



AIA Georgia Annual Design Conference October 13-16, 2011 Athens, GA

Keynotes Announced

Theme and Agenda

Athens Georgia – “classic city of the south” – is the site for the AIA Georgia Annual Design conference. One Architect, One Future focuses on the architect as leader, and what he or she can do to make this world a better place. Our theme embraces the idea that architects continue to be instrumental in shaping our cities and influencing the decisions that mold our communities. The Architect has the knowledge, the training, the tools, and the fortitude to get involved and lead positive change for a better future for all of us.

Keynotes



Thompson Penney, FAIA, and his wife **Gretchen Penney, AIA** have committed their professional and personal careers to service to their profession and their communities in extensive volunteer leadership roles. They will share what motivates them and the challenges and rewards of serving as “Citizen Architects”. Thom is President /CEO of LS3P Associates Ltd. and was one of the youngest persons elevated to the College of Fellows of the AIA. He has served as President of the American Institute of Architects and Chairman of the Charleston Metro Chamber of Commerce. Gretchen has devoted her adult life to supporting her family, the community and the profession of architecture. After graduating with honors from Clemson University in 1983, Gretchen joined her father’s architectural firm and served as Vice President of McKellar and Associates Architects for 10 years before retiring to support her family and serve both the AIA and the community.



Scott Braley, FAIA, FRSA of Braley Consulting & Training will expand upon remarks he recently delivered to AIA Atlanta’s Principal’s Roundtable that were well received and prompted provocative thought about the future of the industry. His keynote is entitled: “2012 – Beginning of the End, or End of the Beginning – Charting your firm’s course in the emerging economic environment”. Following the keynote and our exhibit hall break, Scott will host a roundtable discussion for those interested in continuing conversation on his topic. Scott Braley’s professional background combines consulting/training and private practice experience. These two facets overlapped until 1997 when he made the decision to devote full time to his consulting and training work. Since the early 1980’s he has served as consultant and trainer for many of the A/E/C industry’s foremost and well-respected firms. *Sponsored by CRSI.*



“GROW[ing] UP: SLOW[ing] DOWN” - Pulling from autobiographical experience and their recent research, **Aaron Davis** and **Leah Meisterlin** of PRE – Office in New York will discuss the challenges, opportunities, and risks of building an ethical infrastructure within a young practice. Their discussion will include observations of contemporary practice as well as an explication of the diverse ways in which practice is possible in today’s economy. From this, they believe a case can be made that only through self-critique and a redefinition of fundamentals can architecture find a renewed motivation toward the social responsibility inherent in the disciplines of its practice. PRE – Office was recently featured on the cover of *Architect* magazine.



Aaron Davis earned his M. Arch from Columbia University in 2009 and his B.S. in Architecture from the University of Cincinnati in 2004. He has worked with Foster + Partners in both London and New York City and with Rafael Vinoly Architects in Cleveland, Ohio. He is a founding partner of PRE-Office and currently works with R. A. Heintges & Associates as a facade consultant in New York City. Leah Meisterlin is a socio-spatial researcher at Columbia University and New York University and a founding partner of PRE-Office. She received her M. Arch. (2009) and M.S. in Urban Planning (2006) from Columbia University and her B.A. in Art: Architecture and Urbanism (2002) from Smith College. Since 2006, Aaron and Leah have been discussing and writing (together and individually) on morality, responsibility, and ethics in art, architecture, and urban planning practice. Established in 2008, PRE-Office is a collaborative design and research studio. Recent projects have included an investigation into modes of practice in a struggling economy and a democratic competition to gauge where young architects stand on the world around them. *Sponsored by Georgia Power Company.*

Online Registration Opens August 1, 2011. Book your hotel room now! Visit www.aiaga.org for details.