

# WMAIA news

Newsletter of the Western Massachusetts Chapter of the American Institute of Architects



Chris Farley AIA, Stephen Schreiber FAIA and Jeremy Toal AIA in front of the United States Capitol at the AIA Grassroots Conference in March.

## Leadership

by Erika Zekos Associate AIA

Whether you are project architect, make decisions for your family, are the lead-off batter on your softball team, or advocate for change in your community, chances are you've had the opportunity to play a leadership role in some part of your life. Leadership styles vary greatly - we hear accounts of visionaries leading from the front of the crowd, those who quietly manage the 'clockwork' from behind the scenes, and about building consensus and coming together as a team. What's your leadership style? Do you think that architects bring a special approach to leadership? In this issue we focus on a number of local architect-leaders with their own unique approaches. Look for the many invitations to get involved as you read articles from leaders across the WMAIA spectrum including chapter officers, member architects, students and competition winners.

One of the articles is an interview with Greg Neffinger, an architect and current Mayor of West Springfield, MA. As Tracie Reed Associate AIA (at the time, a UMass grad student and AIAS member) reported to WMAIA News in our October/November/December 2008 article, "Citizen Architects", many of our notable politicians wanted to be architects. Both Governor Deval Patrick and President Barak Obama, claim to have dreamed of becoming architects. Are there similarities between the challenges of leading a city, state or nation and in designing buildings and communities?

continued on Page 2

## Inside

### OUR NEWS

- Leadership . . . . . 1
- Grassroots 2012: 3 Views . . . . . 2
- Grassroots: View 1 . . . . . 2
- Grassroots: View 2 . . . . . 3
- Grassroots: View 3 . . . . . 4
- Young Architects . . . . . 4
- Planning for the South Hadley SDAT . . . 5
- WMAIA ARE Lending Library . . . . . 5
- Women in Design . . . . . 5

### MISCELLANEOUS

- IDP 2.0 . . . . . 6
- Summer Design for Teens . . . . . 6
- AIAS Spring Quad Conference . . . . . 6
- Mayor Architect . . . . . 7
- Five College International  
Conference on the Art, Science and  
Culture of Rivers . . . . . 8
- Riverscaping Design/Build  
Competition . . . . . 8

### OPPORTUNITIES

- VT/NH/WMAIA Meeting . . . . . 10
- AIA 2012 . . . . . 10
- A+D Spring Lectures . . . . . 10
- Museum Models . . . . . 11
- Earth Day Festival 2012 . . . . . 11
- Invisible Cities . . . . . 11

### WMAIA PROGRAMS

- WMAIA/Five College Architecture  
Film Series . . . . . 12
- Universal Design - Beyond  
Regulations . . . . . 12
- How to Become a LEED  
Professional . . . . . 12

# OUR NEWS

## continued from Page 1

Kerry Dietz AIA is very interested in this question. She is currently teaching a class called “Architects as Leaders” to a combined group of design professionals and UMass Amherst Architecture+Design graduate students. She recognizes that architects have a lot to bring to the table. Architects have specific skill sets that are unique to the profession. We are creative problem solvers; we are amalgamators of lots of different information from multiple sources; we have the ability to clearly communicate complex processes; we design solutions that reflect the real needs of multiple stakeholders. And yet, we tend to be shy about our leadership skills. Perhaps, Kerry says, we are worried that we’ll be perceived as chasing jobs if we act as community leaders? Perhaps we are concerned that we will be seen as elitist if we bring our expertise to the public?

So why is Kerry interested in leadership? With Kerry’s leadership Dietz and Company Architects has become a highly regarded firm in our region. She has served in many AIA positions, including on the WMAIA board, as the President of AIA New England, and on the Housing Knowledge Community. She has served on the Springfield Planning Board for ten years, on the Zoning Board of Appeals and on multiple non-profit boards. It was an experience as part of the AIA’s inaugural Leadership Institute in 1997 that started her on the leadership path. The weeklong workshop in Washington, DC brought together 24 people from around the country to hear speakers, and be inspired. Of the group, one became Architect of the Capitol, one ran for Congress in California, many, like Kerry, lead their own firms.

Kerry is now trying to inspire a community of architects who want

to give back. She wants to convey that there are many ways to do that, from serving on boards of directors and in town government, to being a productive employee, or teaching about sustainability. Students in her class are reading books such as “Getting to Yes” to learn the art of negotiation. They’re hearing talks from local politicians, designers and advocates as well as developing their own voice through a series of one minute speeches and deeper research projects. It’s her hope that students in her class will be willing and prepared to lead in their own unique way.

## Grassroots 2012: 3 Views

Jeremy Toal AIA, Stephen Schreiber FAIA and Chris Farley AIA attended the AIA Grassroots 2012 Leadership and Legislative Conference in Washington, DC in March. They each provided a report about their experience.

WMAIA would like to thank AIA National for helping to fund Jeremy’s registration at this year’s conference.

## Grassroots: View 1

by Chris Farley AIA

### Leadership, Advocacy, Communication

These three words were projected on the walls of the large meeting room for the 2012 AIA Grassroots conference held in Washington, DC in March. This was my first visit to Grassroots and as WMAIA president-elect, I found both the Conference and our nation’s capital to be inspiring.

It’s been many years since I was last in Washington, DC and I had forgotten

how truly grand the city center is. The avenues are broad and well-kept, the buildings and memorials are monumental and well-built, and the overall scale and sense of distance is quite different than that of other American cities.

The several workshops I attended were well worth the time. They were titled “How to Create and Operate a Center for Architecture”, “Connecting with the next Generation of Leaders”, and “Influencing Culture to Enable Innovation and Insight”. Although these workshops were valuable, I’d have to say that it was the visit to Capitol Hill that proved the most thought-provoking for me. Jeremy Toal, Stephen Schreiber, and I were a threesome and we met with the staff of three Massachusetts Congressmen; John Olver, James McGovern, and Bill Keating. We and all the other architects descending on the Hill were given the following four talking points or “asks” to help structure our conversations,

- Remove Barriers to Private Sector Lending
- Increase the Energy Efficient Commercial Building Tax Deduction
- Pass the Small Business Protection Act of 2012
- Pass Transportation Reform Legislation maintaining current funding levels

I found the meetings eye-opening, not so much because of the content of our discussions, but because these staffers were so accessible. John Nunnari, Executive Director of AIA Mass, had clearly spent a fair amount of time setting up these meetings (thank you John) so all we had to do was walk in, but it was the fact that we *could* walk in and talk with them that seemed magical to me. While it’s difficult to know if our meetings will produce any measureable results, the experience of traveling to Washington

continued on Page 4

## Grassroots: View 2

by Stephen Schreiber FAIA

I attended Grassroots as the upcoming chair (starting in 2013) of the advisory group for the AIA's Housing Knowledge Community. The goal of this knowledge community is to track housing issues; and to develop relationships with industry stakeholders to encourage and promote safe, attractive, accessible, and affordable housing for all Americans.

While in Washington, members of the advisory group met with the following organizations: Hanley Wood, National Housing Conference and the Center for Housing Policy, Fannie Mae, Enterprise Community Partners, HUD, Housing Assistance Council and the USDA.

The advisory group met at Grassroots to plan next year's activities and to meet with other groups involved in housing issues. Goals for 2012 include:

- Expanding our successful online continuing education lecture series (webinars)
- Holding a pre-convention workshop on housing

- Restructuring the website and social media application to make them more useful to members
- Building partnerships with housing organizations
- Working with AIA Component Housing Knowledge Communities
- Creating peer networks
- Securing sponsorship for Housing Knowledge Community Activities
- Engaging in housing policy discussions

I am leading our online education lecture (webinar) series. More than 500 architects/interns participated in our free March webinar—"Detailing for Durability", led by Paul Fissette, professor of Building Construction and Technology at UMass Amherst. If any WMAIA members or affiliates are interested in giving a webinar on research pertaining to housing, please send me an email at [Schreiber@art.umass.edu](mailto:Schreiber@art.umass.edu). (Also, please let me know if you are interested in sponsoring a webinar.)

If you would like more info about the Housing Knowledge Community webinars visit: <http://network.aia.org/hkc/home/>.



The Martin Luther Jr. Memorial at the tidal basin.  
photo by Chris Farley AIA

## WMAIA NEWS

The Western Mass. Chapter of the American Institute of Architects publishes WMAIA News four times a year. It is circulated to all members, advertisers and subscribers.

Please direct all newsletter correspondence to Erika Zekos Associate AIA, Editor, Studiozed, 40 Hulst Road, Amherst, MA 01002 (413) 559-0224, [studiozed@comcast.net](mailto:studiozed@comcast.net).

Articles, photos, notices of events and other information are welcome.

Opinions expressed in the newsletter are not necessarily those of the WMAIA. The Editor reserves the right to reject or revise material as space and subjective opinion permit.

**President:**

Jeremy Toal AIA

**President-elect:**

Christopher Farley AIA

**Secretary:**

Erika Zekos Associate AIA

**Treasurer:**

Thomas RC Hartman AIA

**Past President:**

Thomas RC Hartman AIA

**Members:**

- Bill Austin AIA
- Sigrid Miller Pollin FAIA
- Martha Montgomery AIA
- Elizabeth Morgan AIA
- Stephen Schreiber FAIA
- Julie Waggoner Associate AIA
- Kathryn Wetherbee Affiliate WMAIA / AIAS

**Editor, WMAIA News:**

Erika Zekos Associate AIA

**Executive and Program Director:**

Lorin Star Affiliate WMAIA

For more information on the WMAIA Chapter, please contact Lorin Starr, Executive Director at [director@wmaia.org](mailto:director@wmaia.org).

**Grassroots: View 1, cont. from Page 2**

to speak directly to our elected representatives was really thrilling and quite an education. Jeremy, Stephen and I agreed that in order for our advocacy efforts to have real meaning we need to follow up with the representatives and engage with them here in their district in MA. As we begin to make plans for upcoming events we will be looking for opportunities to invite these Congressmen to visit with us. If we want to see change in the government and in our country, we must tell those we've elected what we want and what we think.

It was this Grassroots Conference that helped me to understand Washington, DC, our elected officials, and AIA National in a new light. I no longer think of them as "They" but "We".

**Grassroots: View 3**

by Jeremy Toal AIA

**I've been thinking a lot about the potential role that we Architects plan (and I believe *must play*) in transforming our relationship with our life-sustaining planet.**

I believe that we - Architects - have a unique set of skills that can make a real difference. We are uniquely trained and qualified to solve complex problems at multiple scales, across multiple disciplines. We know how to think about interconnected systems, we know how to lead interdisciplinary teams, we know how to look at broad concepts as well as minute details and understand the relationships between them.

And so, with this in mind, I attended this year's AIA Grassroots conference, with the theme "Leadership, Advocacy, Communication: Come as you are, leave inspired." The various breakout sessions and business meetings covered the themes effectively (only one session was dreadful), and we all buzzed

around Capitol Hill making visits to our elected officials. But I found lessons in Leadership, Advocacy, and Communication in the spaces between the agenda items as well. Indeed, it's one of the great benefits of this conference – the chance to talk with other architects, other leaders from our region and across the country, to connect and share ideas, to be inspired.

I see that Leadership, Advocacy, and Communication are the three arrows in our quiver, if we are going to help transform our future.

Architects need to **Lead** the way. Lead by example, in every small way and every big way that you can. Lead your office, lead your clients, lead your communities.

Architects need to **Advocate**. Take a stand for what you believe in, be it Smart Growth, high R-Values, or beauty. Advocate for doing what's right, not what's easy. Advocate for your children and grandchildren.

Architects need to **Communicate**. Share your knowledge. Let the world know what it is that we Architects can bring to the table. Listen deeply to what your clients and communities really value, and have those hard conversations.

I know that we - Architects - have a unique set of skills that can make a real difference. Let's all get out there and show the world that Architects have what it takes to solve the problems we all face.

**Young Architects**

by Elizabeth Morgan AIA

**This March, a few days before the Grassroots Conference, a summit was held in Washington DC by the Young Architects Forum (YAF) to consider the future of the architectural profession.** The forum brought together 50 architects who have been licensed 10 years or less (which is the definition

of a "Young Architect" within the AIA, and has nothing to do with age) from across the country to discuss the unique concerns and possibilities they face as practitioners. I was invited to attend as a representative of the WMAIA. The event far exceeded my expectations - the conversations were lively, and the attendees were deeply engaged and refreshingly diverse in their interests.

First established by the AIA in 1989, the YAF held a previous summit in 2007 to develop a "top 10" list of issues most pertinent to its demographic. This year's summit followed up on the findings of that conference by maintaining the four highest ranked issues (Mentorship, Human Capital, Leadership/Interaction Skills, Practice Management) and redefining the remaining six.

After much consideration and blind voting, the additional six areas identified as most important to Young Architects today were: Career Advancement, Advancement of the Profession, Value of Design, Starting Your Own Firm, Value of Licensure, and Economy and Change. Small groups were formed to expand upon each of these issues, and their findings were then presented to the larger group at the end of the conference. A summary of these discussions can be found on the YAF web site: [www.aia.org/yaf](http://www.aia.org/yaf).

The ultimate goal of the YAF is to create programs and resources that support the success of Young Architects in particular. In so doing, the YAF will actually be supporting the success of our profession as a whole. For, as we were reminded at the conference, when the 45% of current AIA members who are baby boomers retire in the years to come, the huge gap they leave must be filled by the Young Architects of today. This will be a challenging task, but based on the enthusiasm and commitment displayed at the summit, we are ready to take it on.

**Thank you to AIA National for fully funding Elizabeth's participation in the Young Architects Forum.**

## The RISE of the Falls



### Planning for the South Hadley SDAT

by Helen Fantini AIA

The South Hadley AIA SDAT Steering Committee is hard at work on logistics for the full team visit. Our biggest challenge is ensuring we get as many people as possible to the public meetings. Thus far, we have used news articles, and fliers inserted in town utility bills and school newsletters, to spread the word. We plan to canvass the Falls neighborhood with door hang fliers a few days before the meetings. Church bulletin notices, posters in heavily trafficked stores and a lot of word-of-mouth and e-mailing will take place over the coming weeks. Our 'brand,' project title "The Rise of the Falls" and historic photo of the waterfall, has been utilized on all print materials, and we hope to make it a well-known symbol beyond this charrette, as the town moves into the implementation phase. The public meetings will take place as follows:

**Community Forum: Monday, April 23rd, 6:30 pm, Town Hall Auditorium**

**Findings & Next Steps: Wednesday, April 25th, 6:30 pm, Town Hall Auditorium**

AIA Center for Communities by Design has recently provided us with information on the South Hadley team:

- Todd Scott AIA, Team Leader

(Seattle, WA) – SDAT veteran who specializes in historic preservation

- Carol Mayer-Reed FASLA (Portland, OR) – landscape architect nationally recognized for design excellence and sustainability leadership
- Cheryl Morgan AIA (Birmingham, AL) – architect and director of Auburn's Urban Studio in Birmingham
- Wendy Weber Salvati AICP (New York) – planner with extensive experience in waterfront planning and environmental review for numerous projects in New York state
- Nancy Fox AICP (Washington, DC) – planner specializing in public-private partnerships, redevelopment, affordable housing and public financing strategies
- Bonnie Crockett (Baltimore, MD) – attorney with a focus on community and economic revitalization

#### How to get involved:

Specific requests for Chapter member help will not be available until mid-April, however, the AIA National staff has found that local design professionals can contribute during the stakeholder meetings and/or the public meetings by giving input, or serving as scribes/recorders during the small group stakeholder meetings so that the team members can fully focus on running the sessions. The stakeholder meetings will take place during Monday afternoon, April 23, and Tuesday morning, April 24. Then, once the team moves into the work sessions (Tuesday afternoon through Wednesday afternoon) and has a better idea of recommendations and graphics, local designers can help produce those products that will accompany the recommendations and ideas.

If you haven't already contacted me about interest in this project, feel free to do so at: [hfantini@hotmail.com](mailto:hfantini@hotmail.com). In the meantime, you can help us right now by "liking" us on Facebook: [www.facebook.com/SouthHadleySDAT](http://www.facebook.com/SouthHadleySDAT).

### WMAIA ARE Lending Library

WMAIA has purchased ARE study materials to support WMAIA Associate Members and others living and/or working in western MA who are preparing for the ARE exam. Materials are provided free of charge for WMAIA members and for a annual fee for non-members. We currently have these 4.0 Kaplan ARE Learning Systems study guides:

- Building Design & Construction Systems
- Building Systems
- Construction Documents & Services
- Programming Planning & Practice
- Schematic Design
- Site Planning & Design
- Structural Systems

Cleaning house? If you have recently taken the exam and have materials you would like to donate to WMAIA to be shared through our lending library, please let us know! For more information, contact [director@wmaia.org](mailto:director@wmaia.org).

### Women in Design

#### First, some statistics:

Of the 27,852 students enrolled in NAAB-accredited degree programs (undergrad & grad) in 2010, 59% are male and 41% female. *[from the NAAB 2010 Report on Accreditation in Architecture Education]*

Yet, of the 24,361 Young Architects in the AIA, 76% are male and 18% are female (6% undesignated or chose not to identify). *[from a NetFORUM Query on 12/15/2011]*

What accounts for the drop-off of women from students to licensed Architects and how does WMAIA compare to the nationwide picture? WMAIA news is planning an article to explore this topic. If you are a woman in design and are interested in discussing your experience please contact Erika Zekos at [studiozed@comcast.net](mailto:studiozed@comcast.net).

# MISCELLANEOUS

## IDP 2.0

Implementation of the final phase of the Intern Development Program (IDP) 2.0 will begin on April 5. This phase will include new experience categories and areas, simplified experience settings, and an enhanced electronic system to report IDP experience.

Find IDP 2.0 Interns' Rollover Guide and learn more at [www.ncarb.org/idp2](http://www.ncarb.org/idp2).

## Summer Design for Teens

UMass is once again offering a Summer Design Pre-College Academy for rising high school juniors and seniors interested in architecture, landscape architecture, urban or interior design. This year the format has shifted to become a two week, full-day program from July 9 - 20. The Design Academy's interactive educational experiences include design exercises, hands-on building and model-making activities, a visit to an architecture office and a construction project as well as lectures, discussions, and campus tours. All of the details and registration information are now on the Architecture+Design website: [www.umass.edu/architecture/summer.htm](http://www.umass.edu/architecture/summer.htm)

## AIAS Spring Quad Conference

by Angela DeGeorge AIAS

"Local Focus, Global Reach", is the theme of this spring's AIAS Northeast Quad Conference, hosted by the AIAS chapter of UMass Amherst from Friday April 20 to Monday April 23. But what does this slogan mean to us, exactly? In simplest terms, it's a call to action. The UMass AIAS believes that students must advocate for ecological and social sustainability in both their personal and their professional lives. We also wish to showcase and encourage solutions to local design issues that are sustainable, equitable, and above all, achievable.

The expected turnout for the conference is around 80-100 students, with participants from over 40 Northeast schools. Five College Architecture students and high school students from the area are also invited. The events will encompass a range of on-campus events with a few off-campus field trips.

Local Focus, Global Reach overlaps with two other very exciting conferences in the Valley area: Riverscaping: alles am fluss and UMass Earth Day Festival 2012. Each of these conferences shares a common thread, and we have the opportunity to share events in our schedule.

One of the main events during Local Focus, Global Reach is the Permaculture Design Charrette, a short and intense design session that will encourage collaboration and communication between students with different skills and backgrounds. This charrette is the perfect opportunity to discuss local sustainability efforts that are replicable on a larger scale as well. Students will be asked to design a structure for the

Franklin Permaculture Garden site on campus that is educational, experiential and accessible. (The garden recently won the White House's "Campus Champions of Change Challenge and was honored by President Obama. See [http://www.youtube.com/watch?v=ut\\_9cWW9j5s](http://www.youtube.com/watch?v=ut_9cWW9j5s))

WMAIA members can get involved in several ways.

- Be a critic for the Permaculture Design Charrette. Judging will be informal, acting as an open forum for professionals and students to critically discuss the project
- Attend our Keynote Lecture with Daniel Greenburg, Executive Director of Living Routes. (This lecture is free and open to the public.)

The UMass AIAS would like to thank the WMAIA and Dietz and Co. Architects for their generous support.

Thanks also to UMass AIAS Conference planners: Co-Chairs Angela DeGeorge and Chad DeSisto, and Finance Chair Sherry Ng, for their outstanding efforts in coordinating this event.

If you are interested in participating, please contact us at [aias.umass@gmail.com](mailto:aias.umass@gmail.com), and look to our website, [www.umassaias.org](http://www.umassaias.org), for more information. We hope to see you in April!



## Mayor Architect

**This issue of WMAIA news has already highlighted a number of leaders in our chapter.** Gregory Neffinger is another. He's not only the principal of a successful architecture firm and former President of WMAIA, but he was also just elected Mayor of West Springfield, MA. It's a busy season for developing the town's \$107 million budget, managing his new initiatives and the administrative duties of running the town, so we are very grateful for his participation in this interview.

**WMAIA: First, congratulations on your election as Mayor of West Springfield. You've been a practicing architect for over 20 years. Did you always know you wanted to be an architect?**

**Mayor:** I grew up in West Springfield but went to college in Minnesota. While in college I worked various jobs, one which was carpentry. I enjoyed the work but wanted something more challenging. I decided after two years of education that I wanted to change my degree. I had a strong interest in art and engineering and building so I thought I would enroll in an Architectural Technology program at a local community college. My teachers were architects and one thought that I had some ability so he encouraged me to apply to the University of Minnesota College of Architecture. I received my license in 1990, and in 1991 I moved from New York City back to my hometown and started Neffinger Architects.

**WMAIA: You've held a number of leadership positions throughout your career, including leading your own firm, serving as the President of WMAIA and on the West Springfield Zoning Board of Appeals. At what point did you get involved with leadership of your community? Why do you feel it's important?**

**Mayor:** I moved to New York City because I wanted to live in a place

where things were "happening". When construction died there I decided, instead of moving to where the action was, I would move somewhere and be the one to make things happen. I joined the West Springfield Republican City Committee (even though I was brought up a Democrat) and soon found out there wasn't much going on there either.

While serving on the board of appeals I occasionally saw an applicant that was mistreated or not given what I thought should have been better support from the town. After a number of years seeing the small Mom and Pop owners treated poorly and the owners with lots of attorneys having an easier time I decided to try to get more involved.

Two years ago I tried to initiate change by becoming involved in the political process and made a run for State Representative. I didn't win the election but I won most of West Springfield. A few months later people started asking me to run for Mayor of West Springfield. There is a big difference between the two races; few know what a State Rep does and the public is somewhat ambivalent, however, everyone knows what the Mayor does and everyone has an opinion about something in town. That was great for me because being an ideas type of guy, I was running on issues that I knew were going to improve the city.

**WMAIA: What relationship do you see between your experience as an architect and being a leader? Has your leadership been influenced or shaped by your experience as an architect?**

**Mayor:** Many architects, when they look at their communities and the built environment, have Ideas about how things can be improved, I'm no different. Architects will give three solutions to each problem and usually after looking at the solutions come up with a fourth that is a hybrid of the three. I think that this type of creative thinking is sorely missing in our politics. From my short time in politics, I find most politicians

will do the safe thing instead of the right thing; if you don't say or do anything then you can't easily be criticized.

**WMAIA: What advice would you give to young architects about developing their leadership skills?**

**Mayor:** Become involved in your community clubs, town boards, or even the local political parties. I have been a Rotarian for sixteen years. These are the places where you will meet your future mentors and friends. If you decide to get involved with politics, then remember it is about people and it involves a lot of shaking of hands and listening. Good politics is about marketing your ideas to the people: why are you running. Bad politics is about becoming entrenched in the system: how can you increase your political power.

**WMAIA: What's on the horizon for you as Mayor? Any special initiatives that you plan to undertake? Do you have any plans to renovate Town Hall? (just kidding about that one.)**

**Mayor:** I have so many new ideas that I am moving forward that we don't have room here for them all, but to name a few: I am reorganizing the city departments to have a customer friendly, service orientated structure. The Planning and Development Department is going to bring all building and planning related departments and boards together to help new construction projects move forward. I am negotiating with CSX rail yard which is the largest yard in southern New England to divert truck traffic away from the historic downtown. I am also planning the improvements to Mittineague Park and Bear Hole Reservoir that will be a resource for the residents and help improve property values.

## Five College International Conference on the Art, Science and Culture of Rivers

April 19 - 22

Four days of inspiring speakers and events focusing on “the river”. Conference events are free, but do require registration. See [www.riverscaping.org](http://www.riverscaping.org) for event details and registration information.

All Riverscaping competition submissions will be presented at the Riverscaping Exhibition at the A.P.E. Gallery in Northampton from April 19 – 29. The exhibition opening on Thursday April 19 from 4:00 - 6:00pm is the kickoff event of the Conference and will immediately precede a talk by internationally renowned artist Christo from 7:00 - 9:00pm at Smith College’s John M. Green Hall.

## Riverscaping Design/Build Competition

by Thom Long

On Monday, January 9th, the riverscaping jury convened at Hampshire College to review all submissions for the design/build competition. Over the course of four and half hours of review and debate, the jury made their selections. Thank you to all who submitted--we were delighted and excited by the range and scope of ideas presented by the entrants. We look forward to sharing them with our communities as we move toward a stronger and more positive future together! Congratulations to all of our winners!

Each Design/Build award team received \$7500 to build their piece. The Experimental Honors award of \$2000 was given for the best overall concept, based on creative, intellectual, and experimental criteria, regardless of its overall feasibility.

### Springfield Site – Design/Build Award and Experimental Honors Award

**Anthony Di Mari, Quincy MA**  
**ACTIV | E | AT : An interactive Community Garden and Performative Landscape**

The proposal focuses on developing and sustaining new creative economies through collaboration with promising organizations, a vision of the site activating a larger area of the city, and

the details and concept of a performative landscape. Given the success of organizations, such as Gardening the Community - a local group that has given many youth the opportunity to interact and appreciate stewardship - the Springfield site would expand this already strong network and bridge the inner city with the river’s edge. Through the proposal of a community garden, there is also an opportunity to link the vegetables grown within the garden to areas where that food could be distributed. The programmed landscape creates interaction through the

community garden, river edge seating, gardening participation, farmers market, kayak rentals, and bike sharing program. In order to accommodate these programs the arrangement and relationship of these elements derive from a catalog of repeated units as well as how they relate to each other and the site. Each of these elements responds to a functional requirement or material constraint. The projected vision of this site is primarily established through the garden and further enhanced by other future active zones.



**Hadley Site – Design/Build Award**  
**Laura Brooks, Amherst MA**  
**Hadley Perspective**

The primary objective of this project was to explore ways of giving people a new perspective of the Connecticut River. The area next to the Hadley Dike is a beautiful expanse of open space that is overlooked because it is so clean and simple, there's almost nothing to focus people's attention and help them enjoy their surroundings. To help people really see what they are looking at, this design elevates the individual to make the river visible while framing views with specifically placed walls. These walls have cut outs for people to look through to narrow down their field of vision, which will change as they stroll across the walkway. The project frames particular views of the existing landscape and will encourage people to look and think harder about the resource in front of them. When people notice a resource they may think about how to protect it.



**Turners Fall Site – Design/Build Award**  
**Terry R. Marshlian, Northfield MA**  
**A River Runs Through**

The life-giving artery that is the Connecticut River flows through the valley creating continuity in geography and time. The river has provided for the material and physical needs of individuals, communities, cultures and economies. The river acts as a catalyst for spiritual and aesthetic pursuits.

The role of the artist comprises more than the spiritual and aesthetic components of art making. The concept that informs the Turners Falls virtual installation is that the sun, wind and river are all renewable energy sources that can be responsibly utilized to act as a safe river into the future. The project for the Turners Falls Building is titled "A River Runs Through." The installation will comprise an array of wind driven highly reflective aluminum panels. The panels will be mounted on the façade of the building in an arrangement that visually references the Connecticut River. The moving panels will reflect sunlight, moonlight, and other light sources and give the viewer a sensation of movement very similar to that of moving water. The project will act as a barometer reflecting the environmental changes that are common to the living earth.



**Holyoke Site – Design/Build Award**  
**Lee Hutt, Holyoke MA**  
**Holyoke: Then and Now**

This project focuses on the city of Holyoke, old and new. The project proposes several free-standing artistic elements along the Canal Walk in Holyoke. The pieces, made from unfinished, rusted steel contain cutouts that act as frames for views of the city. Each piece is oriented to frame a particular element of the city of Holyoke's history or future. The pieces invite visitors to move off the main path to engage with this viewing and re-viewing process. The project hopes to invite visitors and locals alike to look at their city anew through the artistic lenses provided by this project.



# OPPORTUNITIES

## VT/NH/WMAIA Meeting

May 24, 3:30 - 7:45 pm  
Bennington College, Bennington, VT  
3 LUs

The meeting offers tours of several of the architecturally-notable structures on the Bennington campus, including the Center for the Advancement of Public Action (Tod Williams and Billie Tsien); the Visual and Performing Arts Center (Robertson Ward); the Crossett Library (Pietro Belluschi), and student housing by Kyu Sung Woo, and by Edward Larrabee Barnes. Attendees will also have the opportunity to pass by the relatively new Student Center by Taylor and Burns, which won an AIA/Society for College and University Planning (SCUP) Award.

After the tours, participants will be treated to a talk by acclaimed landscape architect and college campus planner Doug Reed, a principal at Reed Hilderbrand LLC, Watertown, MA. Reed's firm received an AIA/SCUP award for Bennington College's Master Plan.

AIAT member Donald Sherefkin, a professor of architecture at Bennington since 1996, will present a history of the College's built environment.

Details will be forthcoming on [www.wmaia.org](http://www.wmaia.org).

If you are interested in advertising in WMAIA news contact Lorin Starr at [director@wmaia.org](mailto:director@wmaia.org) for more information.

## AIA 2012

May 17 - 19  
Washington, DC

The AIA 2012 National Convention looks to the architect's role in the past, present, and future in a stimulating line-up of general sessions.

Attend and see presentations by award-winning historian David McCullough and the Honorable Shaun Donovan, architect and the Secretary of the U.S. Department of Housing and Urban Development.

On Saturday, architects involved in the rebuilding and memorials at Ground Zero, the Pentagon, and Shanksville, PA. will share their inspiring stories. Participants include Daniel Libeskind FAIA; David Childs FAIA, Michael Arad AIA; Craig Dykers AIA; Steve Davis FAIA; and Santiago Calatrava FAIA.

[www.aia.org/convention](http://www.aia.org/convention)

## A+D Spring Lectures

In honor of the 150th anniversary of the Morrill Land Grant legislation that led to the creation of our public university system this lecture series provides a context to review critical and creative approaches to sustainable campus architecture in the 21st century.

All at 5:00 pm  
UMass Amherst,  
Herter Hall, Room 217

April 3  
Nadar Tehrani, NADAAA,  
[www.nadaaa.com](http://www.nadaaa.com)

April 10  
Daniel Bernstein & Ellen Watts,  
Architerra, [www.architerra-inc.com](http://www.architerra-inc.com)

April 24  
Frano Violich, Kennedy & Violich  
Architecture, [www.kvarch.net](http://www.kvarch.net)

effective  
award-winning  
elegant  
colorful

mica  
blue  
CREATIVE

websites / logos / brochures  
architectural photography  
text / copy writing  
qualifications / proposal packages  
awards program packages  
marketing plans

*clients include:*

Head Start  
Margo Jones, Architects  
C.J. Lawler Associates, Architects  
Lukas Design Interiors  
Paintbox Theatre  
Berkshire Hematology Oncology  
J.P. Engineering

Julie Waggoner  
(413) 665-2280  
[jwaggoner@micablue.com](mailto:jwaggoner@micablue.com)

## Earth Day Festival 2012: Sustainability in Action: A Look into the NACB

UMass Amherst, Campus Center 904  
April 23, 4:00 - 5:00 pm

The UMass Green Building Committee is proud to sponsor this sustainability forum featuring Jenna Bertram, an architect with Stantec, the firm designing the New Academic Classroom Building (NACB). More information about the opportunity to earn AIA Learning Units will be forthcoming.

## Museum Models

Williams College Museum of Art  
through July 22

Highlighting the innovative curriculum of Ann McCallum's architectural design courses, this exhibition features models of museums that students have created in the styles of renowned architects. Although these miniature museums echo familiar forms, they ultimately convey a new built environment—allowing visitors an unconventional opportunity to contemplate architectural history, pedagogic practice, and artistic individuality.

## Invisible Cities

Mass MoCA  
April 14 - March 1, 2013

Titled after Italo Calvino's beloved book - which imagines Marco Polo's vivid descriptions of numerous cities of a fading empire to Kublai Khan - the exhibition features the work of ten diverse artists who re-imagine urban landscapes both familiar and fantastical. Like Marco Polo's poetic imagery, which leaves the reader wondering if the cities he describes are real or perhaps all different versions of his own Venetian home, the works in the show explore how our perceptions of place are shaped by personal influences as diverse as memory, desire, and loss, as well as by cultural forces such as history and the media.

# WIN THE CHANCE TO SHOWCASE YOUR MOST INSPIRED WORK 2012 myMARVIN ARCHITECT CHALLENGE



**James McKinney**  
*Sacco+McKinney Architects*  
Latham, New York



**Jesse Thompson**  
*Kaplan Thompson Architects*  
Portland, ME



**Marcus Gleysteen**  
*Gleysteen Design*  
Cambridge, MA

## CONGRATULATIONS TO THE 2011 WINNERS

Visit [www.marvin.com/inspired](http://www.marvin.com/inspired) to enter your Marvin project **March 1 - May 31, 2012**



**r.k. Miles, Inc.**  
21 West Street • Route 5 South • West Hatfield, MA  
866.446.5820 • [www.rkmiles.com](http://www.rkmiles.com)

# WMAIA PROGRAMS

## WMAIA/Five College Architecture Film Series

All films screened at 113 Fayerweather Hall, Amherst College, 6:30 pm  
1.5 LUs/each

**April 12**

### Christo and Jeanne-Claude on Film

View excerpts from films about Christo and Jeanne-Claude that chronicle 30 years of their work. Shown in anticipation of Christo's visit on April 19th (part of the 5-College Architecture Riverscaping Conference, see page 8).

**April 26**

### An Inconvenient Truth

This Academy Award winning film will be shown to re-inspire the conversation in anticipation of Al Gore's visit to Hampshire College on April 27th.

## Universal Design - Beyond Regulations

**April 11**

9:00 - 11:00 am

Sunderland Public Library

2 HSW (approval pending)

Presented by: Chris Palames and George Balsley AIA

Universal Design: the seamless integration of access features in the design of the built environment to benefit users of all ages and abilities. This program will address Universal Design from the standpoint of possibilities and potential rather than regulations. Nationally recognized and local projects will be shown as examples of best practices.

## How to Become a LEED Professional and Maintain Your Credential

**May 16**

9:00 - 11:00 am

Sunderland Public Library

2 LUs (approval pending)

Presented by: Ludmilla Pavlova, AIA, LEED A.P. BD+C

Many professionals complain of how complicated and confusing it is to get GBCI CEU's. WMAIA and the West Branch of the USGBC MA Chapter are partnering to deliver this presentation and to make green building accreditation easy to obtain, maintain and to serve the green building practices of our members.

**WM**AIA news

40 Hulst Road  
Amherst, MA 01002

