

PUB 1 2020-2021 ISSUE 1



# REFLEXION

AIA UTAH MAGAZINE



**AIA**  
Utah



# IS THIS A FAMILIAR FEELING WHEN DEALING WITH THE CONTRACTOR?



IF SO,  
**YOU NEED TO WORK WITH**

**HOGAN**

CONSTRUCTION MANAGER • GENERAL CONTRACTOR

Current industry challenges threaten budgets, schedules, quality, safety, and relationships more than ever.

Honed from 75 years of experience, Hogan Construction's philosophy of partnering with architects and clients aims to provide a collaborative team experience—meaning we understand your goals and help reach them. It's not just about us.

We support this approach through our industry-leading ability to self-perform the first 40 percent of a project. Hogan looks at the project as a builder, not a broker, and provides you and your team numerous solutions in planning and design, as well as during construction because our team has the trade and field experience many do not.

Call us at 801-951-7000 and let's talk frankly about how we can help you, and your project, succeed.

# ASPIRE

ARCHITECTURAL SOFTWARE TOOLS



## features

- on-the-fly building requirements window validation
- real-time window price budget estimations
- real-time window specifications validations

**for more info**

[architectinfo@amscowindows.com](mailto:architectinfo@amscowindows.com)

[amscowindows.com](http://amscowindows.com)

# CONTENTS

President’s Message.....6

Julian Abele: Honoring a Legacy No Longer  
in “the Shadows”.....8

Three Firm Leaders Describe How to Survive an  
Economic Downturn.....10

A Cautiously Optimistic Look Forward.....12

Reading Between the Trend Lines.....14

Member Spotlight.....16

Tips to Build Career Resilience.....18

Urban Revitalization in Utah’s “Rural” Downtowns.....20

Why Architects Matter in a Post-Pandemic World.....24

Amsco Windows Prioritizes Partnership:  
Training Tools and Software Take the Sting Out of  
Designing Windows.....28

**President**  
Jarod Maw, AIA

**President-Elect**  
Phil Haderlie, AIA

**Secretary**  
Laura Smith, AIA

**Treasurer**  
Jared Larson, AIA

**Director to the Excom**  
Daniel Rogers, AIA

**Staff:**

**Heather Wilson**  
Executive Director

**Cierra Parkinson**  
Director of Programs and  
Communications



Reflexion is a publication of the Utah Chapter  
of the American Institute of Architects.  
[aia.org/utah](http://aia.org/utah)

AIA Utah  
280 S 400 W, Suite 150  
Salt Lake City, Utah 84101

## AD INDEX

Hogan Construction.....Page 2	ProSoft.....Page 23
Amsco Windows.....Page 3	Wright Engineers.....Page 29
Epic.....Page 5	The NewsLINK Group.....Page 30
We Olive.....Page 5	Helius.....OBC
American Insurance.....Page 17	





# Wideck®

Roof and Floor  
Deck Ceiling  
Systems

EPIC's Super Wideck complements open concept structures with long spans up to 58 feet. A light-reflective surface returns natural and artificial light to interior space while the acoustical treatment minimizes the reflection of interior noise. High recycled content contributes to LEED® certification for your next project.

**EPIC** METALS®

877-696-3742 toll-free  
epicmetals.com

Product: Super Wideck® SWN9A  
Woods Cross High School Addition – Woods Cross, Utah  
Architect: GSBS Architects – Salt Lake City, Utah



RISE TO THE OCCASION WITH UNIQUE, THOUGHTFUL GIFTS THAT ACKNOWLEDGE,  
AND CELEBRATE YOUR EMPLOYEES AND CLIENTS THIS HOLIDAY.

Order by  
**NOVEMBER 21**  
for 20% off  
& FREE  
DELIVERY\*

## Corporate Gifts *with* Taste

\*ALONG THE  
WASATCH FRONT  
OGDEN TO PROVO

MAKE AN IMPRESSION THAT LASTS THROUGHOUT THE YEAR

### Custom Labels

CUSTOMIZE BOTTLES WITH AN IMAGE,  
LOGO, OR MESSAGE

Call us to get started:  
**(801) 448-7489**



**olive**  
The Olive Oil Experience

LOCATED @ TROLLEY SQUARE  
602 E. 500 S., SALT LAKE CITY

# PRESIDENT'S MESSAGE

BY JAROD F. MAW, AIA UTAH, PRESIDENT



Today we find ourselves facing circumstances unprecedented for us personally as well as professionally. To adhere to the government request for “social distancing,” I, like many of you, am working from home. My new co-workers right now consist of my wife, my two daughters and two overly excited canines. Each of these co-workers have schedules and tasks that are entirely different from my own. None of them share my same enthusiasm for sustainable architecture, BIM or best practices for a successful architecture firm. I have yet to find anyone here who can help me with Revit, Bluebeam, or in-depth knowledge of the 2018 IBC. I am slowly adapting. As we all get through these events, I hope you are too. We have much to learn from each other at this time, and I want to let you know that AIA is here for you as your connection to each other and the profession.

During this time, AIA Utah will continue to be a resource for you. The board of directors and committees will continue to meet through virtual means. We are currently exploring ways to help you maintain your educational progress and stay informed in the best way possible. Expect further developments in April regarding continuing education opportunities and more details on how to transfer the architecture profession in this new environment.

I am certain you all have seen an increase in service and awareness in your communities as we weather through this time. I firmly believe that the best way to get through this is TOGETHER! Now more than ever, we need successful collaboration within our membership. I don't believe any of us are happy with the latest string of events. I think the wizard Gandalf in Lord of the Rings had the best advice I have heard regarding situations like this one:

“So do all who live to see such times. But that is not for them to decide. All we have to decide is what to do with the time that is given to us.” ❁

Sincerely,

Jarod F. Maw, AIA President, AIA Utah



# THANK YOU ALLIED MEMBERS!



## BHB STRUCTURAL

2766 South Main Street  
Salt Lake City, UT 84115  
801.355.5656  
bhb@bhbengineers.com  
www.bhbengineers.com



## CALDER RICHARDS

634 South 400 West,  
Suite 100  
Salt Lake City, Utah 84101  
801.466.1699  
crceng.com



## ENSIGN ENGINEERING

45 West 10000 South,  
Suite 500  
Sandy, UT 84070  
801.255.4449  
www.ensignutah.com



## FORTERRA STRUCTURAL & SPECIALTY PRODUCTS

6087 W 5400 S  
Salt Lake City, UT 84118  
801.966.1060  
www.forterrabp.com



## HOGAN CONSTRUCTION

940 North 1250  
West Centerville, Utah 84014  
801.951.7000  
www.hoganconstruction.com  
See ad, page 2



## MGB+A THE GRASSILI GROUP

145 West 200 South  
Salt Lake City, UT 84101  
801.364.9696  
www.grassligroup.com



## REAVELEY ENGINEERS

675 E 400 S, #400  
Salt Lake City, UT 84102  
801.486.3883  
www.reaveley.com



## SCAFCO STEEL STUD COMPANY

2800 E Main Ave  
Spokane, WA 99202  
509.343.9000  
www.scafco.com

PLATINUM CONFERENCE SPONSOR



## SIERRA PACIFIC WINDOWS

1880 N 2200 W, #60  
Salt Lake City, UT 84116  
801.973.7170  
www.sierrapacificwindows.com  
See ad, page 5



## SPECTRUM ENGINEERS

324 State St Suite 400,  
Salt Lake City, UT 84111  
801.328.5151  
www.spectrum-engineers.com



## STO CORP.

3800 Camp Creek  
Parkway SW  
Building 1400, Suite 120  
Atlanta, Georgia 30331  
800.221.2397  
www.stocorp.com



## WRIGHT ENGINEERS

9176 S 300 W, Ste 12  
Sandy, UT 84070  
801.352.2001  
www.wrightengineers.com

## THINKING OF BECOMING AN ALLIED MEMBER?

Visit our website [aiautah.org](http://aiautah.org) for applications and more information.



# Julian Abele: Honoring a Legacy No Longer in “the Shadows”

BY JOCELYN ROGERS



Julian Abele, The First African American To Earn An Architecture Degree From The University Of Pennsylvania, Contributed To Designs For The Philadelphia Museum Of Art.

**M**onmouth University’s most prominent building, dating from 1929, was designed by Julian Abele, the first African American to earn an architecture degree from the University of Pennsylvania. But it was named for Woodrow Wilson, whose legacy includes reinstating racial segregation in the federal workforce.

That disconnect is no more. Monmouth’s board of trustees voted unanimously earlier this month to remove President Wilson’s name and honor Abele.

It’s not the first time Abele has received belated recognition from a major university he helped design. His story serves as a poignant yet inspiring example of the challenges faced by generations of African American architects.

“Willing and Able,” as classmates dubbed him, was born in Philadelphia in 1881. Elected president of the student architectural society by his Penn peers, he graduated in 1902. According to the biography, *Julian Abele: Architect and the Beaux-Arts*, by Dreck Spurlock Wilson, Abele’s additional degrees and certificates in architectural drawing made him “the most formally educated architect in

all of America.” He is believed to have later studied at l’Ecole des Beaux-Arts — a style he embraced throughout his career in the nationally known Philadelphia firm, Horace Trumbauer. Abele’s collaboration with the eponymous firm’s founder was marked by “a great deal of respect,” according to Abele’s son — although, consistent with contemporary practice, the signature of Horace Trumbauer (who was not a formally trained architect) was the only one that appeared on his firm’s designs. “The lines are all Mr. Trumbauer’s,” Abele once said, “but the shadows are all mine.”

That signing practice, plus the collaborative nature of any large firm, makes it difficult to assign sole credit to Abele for many of his most well-known creations. But we know that he contributed significantly to the Philadelphia Museum of Art — immortalized in the movie “Rocky” — as well as the Free Library of Philadelphia and the Widener Memorial Library at Harvard University. Abele’s designs in Washington, D.C., include the Argentinian Embassy and what is now the Belgian ambassador’s residence.

“I think we’re really fortunate that Julian Abele’s talent wasn’t squandered due to Jim

Crow,” commented Abele’s great-grandnephew Peter Cook, AIA, associate vice president and design principal at HGA. “One of the wonderful things about our profession is that the best of our work, for the most part, remain there for future generations to appreciate. And so his talent is still very much on display, and it graces so many of our cities.”

Abele’s body of work also includes numerous mansions in Newport and New York, including — notably — the Manhattan home of American Tobacco Company founder James Buchanan Duke (then the “costliest home” on Fifth Avenue, now New York University’s Institute of Fine Arts).

It was this commission that led to an enduring legacy that can be claimed fully and indisputably by Abele: the campus of Duke University. From the university’s iconic Duke Chapel to Cameron Indoor Stadium, home of the Duke Blue Devil basketball team, Abele designed the bulk of Duke’s West Campus between 1924 and 1950. As the university’s president Dick Brodhead put it in 2016, “Abele’s accomplishment was not any single building, but the whole campus — 30 buildings in all.”

After launching a committee in 2015 to explore ways to honor Abele, Duke’s Board of Trustees elected to engrave the Duke Chapel cornerstone with his name, commission a biography, fund an annual event recognizing African American student achievement, and rename the





Julian Abele, AIA, Designed Duke University Chapel, as Well as More Than 30 Additional Campus Buildings, Between 1924 and 1950.

campus' central passage Abele Quad. A plaque installed on the quad emphasizes that Abele "designed all the surrounding buildings" and quotes the famous St. Paul's Cathedral epitaph of Christopher Wren: "If you seek his monument, look around."

Generations of Duke students have strolled among the university's Abele-designed buildings — an experience the architect himself may never have enjoyed. During the decades his vision was coming to life in North Carolina, multiple sources suggest the era's Jim Crow policies prevented Abele from ever visiting the site — although evidence is inconclusive. It is certain, however, that Abele could not have experienced the campus as a student; Duke did not integrate until 1962, 12 years after his death. Even in Philadelphia, Abele could not escape segregation — although he did manage to reject it in his daily commute. According to a Smithsonian Magazine profile, Abele reportedly walked more than ten blocks to work each day rather than sit in the back of the city's segregated streetcars.

Abele's legacy also includes many descendants who joined the field, including his son Julian F. Abele, Jr., and his nephew, Julian Abele Cook, Sr. — grandfather of Peter Cook. These generations "could never have dreamed of the potential to be able to work as I work today," says Cook, whose major projects include the Smithsonian Institution's National Museum of African American History and Culture and the Embassy of South Africa — a project tasked with modernizing the space while preserving the architectural evidence of an "awful" past the country "couldn't afford to forget."

"In some ways that suggests that we've made progress in this country," Cook reflects, "But every time you think about the progress we've made, there always seems to be some equal and opposite reaction that attempts to take us back to where we don't need to go."

A quiet man, Julian Abele left no personal account of his experiences confronting discrimination as he built a distinguished

career. "My father would be very uneasy with all this attention," his son commented at the Duke dedication ceremony, "But he was proud of his work at Duke." What we do know is that upon Trumbauer's death in 1938, Abele began signing drawings with his own name. He became an AIA member in 1942, listing in his application a house he had designed for his sister, and Duke University buildings he worked on after Trumbauer's death.

If Abele's achievements were overlooked in his lifetime, the oversight grew after his death in 1950 — even as work continued on the Duke buildings he had designed. It's perhaps fitting that his name resurfaced there in 1986, as Duke students protested the school's investments in apartheid South Africa. As part of the demonstrations, students built shacks in front of the Abele-designed chapel, prompting one student to lament that "our rights as students to a beautiful campus" were being violated. 🌿



# Three Firm Leaders Describe How to Survive an Economic Downturn

BY STEVE CIMINO



## What can architects do to prepare for financially turbulent times?

**T**he last several years have seen a major boom in the architecture business, but now a period of slower growth, indicated by the Architecture Billings Index, is pointing toward an impending downturn. In preparation, three firm leaders – Tim Dufault, FAIA, president and CEO at Cunningham Group; Carole Wedge, FAIA, CEO at Shepley Bulfinch; and Ed Shriver, FAIA, founding principal of Strada – share their insights on how their firms weathered previous tough times and what they’ve learned from decades of financial ups and downs.

### What lessons have you learned from the Great Recession and other, smaller downturns?

**Tim Dufault, FAIA:** Diversification has been a key part of our practice; we try not to be too invested in any single market. Consequently, we can mitigate the typical fluctuations that happen in each of the different areas. Plus, I believe our geographic distribution – having six offices across the country – has helped alleviate some of the regional-based issues that pop up.

Overall, our strategy has always focused on keeping a healthy mix of project types at all times. As the economic conditions in each of those markets change, we adapt and adjust appropriately.

**Carole Wedge, FAIA:** Downturns affect capital building projects and slow things down considerably, but they don’t eliminate all work. During the Great Recession, one of our board advisors would say, “It might be 25% slower, but 75% of the

work still exists, so make sure you’re staying close to your clients and helping with their needs.”

In a recession, stick to the things you’re good at, make sure you’re talking to your clients at all times, and try and figure out what they need from architects. It could be more strategic planning, space utilization, small renovations, or a capital project that might go through with a lower budget. Remember that you are always valuable as a problem solver.

**Ed Shriver, FAIA:** As for lessons learned, I’ll start with my rule No. 1: The talking heads don’t know any more than you do. I remember – a month or two before Lehman Brothers collapsed – thinking, “I don’t understand why, the economy is doing so well.” Everyone was saying, “Don’t worry, it’s not a bubble.” Two weeks later, boom. At that point, I said, “You know what? I’m not an idiot and those people aren’t as smart as they think they are.” Pay attention to what you’re seeing, and trust your gut.

### What steps have you taken in the past to survive during a downturn?

**Shriver:** The first thing we did during the Great Recession was to call our landlord. We knew he was in the same boat as the rest of us, and empty office space is much less valuable than a tenant paying 75% of the rent. So we negotiated a discounted rate, which was in place until the recession ended. He was open to the idea, and we were able to show our employees a commitment to exploring outside-the-box options before considering layoffs. Hey, the worst thing he could do was say no.



“Maintain a good relationship with your banker. Keep a constant level of communication, so they know you and your business well if and when you end up needing them.”

– Carole Wedge, FAIA

“Pay attention to what you’re seeing, and trust your gut.”

– Ed Shriver, FAIA

We also cut all salaries, including the partners, by 20%. But we also cut our workweek from five days to four. Essentially, our staff was getting paid for the same effort; they were getting less pay. And the partners still worked five days, even with the trimmed salaries. We could at least continue marketing. I think that meant a lot. You have to take care of your people first; that’s been our approach from the beginning.

**Default:** What we did, and I don’t think many firms do this: for staff that we knew were valuable and could use over the longer term, we set up rolling 90-day furloughs. We basically put certain staffers on unpaid leave. They still had benefits, including health insurance; they still accrued vacation, and they were eligible to apply for unemployment. If things turned around at any point over those 90 days, we could bring them back. At the end of the 90 days, we could decide to either extend the furlough for another 90 days or – if we didn’t think a positive change in the market was coming – release them.

We went that route because it’s expensive to hire and to terminate. On average – when you take into account interviewing and onboarding costs, plus the productivity losses while they learn our systems and standards – it costs between \$40,000-\$50,000 to hire a person. That kind of money goes a long way, even if business is turning around, so we were very interested in directions other than termination.

**Wedge:** Maintain a good relationship with your banker. Keep a constant level of communication, so they know you and your business well if and when you end up needing them. You want those relationships to be healthy all the time, but particularly when times are bad. And if you don’t talk to them until things get tough, they’re less likely to be helpful.

You also might want to think about cutting vertically. Think about reducing a couple of principals or seeing if anyone wants

to retire early or become a consultant. Someone might say, “I’d love to take six months off, or I was thinking about retiring anyway, or call me if you need me.” It’s another signal to your employees that you’re considering every scenario.

### What advice do you have for young professionals who may be bracing themselves for their first-ever downturn?

**Default:** My advice to young people always starts with, “Make sure you’re focusing on how you deliver the greatest value.” Regardless of your role in the company, you need to be delivering value that is exceptional and recognized. That’s the best protection in a downturn. And it doesn’t mean working 80 hours a week; it means, “How are you bringing to the table what the company really needs?” For many young people, this can be hard to understand, and firm leaders are not always the most communicative when it comes to those discussions. But try to become a valuable resource that will help the company grow and prosper in good times and bad.

**Wedge:** The more cross-trained you are, the nimbler you are. The more willing to do anything you are, the more likely you will stay employed. If you become hyper-focused on one area, or your skillset is not looked at as broad, or you aren’t perceived as willing to pitch in and help when needed, then I think you’re at greater risk in a downturn. They say, “hire for attitude, train for skill.” If you have a good attitude, I can probably train you to do anything. And you likely won’t be the first person we consider if and when layoffs become a necessity.

For more practice trends and economic insights, visit the AIA business intelligence page on [aia.org](http://aia.org). 🌟

*Steve Cimino is a Los Angeles-based writer and editor with a focus on architecture and design.*



# A Cautiously Optimistic Look Forward

BY FRAN PRUYN, CPSM, CORPORATE SECRETARY AND  
CHIEF MARKETING OFFICER, CRSA ARCHITECTURE



**A**cross the world, COVID-19 has ripped through economies. Many small businesses are in peril; 20% to 80% of restaurants are not expected to survive. The airlines are predicting record layoffs in the Fall.

Here in Utah, like usual, the impacts are not quite as dire. And, because of the nature of their work, architects are still waiting for the other shoe to drop. Our projects are long; big projects the last few years. The upside of this is that most of us are busy, still benefiting from the hitherto vigorous economy. Yet, institutions HAVE canceled projects that were in early stages – are they the canaries in the coal mines or just a blip? Where are the new projects? Will they just start up a little later when everything is, “back to normal”?

Of course, nobody knows.

We do know that the economy was virtually shut down for a couple of months, is still sputtering along, and that certain sectors are suffering. That is bound to take a toll, at least in the short term, and probably for a while. But, in Utah, for architects, could that be a blessing in disguise? So many of us were laboring under heavy workloads and labor shortages, maybe this will give us a little reprieve, to slow down a little and catch up on our backlogs. The optimistic view is that we can ride this out – there will be new work when we need it. Maybe.

Since we have no hard end date for all this, as researchers continue to look for a vaccine and the country continues the

current turbulent political ride, smart A/E/C marketers are thinking strategically. To do that, we need to review the status of things right now and decide where to put our efforts for the next 6-18 months.

## Clients:

- Interest rates are low, money is cheap and developers are taking advantage.
- The feds have not issued any stimulus money. Work, as always at the federal level, is slow to roll out, and we are all holding our collective breaths to see where federal money might go in the next year or two.
- The State of Utah has canceled most of its capital development projects funded during the 2020 session. There are capital improvement projects, but those are small and mostly non-architectural. Sometimes institutions and departments have discretionary money. Will this money be reallocated in the next session?
- Salt Lake County has put all of its capital projects on hold. The County has a lot of facilities to keep going, and some of them are not generating any income.
- Many municipalities are struggling under the weight of the severely decreased tax base.
- Some agencies continue to issue RFPs for money that was allocated in 2019 or early 2020. Is it time to jump on those?
- Southern Utah is still enjoying a full-bodied private sector.
- Nonprofits, including churches, are experiencing cash flow problems from decreased giving.
- Some CIB funding may be redirected.



# The upside of this is that most of us are busy, still benefiting from the hitherto vigorous economy.

- Downtown Salt Lake City, being deprived of a large daily workforce, conferences, entertainment and national visitors, is desperate to find new ways to get locals downtown.
- The PPP has been a great boon to private industry but expires in the Fall.
- Consumer confidence in safety measures has remained low, particularly in more urban environments, like Salt Lake City.

## In specific market sectors:

- There are still housing projects going on all over the state. As a result of in-migration and our birthrate, there is still a housing shortage.
- Healthcare is exploring new models but needs modern facilities to accommodate the latest research and technology, now more than ever.
- Hospitality is at about 21-25% occupancy – but there are still some hospitality projects slowly moving ahead.
- Offices: As of late August, only 22% of the workforce had returned to their downtown offices. Those office buildings that have national tenants had only 5% of their workforce in residence; 50% of suburban workers are back in the office. New office towers are going up in downtown Salt Lake City. According to CBRE, 920,000 s.f. of space is under construction. This is concerning considering the additional sublease space available. Can they be filled?
- More office: Some workers say they plan to work from home, at least part-time, indefinitely. How this plays out in terms of what clients need will be better determined when more people return to the office. Short term, they will need to make accommodations that might require architectural solutions. Long term, will they want more space and more distancing, or less as there will be more people working flexible schedules? What is the future of large conference rooms?

Once the COVID crisis has passed, will we go back to the way we were when we were all in the office – or will we want more space? Let's face it – we have been making each other sick with something or other for years.

- Retail was challenged before COVID-19, as so much shopping has gone online. On the flip side, big merchandisers like Walmart and Costco are doing great. Often these are national firms that just need site accommodation for their template designs.
- Industrial work – particularly warehousing and distribution centers – remains strong and in demand. This is work that genuinely cannot be done from home.
- K-12 – Will we need bigger classrooms? Will FF&E need redesigns? What about playgrounds? What will we have learned in a month, six months, a year? Where will the money come from if the tax base remains depleted? What does this mean in Utah, where we have large families and larger class sizes?
- Higher Ed Engineering is thriving, and so is STEM, but all campuses keep an eye on their enrollments and their “3rd-week census data.” They have taken a hit once, and don't know how much learning will be in-person or online and for how long.
- High Tech – well duh. Apple just became the first \$2 trillion company. Silicon Slopes still seems to be active.

I could go on with specifics that are good on September 16 but will be dated by the time this is published. But here are the takeaways for me, as a marketer for an architectural firm in Salt Lake City in 2020.

**Keep your clients happy.** Yeah, that is always the case, but now more than ever. If a client only has a few projects to award, they will go to the designers they trust, that they know will take care of their budgets, schedules, and jobs.

Make sure they are happy. It is easy to think your clients are happy when they are really just being nice. It is the Utah way. Check in on them, or better yet, have someone who doesn't have much vested in the project check in on them.

**Be very strategic.** It isn't easy to just become a healthcare specialist or to know overnight what tech companies need or want in their offices, their hardware plants, or their distribution facilities. Align your experience with your pursuits; then hire strategically to expand your experience base. Sometimes you can learn on the job or find a way in through a client who is attracted to your work or your smile or your brother-in-law. That is less likely if things get tight, and their job is on the line if they mess up by hiring you.

**Assume that there will be more, smaller jobs with specific clients and go after them.** Now, not when you need them in six months.

**Don't assume that marketing is an unaffordable overhead.** There was a time that all an architect needed was a handshake and a business card. Most firms have very sophisticated marketing departments, and in SLC, there are a ton of talented designers.

**Be imaginative.** You are architects. Now is the time to find new, better ways to do things. Make yourselves invaluable. Think up something new, not just a new design (which is always terrific), but a better QC system or another way to track RFIs, or a communication plan that leaves nothing to chance.

Hopefully, none of this is necessary, and this whole pandemic thing is just going to be a bump in the road. I am confident that the Utah economy WILL return to its robust self – and maybe sooner than later. But at some point, if not now, then soon, a downturn will come, and we all will need to be smart, strategic, and innovative. Remember, health crises at the turn of the last century – TB, Spanish Flu, Cholera – were major catalysts for modernism. So maybe this is your opportunity to do something that really rocks Utah. Maybe the world. 🌍



# Reading Between the Trend Lines

BY WILLIAM RICHARDS

As political rhetoric intensifies, parsing perception from reality becomes more challenging, but also more necessary. With the Payroll Protection Program (PPP) and the CARES Act's federal unemployment supplement expiring, things are about to become even more challenging in a real dollars and cents sort of way, which will affect more than 30 million small businesses in the U.S.

In the following interview, AIA Chief Economist Kermit Baker, Hon. AIA, gives context to AIA's monthly Architecture Billings Index (ABI) and helps you navigate this recession and what's next.



**T**hings have changed very quickly over the last couple of months, with one day looking better or worse than the day before. I can see the next few weeks unfolding this way: If infection rates drop, confidence in public health and an economic recovery will go up. That's a future scenario. Presently, we're in a situation where we've prepared for a three-month recession and, now that it's extending a little longer, things are going to get harder for businesses that aren't ready for the Payroll Protection Program (PPP) to expire.

In July, we polled architecture firms about PPP and asked them if they got a loan that was now, allegedly, expiring, what would the implications be for staffing? The choices were as follows: I'm going to furlough

staff; I'm going to lay off full-time workers; I'm going to lay off part-time and contract workers; I'm going to reduce salaries, or I'm going to reduce hours. Half of all respondents said they'd do nothing because they were, financially, in a good position. The most common responses among the other half were that they'd lay off staff or reduce staff hours.

Confidence as a consumer and confidence as a business owner are often related, and both deal in facts just as much as they deal in perceptions. Our survey of members reminded me of a report early on in the pandemic that said half of all American households were economically affected. That meant the other half was, ostensibly, unaffected. Here's where facts and perception collide: The half that

claimed to be unaffected had the same amount of money coming in, but no way to spend it. They had their vacation budgets for the year, and they had their restaurant budgets for the year, but because of COVID-19, that money wasn't parked in their bank accounts and counted as income. That's why we get reports from the Bureau of Economic Research in April that income was "up" despite the recession and despite the reality that a lot of people are taking a big hit. I'm talking about the hourly workers and the broad middle class.

There's been a lot of talk about why the stock market has done well and why the economy has not, and you have to temper it with the adages that the stock market does not reflect the economy as a whole, and it doesn't reflect small businesses as a group. The stock market reflects what's going on with a small number of large companies. Yes, they're bellwethers, but the economy is a very big place. Despite those gains, if I'm a mom-and-pop restaurant, for instance, I'm in big trouble. If I run a business that relies on in-person transactions and service, I'm in big trouble. If I'm a business that relies on the health of other businesses, I'm in trouble. Now that the PPP and the federal unemployment insurance supplement are going away, so, too, is the safety net. What do the next few weeks hold? I think that will vary depending on where you are in this very big economy. 🌱

*Do you have questions about the economy you'd like AIA to consider? Email [economics@aia.org](mailto:economics@aia.org).*





**The American  
Institute  
of Architects**



# Renew your AIA membership today!

Stay connected to industry-best benefits, your local chapter, and the largest, most influential network of architecture professionals—renew your membership for 2019 today.

---

[aia.org/join](https://aia.org/join)



# MEMBER SPOTLIGHT



The AIA has done a great job of keeping us connected, especially during these unprecedented times. Providing resources for continuing education, bimonthly COVID updates, and helpful links to articles on this new normal. It's a reminder that we are all in this together.

**Name:** Eman Siddiqui

**Hometown:** Karachi, Pakistan. A city of 20 million people on the coast of the Arabian Sea.

**Education:** University of Kansas M.Arch. '2014

**Current Employment:** IBI Group

## **Favorite Place in Utah?**

Moab. My husband and I find any excuse we get to drive down South. Our favorite Moab activity is hitting up the off-road trails in a jeep.

## **What is the last book you read?**

Recently finished *Between the World and Me* by Ta-Nehisi Coates. Toni Morrison calls it "required reading," and I couldn't agree more.

## **If you could learn anything, what would it be and why?**

The power of my voice. My voice is a powerful tool. As I'm getting older, I'm getting more and more comfortable in using it. The more I use it, the easier it becomes. Incredible people throughout history have used their voices to create change.

## **Why did you become an architect?**

I was very fortunate to travel the world with my parents. It was clear to me at a young age that across cultures, people used

architecture as a means to showcase and preserve heritage (along with cuisines, my other favorite topic). I would also, as a kid, fill notebooks with drawings and writings of my travels.

## **What area(s) do you specialize in?**

Hospitality, luxury resort design. Previously, I worked in sports architecture, which in many ways requires a deep understanding of hospitality design as well.

## **Place you have always wanted to visit?**

Alaska! For the glaciers and the orcas.

## **Where are you most likely to be on a Saturday morning?**

In my kitchen, whipping up an elaborate breakfast. Nothing says weekend more than sitting down and enjoying breakfast.

## **Do you do any volunteer work?**

I am on the NCARB ARE 5.0 Item Writing Committee that writes questions for the licensing exams. This role has provided me with a challenging but rewarding experience to serve the profession.

## **What do you like about the AIA?**

The AIA has done a great job of keeping us connected, especially during these unprecedented times. Providing resources for continuing education, bimonthly COVID updates, and helpful links to articles on this new normal. It's a reminder that we are all in this together. 🌟





*PYRAMID LAKE, Nev.  
Oldest recorded petroglyphs in  
North America, dating back  
at least 10,000 years*

## 10,000 Years of Creativity, Science, Physics, and Spear Chucking.

Our ancestors knew that we needed ingenuity, creativity and strength to survive. Even though we aren't hunting in the plains or building rough structures, we are building and protecting employees, families and loved ones, which is as complicated as ever. Fortunately, we did inherit some primal instincts like the ability to work as a community, adjust to new threats, build to our environment and, of course, throw a huge spear. As important as throwing a spear was then, so is our ability to adapt to the changing world now. With advancement in science and technology things are moving at lightning speeds with some of the greatest opportunities ahead. Working as a community and adapting to change we will do more than just survive, we will leave a mark for generations to come.

As your preferred insurance provider, we make the proper adjustments to protect your business and cover it's liability. We are leaders in insurance products and services for architects and engineers with over 60 years of specialized experience. From loss prevention to risk management, we strive to build long-term relationships with a foundation built on trust and commitment.



**AMERICAN INSURANCE & INVESTMENT CORP.**

*Insurance you can count on.*

448 South 400 East | SLC, UT 84111  
(801) 364-3434 | (800) 736-3436

6765 W. Russell Rd. #150 | Las Vegas, NV  
(702) 877-1760 | (877) 806-5317

[www.american-ins.com](http://www.american-ins.com)

Professional Liability • General Liability • Disability  
Commercial Auto • 401k Plans • Workers' Comp  
Property & Equipment • Group Health • Group Life  
Personal Home • Personal Auto • Life



# Tips to Build Career Resilience

BY AIA WORKFORCE DEVELOPMENT & STRATEGY



**T**here's no question the pandemic-impacted economy can be a daunting prospect for job seekers. Not since the Great Recession of 2007 – 2009 have new graduates faced so much uncertainty in the job market.

Who better to advise the class of 2020 than those who have been there: architecture professionals who started careers during the height of the previous recession?

In a recent webinar, AIA brought together four panelists to share their tips. Based on their experiences, Abi Brown, Donald Mouch, So Young Lee, and Jonathan Tolbert shared various practical strategies for boosting career resilience.

Whether you're a recent graduate or a seasoned professional, these tips can help build career resilience to withstand economic uncertainty, employment changes, project setbacks, firm mergers, family priorities and other challenges.

## **Never underestimate your network**

- Stay connected with professors, classmates, friends, family, extended community, alumni; you never know who in your network will have a pivotal connection if they know you're looking.

- Use LinkedIn and social media to keep tabs on where people are and what they're doing.
- Be upfront when looking for a new job, and help others in their search.
- Don't hesitate to reach out to professors, even if you weren't close. Remember: your school wants you to succeed.
- Reach out to career services, alumni networks, and local AIA chapters to ask for help, request a mentor, or reengage when you need encouragement.

## **Stay involved**

- Participate in design competitions to sharpen your design skills individually or with a team of friends and you may even win!
- Use competitions and events to supplement your portfolio with new building typologies to broaden your experience.
- Take advantage of your student discount to attend events and conferences (as evolving social distancing guidelines allow).
- Volunteer with AIA, Open Architecture Collaborative, USGBC, Urban Land Institute, and others to extend your network within the profession and stay engaged if you're working in a different field.
- Keep pursuing your license to maximize your marketability.

## Be flexible and think outside the biz

- Expand your search to different sectors, different size firms and new locations. Don't be afraid to relocate for the right opportunity or ask if remote work is an option to save moving expenses.
- Consider an architecture-adjacent position. An internship for city government, a job in real estate or facility management, a display designer in retail or museums – even non-architecture positions can help you develop valuable skills. Panelists who accepted positions like these during their job search gained experience in software (drafting/rendering) skills, contracts, budgeting, marketing, communication, customer service, and more that provided a leg up in interviews.
- Let your boss and colleagues know your long-term goals, so some tasks and experiences can support where you want to go.

## Ask the right questions and be strategic

- Bring your questions to an interview and decide if the firm has a culture you want to join.
- Questions about how the firm handled the previous recession, and the current economic uncertainty can tell you a lot about the culture.
- If you need a visa, if you need a certain salary, if you need flexibility, be honest throughout the interview process and seek out positions that will meet your needs.
- If you need the job to pay the bills, then continue your job search once employed. It's OK to change jobs if the fit is not right!

Stay connected with professors, classmates, friends, family, extended community, alumni; you never know who in your network will have a pivotal connection if they know you're looking.

## Persistence pays off

- Send lots of resumes! It's a game of odds and eventually, your resume will arrive at the firm that needs someone just like you.
- Seek informational interviews. Even if a firm isn't hiring, you can learn valuable information and make critical contacts. Plus, they may know someone else that is hiring or they'll remember your tenacity when they are ready to hire.
- Show you are ready to learn and work and you will be a great colleague. Everyone has had to look for a new job before, and they know what you are going through. Don't give up – but promote what makes you unique and perfect for the job!

Remember – you aren't the first to be looking for a job in tough times, and you won't be the last. Take charge of your search (it is a job in itself), and learn from any rejections. You have unique skills someone will need, so go for it! Good luck! 🍀

## AIA Contract Documents

# Real projects start with the industry standard

Before they broke ground, HBG Design ensured the **Guest House at Graceland™ Resort** was protected with AIA contracts.

**AIA Contract Documents used:** B103-Owner/Architect Agreement for a Complex Project, C401-Architect/Consultant Agreement, E201-Digital Data Protocol Exhibit, plus associated administrative G-forms.

Learn more at [aiacontracts.org/aiachapter](http://aiacontracts.org/aiachapter)



AIA Document B103  
Standard Form of Agreement Between Owner  
and Architect  
Project  
day of  
AGREEMENT made as of the



# Urban Revitalization in Utah's "Rural" Downtowns

BY STEVEN CORNELL, ARCHITECT, DIVISION OF STATE HISTORY, STATE OF UTAH



Main Street, Lehi, Utah. 1943. Looking East. 24527; Salt Lake Tribune No. 4131. Courtesy Utah State Historical Society.

Let's look at Lehi. I happen to reside here, so I'm looking closely, perhaps a little too closely.

Lehi was an outlying farming community, and a small downtown grew out of that, mostly of one-story brick structures. The economy was good with a sugar-beet factory and a roller mill. Lehi stayed small for most of its life. It was a bit of a hick town and was the perfect urban actor for Footloose, a town behind the times and a tad bit prudish. That's all changed now. Lehi, with its overabundance of farmland, is now home turf to Utah's booming tech industry with heavy hitters like Adobe, I.M. Flash, Vivint and others. With that new-found industry and all that empty farmland, Lehi has undergone a population boom that is rarely matched in the State. The population was 47,407 at the

2010 census, up from 19,028 in 2000. A more recent 2017 estimate reports a population of 62,712. According to the U.S. Census bureau, Lehi was the 11th fastest-growing large city in the nation between 2015 and 2016, according to a U.S. Census bureau figures released in 2017. Future projections by the Governor's Office of Management and Budget indicate a continuing trend with Lehi looking at 82,589 residents by 2030. Regional population trends are similarly upward. To the west, both Saratoga Springs and Eagle Mountain City, both of which have a considerable association with Lehi, the numbers are even more pronounced. Currently, those areas have a population of about 30,000 residents each, give or take, and the projections for 2030 show an aggressively increasing trend, with Saratoga Springs at around 58,000 and Eagle Mountain at 54,000. The other adjacent

communities, Highland and American Fork, show 2030 population estimates of 21,000 and 40,000, respectively, a more moderate pace to be sure.

All of these variables factor into Lehi's future, and the regional population of these five communities will reach a near staggering 255,000 residents by 2030. That means there is enormous pressure on Lehi's antiquated Main Street, which is a sliver's width compared to the more robust examples abounding in Salt Lake. There was so much vehicular pressure on Lehi's Main Street due to growth in Saratoga Springs that there was serious consideration by the city to pick up the buildings on the north side of the street and shift them, widening the street to accommodate increased traffic flows. The City began buying up properties in 2008 to plan for such a contingency. The Mayor at the time was open to the possibility that Main Street become an expressway to accommodate increased traffic loads.

That proposal was short-lived when UDOT ended up building Pioneer Crossing, but that alternative did not immunize Lehi's Main Street from the impacts. Even still, Main Street traffic was reduced from 30,000 cars a day to 18,000. In 2009, the old Cotter's Grocery





building’s roof collapsed, and to mitigate the “fragile dominoes poised and ready to topple,” Lehi City authorized the demolition of it and two other historic buildings, Price’s market and the Lehi Hospital (on State Street), all of which Lehi City owned.

Lehi seems eager to rid itself of its “fragile dominoes” along Main Street. After Porter’s Place closed and relocated to Eureka, the city-owned building sat vacant for a year until it was demolished just in the last couple of months to make way for new development. The city deemed the building unsalvageable and too costly to repair.

As of 1998, when the “Lehi Main Street Historic District” was listed on the National Register of Historic Places, there were 21 buildings that still maintained historical integrity. Two historic buildings had lost their integrity, and seven buildings were built too recently to be included. As a side note, the district did not include the south side Main Street between Center Street and 100 West. Currently, of the original 21, 19 remain, although some of these have since lost their integrity.

New development filling in the missing teeth needs to be closely considered. Is it better than what was there? In the place of “Porter’s,” a 3-story medium density mixed-use building will be constructed that wraps the corner and marches up Center Street. It will be the tallest building on Main Street. Although the preliminary design attempts to “break up” the long façade, it will

dwarf the adjacent buildings, not only in height but also in its massing. In an effort to fit it into what residents refer to as the “quaint character of Main Street,” it has been adorned with faux “historic” accoutrements. This does not, however, adequately hide its massive scale. The quaintness that is so desired is being pushed out by the unprecedented larger scale building. The scale and texture of main street has always been successful because of what is referred to as “Older, Smaller, Better” buildings. “Older, Smaller, Better” was a phrase coined by the National Trust for Historic Preservation. The resulting report, produced in 2014, demonstrated quantitative measures of how the “Older, Smaller, Better” buildings and blocks of our towns influence urban vitality. In brief, the report found that areas with “Older, Smaller, Better” buildings are more walkable, attract younger people, are more affordable and flexible for entrepreneurs, appeal to the creative economy, and bolster the local economy and support a more diverse demographic.

In another missing tooth, the city endeavored to create urban open space, with an infill “pocket” park nudged into one of these tight spaces between two historic buildings. It has some landscaping and a bench, but it’s unlikely anyone has lingered here other than to pass through to the parking on the north. Its function is dubious as the block only has a 400-foot street face and is only one of two downtown blocks that make up the main street commercial core.

► — continued on page 22



► — continued from page 21

Further down the street, a 65-foot wide single-story building was built in the recent past, and its presence is more dominating than any of the other buildings along this two-block stretch. The façade is adorned with faux-historic details that do little to mask its robustness. The project includes an alley-pass through to the north parking area, again to offer some reprieve from having to march an extra minute or so around the block (the building is only 35 feet away from the end of the block).

Looking back to Lehi's early days, a map produced in 1907 shows Main Street not yet fully developed. The block between 200 West and 100 West was largely filled in, but there were still numerous empty lots between 100 West and Center Street. By the late 1930s, however, it had matured into a diverse collection of smaller-scale commercial buildings. By that time, there were approximately 50 different buildings on Main Street between the 200 West block and Center Street. Today there are roughly 25. Another way to look at this is to consider the

square footage of building versus square footage of surface parking, and currently, 27% of the land is used for building and 34% is dedicated to surface parking. There were relatively few changes up through the 1980s, but some larger buildings were built though in the 60s and 70s that replaced older historic buildings and better-accommodated car traffic.

With all that open space, it indeed seems to be a peculiar proposition to tear down an existing historic building such as Porter's Place only to replace it with a large-scale structure that will require additional parking beyond what is currently available and further tip the scales toward more surface parking.

Returning to the "Older, Smaller, Better" study, the key takeaway is to offer support of "neighborhood evolution, not revolution." Lehi is not by any means a lost cause, quite the opposite. In some cases, it's easier to tear down than to reuse, and this is largely due to self-imposed hurdles cities have given themselves. At the city level, updating zoning codes, easing

parking requirements, and streamlining building permitting are all useful tools to promote reuse. Still, there also needs to be financial incentives in place to assist these smaller-scale projects. In some cases, cities have set aside façade improvement funds in downtown areas to promote reusing existing buildings.

The State of Utah offers cities that meet certain qualifications grant incentives to reuse historic buildings in our cities and towns. Though the funds are doled out in small amounts (up to \$20,000), many Utah cities have taken advantage of them year after year and over time have effected large changes to their downtown cores. One example that is worth mentioning is the town of Helper. Helper has consistently taken advantage of grant money and funded projects year after year for the last 20 years. Helper City is undergoing a renaissance of sorts as an urban arts hub. After struggling through for many years as industry shifted away from coal and railroads, Helper has found a new economy in arts and recreation. Many of the vacant storefronts have been renovated, and there is a vibrant community consisting of art galleries, coffee shops, museums, restaurants, bakeries, tattoo parlors, movie theaters, bars, antique stores, and yoga studios. These are local businesses that give back to the local economy. It's exactly what a main street is supposed to be. 🌟



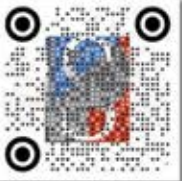


# *DO YOU HAVE THE NEED FOR BIM SPEED?*

*PURCHASE NOW AND SAVE \$250.00!*



Scan Here For:



Technical Specs,  
Customization  
and Pricing

Code: AIA250

ProSoft's Ultra-Performance Eclipse series workstations are powerful enough to keep up with your top operators and fast enough to process your biggest BIM models with **blazing speed**.

 **AUTODESK**  
32 YEAR PARTNER

888.263.0393  
hardware@prosoftnet.com  
[www.prosoftnet.com/hardware](http://www.prosoftnet.com/hardware)

 ProSoft



# Why Architects Matter in a Post-Pandemic World

BY WILLIAM RICHARDS FOR AIA ARCHITECT



**A**sking why architects matter leads to two related answers. The first is about their intrinsic value to society as creators of healthy, safe, and beautiful buildings and spaces. This value is unchanging and impervious to recessions or depressions (or viruses, for that matter).

The second (and the focus of this piece) is about the relative value of architects to clients, particularly during an economic and public health crisis.

## **What is the basis of relative value?**

If referrals are the most important source of work for architects, then satisfaction eclipses all other measures of success — even financial. Client satisfaction is the heart of any creative brief. A 2016 AIA client insights report revealed that commercial and institutional owner-clients rated building performance and occupant satisfaction among the most important

considerations for projects. “High numbers of owners report plans for future investment in healthy building attributes, energy efficiency, spaces for social interaction, and acoustic comfort,” reported AIA, “all features that suggest an occupant-centric focus for owners.”

Granted, that was four years ago, during a comparatively healthier economic period, when 54% of office building owner-clients, 46% of health care owner-clients, and 46% of K-12 owner-clients anticipated increased spending on design and construction in the years to follow. But referrals will come again and satisfaction, now and in the eyes of a prospective client, is even more important. In short, there’s a qualitative narrative about perception and optics that is just as important as a quantitative data set in determining value. This narrative (and its many variations) is important when business cycles take their inevitable dip and especially vital during recessions.

Architects provide a range of services for which they may be contracted; architects should be consulted first and always (obviously), and finding an architecture firm has never been easier.

Clients typically have six questions for architects: What is the scope of services architects provide? When is it appropriate to engage an architect? Where do I find an architect? Do architects add unnecessary costs to a project? How are they compensated? What is the nature of their role as clients when an architect is involved?

The first three are reasonably easy to answer: Architects provide a range of services for which they may be contracted; architects should be consulted first and always (obviously), and finding an architecture firm has never been easier.

The last three are much more difficult to answer: The cost of good design is related to the marketplace and the mentality of the client; there are different ways to calculate and establish actual fees associated with a firm's design leadership on a project, and the kind of relationship clients ought to have with their architects is a matter of negotiation and setting expectations, two processes with multiple variables.

As difficult as they are, these last three questions establish a value proposition in the minds of clients, but in times of crisis, they require a little extra context.

### **How can you demonstrate the cost-saving measures of good design?**

Architects are trained to think holistically and solve problems by applying a critical eye and balancing the whole against the parts. But where the rubber meets the road, so to speak, is the bottom line, which extends throughout the life cycle of a building. Here are some angles to consider when your client gets the calculator out.

Design for adaptivity, deconstruction, and reuse. This might indeed come with more upfront hard and soft costs compared to another kind of design. But there are well-documented cost savings to energy efficiencies, thoughtful plans and spatial arrangements that can adapt to future needs, and durable materials specified by a knowledgeable expert who is passionate about the tactility and tectonics of good design. All of these are areas where architects thrive.

Design is key to creating better health in buildings and communities and results in quicker recovery times in hospitals, better learning outcomes in schools, and lower incidence of obesity, heart disease, and diabetes in many places. You could deliver reams of research to prospective clients supporting these claims. You can explain that “better, quicker, lower” are about numbers and a more holistic conception of salutogenic design.

Profitability, as the sole measure of success, falls short of the ecological mandate that architects must meet at a time when sea levels, temperatures, and carbon emissions are rising in unsustainable ways — not to mention a time when climate change, obesity, and undernutrition form a global syndemic that will kill many more than the coronavirus pandemic.

The relative value of design must center on health and wellness, and architects must be vocal and demonstrative about the benefits of good design. (In doing so, they must also arm themselves with facts against simplistic arguments that architects are largely responsible for the carbon emitted by buildings.)

Health and well-being are emerging as a global leadership and market differentiation opportunity for building and property development industries worldwide. In 2018, the World Bank detailed how progressive real estate companies and investors incorporate environmental, social, and governance (ESG) considerations into business operations. ESG and corporate sustainability initiatives should be considered a seeded ground for architects to cultivate. Initiatives are ripe and low-hanging fruit. They provide obvious opportunities for new (and lasting) business.

But considering today's market conditions, architects need to address some of the acute concerns that COVID-19 raises about not just the eventual economic reopening, but the reopening of all spaces and places.

### **How can your work mitigate pathogenic risks in an interconnected world?**

Writing for the LA Times in April, Sam Lubell outlined broad opportunities for a post-pandemic architectural economy, such as modular construction, adaptive reuse, lightweight architecture, telecommuting and “small city” living, and what he called the “town square reconsidered.” But his commentary on negative air pressure, displacement ventilation, clean air ventilation, and various filtration and humidity systems offered the most concrete clues about the first battle lines for building owners, developers, and facilities managers as they begin to reevaluate existing buildings and their plans to build anew.

“These kinds of techniques will likely become standard in hospitals after the pandemic, but might they expand to wherever people congregate, like homes, offices, factories,

► — continued on page 26



We have entered an era when the cubicle versus open-plan debate is about more than taste, comfort, or even happiness. It is about health as well as privacy and safety. Will the six-foot rule for social distancing become a standard for 21st-century design in the same way that Leonardo da Vinci's Vitruvian Man became a standard for the 15th century?



► — continued from page 25

warehouses and schools? They could save lives where occupants don't have a choice about social distance: prisons, homeless shelters and refugee facilities," writes Lubell. "Perhaps they could be complemented by germ-resistant strategies like antimicrobial polymer surfaces, copper alloy surfaces (which naturally kill germs and viruses) and flexible spatial designs to accommodate social distancing."

If you are regularly involved in specifying materials and products for your 15-person firm, this should strike a chord. If you're responsible for new business development for your 200-person firm, this should also strike a chord. In either case, you know the health, safety, and welfare triad that governs credit hours (and all of the hours in between) as an architect. When you consider that we spend 87% of our lives indoors, in buildings and spaces that someone designed, the new clarity around words like health, safety, and welfare that this pandemic provides is a good place to start with clients.

That 87% figure came from a 2001 study funded by the Environmental Protection Agency based on survey data from the mid-1990s collected via telephone interviews with Americans across the 48 contiguous states. A quarter-century later, that figure might be higher, or it might be lower. Still, it is fair to say that employers will scrutinize it, their insurers, lawyers, and lawmakers as social distancing, contact tracing, and hygienics create a new frontier at the intersection of workplace policies and government guidelines.

If workplaces are meant to be productive environments, you cannot talk about how they're successful unless you talk about how they're designed. The century that passed between Frank Lloyd Wright's Administration Building for the Larkin

Soap Company in Buffalo, New York, (now demolished) and Norman Foster's Apple headquarters in Cupertino, California, can be defined by the architectural response to labor economics and what the historian Reinhold Martin called "the organizational complex."

We have entered an era when the cubicle versus open-plan debate is about more than taste, comfort, or even happiness. It is about health as well as privacy and safety. Will the six-foot rule for social distancing become a standard for 21st-century design in the same way that Leonardo da Vinci's Vitruvian Man became a standard for the 15th century?

Or, as Blair Kamin asked in his recent Chicago Tribune column, "Will the open-plan office make you vulnerable to the coronavirus? Or will the virus crisis force offices to become safer?" Kamin takes hoteling, conference rooms, and plush furniture to task — all hallmarks of the modern office that seem as likely to go away as door handles and break room refrigerators.

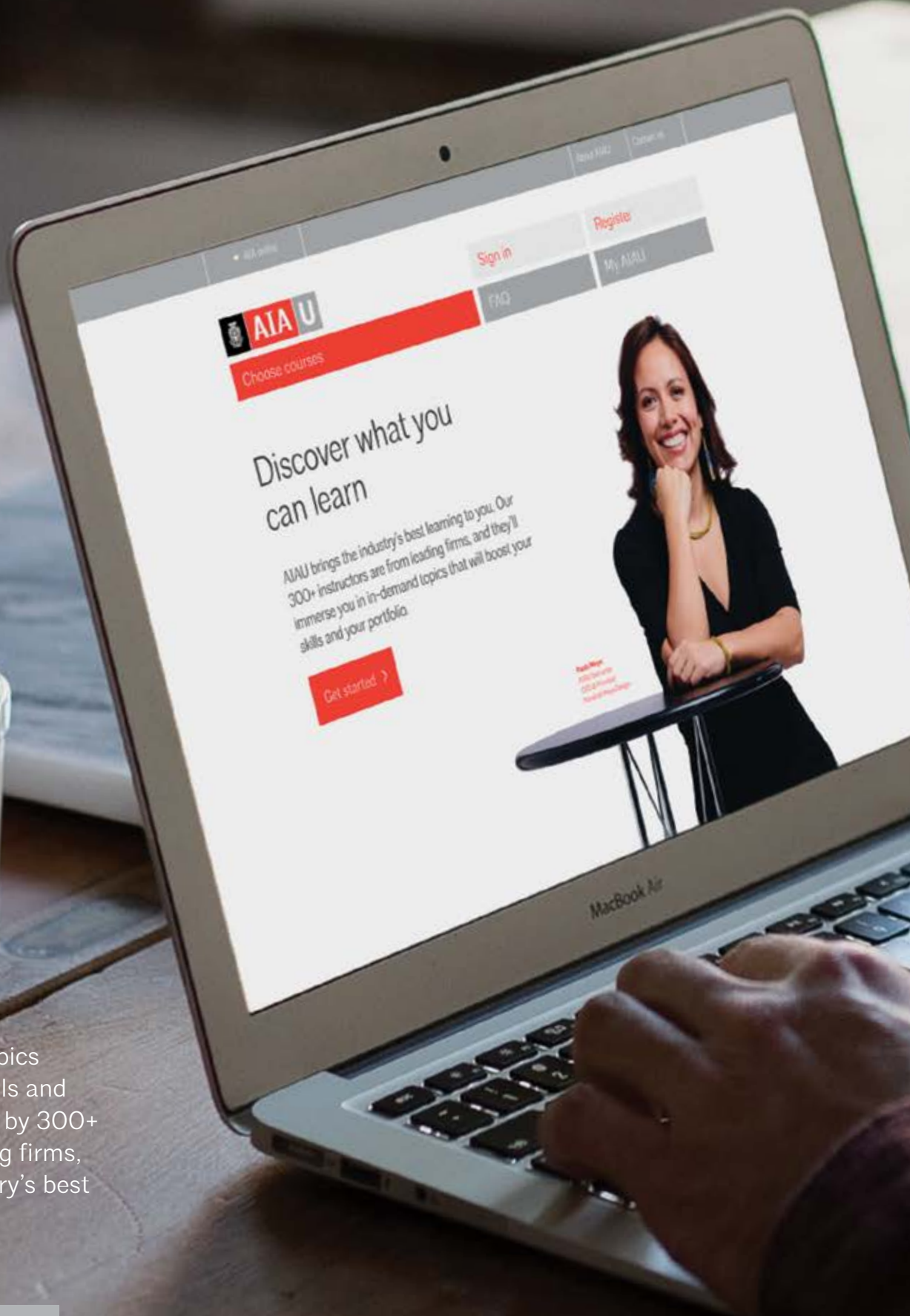
Preparing clients for shifting standards will assuredly include a discussion about density and separation, which is a spatial gambit as much as it is a programmatic consideration. It will include protocols for isolation, which will be about detection and swift action. It will also include protocols for sterilization, which will be about material durability and virus resistance.

In other words, beginning right now, there is a real need for architects to apply their problem-solving skills to the unique and pervasive problem of rethinking entire environments. We need to propose standardized solutions to pathogenic risks and, simultaneously, design to meet the unique needs of clients, owners, occupants, and, indeed, future generations of occupants. 🌍



# Never stop learning

[aiau.aia.org](http://aiau.aia.org)



Immerse yourself in topics that will boost your skills and portfolio. With courses by 300+ instructors from leading firms, AIAU brings the industry's best learning to you.



## MEMBER THOUGHTS:

# Amsco Windows Prioritizes Partnership Training Tools and Software Take the Sting Out of Designing Windows



**Q**uality architectural work is no easy operation. It has been estimated that approximately 3,000 product decisions are required on the average building construction project. The thousands of details covering every square inch of a building means professionals need to be “in the know” about everything from engineering to interior design.

For many architects, the limits of the formal training they receive on Sound (STC), SHGC, U-Values and DP ratings of windows creates no small task when choosing windows. Without outside help, it is all but impossible to stay current on the subtleties of windows: the sizes, colors, cost and how windows influence the structure, function and beauty of a building. Throw in the numerous differences in what states require and ever-improving technologies developed by manufacturers, and the idea of staying on top of things is even more daunting.

Amsco Windows, led by the company’s architectural consultant and corporate training director Brent Mangum, works hard to shrink the education gap conveniently and efficiently.

“We want to inform and support the architects, so we go to them and do an AIA/AAMA ‘lunch-and-learn’ class, which helps them

understand what makes up a specification for windows using performance standards,” Mangum said. “The class is broken up into easy-to-follow segments covering structural requirements, water penetration and air leakage.

Mangum and his team work directly with their distributors and contractors to give them the information provided by the architects that they will need to make timely, efficient decisions that may help lower costs and will certainly reduce the time delays many professionals experience. And, while Mangum believes that Amsco Windows has many products to provide those outcomes, it isn’t about making the hard sale. In fact, during the AIA/AAMA class, the information is set and selling or promoting company products is not allowed. Mangum is fine with that.

“We believe that when they learn more about windows, specifying, service and support, they will see that we are a great option,” he said. “But, just as important, we want to be a valuable industry partner to the architectural firms we work with.”

The latest examples of how Amsco Windows adds value to architects around the country are the company’s two software offerings that make innovative design easier.



The first is the “Spec Finder” – available through the company’s website under “Pros” – that outlines the specifications of all of Amsco’s product lines, enabling quicker and more accurate product decision making.

The game-changer for Amsco is the new Aspire software plug-in in the final stages of development and testing. Aspire – a plug-in available in the coming weeks to partners by contacting Amsco Windows directly – is a design tool that integrates with Revit and allows for real-time parameters and pricing that makes designing for the best looking, cost-efficient and highest functioning windows a breeze. The plug-in enables architects to enter the specifications of a specific job and then be quickly pointed to products in the Amsco line that meet those sometimes challenging requirements.

“We have architectural firms that are excited to be part of that development process,” Mangum said. “We’ve presented it to a few firms, and they are eagerly awaiting its completion and have asked to be included in the beta process.”

When the software launches, the Aspire plug-in will provide information in real time about the size the window can be built along with the energy efficiency (SHGC), thermal (U-Values), sound (STC ratings) and design pressure (DP rating) ratings. It also offers real-time pricing, comparing various lines and colors.

“All of these parameters and differences in performance and color can – and have – caused a lot of confusion and time

Mangum and his team work directly with their distributors and contractors to give them the information provided by the architects that they will need to make timely, efficient decisions that may help lower costs and will certainly reduce the time delays many professionals experience.

delays most architects struggle with from time to time,” Mangum said. “We want to make those struggles a thing of the past.”

This free plug-in is the latest evidence of Amsco Windows’ desire to be an industry expert ready to help architectural professionals. And the company thinks it will be a game-changer.

“Every company is looking for something that will set them apart from the competition,” Mangum said. “This computer software will separate us. If you don’t offer more than the product, you’re simply a commodity. But, with this software and the training we offer, we’re a true industry partner for our architect partners.” 🌟



**WRIGHT**  
engineers

**PERFECTION IS OUR GOAL**  
(EXCELLENCE WILL BE TOLERATED)

**YOUR STRUCTURAL ENGINEERS**

2019 2020

**PROUD TO BE AN ALLIED MEMBER**

**LICENSED IN ALL 50 STATES**

801.352.2001 | [www.wrightengineers.com](http://www.wrightengineers.com)





Cut through  
the **noise** with a  
more **authentic**  
**experience.**

Reach your customers with print.  
To advertise in this magazine, contact us today.

**THE** **newsLINK**  
 **group**

**801.676.9722** | 855.747.4003  
4049 South Highland Dr.  
Holladay, UT 84124  
**[thenewslinkgroup.org](http://thenewslinkgroup.org)**





**The American  
Institute  
of Architects**



# Free for new grads!

Join AIA when you graduate and receive free membership for up to 18 months plus free registration to A'19\*.

You'll also be instantly connected to industry-best benefits, your local chapter, and the largest, most influential network of architecture professionals.

\*Visit [aia.org/join](http://aia.org/join) for terms and conditions.

---

[aia.org/newgrad](http://aia.org/newgrad)





AIA Utah  
280 S 400 W, Suite 150  
Salt Lake City, Utah 84101

PRSR STD  
U.S. POSTAGE  
PAID  
SALT LAKE CITY, UT  
PERMIT NO. 508

This magazine is designed and published by The newsLINK Group, LLC | 855.746.4403



# HELIOUS<sup>sm</sup>

illuminating architectural brilliance<sup>sm</sup>

Open Collaboration | Remarkable Results | [heliuslighting.com](http://heliuslighting.com)