interior designers and architect students from Penn State and HACC-Harrisburg in the Auditorium for the lecture. We then hosted a reception for all participants in the lobby of the Avenue," says Gregg Maberry, general manager, Sales Integration -- ABP.

Chris Dawson, the AIA Chair of the lecture added, "AIA Central PA appreciates Armstrong's support of our lecture series. As an AIA member since 1994, I have always valued our lecture series as much as any of our member benefits and that's why I agreed to become chair of the lecture series starting in 2006. Armstrong hosting our fall lecture

allows me to focus on the speaker's needs while you handle the venue and social side of things. Holding the social hour in your Avenue has the added benefit of allowing architects to see your products."

With the coordinated effort of the Armstrong ABP hosts who volunteered for the evening; Gregg Maberry, Andy Kurl, Brianne Dever, Alexandra Henry, Sandra Stauffer and Stephen Yeager; and the help of the Facilities team, the event was a success!

Opportunistic Architecture, coined and used by a young architectural firm Lewis. Tsurumaki. Lewis, is a design philosophy that transforms typically restrictive conditions like small budgets, awkward spaces and strict zoning into catalysts for architectural innovation. These "problems" become the source of creativity. The firm says "we are interested in an architecture of nuance, play, and wit." During the presentation here on campus, the speaker Paul Lewis presented widely varied "opportunistic architectural" examples from a 200 square foot hot dog joint formed entirely by the experience of buying and consuming a hot dog to a 75-story tower that reimagined as a dense, vertical urban opposite to suburban sprawl. He closed with their Arthouse project recently completed in Austin, Texas which epitomized the powerful effects one can achieve by capitalizing on the "opportunities," not the "problems" presented in a given architectural project.



AIA Central PA Lecture Series

By Chris Dawson, AIA



Our lecture series is not possible without the support of our sponsors:

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On November 4th Paul M. Lewis, AIA made a presentation entitled "Opportunistic Architecture" at the Armstrong World Industries campus in Lancaster. LTL Architects work is rooted in intensive design exploration continually asking "what if." The work Paul presented was stunningly beautiful encompassing a surprisingly wide range of scales and confirmed their stated interest in an architecture of nuance, play, and wit. He closed with LTL Architects recently completed Arthouse project in Austin, Texas which was tremendously inspiring.

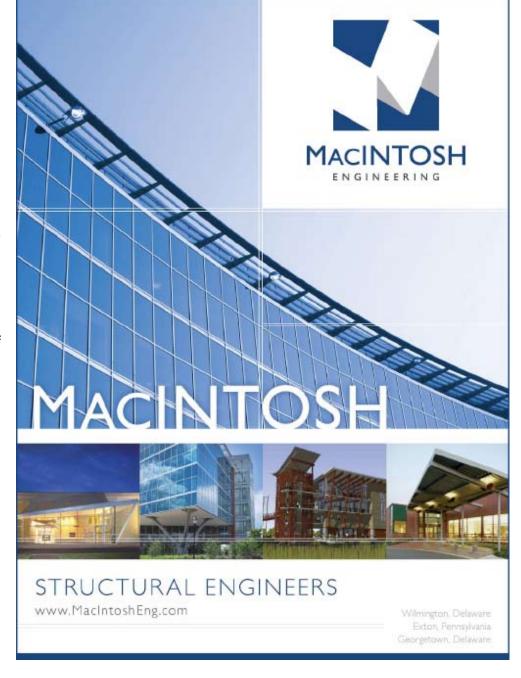
On November 8th we had our Local Lecture presentation in concert with the Chapter's annual Conference & Expo. Hunter Johnson, AIA

"Hunter Johnson, AIA founding partner of TONO Architects made a presentation of 10 projects in honor of the firm's upcoming 10th anniversary."

founding partner of TONO Architects made a presentation of 10 projects in honor of the firm's upcoming 10th anniversary. The projects Hunter presented represented a firm working on a range of project types and scales with a strong commitment to design in the service of their client's needs. Eric McRoberts, AIA of

Reese Lower Patrick & Scott (RLPS) Architects gave a broad-brush overview of the RLPS's work which was rooted in the use of quality materials and connections between outdoors and indoors. Eric's presentation portrayed a firm working at a national level for several decades with an eye on the public's needs in senior living, assisted living, and educational settings.

The annual Conference & Expo was kickstarted on the morning of the 8th with a keynote speech by Mike Pries, Dauphin County Commissioner.

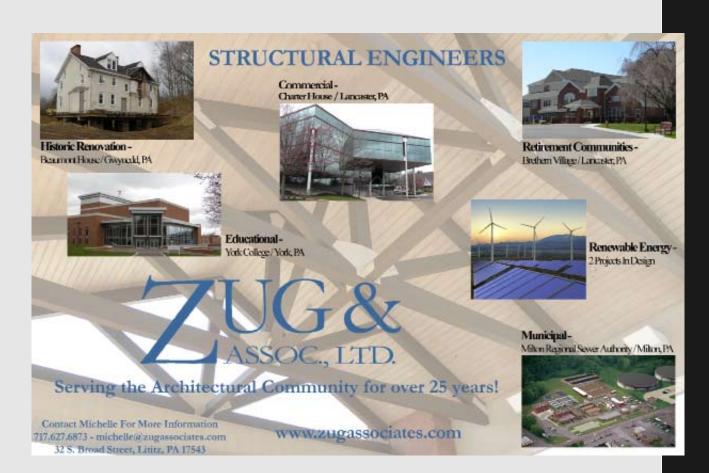




Mike's background as an active leader in Hershey was borne out in his speech but he spent the bulk of his time discussing County issues ranging from the Harrisburg City Incinerator debt issue to the likely expansion of the County's 911 operations to concerns about restoring/renovating vacant buildings around the county in lieu of building on greenfield sites. Mike noted the regional impact or connectedness of Harrisburg and Dauphin County concerns to the surrounding communities and counties. I believe we have established a good rapport with a politician

genuinely concerned about the built environment that understands that it takes work at multiple levels in areas such as education, housing, infrastructure, culture, and the arts to ensure a community will thrive.

I look forward to organizing more successful lectures in 2011 and thank everyone for their support of these events.

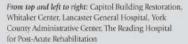


Lessons Learned by the Yeoman Architect

By James Mehaffey, AIA

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from the parking lot seemed to point into the rooms so the light would meet Boulder's strict dark sky ordinance. I got zero sleep even though I was dead tired. But hey - there was nothing to waste, except the time it took me to decipher which trash can all my refuse went into. There were so many options it was like a question on the LEED exam.



What makes for a zero waste hotel? Well, I found out inadvertently in Boulder CO.

The answer is not much, really. All the same amenities are provide, they are just labeled as ecologically friendly items. The soap, shampoo and even the toilet paper is eco-friendly. Green Q-tips must not be available yet, however, as there were none. They had a pool and served breakfast just like anyone else. There were some more organic and soy products in the buffet than usual; not to mention the granola was awesome. An oil painting of Jerry Garcia was the only obvious clue that I was not in Kansas anymore. Well, that and the hippie vibe of the other clientele, but you get that most places in Boulder.

It was not all a feel good experience though. Like my hippie room mate freshman year in college, all that incense was there to cover something up. It was obvious to me that this was a regular motel at one time. And maybe part of the zero waste mentality crept into the upkeep of the physical plant. It looked as if all the finishes and accessories were original to a HoJo from 1964. The upholstery on the chairs, the heavy wood paneling, even the carpets looked forty years old. There was no sound insulation and some where I heard water leaking - I think in the room next to mine. I heard every cough from all the rooms around me. And the light

Fine Living Lancaster - "Sustain"

By Hunter D. Johnson, AIA



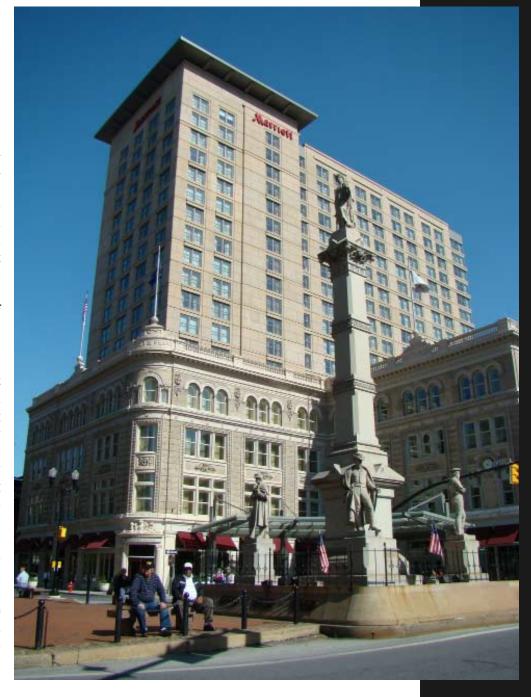
Among popular culture's more verdant and overused terms spoken unremittingly in business circles, online communities, print media and slick advertising campaigns, the qualifier "green" has become as ubiquitous and nondescript as "light", and "free". We attach the "green" superlative to our cars, toiletries, banking techniques, vacations, and yes, architecture. Whether self-gratifying or self-deprecating, we want to believe we are helping preserve the planet and its natural resources by purchasing products and services with smaller carbon footprints thereby presuming we have lessened the load on the local landfill and patched a little ozone back onto the Stratosphere.

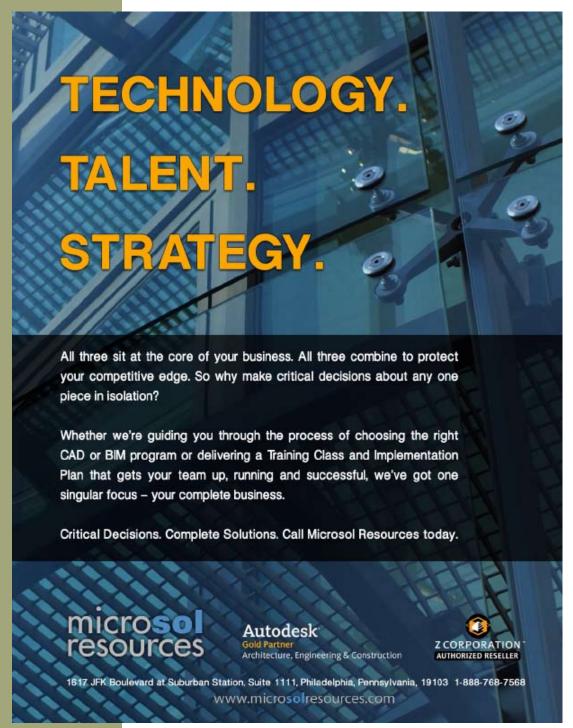
At the same time, we still refer to ourselves as "consumers" with zealous vigor. Can one truly be a "green" consumer?

In the face of one of the worst economies in generations, sluggish, if not paralyzed by consumers shying from spending and thereby "consuming", we find ourselves in the ultimate quandary. We recognize the need to stimulate the economy through therefore increasing spending sales. services, manufacturing and so on, and yet we refrain. The "economy" after all is the sum of our participation in the production, exchange, distribution, and consumption of goods and services. There's that word again: "consumption".

While the spoken mantra for the next generation is to step lightly upon the earth and to reduce, reuse and recycle, by doing so, our new conservationist mind-set may in fact inhibit the economy. Or, is it the other way around? Are we inadvertently helping our environment by encumbering the economy simply by maintaining a more fiscally prudent approach at present?

Fundamentally, we should recognize the inherently paradox. While on the one hand, we desire to preserve our livelihoods by invigorating the systems of commerce we have developed in post-industrial America, and yet, we also desire to insure



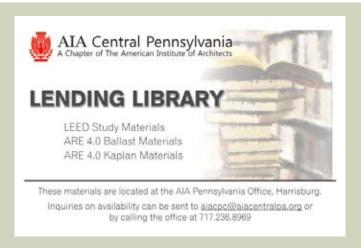


our quality of life by conserving the very resources consumed in that process. Perhaps we need a new model. One in which we move away from consumption and towards sustainability. Ultimately though, our system needs to be one of regeneration.

Having dinner with a friend and fellow pontificator earlier this week at a newly opened downtown

Having dinner with a friend and fellow pontificator earlier this week at a newly opened downtown establishment, we discussed many of these topics and then he mentioned upon returning to the Lancaster area a few years back he noted the popularity of the "I Love City Life" bumper stickers. It struck me as an appropriate allegory for sustainable living.

Lancaster was settled in 1733 as a strategic inland crossroads for regional commerce in the new colony of Pennsylvania. Some 277 years later, the city is experiencing another rebirth among its many by offering a healthy diversity of people, functions and attractions. Through significant civic and private investment strategies among the numerous grassroots "storefront" improvements owner-occupied structures, city has become a showcase for sustainability. At almost three centuries young, many of America's urban centers represent our best opportunity for regenerative living by building upon the physical infrastructure that already exists.



Intrinsically, cities, such as Lancaster, contain our largest infrastructure investments, our centers of commerce, and our seeds of government, therefore by their mere density and durability they have become our most feasible ecologically sustainable physical areas to maintain over the long-term.

I recently heard Mayor Rick Gray say: "So goes the City, so goes the County." A viable, healthy Lancaster city, means a robust, livable Lancaster County. As we keep the City healthy, we keep our heritage in tact, we pass legacy to our children and grandchildren, and we maintain irreplaceable physical infrastructure. Now that's sustainability.





Social Media: A Short Primer

By Scott D. Butcher, CPSM



It's hard to avoid social media these days: LinkedIn. Facebook. Twitter. Blogs. YouTube. Flickr. WordPress. Blogger. The list of social media sites goes on and on, and now number in the hundreds. Many of us originally considered social media to be a "kids" activity – high school students on MySpace or college students on Facebook. But something interesting has been happening in recent years: the business world has taken notice – and most of us have, too. The initial business foray into social media was business-to-consumer, and the design community primarily has a business-to-business (B2B) focus, so we've been sitting on the sidelines. But that is changing – the year of 2010 has even been dubbed the year of B2B social media by several media outlets. Web 1.0 was all about static websites that were essentially online brochures. Driven by social media, Web 2.0 is about information exchange and social networking. The AEC industry has traditionally been conservative when it comes to marketing (in fact, before 1978 it was considered unethical for architects to advertise), but

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- PVC Free Sheet Vinyl
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a growing number of design firms have ventured into social media in recent years. Organizations like the American Institute of Architects have encouraged this, offering recommendations online and hosting a monthly Tweetchat.

Social media is not a replacement for traditional marketing; it is merely another tool in the toolbox. And if you think, "my clients aren't on Twitter" (I've said that many times myself), you are missing the point. Social Media is not about who you know - it is about who knows you. Several public and private owners/clients at a recent Society for Marketing Professional Services (SMPS) event were asked if they used social media (LinkedIn, Facebook, Twitter), and they unanimously said "no." But after further questioning, it was revealed that some of their staff members do in fact use social media - they check out blogs to find thought leaders (and potential A/E firms) and use social media sites to check up on firms and individuals they are interviewing or working with on a project. Your social media presence networks you with people you don't know and expands your reach.

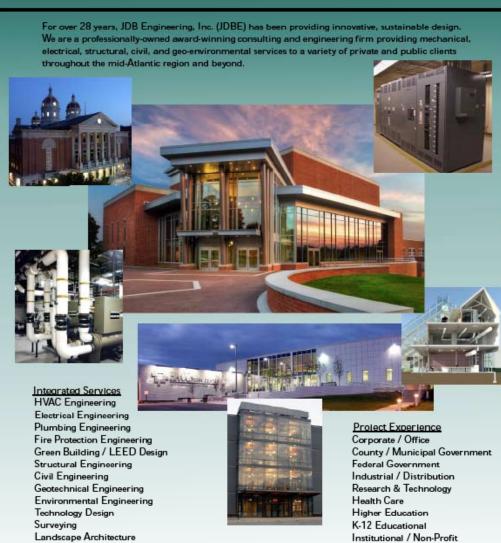
So how can you effectively utilize social media without spending too much time on it? If you are not on LinkedIn, you need to be there. Potential clients and potential employees are already looking for you there. Get on LinkedIn, and be active. Find people you

know and connect with them. Find people you'd like to know, and see who knows them. Join groups, follow discussions, and participate whenever there is an opportunity. Locally, a great place to start is by joining the South Central PA AEC Industry Networking Group, which has around 200 members. The group meets monthly throughout central PA – real-world connections are being made every month through social media. Create a personal account, and make sure your company has a LinkedIn page, too.

Check out Twitter. Create a handle begin following people, companies, and organizations. Watch the conversations (in 140 characters, or less). It is okay to "lurk" without participating. Seek out other architectural firms that have active Twitter presences – or engineers or contractors. Watch an AIA Chat to see how Twitter is being used. As I'm writing this article, I'm monitoring the monthly AIA Tweetchat - this month the topic is pro bono work; last month it was BIM.

And then there is the ubiquitous Facebook. Most people in the AEC industry I know use LinkedIn for professional connections and Facebook for personal connections. AEC companies who utilize Facebook primarily do so as either a staff communications tool or an employee recruitment tool. If you

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are just getting into social media for your company, I suggest you skip Facebook and focus on (1) LinkedIn, (2) blogging, and (3) Twitter.

I'll leave you with one final thought. Social media is becoming a tool for direct communication, too. I have two prospects (owners) that I communicate with via direct LinkedIn messages, not through e-mail. A direct message is between two people, and not viewable to your followers or connections. I have an architect friend who communicates with me via Facebook. And when a governmental client wanted to contact me recently, he did so via a Twitter direct message. You need to make yourself available where your clients want you to be.

For more information on this topic contact Scott Butcher at JDB Engineering or email him at sbutcher@jdbengineering.com.



Reference sites:

http://www.twitter.com

Free micro-blogging community

http://business.twitter.com/twitter101/

Twitter for Business guide

http://www.linkedin.com

Free business-focused social networking community

http://www.facebook.com

Free social networking community

http://www.wordpress.com

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Free photo editing software and photo sharing site

http://www.youtube.com/

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http://www.tweetdeck.com/

Free social dashboard for desktop and phones

http://audacity.sourceforge.net/

Free audio mixing software

http://www.aia.org/practicing/groups/kc/AIAB080126?dvid=&recspec=AIAB080126 - AIA article, "Ten Tips for Using Twitter to Support Your Practice"

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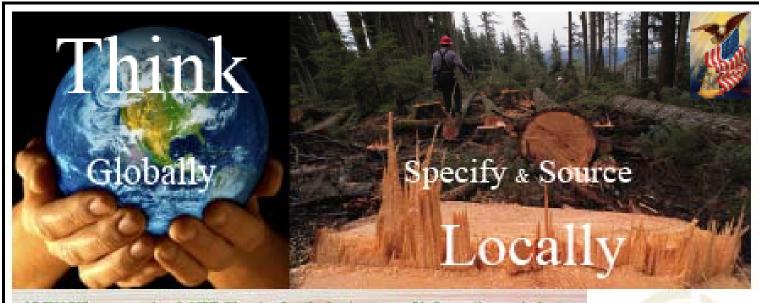
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2011 AIA Central PA Calendar

Comments regarding the AIA CPA eNewsletter may be sent to our editor Dan Godfrey, AIA at dgodfrey@rlps.com

January

11 Executive Committee Meeting (4:00 pm at AIA Office) 18 Board Meeting (4:30 pm at AIA Office)

February

2-5 National Grassroots Leadership Conference,Washington, DC21 President's Day – Office Closed

March

1 Newsletter Content due to Editor 5-13 Pennsylvania Home Show, State Farm Show Complex, Harrisburg, PA 15 Executive Committee Meeting (4:00 pm at AIA Office) 22 Board Meeting (4:30 pm at AIA Office)

April

12-13 Pennsylvania Architects Day & Leadership Conference, Harrisburg, PA TBD Spring Lecture in York

May

12-14 AIA National Convention, New Orleans, LA 30 Memorial Day – Office Closed

June

1 Newsletter Content due to Editor 7 Executive Committee Meeting (4:00 pm at AIA Office) 18 Board Meeting (11 am – Location TBD)

July

4 Independence Day – Office Closed

August

September

Newsletter Content due to Editor
 Labor Day – Office Closed
 Executive Committee Meeting
 0 pm at AIA Office
 Board Meeting
 opm at AIA Office
 Tri-States Conference, Atlantic City, NJ

October

10 Columbus Day – Office Closed28 Conference & Expo and Design Awards

November

TBD Fall Lecture at Armstrong, Lancaster 24-25 Thanksgiving – Office Closed 29 Executive Committee Meeting (4:00 pm at AIA Office)

December

Newsletter Content due to Editor
 Board Meeting
 09:00 am at AIA Office)
 23-26 Christmas – Office Closed

Planning Meeting Review

By Chris Dawson, AIA



On Saturday December 11th the AIA Central PA Board of Directors held our annual Planning Meeting to review how things unfolded in 2010 and what we will try to accomplish in 2011. We are happy to have three new Board Members: Tony Potter, an attorney with Powell Trachtman Logan Carrle & Lombardo that focuses on the architectural and engineering business, Tammie Fitzpatrick, a young architect leading the charge to grow an active Young Architect's Forum (YAF) component in Central PA, and Dan Godfrey, an architect with RLPS in Lancaster that has taken over the reigns of our newsletter.

We spent a majority of our time discussing budget issues and it is notable that despite the challenges in 2010 we were still able to make our planned \$5,000 contribution to our reserve fund which will be fully funded next year (50% of our annual operating budget). The revenue we realized from member dues held steady in Central PA in contrast to the National trend of decreasing 5%. Our plan for 2011 is to essentially hold the line on spending while still making improvements to the events and services we provide our members.

The event that will likely be tweaked the most in the coming year is the Annual Conference & Expo / Design Awards which has been scheduled for Friday, October 28, 2011 (mark your calendar). We realized significant savings by joining these events and we will incorporate the lessons we learned from the 2010 version to make it even better in 2011. We also discussed the lecture series, our newsletter format, associates events, government affairs issues, scholarship activities, membership patterns, and a reincarnation of a membership/firm directory. I am proud to be a member and leader of AIA Central PA and am excited by the prospects for what we will do in 2011 for our members.



AIA Central Pennsylvania

A Chapter of The American Institute of Architects 240 N. Third Street, 12th Floor Harrisburg, PA 17101

2009 Design Awards

MERIT AWARD

Pullo Family
Performing Arts
Center and Lee
Glatfelter
Library
Project

Murphy & Dittenhafer
Architects
Architect



Jury Comments:

A tight, well composed building that worked with a confined budget and succeeds in creating a refined, highly detailed university building in a 3-dimentional form.







MERIT AWARD

Alden Carriage House Project

Nest Architecture Inc. Architect

> Calvania LLC Client

Jury Comments:

The jury enjoyed the play between the traditional and modern detailing to create an intimate and unique interior experience. The small scale of the adaptive reuse was a pleasure for the jury to review.



HONOR AWARD

CODO Project

Murphy & Dittenhafer
Architects
Architect





Jury Comments:

A skillful well conceived answer to mixed-use design with an urban context. The scale and play of the varied program complemented each other in the rich material. Context in short, a building the jury would "love to live in."