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WELCOME

Dear Conference Participant,

This weekend will offer a challenge to us all. We will be called to question the relevancy of the architectural profession and the value of design in today's society. Our relevancy is directly related to the choices we make as designers - particularly regarding those we choose to serve. Currently, design is a service that is out of reach for 98% of the population. At this conference we will be exploring the ways in which design is being made accessible to a more diverse clientele and pertinent to a larger audience. By creating dialogue, cultivating collaboration, and challenging the existing stigma of exclusivity, we may expand our scope of work and increase the positive impact of our efforts.

The significance of our role, however, also depends on our ability to adapt, to be flexible in addressing the needs and circumstances of our clientele and to be sensitive to our changing environmental, political, and cultural landscape. We must recognize that architecture, or the making of place, is not static and fixed but in a constant state of flux and transition. SFI4 will present innovative examples of design processes and products that are breaking away from the rigid limitations of existing architectural definitions. We will hear from those who are forging a path that celebrates the value and the potential of design as a tool for improving our communities and the built environment.

We hope that the presentations given at this conference will provide proof for the potential of design to affect positive change. But more than that, we hope they will spur discussion and critique that will draw upon the opinions and ideas of everyone in attendance: students, interns, practitioners, and panelists. I encourage you to introduce yourself to those around you and to share your experiences; taking advantage of this opportunity to learn, to teach, and to inspire.

I wish you a wonderful weekend.

Sincerely,
Liz Hoogheem
Conference Chair

**Structures for Inclusion 4: Choosing Relevancy
March 26-28, 2004**

Structures for Inclusion 4 will take a critical look at how architects can improve the physical and spiritual condition for a greater range of the public through the application of innovative and sustainable design principles. Like its predecessors, SFI4 will be a showcase of product, but more importantly, a dissection of the processes that reveal the true nature of design inclusion. The theme of the conference, "Choosing Relevancy," aims to surface the notion that designers make a conscious choice of who to serve -the few or the many- and to address the impact this decision has in determining our relevance in society.

Organized by Design Corps and the Community Housing Resource Center, the conference will draw together students, young designers, and professionals in a forum to examine current work in underserved communities, as well as to illustrate opportunities to pursue atypical community-based design strategies. This year's conference is unique in that it is held in conjunction with the Association of Community Design's Annual Conference, catalyzing exchange among students and professionals.

The 2004 Annual Conference of the Association for Community Design will take place March 25th-26th and Structures for Inclusion 4 will take place March 26th-28th. The ACD Annual Conference will kick off with a tour of Atlanta neighborhoods on Thursday afternoon, March 25th, and will be followed by a business meeting and opening reception at Piedmont Park's Magnolia Hall. On Friday, March 26th, the ACD Annual Conference continues with a provocative exploration of how the values and ethical codes of the community design movement will continue to be manifested in practice on the ground in neighborhoods and communities across America.

Friday evening marks the beginning of SFI4 with a keynote presentation by Walter Hood, professor and former Chair of UC Berkeley's Department of Landscape Architecture, at the Academy of Medicine. The presentation will be followed by a reception. SFI4 will continue Saturday morning with three speaker panels that will explore the role of the designer; specifically the relevancy of the

CONFERENCE DESCRIPTION

products we create and deliver by virtue of the processes we value. Panel presentations will be followed by discussion sessions between presenters and conference attendees; encouraging the exchange of perspective and insight between students, young designers, practitioners and design advocates. A video presentation and discussion on the rebuilding of Bayview, VA, will be held Saturday evening at Georgia Tech's Department of Architecture.

A Breakfast Roundtable will be held Sunday morning at the Biltmore Hotel. This time will provide the opportunity for large group discussion between SFI4 panelists, ACD members, and conference participants in an informal setting.

Saturday's panelists and presenters include David Baker, of David Baker + Partners, Architects; Scott Ball, director of the Community Housing Resource Center; Bryan Bell, founder of Design Corps; Jamie Blosser, Rose Fellow at Ohkay Owingeh Housing Authority; Maurice Cox, principal at RBGC Architects and Mayor of Charlottesville, VA; Teddy Cruz, of Estudio teddy cruz; Steven Goldsmith, of the Enterprise Foundation and director of the Frederick P. Rose Fellowship; Walter Hood, Chair of UC Berkeley's Department of Landscape Architecture; Aaron Koch, of the Mayors Institute on City Design; Jason Pearson, director of Strategy at GreenBlue; Samina Quraeshi, Luce Professor at the University of Miami; Christopher Robertson & Chris Krager principals of KRDB; Andrew Wagner, Senior Editor of Dwell Magazine; and Jim Devlin of The Mad Housers.

Structures for Inclusion:**Designing for the 98% Without Architects**

October 7-8, 2000

Overview

In October 2000, Design Corps organized a conference at Princeton University entitled Structures for Inclusion: Designing for the 98% Without Architects, which focused on inclusive design and practices. Inclusive design is defined as design that benefits those that typically do not have access to design services. The conference had the dual mission of: (1) promoting and discussing services that reach out to and serve a diverse clientele, such as community design centers, non-profit organizations, and design/build programs, and (2) providing information on alternative career paths to students and young designers. The conference responded to the findings of the Boyer-Mitgang report that nearly 40% of architecture students surveyed by a 1996 report state that “their primary motive for entering the profession was not salary or prestige, but improving communities and the built environment.” Career tracks towards the practice of the motives, however, are not well-understood or provided for through traditional professional options.

Speakers included:

Bryan Bell, Executive Director of Design Corps;
Art Campbell, Assistant Secretary of Commerce for Economic Development;

John Cary Jr., Co-Founder of ArchVoices;

Maurice Cox, of the University of Virginia;

Shannon Criss, Director of the Small Town Center at Mississippi State University;

Dana Cuff, of UCLA;

Rex Curry, of the Pratt Institute;

Roberta Feldman, Co-Director of the City Design Center at the University of Illinois-Chicago;

Robert Gutman, of Princeton University;

Meredith Kelly; Design Corps Intern;

Samuel Mockbee, Founder of Auburn’s Rural Studio;

Ellen Pader, of the University of Massachusetts, Amherst;

Michael Pyatok, of Pyatok, Architects, Inc.;

Michael Rios, Director of the Hamer Center at Penn State University;

Melissa Tello, Design Corps Intern;

Scott Wing, of Penn State University.

**Structures for Inclusion 2:
Good Deeds, Good Design**

April 6-7, 2002

Overview

In April 2002, Design Corps organized a conference at Penn State University entitled Structures for Inclusion 2: Good Deeds, Good Design. Whereas the first conference focused primarily on issues of housing design, this second conference expanded the scope of discussion to examine projects at a variety of scales. The Community Scale featured projects at the scale of a neighborhood or city, Public Buildings featured buildings for an entire community, and Individual Space featured projects on a personal scale. This conference presented both *pathways* to pursue alternative community-based work, as well as *evidence* from recent case studies. The case studies were presented on the first day of the two-day conference. On the second day, how-to sessions taught young designers skills necessary to undertake the type of work featured at the conference. The Sunday how-to panels were Starting Your Own Non-Profit, Financing, and Visioning Program and Design through Participation.

Speakers included:

Teddy Cruz, from estudio teddy cruz;
Jae Cha, founder of Light Inc.;

Sergio Palleroni, of the Design/Build Mexico program at the University of Washington;

Dan Pitera, director of the University of Detroit Mercy Community Design Center;

Tom Dutton, leading Miami of Ohio's work in Cincinnati;

Kent Spreckelmeyer, of the low-income housing Design/Build program at the University of Kansas;

Kim Tanzar, of the University of Florida and director of the FDC in Gainesville;

Danny Samuels, co-director of the Rice Building Workshop;

Deborah Gans and Matthew Jelacic, designers of extreme housing

The Structures for Inclusion 4 conference is the product of the efforts of many people and organizations.

Conference Sponsors:

Platinum Level:

The National Endowment for the Arts/Design Arts Program
The Home Depot Foundation

Silver Level:

Urban Land Institute, Atlanta
The Enterprise Foundation
Atlanta Federal Home Loan Bank

Friend Level:

Neighborhood Reinvestment Corporation
City College Architectural Center

Special thanks to the following:

Design Corps Board of Directors
Georgia Tech School of Architecture
Lisa Harris, NetCorps
Atlantic Station, LLC
Historic District Development Corporation

Thanks to all conference speakers and presenters for sharing your time, experience and inspirations.

Thanks to all conference attendees for sharing your enthusiasm and interest. Your participation makes this event a success.



Structures for Inclusion 4: Choosing Relevancy

SFI4 Conference Host:
Community Housing Resource Center

SFI4 Conference Organizers:
Community Housing Resource Center
Design Corps
Association for Community Design

SFI4 Conference Steering Committee:
Melissa Cooper (chair)
Seth Hendler (chair)
Liz Hoogheem (chair)
Scott Ball
Bryan Bell
Stephen Goldsmith
Andy Schneggenburger
Andrew Sturm

This conference is built upon the success of the past three Structures for Inclusion conferences and the tireless efforts of their steering committees.

**Structures for Inclusion:
Designing for the 98% Without Architects**

Bryan Bell
Victoria Ballard Bell
Andrea Dietz
Kathy Kohler (co-chair)
Melissa Tello Poole (co-chair)
Leslie Stinger

**Structures for Inclusion 2:
Good Deeds, Good Design**

Bryan Bell
Sam Dennis
Jeff Evans (chair)
Michael Rios
Dan Willis
Scott Wing

Structures for Inclusion 3

Bryan Bell
Dana Coelho
Will Hartzog (chair)
Anne James
William Sherman
Janey Terry

Structures for Inclusion 3

March 28-30, 2003

Overview

In March 2003, Design Corps organized the third Structures for Inclusion conference in collaboration with the University of Virginia. The conference presented case studies illustrating the potential for community-based design to serve the underserved through both *specific solutions* and *prototypical systems*. Saturday's panel presentations instigated discussion between conference speakers and participants that was continued during Sunday's Breakfast Roundtable.

Speakers included:

Mabel O. Wilson, Associate Professor at the California College of Arts and Crafts;
Victoria Ballard Bell, of Victoria Ballard Bell Design;
Jeanine Centuori, director of the Hollywood Center for Community Research and Design;
Monica Chadha, instructor at Archeworks;
Gail Della Piana, director of Ghana design/build projects at Miami University, Oxford Ohio;
Rosanne Haggerty and Nadine Maleh of Common Ground Community;
Michael Haverland; co-director of the Yale Urban Design Workshop;
Eric Naslund, founding partner of Studio E Architects;
Jay Sanders, instructor at Auburn's Rural Studio;
Cameron Sinclair, executive director of Architecture for Humanity



**Good Deeds, Good Design:
Community Service Through Architecture**

Bryan Bell, Editor

Published by Princeton Architectural Press

Released Fall, 2003

It may come as no surprise that only 2% of new homebuyers work directly with an architect to design the space in which they live. Indeed, architects are usually seen as a luxury most of us, the other 98%, cannot afford.

Why don't more people call on the services of architects? With fierce competition for few commissions, why don't architects seek out other sources of work and income?

Fortunately, many of today's practitioners are taking initiatives to change this situation by addressing the underserved, particularly the poor. Good Deeds, Good Design presents the best new thoughts and practices in this exciting movement toward an architecture that serves everyone.

In this book, architecture firms, community design centers, design-build programs, and service-based organizations offer their plans for building for the rest of us. Twenty-nine essays and case studies offer a clear, direct, and inspiring message in numerous illustrated examples. In so doing, Good Deeds, Good Design raises both design and social issues that have excited a large and expanding number of people who would like to see good design for all.

The following paragraphs are excerpts from essays featured in Good Deeds, Good Design.

Expanding the Role of the Architect,

M. Scott Ball

...Somehow our profession has not yet translated these opportunities into actions. Our tendency

of a bigger dream for Bayview Citizens For Social Justice, Inc., a nonprofit organization. Coles is now serving as Executive Director of this nonprofit 501c3 organization and has encountered an array of successes to include the purchase of 158 acres of farmland for construction and fundraising of \$9.6 million to build a rural village. They have constructed a state-of-the-art sewer collection water system and 46 of 136 Planned Unit Developments (PUD). The organization has moved in new residents with indoor plumbing and modern facilities for the first time in their lives.

Over the last five years, Coles and her community have attracted national and international attention and have inspired other local communities by setting a model of grass root self help initiatives. Media audiences have been that of The Washington Post, New York Times, People Magazine, NBC News, ABC News, and CBS News.



Bio_Maurice Cox

Maurice D. Cox is an architectural educator, urban designer and Mayor of the City of Charlottesville, Virginia. He is an associate professor in the School of Architecture at the University of Virginia and has taught seminars and studios focusing on community-based, collaborative processes of urban place making. In 1996 he co-founded the architectural practice of RGBC Architecture, Research and Urbanism. He was elected to Charlottesville's City Council in 1996, served as Vice Mayor from 2000-2002 and was elected as Mayor in July, 2002.

Mr. Cox, and his architectural office RBGC, acted as lead facilitators between the citizens of Bayview and the technical design team of environmental engineers and planners, the Nature Conservancy, the local NAACP, and the Citizens for a Better Eastern Shore. The collaborative process was elevated to become an opportunity for community empowerment.



Video Summary

Rebuilding Bayview:

Community Design as a Catalyst for Social Change

This video presentation, featured on 60 Minutes in November, 2003, explores how the community of Bayview on the Eastern Shore of Virginia used a participatory design process as a community consensus builder and catalyst for physical and social change. Through neighborhood meetings, community events, and design workshops, they successfully charted a long-term plan to rebuild their community as a new rural village, while addressing some of their most pressing environmental needs.



Bio_Alice Coles

Ms. Coles was born on March 4, 1951, near Bayview, VA in the home of her mother and father whose four ancestors were brought to the Eastern Shore in the early 1700's. Coles graduated from a local high school and has served in the workforce for more than 30 years. She is now a dedicated mother of two, a community leader, rights activist and a force for social change, lionized by her community.

Her journey to action began with a challenge – The Commonwealth of Virginia's intention to build a maximum security prison on Bayview's 160 acres of farm. Coles and neighbors formed a grassroots effort to oppose the prison. The Virginia assembly backed down. That victory was just the beginning

to huddle within safe institutional boundaries has interrupted the call and response between architects and communities and has created a removed and debased version of our profession. We have developed a stunting tendency to look to our fixed institutional shape first and then try to find needs to serve within that underdeveloped shape, rather than look to community needs and adjust our institutions to serve them. Our inwardly focused approach to our profession has fostered the illusion that architecture is something closed, finite and predetermined. Architecture has become an idol that mesmerizes and immobilizes architects. We have forgotten that architecture is inseparable from culture and social structures, and we are in danger of bureaucratically cloistering ourselves into irrelevance. Our profession can be brighter than that. Architecture is the sum total of what architects have done in the past and are doing in the present – and there is much that needs to be done. We focus on edifice, but architecture itself is whatever percolates out of our activity as trained architects. Invitations are everywhere for us to step back out into a broad section of society, if we would show a willingness to reinvent ourselves and allow the profession to percolate once again...

Further Forward: Operative Practices, Jason Pearson

...This expansion of the scope of architectural practice is based on participants' shared recognition of the inadequacy of conventional design strategies and practice models to address the full complexity of contemporary social, political, and environmental challenges, particularly among economically challenged communities. Conventional design practice models are insufficient instruments for achieving meaningful social, economic, and political change in many complex contexts. At the same time the design process can be a valuable platform from which to deploy other strategies that are effective, either independently or in conjunction with traditional design strategies...

Design Corps, Organizational Overview

There is currently a strong unmet need for affordable architectural services. “Good design” is not about cost, but careful consideration of the individual and the local community through an inclusive design process that respects their values and needs. For example, tremendous federal resources are being invested in housing, \$3.6 billion annually, but the built results fail in critical design ways. Through these programs, home buying is an option for very low-income families at 50% of median income but all of these houses are being built without the involvement of architects, and the limited resources these families have to use are not being allocated effectively. It is evident that they need the skills of an architect. The type of challenge that needs to be addressed is making architectural expertise accessible and affordable for these families.

At the same time, there is a great demand among architecture students for opportunities to help with community-based efforts. According to a 1996 Carnegie Foundation Report on the Future of Architectural Education, “nearly 40% of the students we surveyed said that their primary motive for entering the professions was not salary or prestige, but improving communities and the built environment.” Architecture students are eager to contribute.

These two components – community-based projects that need designers and the designers who yearn for this experience – are ideally suited for each other. Design Corps has organized and supervised thirty-five interns from eleven universities. The internship program brings the two together to match this abundant supply of talent and energy with the social problems that need the attention. Training, nurturing supervision and frequent assessments assures that these internships are successful. The energy and talent of these interns can produce great results if given the opportunity and the structure to do so. And community groups welcome their expertise.

The organization is also committed to encouraging and educating the profession in providing quality architectural, planning, and design services to individuals who would otherwise not have access to



Bio_Jason Pearson

Director of Strategy, GreenBlue

Jason Pearson is a design advocate who works to identify and optimize opportunities for public benefit through innovative design. As a Graham Fellow at the NEA, he oversaw the New Public Works program to support public design competitions and authored *University-Community Design Partnerships: Innovations in Practice*. He is currently Director of Strategy for GreenBlue, a design think tank.



Abstract_Krager/Robertson Design/Build

The production of affordable (mid-level) housing may be the single most important variable to future urban vitality in the United States. The absence of a substantial middle class leaves a gaping hole in the cultural fabric creatively, economically and politically. Without housing for teachers, firefighters, merchants, architects, etc. the core of a community has been disregarded.

We believe that conventional modes of practice long ago proved inadequate to delivering in a substantial and intimate way an architecture that is attainable to a large segment of the population. Not an architecture that can be momentarily consumed, such as a museum or an airport (and I believe these hold an important place) but a more personal architecture, the buildings we engage on a daily basis.

In order to remedy this, we have looked to rethink and reconstruct a practice, one that has as its goal the radical expansion of clientele, and as its means a vertically integrated approach. In 2001 Christopher Robertson and I formed Krager/Robertson Design/Build with several goals in mind:

1. Create affordable modern buildings.
2. Establish a develop/design/build model that remains economic and
3. Leverage existing programs to make projects financially feasible.
4. Develop and implement the latest and most efficient technologies which
5. Maximize sustainability in this model on a micro and macro level.
6. Develop a plan that allows us to disseminate/distribute our work.

good design.

Currently Design Corps has eight design projects underway in Pennsylvania, North Carolina, South Carolina, Alabama, and Virginia. These include migrant housing, a community center, and a technology training/child care center. Design Corps staff has consulted on the design and development of affordable housing to seven non-profits on over one hundred rental and home ownership units. Staff participates in all aspects of the projects, including the successful application for over \$5 million in project support through eight sources of federal, state, and private funds.



Bio_Walter Hood

Walter Hood is a Professor and former Chair of Landscape Architecture and Environmental Planning at the University of California, Berkeley, and principal of Hood Design in Oakland, California. Hood has worked in a variety of settings including community design, urban landscape design, art and research. He was a fellow at the American Academy in Rome in Landscape Architecture, 1997. He has exhibited and lectured on his professional projects and theoretical works nationally and abroad. His work was recently featured in *Open, New Designs for Public Space*, The Van Alen Institute, 2003-04. His work was also featured in the Cooper Hewitt Design Triennial, 2000, and his firm is designing the gardens and landscape for the New De Young Museum, San Francisco with Swiss architects Herzog and de Meuron scheduled for completion in 2005.

Walter Hood's published monographs: Urban Diaries and Blues & Jazz Landscape Improvisations illuminate his unique approach to the design of urban landscapes. These works won an ASLA Research award in 1996. His essay "Macon Memories" is featured in *Sites of Memory*, Princeton Press, 2001. Hood participated in the San Francisco Museum of Modern Art's "Revelatory Landscapes" Exhibition 2000-2001. He is currently researching and writing a book entitled Urban Landscapes; American Landscape Typologies, to be published soon. His area of teaching, the American Urban Landscape, is intertwined with his design work creating a didactic approach to the design of urban landscapes.

lecturer at University of Texas at Austin, teaching undergraduate design.

Christopher Robertson grew up in the beautiful metropolis of Houston. During his undergraduate years at the University of Texas he took a semester off to learn the construction business. After receiving his BA in geography and spending a few years in the mountains of Colorado he again entered the University of Texas. While in graduate school he participated in the residency program, which allowed him to spend eight months in the Italian office of Renzo Piano. Immediately upon receiving his Master of Architecture degree he commenced on the development of a small duplex in his backyard. After the completion of that project he joined forces with Chris Krager to form KRDB.



Krager



Robertson

Bio_ Krager/Robertson Design/Build

Chris Krager, with partner Christopher Robertson, formed KRDB, a design-build corporation, in 2001 with the intention of creating extraordinary buildings that are financially accessible.

Their design-build approach is unorthodox in the discipline, as it is entrepreneurial; they have chosen to create opportunities rather than passively await them. The firm's first project, the Cedar Avenue houses, designed and built under the City of Austin's S.M.A.R.T. Housing program, set the course for the practice. The project was awarded an AIA Certificate of Honor in 2002 and was featured on the cover of Dwell Magazine in March 2003. The firm was granted the AIA Austin's Firm Achievement Award in 2002, the highest honor given by the local chapter. In its short existence KRDB has been featured in numerous publications such as Ready Made, Tribeza, the Fort Worth Star-Telegram, the Austin American Statesman, Austin Monthly and on the HGTV series "Dream Builders".

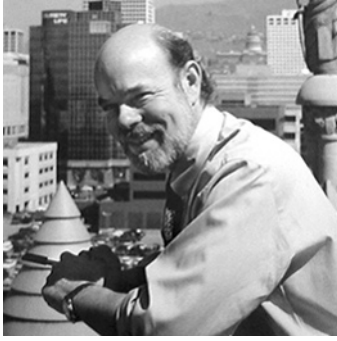
Chris Krager, a native of Detroit, has a Master of Architecture degree from the University of Texas at Austin and a bachelor's degree in Business Administration from Michigan State University. After a brief stint as a mortgage banker in Chicago he returned to graduate school to pursue his true calling. Chris has also served as a



Abstract_Walter Hood

Landscape as Social Infrastructure: Hybrid Modifications – Scraping, Weaving, Stratifying and Lumping

A city's social infrastructure consists of public landscapes and their physical objects that contribute to community sustainability and growth. These are the basic physical and spatial landscape installations that facilitate human use and action, while providing the foundation for the practices of everyday life. Public landscapes are complex and dynamic physical systems that create environments for simple human practices such as play, leisure, circulation and movement, exercise, event and spectacle. Cities have always contained environments where human patterns and practices inform specific built landscapes, reflecting the citizen's attitudes toward public life, personal expression and standards of decency. Using my own projects in the United States as case studies this presentation will examine the dynamic between the daily social patterns and practices of urban communities and their built public landscape, seeking to understand their ability as social infrastructure to sustain a diverse population and its changing needs.



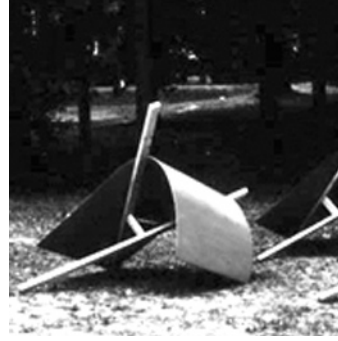
Bio_ Stephen Goldsmith

Stephen Goldsmith is currently the Director of the Enterprise Foundation's Frederick P. Rose Architectural Fellowship Program. The Fellowship supports young architects and low-income communities in need of their skills throughout the United States.

Prior to joining the Enterprise Foundation he was the Planning Director for Salt Lake City. In that capacity he completed projects including new master plans, a guide titled, "Towards a Walkable Downtown: urban design strategies to improve the pedestrian environment in Downtown Salt Lake City"; a project to develop high-performance, green building policies for the city; the development of the city's first two Transit Oriented Zoning districts, and urban design strategies to support the award-winning Salt Lake City Library designed by Moshe Safdie. During the 2002 Olympics he developed and produced an international symposium and exhibition titled, "The Physical Fitness of Cities: Vision and Ethics in City Building."

Stephen was the founding director of Artspace, a non-profit corporation that develops live/work space, childcare and educational facilities, exhibition and office for other non-profit agencies. Artspace's successful developments in an underutilized, industrial brownfield pioneered the redevelopment of an historic district, leading to more than \$750,000,000 in reinvestment. Simultaneously, the safety net of social services for the area's homeless remains in place today.

Stephen's actual profession is a sculptor and craftsman, and his large-scale environmental installations and water features can be seen throughout the city. However, Stephen prefers to be introduced as a homemaker.



Abstract_Scott Ball

Poetics, Politics and Public Interest Architecture

Poetics and politics have always been very different realms of expression. Today there are few immediately available projects that directly engage design culture and systemic political issues simultaneously. Architects do have the ability to use design to draw poetics and politics together, but in order to have the opportunity to do that, we may need to be regularly involved separately in political and poetical dialogues.

The Community Housing Resource Center is working towards a "public interest" practice of architecture and design. I will present CHRC projects that focus on poetic design issues as well as projects that have attempted to address systemic social and political problems. I will also be showing some of the rare projects in which we have been able to pursue both simultaneously. I will be making the case for refining the processes and products of architecture so that creative design and political engagement may be pursued by architects often as separate and independent activities. In maintaining both pursuits, we are more likely to develop a public interest field that brings more poetry to politics and more proactive politics to poetic design.



Bio_ Scott Ball

Since joining the CHRC, Mr. Ball's work has concentrated on the long-term viability of the housing stock, creating a series of programs that integrate affordability into broader community design and development efforts. The needs of older, long-term homeowners in a rapidly gentrifying city have been a particular focus, resulting in the development of housing support programs that serve over 1000 senior Atlantans each year. Mr. Ball has led the growth of the organization from an annual budget of \$130,000 in 1999 to \$2,000,000 in 2003.

Prior to coming to the CHRC, Mr. Ball worked in both private architectural practice and non-profit community development with a focus on low-income and special needs housing. His private-sector experience includes positions with firms including Bradfield Richards & Associates Architects, and Civic Residential. His non-profit sector experience includes housing development at Housing Operations and Management Enterprises (H.O.M.E.), Inc. in New Haven, Connecticut, and House of Love for the Homeless in Atlanta, Georgia. Mr. Ball received his Bachelor of Arts from Bowdoin College and his Master of Architecture degree from Yale University where he focused on housing and community design. Mr. Ball currently serves on the Boards of the Association for Community Design and the Atlanta Regional Health Forum, as well as the steering committees of the Atlanta Housing Forum, the Regional Atlanta Housing Forum, Young Architect's Forum, and Aging Atlanta.

Abstract_Stephen Goldsmith

Building an Ethical Framework: Finding Footings

The opportunity for architects in the United States to expand their role as activists presents itself in many areas. For all of us working in the areas of social and environmental justice, or in issues of economic justice, our effectiveness might increase if we organize an ethical framework for our own practice. Few professions in our communities have the ability to affect quality of life and environmental sustainability more than the practice of architecture.

How we engage a process to build this framework may start here, this week in Atlanta, as those of us already committed to culture change explore each other's work and engage in meaningful dialogue. It is my hope that while we explore our individual interventions, we also explore our collective interventions; how can we expand our role in order to bring our shared vision of healthier, more sustaining and sustainable places to scale? To what degree might we choose to not only affect design excellence, but public policy as well? Are there ways we can influence practitioners, practitioners who are not aware (or worse don't care) of the distant effect our work often has on our environments, so that their work expresses a deeper understanding of the multiple systems we work in every time we intervene on any site?

In order to begin finding a footing on which to build what I refer to as an ethical framework, it may be helpful to engage a process of community building here. Appropriately, this process is not unlike the methods of participatory design we use in the neighborhoods and places we work in everyday. If we are to have a collective voice there must be a sense of ownership, and the only way to establish that ownership is to listen to what this group, all of you here now, see as opportunities to expand our role as activists, as change agents.

PANEL ONE



Bio_ Bryan Bell

Bryan Bell has spent twelve years “in the trenches” working to make architectural services available to a greater part of the general public.

In 1989, after degrees from Princeton and Yale and a year at Steven Holl’s office, Bell started working with non-profit agencies that specialized in serving the very low-income.

In 1991 he founded a non-profit agency, Design Corps, whose mission was “to provide the benefits of architecture to those traditionally unserved by the profession.” His work with migrant farm workers has been an ongoing exploration into a participatory design process and into economic materials and production systems. He also provides an individual design service for low-income families called *Direct-to-you Design*.

From 1998 to 2000, Bell taught at the Auburn Rural Studio teaching twenty-two thesis students for twelve design/build projects including the Greensboro Children’s Center and the Mason’s Bend Community Center. He has also held a chaired position in ‘Activist Practice’ at the University of Chicago, Illinois in 2002 and is currently teaching design/build at North Carolina State University.

Bell has also started an internship program with the AmeriCorps national service program for young designers interested in the social application of architecture. His effort to share ideas with the newest generation of architects led to a series of conferences hosted by universities. *Structures for Inclusion* has been a forum for students and recent graduates to learn about grass roots efforts making architecture more accessible. A result of the conferences has been the collection of thirty essays by twenty-eight authors – *Good Deeds, Good Design* was just published by Princeton Architectural Press.



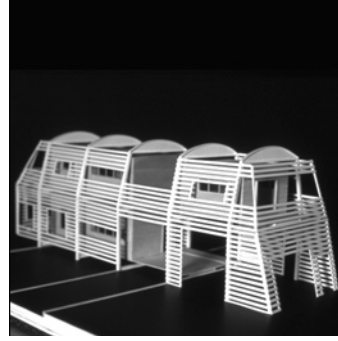
Abstract_David Baker

David Baker FAIA will present what makes high-density mixed-use design work a vibrant, integral part of the urban fabric. He will discuss three Bay Area projects by his firm that incorporate housing with other uses such as retail, a community center, and even a public park. The strategies covered are housing density and its benefits, active urban edges at the pedestrian level, incorporating a hierarchy of public, semi public, and private open spaces, and sensible parking design such as unbundling and incorporating City Carshare.



Bio_David Baker

David Baker, FAIA, has been practicing architecture for 26 years. Over the course of his career, he has received numerous awards, and in 1996 was selected as fellow of the American Institute of Architects. David founded San Francisco-based David Baker + Partners, Architects in 1982 and now leads the firm with Peter MacKenzie, AIA, and Kevin Wilcock, AIA. DB+P is known for combining social concern with signature design character. From 1977 to 1982, David was principal of Sol-Arc, a firm dedicated to energy-efficient architecture. Before becoming an architect, he was a union carpenter.



Abstract_Bryan Bell

Who we serve, the few or the many, directly addresses our relevance in society. Is our role large or small? To increase our relevance we must educate the public on what we can do. How do we do this? Much lies in the definition of our profession. We must define who we are, that is, what those of us here have in common, and better our own self-understanding, in order to help the public understand us, our goals, and our potential contributions.

Our services are more than building form. Our roles are pre-form and post-form. This can be illustrated through a concept from the sustainable movement: upstream and downstream. To be responsible, we must not just think about the short-term act of making form, but what happened before and what happens after. In sustainability, it is considering the environmental impact. In our case, it is magnifying the impact a building can have on a community by considering the effects upstream and downstream. Pre-form: What is the need? Who gets a job from making the materials? Post-form: who will use the building? How will it help? For how long?

Our goal is a positive impact on people. Not just putting a building into a neighborhood, but affecting the positive growth of the community. This is what brings us together. Design and architecture are about the people for us. You've heard the for-profits say the customer comes first. We own that line. We should copywrite it and not let for-profits use it. They are about profit. We are about service to the public.

I believe that these two concepts – this expanded notion of service that includes pre-form and post-form, and our emphasis on design as a positive impact on people – are the healthy future of the profession. Why limit ourselves just to the narrow role of building form. Why limit ourselves to the narrow slice of what we can contribute?



Bio_ Aaron Koch

Aaron Koch (pronounced Cook) is living in Washington, DC and working as the Acting Executive Director of the Mayors' Institute on City Design, a program of the National Endowment for the Arts dedicated to helping mayors improve the design and livability of their cities. Since 1986, sessions of the Mayors' Institute have brought over 600 mayors together with teams of leading architects, landscape architects, planners, and urban designers.

Aaron previously served as the 2001-02 National Vice President of the American Institute of Architecture Students. In this role, Aaron was a member of the Board of Directors for the Association of Collegiate Schools of Architecture and visited over 35 schools of architecture. Aaron also was the primary author of *The Redesign of Studio Culture*, an AIAS report that has received wide acclaim from the architectural profession and academic administrators.

A proud native of South Dakota, Aaron graduated from the University of Minnesota College of Architecture and Landscape Architecture. When Aaron is not working, he is probably reading new fiction, training for his first marathon, daydreaming about his next outdoor adventure, or exploring DC nightlife establishments. If Aaron was not working in community design, he thinks he would be a documentary filmmaker or an international affairs journalist. He also thinks orange is an underrated color.



Megavolt



Paideia



Unicron



Abstract_Mad Housers Lunch Presentation

The Mad Housers organization intends to demonstrate how to construct and assemble their emergency hut. The demonstration will take place outdoors (weather permitting) adjacent to the conference site. The demonstration will illustrate how with simple construction techniques and limited funds an inexperienced crew can quickly create shelters for the homeless community. During the demonstration, volunteers from the Mad Housers will be available to share their experiences in operating an organization that provides a no-cost housing alternative for the homeless community.

Bio_Jim Devlin and the Mad Housers

Jim Devlin is a local Atlanta architect who has been involved with the Mad Housers for the last 2 1/2 years. Jim received his BArch. from California State Polytechnic, Pomona and his MArch. from UCLA. Previously Jim has practiced architecture in California, Italy and Australia.



Abstract_Aaron Koch

The Mayors' Institute: A Model for Design Advocacy

The Mayors' Institute on City Design was founded with the belief that political leaders have a critical role in the design of our communities. As Mayor Joseph P. Riley from Charleston, South Carolina wrote when he proposed the creation of the Mayors' Institute in 1986, "I have often said that I am the chief urban designer of my city... The more sensitive mayors are to good urban design, issues of livability, scale and diversity, the more willing and able they will be to help develop higher quality. If we could institute a program aimed at increasing mayors' sophistication and interest in urban design, we could have a substantial impact on the quality of development in American cities." Mayor Riley's vision became a reality. In the last 17 years, the Mayors' Institute has promoted the value of design excellence to over 600 mayors in all 50 states.

The Mayors' Institute on City Design is a program of the National Endowment for the Arts carried out in partnership with the United States Conference of Mayors and the American Architectural Foundation. The MICD exists to educate mayors about the value of design, share strategies for solving complex design challenges, and create a dialogue between public leaders and members of the design community. At each Mayors' Institute session, a group of eight mayors works for two and a half days with an interdisciplinary resource team consisting of architects, planners, landscape architects, real estate developers, transportation engineers, and policy experts. During each session, mayors benefit by presenting for feedback a critical design problem in their city and by viewing successful projects presented by the resource team.

The Mayors' Institute is a powerful model for how

designers can engage political leaders. What are the lessons that can be learned from the Mayors' Institute? What can universities and design centers do to more actively impact public policy decisions? If one innovative mayor can come up with the idea for the Mayors' Institute, what other models can we, a community of creative designers, devise to serve the public good?

Make no mistake about it, designers must take a more active role advocating for the value of design to our political leaders. The number of designers serving in political offices, working for city, state and federal government agencies, and participating in the democratic processes for community development are too low. In the political realm, design decisions are made regardless of whether designers are present. As we discuss groups of people who are underserved by designers, we must not leave political leaders off the list.

As the Mayors' Institute demonstrates, extraordinary things can happen when designers engage political leaders in a constructive, personal, and proactive manner. The MICD has a strong record of achievements, and the program has worked with top elected leaders from throughout the nation. The distinguished group of alumni includes the current mayors of cities such as Atlanta, Charlotte, Dallas, San Antonio, Kansas City, St. Louis, New Orleans, Indianapolis, Nashville, Louisville, Minneapolis, Pittsburgh, and Salt Lake City.

So why has the Mayors' Institute been so effective? Despite its small staff and limited funding, the program has been able to impact major redevelopment projects in large cities throughout the nation. By focusing on mayors, the MICD targets the group of individuals who arguably has the most potential to impact the livability of cities. Because of its sponsorship by the NEA, the U.S. Conference of Mayors, and the American Architectural Foundation, the MICD has achieved respect and built strong networks with mayors, federal agencies, designers, and national organizations. Since the founding of the program, the MICD has sought to promote the highest level of design excellence and engaged prominent designers to demonstrate examples of successful community development. Lastly, the Mayors' Institute has a format that offers a safe and effective environment for discussing complex design

members and 272 students have been involved in this effort to catalyze long-term change in this neighborhood and equip residents with the knowledge and skills to assume responsibility for their community. Since the program's inception in 1999, a student-designed home has been completed and three more are in process. Through their engagement in academically based community service, the students are enhancing both their minds and hearts, and gaining "real world" experience in which they can apply their academic knowledge and, for architecture students, their design skills.

The outreach center from which this work emanates has involved other schools and departments at the University. Groups of students and faculty within the university involved in this initiative include the School of Architecture (undergraduate students, graduate students, and faculty), CITYZENS (a community outreach organization formed by architecture students), the law school, the medical school, and the departments of social and behavioral sciences, history, communications, and art and art history.



Abstract_Samina Quraeshi

Interdisciplinary Community Building: Strengthening a Neighborhood

This interdisciplinary program, organized by the University of Miami, brings together students and faculty members from a variety of university departments to work on research, education, and outreach for a distressed neighborhood near the University.

Projects include holding charrettes, designing and building affordable homes on infill sites, renovating commercial properties, facilitating neighborhood planning for a new community school and health facility, identifying and rectifying discrepancies in zoning and planning that discourage investment and collaboration with the City of Miami and Dade County, facilitating legal assistance for neighborhood residents, creating a Community Resource Center that coordinates existing a new community improvement efforts, and working with community leaders to establish a community-run collaborative.

The target community is located on 0.38 square miles, has a population of almost 3,000 predominantly African American residents, with an average family income of \$14,000. This area is a founding neighborhood of the City, boasting sixth- and seventh-generation descendants of the first settlers. Its neighbors represent some of the most up-scale communities in the city, but so far this historic enclave has been protected from gentrification by the density and stability of its ethnic population and, ironically, by its crime rate.

The University-based initiative aims to instruct students and provide opportunities to work with community partners in building and rebuilding this neighborhood, thereby improving the quality of life for its citizens. To date, more than 40 faculty

challenges. By working with small groups in an intensive, hands-on style, the mayors receive focused attention outside of politicized public scrutiny.

During the Structures for Inclusion conference, participants will learn more about the tangible, direct impacts of the Mayors' Institute on its alumni mayors. Emphasis also will be given to sharing specific ideas about how designers, design organizations, students, and universities can do more to embrace the public policy processes that impact design. Finally, discussion of the lessons from the Mayors' Institute and the limits of its effectiveness will take place.



Bio_ Andrew Wagner

Andrew Wagner is Dwell magazine's Senior Editor. Before coming to the San Francisco-based architecture and design magazine, he was the founding editor of LIMN, the unorthodox design and arts magazine published by the equally unorthodox furniture and design company of the same name. At the age of 23, he was the founding editor of Dodge City Journal, a magazine dedicated to documenting life in America's under-explored cities. His work has also been published in the architecture 'zine *Loud Paper*, *Travel and Leisure*, and *Blueprint*.

own firm, Shepard Quraeshi Associates, in Boston, supervising design for a diverse national and international clientele and managing a staff of designers and support personnel. She currently serves on the Board of Directors for the Fulbright Scholars Program, the International Design Conference in Aspen, the Arango Design Foundation, the Art Institute of Boston, and she is a member of the Board of Overseers at the Institute of Contemporary Art in Boston.

Ms. Quraeshi, educated at the Kansas City Art Institute and Yale University School of Art and Architecture, taught graphic design and printmaking as a member of the faculties of the Rhode Island School of Design and the Boston University School of Visual Arts. She has also served as Assistant Director of Harvard University's Carpenter Center for the Visual Arts. Author of two award-winning books, *Legacy of the Indus and Lahore – The City Within*, with a third, *Legends of the Indus*, to be published shortly, Ms. Quraeshi has also lectured on the cultural aspects of Pakistan, Islam and the role of women.

Ms. Quraeshi has lectured from Alaska to Moscow on the importance of art and design as a strategic resource for change and learning and is the recipient of numerous awards as well as honorary doctoral degrees from Bradford College and the Art Institute of Boston.

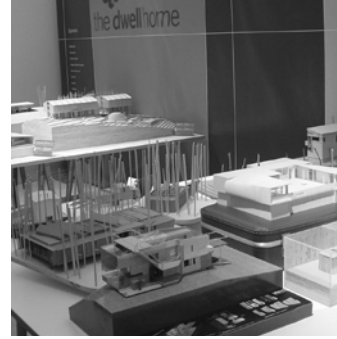


Bio_ Samina Quraeshi

Samina Quraeshi, the Henry R. Luce Professor in Family and Community at the University of Miami, is an educator, author, designer and artist who has devoted her career to exploring and demonstrating the importance of culture in educational, corporate and governmental environments. Since her appointment in 1999 as the Luce Professor, Ms. Quraeshi's efforts have focused on the complex, interconnected problems that challenge our urban communities. Working in impoverished sections of inner-city Miami, Ms. Quraeshi is guiding an interdisciplinary team of faculty, students, and community leaders to integrate research, teaching, and service with the goal of fostering networks and surroundings that better support community, family, and a civil society. She is also currently working with the former Vice-President Al Gore on the Education for Family-Centered Community Development Initiative. Her experience in education has exposed her to students at the University of Miami, Harvard University, Boston University, and the Rhode Island School of Design.

Prior to her current appointment, Ms. Quraeshi was the NY Times Resident in Design Arts at the American Academy in Rome, where she worked on her upcoming book, *Pirates and Princes*, tales of travelers from Italy to India. Ms. Quraeshi served from 1994 to 1997 as Director of Design at the National Endowment for the Arts, where she oversaw a staff of eighteen design specialists. More recently, Ms. Quraeshi has played a pro-active role in design workshops for Salt Lake City to facilitate preparations for the 2002 Winter Olympics; and in Monterey, CA where citizens are struggling to reach consensus on the redevelopment of Fort Ord, a de-commissioned military facility.

She served for two decades as a principal in her



Abstract_Andrew Wagner

The Role of the Media in Making Design Relevant: What's Right and What's Wrong

Architecture, though perhaps the most significant art to all non-nomadic societies, has remained the most mysterious to everyone but those directly involved in the profession. Can architecture really reach its potential of creating healthy, creative, exciting, and environmentally friendly spaces without those who utilize its products daily being considered and concerned?

The media plays a crucial role in educating and informing the general population in all regards relevant to society (news, economy, art, sports, etc.) but unfortunately, architecture has never had adequate representation in the popular media.

I would like to discuss what has gone wrong in the past and what has gone right as far as an architectural representation in the media and how Dwell is aiming to effect change with the hope of gaining the interest of a general population. The discussion will revolve around writing style, photographic representation, and general design of architecture magazines with the end goal of pointing to a new future for architecture in the popular media.

PANEL TWO



Bio_ Jaime Blosser

Jamie Blosser is an architect and a development consultant for housing and planning projects on Native American trust land. She is Project Manager for the newly formed Tribal Development Initiative of Jonathan Rose Companies LLC, based in New Mexico. Her work in the affordable housing field began with her tenure as a 2000 Frederick P. Rose Fellow, at the Ohkay Owingeh Housing Authority in San Juan Pueblo, New Mexico. While a Rose Fellow, she assisted in the community design and development of new housing as well as a tribal master plan. Prior to receiving the Rose Fellowship, Jamie worked for private architectural firms in Boulder, Philadelphia and Santa Fe. Jamie received her MArch. from the University of Pennsylvania in 1996.

puritan urban planning that transforms San Diego into the world's largest gated community, keeping the chaotic growth and spontaneous development of Tijuana's dense and mutating organism from contaminating San Diego's suburban picturesque order. In a time when urbanism is once more seduced by the possibility to reinvent the city by the performance of the every day, producing more inclusive urban strategies, it seems important to re-observe the paradox of the bi-national landscape that wants to be fluid and divided simultaneously. By zooming into the particularities of this volatile territory of surveillance, one travels back and forth between these two border cities exposing these landscapes of contradiction where conditions of difference and sameness collide and overlap. The projects presented here are inspired by the possibility of such contamination, searching for the essence of the hybrid and flexible landscapes that are beginning to transform the fabric of the US metropolis and our notions of urbanism worldwide.

Finally, in the context of these issues, this presentation will evaluate contemporary urbanism's desire for re-visiting the meaning of intensive cultural landscapes such as the ones found in Latin American cities, searching for strategies of hybridity, appropriation, transformation and open-endedness. As much as these notions are liberating, they are questionably achievable under the discriminating social policy towards the use of public space and social housing in many US cities. It falls in the hands of community-based non-profit organizations to open up urban strategies that can challenge the rigidity of existing zoning and planning legislature. Also, it is within small multi-cultural communities where some of these non-profits are devising experimental processes that can translate their socio-cultural agendas into physical architectural interventions. This lecture will present two case studies of prototype affordable, mixed use housing projects in the border city of San Ysidro that the non-profit social agency Casa Familiar is currently developing. The story behind these projects can suggest viable processes towards more comprehensive collaborations between designers, community activism and public and private institutions.



Abstract_Teddy Cruz

Two-Way Journeys: Chronicles from the Edge

On the 26th of September of 1997, Marcos Rairex Erre, as part of InSite '97, stationed an enormous double-headed Trojan horse at the San Ysidro border crossing. It was parked temporarily a few meters from the check-point, straddling the buffer zone and in the midst of traffic waiting to cross into San Diego, CA. It emerged unnoticed and in the same way it vanished. Looking north, one half of the horse's body occupied the US territory, while the other half remained in Mexico, gazing south. If the horse's journey is a two-way trip and its flow multidirectional and de-centered, it is because for art there are no privileged centers of culture and for the artist any site is available. Tijuana's horse occupied the ambiguity of the void and in so doing it detonated the full potential of the border city it emerged from, emblematically deploying strategies of appropriation and transgression. It became the portable home, the loose armature of a sense of identity built from one's own acts of criticism.

This lecture will temporarily dwell at this edge between San Diego, CA and Tijuana, Mexico. Rarely can we find two such radically different cultures, societies and economies approximating each other and occupying the same geographical territory. This contrast is magnified by the ten feet high steel wall that delimits these border cities. From this edge, two completely different urbanisms emerge, two different attitudes towards making city. While San Diego is emblematic of a traditional urbanism based on segregation and control manifested in the master planned communities that define its sprawl, Tijuana's urbanism is manifested by the informal, nomadic settlements that invade its periphery. This comparison is not reductive when we consider that the border wall itself becomes the emblem of a



Abstract_Jaime Blosser

Placemaking Restored: the role of design in a traditional culture

Tsigo bugeh Village (SEE go BOO gay) is a new affordable housing project at San Juan Pueblo, New Mexico, that was designed and built based on the Pueblo's traditional settlement patterns. The project incorporated feedback from tribal members as well as tribal ownership on many different scales. As a Rose Fellow, Jamie Blosser worked for the Housing Authority as the in-house project manager, which included coordinating the community-based design process.

Because San Juan Pueblo is an agricultural religious society, restoring the ancient ways of placemaking has tremendous cultural and spiritual significance. The project is an excellent example of how a traditional Native American community with a rich architectural heritage can coexist with the modern world under terms of its choosing.

Self-determination is the act of defining one's place in the world, which can enthusiastically manifest through the re-making of that place into a recognizable, nurturing form. It can also be a way by which marginalized communities may traverse cultural barriers in order to access outside resources.

Yet this act of intention often leads to a complex relationship between a traditional community and the technical expertise of a design professional. This presentation shall focus on the project's evolution in terms of the value of design in a traditional culture and the role of the outside design professional as the "expert."



Bio_ Teddy Cruz

Teddy Cruz was born in Guatemala City, Guatemala, where he began his architectural education; he later continued his undergraduate studies in California and Italy. He received his BArch. From California Polytechnic State University in San Luis Obispo and a Masters in Design Studies from Harvard University. He worked for several years at the office of Rob Wellington Quigley in San Diego, California and in 1993 he established his own practice, Estudio teddy cruz, also in San Diego.

Teddy's work dwells at the border between San Diego, California, and Tijuana, Mexico, inspiring a practice and pedagogy that emerges out of the particularities of this bicultural territory and the integration of theoretical research and design production. He has taught and lectured in various universities in the US and Latin America and in 1994 he conceived and began the LA/LA *Latin America / Los Angeles* studio, an experimental summer workshop at SCI-Arc in Los Angeles. He is currently an associate Professor in the school of architecture at Woodbury University in San Diego where he is at present forming BI – Border Institute – to further research the urban phenomena at the border between the US and Mexico. In 1998 he was invited to be editor of the British Journal *AD Architectural Design* for a special issue on the *Architecture of the Borderlands*. Teddy has received awards for projects on both sides of the border, including various AIA San Diego chapter awards, as well as for his academic work regarding issues of urbanism in the broader border region. Most recently, he received two 2003 San Diego AIA Merit Awards, the San Diego AIA Honor Award for 2002, a 2001 Progressive Architecture Award from Architecture Magazine of New York, The Architectural League of New York Young Architects Forum Award and the Robert Taylor Teaching

Award from the ACSA. Teddy has been involved in many civic and cultural advocacy groups at a local, national and international level. He is currently a member of the board of directors of C-3, one of San Diego's oldest advisory citizen groups on urban and environmental policies. He also co-chairs, with Joyce Cutler-Shaw, the Hot Topics Committee for the Council of Design Professionals in San Diego and he was recently invited to be part of the advisory committee for the second Mies Van Der Rohe Award for Latin American Architecture and a panelist for the National Endowment for the Arts.

Teddy's work has been published in various architectural journals and newspapers including *Global Architecture*, *Progressive Architecture*, *Architectural Record*, *Casas International*, *Thresholds MIT*, *The San Diego Union*, *The Los Angeles Times*, *Praxis Magazine* and Princeton Architecture Press' *City Limits*. It has also been exhibited locally, nationally, and internationally, most recently in the exhibition "Urban Diagnostics," commemorating the 25th anniversary of the Centro Cultural de Tijuana. In 1991 he received the prestigious Rome Prize in architecture, becoming a Fellow of the American Academy in Rome.