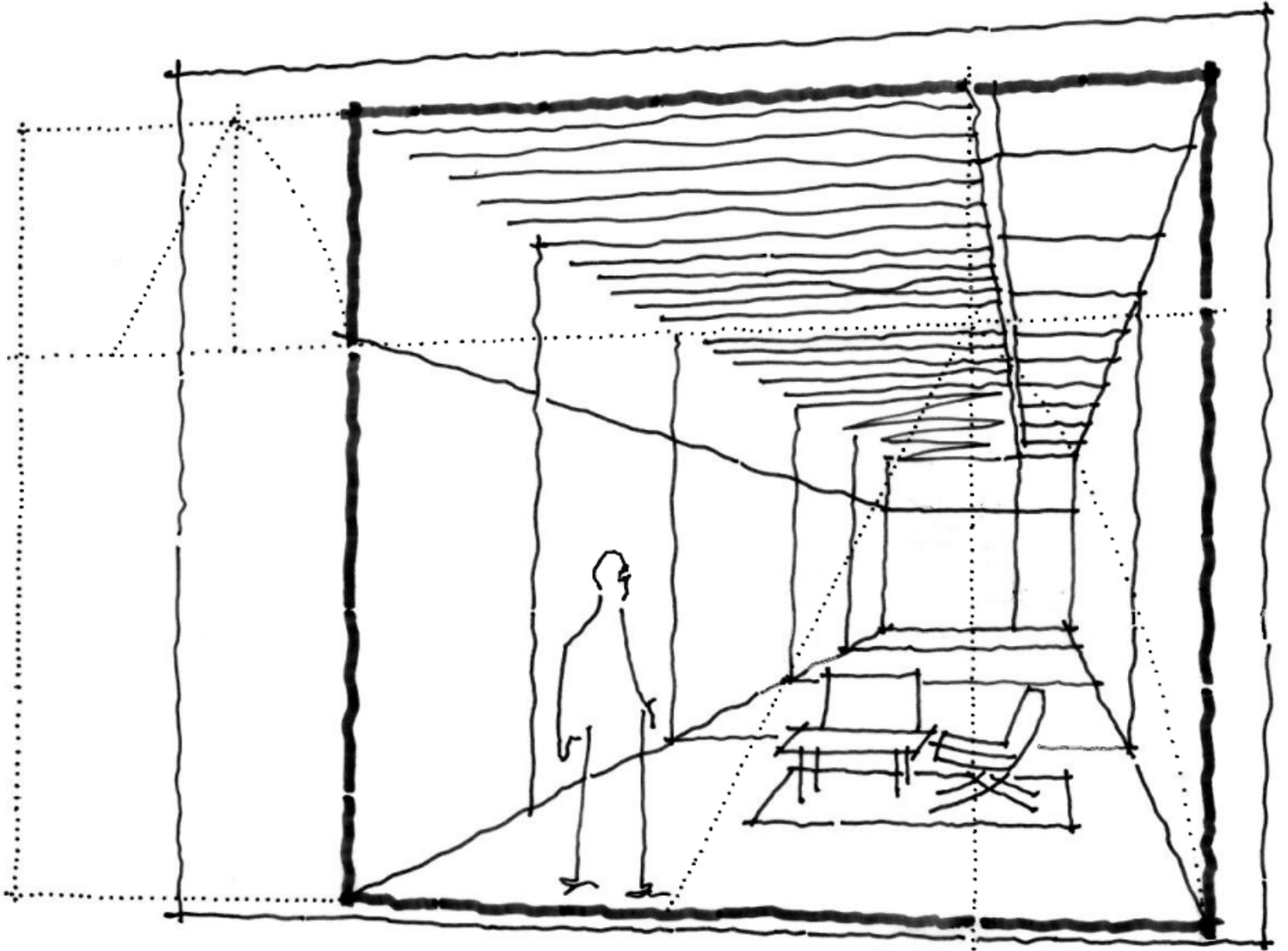




AIA
South Carolina



ELEVATION

The Elevation campaign—one of AIASC's most important initiatives of the last 100 years—gives us two powerful new advocacy tools: a Center for Architecture and new Statewide Programs.

*Cover illustration by Tom Savory FAIA,
Watson Tate Savory.*



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OVERVIEW

Elevation

As architects, we face challenges every day. Clients who are more focused on cost per square foot than designs that endure. Lawmakers who are too often swayed by factions promoting short-term gains over long-term safety and beauty. And a public that doesn't understand what we do.

AIASC exists to help you—as an architect—overcome these challenges. When builders lobby in the State House against new commercial and residential codes, AIASC exists to advocate for safety. When a new governor or secretary of education pushes for stock school plans, AIASC is there to prove the value of customized designs.

AIASC is there to raise the profile of our profession. To advocate for good design, even on the tightest budget. To show the correlation between well-designed spaces and increased productivity, higher student test scores, and a better quality of life.

You and I can't do these things on our own—as a single architect or even as a large firm. But when we join together as AIASC, with a unified voice across our state, there's strength in our numbers.

Elevation: Promoting Architecture in South Carolina will make our voice even stronger.

The Elevation campaign—one of AIASC's most important initiatives of the last 100 years—gives us two powerful new advocacy tools: a Center for Architecture and new Statewide Programs.

“At the state level, advocacy is AIASC’s most important function, both legislative advocacy and design advocacy to the general public.

- Andy Clark AIA, Liollio Architecture and 2018 AIASC President

Members of the 2018 AIASC Leadership Development Academy take a break during installation of the Lake City Mobile Amenity portable arts classroom project.





“When we come together, we convey the subtle message: trust the expertise of an architect.”

- Doug Quackenbush AIA, Quackenbush Architects, Campaign Steering Committee Chair

STEPS FROM THE STATEHOUSE

Center For Architecture

The South Carolina legislature creates the laws that affect how you and I practice. And as you know, too often those laws are influenced by factions who don't share our values. The new Center for Architecture gives us an advantage.

The new Center for Architecture places design front and center—in the political heart of South Carolina—steps from the State House.

From this physical hub, AIASC will be your voice—educating lawmakers and promoting a legislative agenda built on safety and sustainability.

An agenda that puts our state's visual legacy at the forefront. With a place to host and educate state legislators, our lobbying efforts will be immediately more successful.

Comradery has always been a hallmark of AIASC—something other chapters envy

about us. The new Center will engage new members and ensure that this fellowship is passed across generations.

The new Center for Architecture will also magnify our voice by bringing us together physically and conceptually. The Center will grow our cohesive group of colleagues with webinars, symposiums, and informal gatherings of peers from different parts of the state. The Center will connect sole practitioners and large firms to discuss timely issues. Residential and commercial architects will find inspiration in each other's projects.

A POLITICAL & DESIGN MECCA

Why Columbia?

Prominently situated on Main and steps from the State House, the Center for Architecture is a place of strength where we can come together to grow our impact and shape the laws that govern our practice. Proudly located across the street from the Columbia Museum of Art, the Center will be a destination for design.



Exquisitely designed, the new Center for Architecture creates a beautiful backdrop to showcase our profession. Inside, a gallery space will be marked by the timeless simplicity of continuous wood panels on the walls and ceiling.



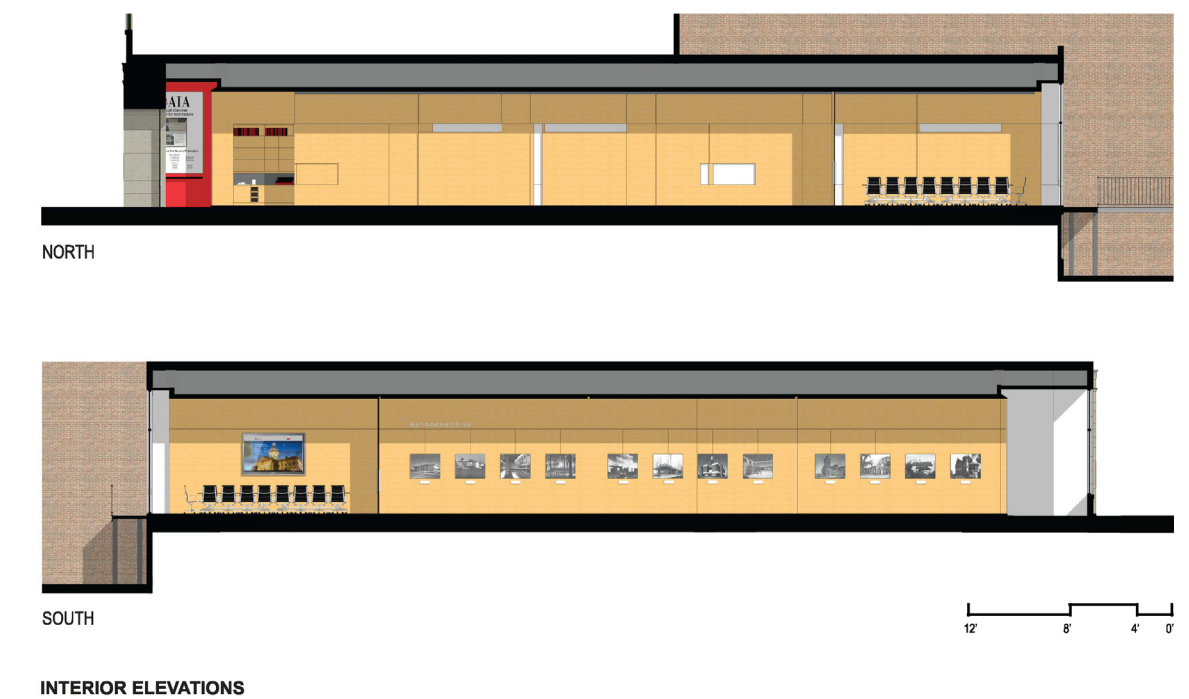
Whether you are a sole practitioner or part of a large firm, the Center for Architecture will benefit you. Its power as a tool for advocacy and fellowship will be felt whether you practice in Myrtle Beach, Hilton Head, or Aiken.

In membership surveys, you tell us that advocacy and fellowship are AIASC's most important functions.

Only by locating the Center in Columbia can we take full advantage of proximity to our lawmakers. And its location in Columbia makes it the most accessible to all our members.

If AIASC had unlimited resources, we could plan for multiple Centers of Architecture across the state. But the reality is that only one Center is feasible, and having a single Center magnifies our statewide voice.

Some members have argued that the Center for Architecture be located in Greenville, or in Charleston. Each site has merits, but the case for Columbia—the most central to the most members—is strongest.



“The design exemplifies how a simple, disciplined, economical solution is often both the most striking and the most accommodating.”

- Luke McCary AIA, Pond Company and AIA SAR Regional Representative

The space will elevate design as a priority to a new audience of students, professionals, the public, and our state lawmakers.

SHIFTING PUBLIC PERCEPTION

Statewide Programming

The Elevation campaign's second priority is new statewide programming—essential if we want to shift perception through public advocacy.

We know from AIA Client Insight Reports¹ that decision-makers are looking for architects to be trusted partners who listen, work collaboratively, and provide expertise.

88%

want architects to bring expertise they are missing in-house

82%

want architects to develop innovative project solutions

80%

place a high importance on architects serving as their advocate throughout the project

The best way to capitalize on this data is by building relationships and shifting perception.

The Elevation campaign will stage carefully coordinated public events across the state that establish architects as partners. These events will draw in the public as never before and demonstrate—through case studies, design exhibitions, and national speakers—the architect's value.



The Elevation campaign will fund community events across the state. These programs will shape public perception and elevate the value of our work to clients and decision-makers. Exhibitions like the one that traveled to seven children's museums around the state will educate the public and plant the seed for architecture as a career at a young age.

Funding from the Elevation campaign will allow us the opportunity to promote evidence-based design and improve the profession through documented case studies and research. Through statewide programming, we can highlight studies that found students in classrooms with larger and more south-facing windows performed better in math and logic tests. Or others that show the impact of designing for social interaction can promote health and well-being.

Together, we can educate decision-makers on the science behind good design.

Elevation will also showcase architecture as a career to our youngest South Carolinians. We know that not enough students are exposed to architecture as a career option at school—particularly minorities.² Exhibitions like Kids in Architecture: Pop-Up Atelier—the full-scale interactive exhibit staged at seven children's museums across South Carolina—will be commonplace. Architectural walks through South Carolina neighborhoods can be designed to help children explore architecture and foster creativity. We'll pair architects with children to give them a hands-on look at the process of architecture.

¹ Russo, Michael. "How to Align Your Firm with Client Needs," *AIA Architect*, January 6, 2017.

² CABE: "Architecture and Race: A Study of Minority Ethnic Students in the Profession," 2004.

PROFILES

Designing South Carolina's Future

AIASC is unlike other chapters. Perhaps it's because South Carolina has only one chapter. Or maybe it's because we have only one school of architecture—there's no opportunity for rivalry. Whatever the reason, AIASC is special. Here, the bonds as colleagues are stronger than those of competitive bidder. An affinity for our profession is passed through generations.



The Rogers Family

Architecture as Family

Across two centuries, three generations of the Rogers family have designed structures in South Carolina. They've seen tastes change and fads come and go. But they recognize a few constants, too. First—good design is timeless. And second—there's no better place to practice architecture than in South Carolina.

Maybe it's because South Carolina has a single statewide AIA chapter. Or because we have only one school of architecture, therefore no divided loyalty between schools. Whatever the reason, AIASC is built on comradery, and that's valuable to Wayne Rogers.

Wayne opened Catalyst Architects in 1988. Today, he works with

his father, Colonel, and his son, Brandon. They each have their own roles in practice/profession, but they embrace the same passion for their craft that is exhibited in studios across South Carolina.

Wayne has been Past President of AIASC, Past President of the Clemson Architectural Foundation, and a Past Chairman of the AIA National Licensing Committee. He has been both mentor and mentee, and he knows first-hand that the institutional knowledge shared through AIASC means faster and better solutions to common challenges. He's excited to see Brandon and his peers take the helm and lead AIASC into the future.

Wayne is passionate about the Elevation campaign. He has supported the idea of the new Center for Architecture since the Main Street building first came up for sale three years ago.

"The campaign is a way to support AIASC's new strategic vision by honoring its heritage and celebrating its future," explains Wayne. "We have the opportunity to demonstrate what architects do by creating the design center for the state of South Carolina."

Supporting the campaign, he says, is, "Just the right thing to do. It's about giving back to something bigger."



Kate Schwensen FAIA

The Power of the Architect

For Kate Schwensen FAIA, it wasn't a specific event or revelation that launched her 40-year career in architecture. She always loved art, traveling to beautiful cities, and making things. Architecture seemed a natural outgrowth of those interests.

Today, Kate is Director of the School of Architecture at Clemson, where she oversees a fluid campus that stretches from South Carolina to Spain and Italy. In 2006, she was elected as only the second woman to serve as the President of the American Institute of Architects.

"When we engage the average person in conversation around place, architecture, and what makes a city livable, we raise the profile of our profession."



Asked about her proudest accomplishments, she points to her students and Clemson's faculty. "Architects trained here in South Carolina are working all over the world doing meaningful things."

Kate is a firm believer in architecture's power to impact our lives. "We've always known anecdotally the role of architecture," she explains.

But now we're seeing studies that back up our beliefs. The way we design things can improve

productivity, reduce absenteeism, and improve test scores in our classrooms. That's really exciting."

She extends this same optimism to the AIASC's new Center for Architecture. "The Center provides a place for students and faculty to interact with the public—a place to sponsor lectures and collaborate," she remarks. "When we engage the average person in a conversation around place, architecture, and what makes a city livable, we raise the profile of our profession."



GOAL

Elevation Campaign

The Elevation campaign will improve the value of the physical asset at 1530 Main Street while giving us a new tool to achieve our mission.

It also becomes a revenue opportunity for AIASC through rental income. AIASC's intention is to always be good stewards and exercise fiduciary responsibility for our members. The new Center for Architecture accomplishes this goal.

“The Center for Architecture will become a cultural destination in downtown Columbia—not just for architects, but for anyone interested in art and good design.”

– Matt Kennell, CEO, City Center Partnership in Columbia

\$670,000

Renovations

+

\$85,000

Consulting Services

+

\$15,000

Project Contingency

+

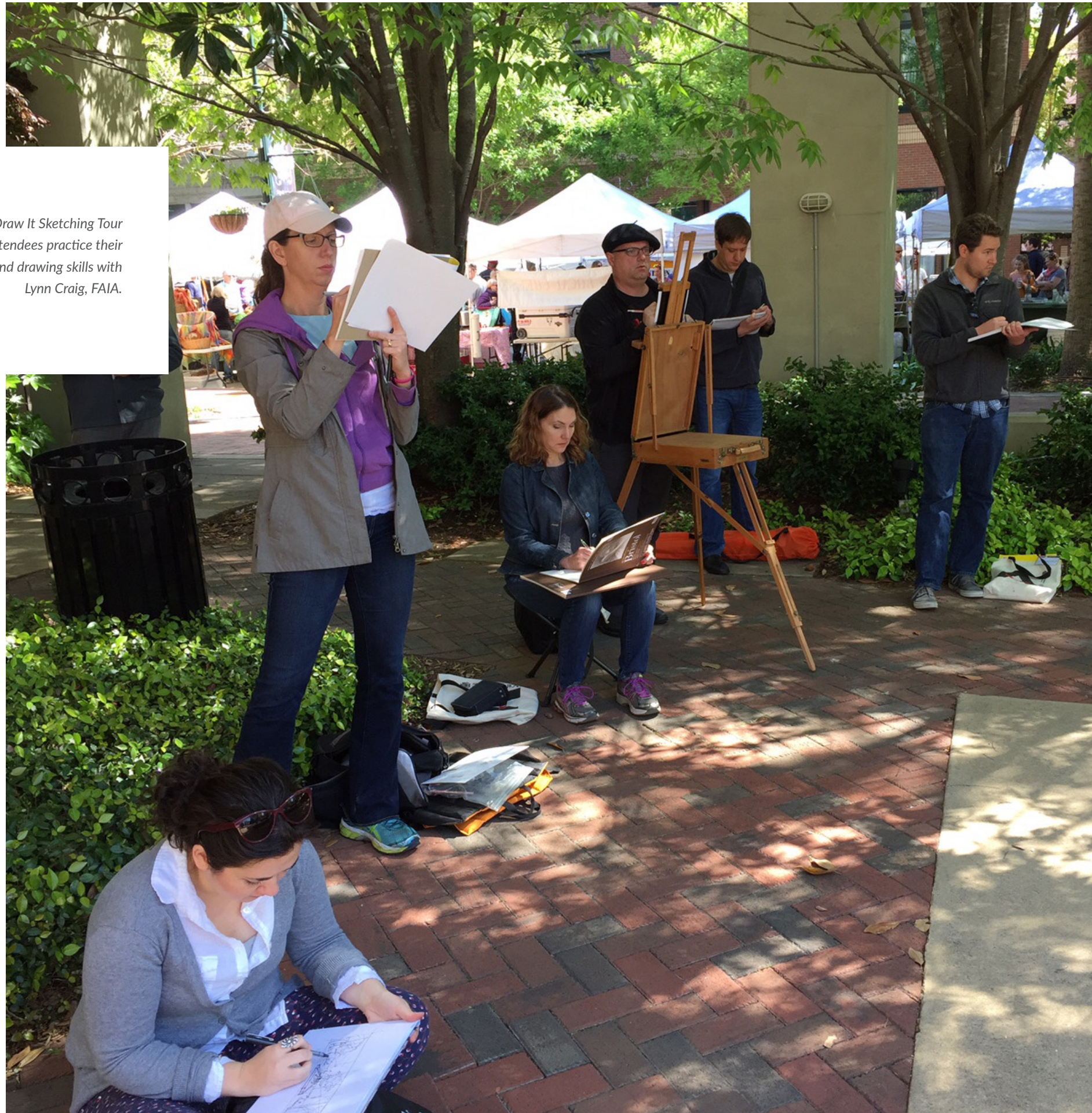
\$330,000

Statewide Programming

=

\$1.1M ELEVATION CAMPAIGN TOTAL

Draw It Sketching Tour attendees practice their freehand drawing skills with Lynn Craig, FAIA.



YOUR ROLE IN ARCHITECTURE'S FUTURE

Our Way Forward

Advocacy—among our public and our lawmakers—is more important than ever before. Only through education and outreach can we steer our future before it's too late.

Our state is growing at record levels. That's good news for us, but it also underscores the urgency of this campaign.

The Center for Architecture will be a highly visual reminder of design's importance. In ways we could never do without a physical presence, the Center will explain the connection between our work and the places we cherish. For years to come, it will be a powerful tool we can use to make our case to the public and to the lawmakers who create policy.

The Elevation campaign will bring us together as colleagues and magnify our voice. We will unify to advocate for structures that are safe and aesthetically pleasing. And we will grow the bonds of fellowship that are our chapter's hallmark.

The campaign will also create new opportunities to educate the public. Through statewide programming targeted to people from all backgrounds, we'll educate the public—and the decision-makers—on the value of good design while creating a robust future for our profession.

Regardless of where you practice, or if you practice alone or as part of a large firm, the Elevation campaign will benefit you. With your support of the campaign, we will create an architectural legacy built by a public and a legislature that better understands and appreciates good design.

Support Elevation by contacting Adrienne Montare, FAIA, LEED AP, Executive Director at adrienne@aiaasc.org.

Just as architects create elevations to cast our vision, we invite you to elevate architecture by investing in this campaign.

ELEVATION

“I have a powerful voice if I band together
with my peers across South Carolina.”

- Dennis Ward FAIA, FW Architects



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Elevation: Promoting Architecture in South Carolina

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