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URBANWorks, Ltd.  
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CWA would like to thank Digital Imaging Resources for providing printing for *the Muse*

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## [From CWA's President]

**(RED)<sup>TM</sup> & GREEN:**  
**A New Year's Resolution on Social, Economic and Environmental Accountability**



I am certain you have all seen Gap's **(RED)** T-shirts, Motorola's **(RED)** MOTORAZR, and Apple's **(RED)** iPod nano. Many of you are probably aware that these ad campaigns are sponsored by The Global Fund's initiative to fight HIV/AIDS in Africa, through a new brand known as **"Product RED."** It's an interesting concept – having mainstream businesses support a not-so-mainstream idea while providing mainstream consumers with what is on its way to becoming an immediate conscious choice to defeat AIDS in Africa.

Is this the future of ad campaigns? And what if this socially responsible national campaign idea was to catch on as a new business model? We could be on our way towards not only transforming our global economy but also revolutionizing the idea of sustainability. Sustainable design –**GREEN**-design is about providing high performance design that respects social, economic and environmental principles. More than that, the concept of **GREEN** design extends to strategically understanding how we provide products at a variety of levels to consumers without compromising their health, safety or welfare and without depleting the social, economic and environmental resources around us.

How can we use advertising and architecture to make **GREEN** design more accessible, more diversified, more popular –more mainstream? As architects, you are the leaders in your communities who have been trained to tread lightly on the world. So, the first step might be to make a New Year's resolution dedicated to actively engaging in social, economical and environmental responsibility. Resolve to save **(GREEN)** energy at home, use recycled **(GREEN)** materials, observe healthier **(GREEN)** construction practices –and spread the word **(GREEN)**.

Chicago Women in Architecture is here to advocate, promote and voice what is important to us, socially, economically and environmentally. Seeking to broaden this concept of red and green, please join us for our Holiday celebration at Prairie Avenue Bookshop, where Martha Thorne, Executive Director of the Pritzker Architecture Prize, will present her reflections on the right to be heard in, "Hearing Women's Voices." Proceeds from this event will go towards the CWA Foundation which continues to provide scholarships to sustain young women entering their final year of architecture school in Illinois.

Additionally, CWA will continue to sponsor innovative women, as we feature two emerging voices in our 2007 Lecture Series. Please join us as we co-host Winka Dubbeldam, of ARCHI-TECHTONICS, with the Architecture and Design Society at the Art Institute on February 7th. On May 19th, along with the Museum of Contemporary Art, CWA will also be co-hosting Nanako Uememoto, who will be presenting the works of Reiser + Uememoto.

The CWA Foundation plans to continue providing a voice for women but we cannot continue without your help and encourage each of you to provide us with an annual fully tax-deductible donation. We greatly appreciate your contribution as do our scholarship winners, our speakers and the audiences that attend these packed house lectures. We would not be able to provide these gifts to the architectural community without your support.

As we continue to promote the interests of women, and seek out what is important to our members, sustainability continues to be a prominent theme, both in retaining women within our profession as well as sustaining

our built environment. Buildings account for 40% of all energy consumption. This winter, lower your thermostat by two degrees. Order recycled paper and compact fluorescent bulbs for your homes and offices. Specify special waste removal as part of your basic construction practices.

How we build is a direct reflection on what we value and with small steps and a conscious choice, each of us has the power to make a great impact on our world.

**With warm (RED)<sup>TM</sup> thoughts & bright (GREEN) reflections,**  
**Happy Holidays!**  
**Meggan**

## [Calendar of Events]

Confirm dates, times and locations with the sponsoring organization

### December 2006

- [11] CWA Board Meeting @ Archeworks: 625 North Kingsbury, 6:15 pm All are welcome!**
- [12] Green Holiday Party @ USG Solutions Center, 222 W. Hubbard St., 5:30pm Sponsor: AIA Chicago Environment KC, Free event**
- [12] Sustainable Affordable Housing: Financial Aspects @ Chicago Center for Green Technology, 445 North Sacramento Boulevard, 6 pm Sponsor: Chicago Center for Green Technology, Free event Registration required.**
- [14] CWA Annual Holiday Party @ Prairie Avenue Bookstore**
- [15-21] Antonio Gaudi @ Gene Siskel Film Center, 164 North State Sponsor: Gene Siskel Film Center, visit [www.siskelfilmcenter.org](http://www.siskelfilmcenter.org) for times and ticket prices**

### January 2007

- [08] CWA Board Meeting @ Archeworks: 625 North Kingsbury, 6:15 pm All are welcome!**
- [18] Prairie Skyscraper: Frank Lloyd Wright's Price Tower @ Price Tower Arts Center, Lecture and Exhibition Opening, 6pm Sponsor: Chicago Architecture Foundation, Exhibition January 18 - April 29**

### February 2007

- [07] CWA Lecture Series: Winka Dubbeldam, principal of ARCHI-TECHTONICS @ the Art Institute of Chicago, in collaboration with the Architecture and Design Society**
- [12] CWA Board Meeting @ Archeworks: 625 North Kingsbury, 6:15 pm All are welcome!**

Be sure to check the CWA website periodically for new events!

#### CWA members directory:

CWA will be publishing a members directory this spring.

Members - Please update your current contact information by emailing Kristen at [karmstrong@mulle2.com](mailto:karmstrong@mulle2.com)

If you would like to become a CWA member, please download a membership form @ [www.cwarch.org](http://www.cwarch.org)

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## [Save the Date]



### CWA Annual Holiday Party

Thursday, December 14  
Prairie Avenue Bookstore  
418 South Wabash

Guest Speaker Martha Thorne  
“Hearing Women’s Voices”

6:00 Reception 6:45 Presentation  
\$20 CWA & WP+D members  
\$25 Non-Members  
All donations benefit the CWA Scholarship Fund

RSVP @ 312.409.8855 [CWA voicemail]

#### Holiday Shopping at Prairie Avenue Bookstore!

Prairie Avenue Bookstore generously discounts purchases 10% throughout the evening. In addition Prairie Avenue donates 10% of all purchases to the CWA Scholarship Fund.

### [Guest Speaker] Martha Thorne “Hearing Women’s Voices”

Photo and profile courtesy of the Graham Foundation



Martha Thorne is currently the Executive Director of the Pritzker Architecture Prize. Prior to this, she served as Associate Curator and Acting Department Head of the Department of Architecture at The Art Institute of Chicago through 2005. Her work during her nine-year tenure at the museum involved curating many exhibitions, including *Unbuilt Chicago*, *Bilbao:The Transformation of a City*, and *Modern Trains and Splendid Stations*, developing publications, and participating in the ground-breaking study on collecting, archiving, and exhibiting digitally-created design materials. Before coming to Chicago in 1995, Ms. Thorne lived and worked in Madrid, where she organized and produced exhibitions and publications on architecture for various public institutions. In Spain, she was a member of the three-person editorial board of *Quaderns d'Arquitectura I Urbanisme*, the 50-year-old journal originating in Barcelona. She is the co-author of the book *Masterpieces of Chicago Architecture*, editor of *David Adler: The Elements of Style*, editor and author for *The Pritzker Architecture Prize: The First Twenty Years*, co-editor of *Skyscrapers: The New Millennium*, and author of numerous articles for architectural journals and encyclopedias. Ms. Thorne received a Master of City Planning degree from the University of Pennsylvania and a Bachelor of Arts degree in Urban Affairs from the State University of New York at Buffalo. She undertook additional studies at the London School of Economics.

## [Diversity and the Profession: Take II]

The following article has been reprinted with permission of the AIA. It originally appeared in the January 27, 2006 issue of the AIA’s online publication *AIArchitect*

Theodore Landsmark, Assoc. AIA, Boston Architectural Center president and chief executive officer, and AIA Diversity Committee Chair received The Whitney M. Young Jr. Award on June 9 at the AIA 2006 national convention in Los Angeles. The award is given in memory of the civil rights leader who at the 1968 AIA convention challenged architects to actively increase attention to the inequities suffered by minorities. Here, Landsmark, the 35th recipient of the award, speaks with AIArchitect about diversity in the profession, the role of AIA and collateral organizations in fostering diversity, and where we can go from here.

#### As we close in on four decades since Whitney Young addressed the AIA convention, what about today’s society shows that we are making progress toward a more inclusive profession?

Many local components have initiated programs in the last few years designed to enhance diversity. There are more mentoring programs today—from middle schools through design schools and into the profession—than there were two or three decades ago. Some components, particularly those in Boston, Chicago, Seattle, New York, and other parts of the country have initiated exemplary models for nurturing diversity, both within firms, and in conjunction with design schools. The fact that the AIA membership voted overwhelmingly to provide financial support for the recently completed first stages of a demographic analysis of the profession is a very good sign that the profession as a whole is more prepared to address issues of diversity than it was a couple of decades ago.

#### What discourages you?

Our data collection and analysis across the collateral organizations that oversee education, entry into, and licensing within the profession remains disconnected and incomplete, so that it is now very difficult to track what happens to individuals who enter design programs to see whether they ultimately become licensed, and, if they don’t become licensed, to determine whether they are continuing in design-related-fields. That kind of tracking has been in place within the medical and legal professions for many years.

The other key issue is that firm principals too often are in denial about how internal personnel policies and practices and outmoded traditions of design practice have worked to impede increasing diversity within the profession. For example, all-night charrettes are not family-friendly and therefore work against women who may be caregivers. People have outmoded beliefs that women may not be capable of managing tough construction workers on a site, which works against advancement possibilities within firms. Assigning women or people of color to projects that are perceived to serve primarily women and people of color reduces the possibilities for these groups in particular to assume leadership roles on the kinds of major projects that receive professional recognition.

#### Where do design schools fit into the issue of diversity?

Recommendations from the AIAS Task Force, which were recently adopted by NAAB to improve the quality of studio culture in schools by supporting more nurturing critiques and by reducing the amount of gratuitous abuse that many students have historically suffered in the learning process, will, in the long run, have the effect of making the architecture school process less Darwinian. It will be more likely to educate architects capable of working in a diverse culture and pursuing alternative paths within the profession that are not limited to the often narrowly defined models of what successful architecture practice is.

#### Does the length of time it takes to become an architect play a role in limiting inclusiveness?

Architecture education as currently structured is perhaps the longest and most arduous path into a profession—of any providing so little financial return. Steps to accelerate the path to licensure as recently recommended by the AIA and ACSA must be supported nationally to encourage potential licensed practitioners to be able to practice sooner.

To the extent that we change how quickly one could become licensed that would almost certainly have the effect of encouraging more African Americans and women interns to then become licensed architects. There are other things like that. The quicker you get to licensure, the greater the likelihood you would stay in the profession.

#### What are the best avenues to tackling some of these broad-based issues?

We are entering a very creative period as we develop new approaches to increasing diversity. Scholarships alone, or mentoring alone, is insufficient. We can now begin to develop a unified, longitudinal approach to attracting more diverse populations into our schools, supporting them in school, helping them as interns, and supporting their development as new professionals.

The opportunities for collaborative initiatives are great because they leverage resources and do not place the burden of improving diversity on any one group. Local components, schools, the AIA’s national component, and our collateral organizations at NAAB, NCARB, AIAS, and ACSA can draw from the demographic data analysis that will help shape specific local programs that can effectively improve diversity. What our colleges and universities need to do to diversify faculties and student bodies will not be the same as what local components can do to support interns as they enter the profession, but schools and the local components will need to work together to support the transition from school into practice.

#### Whitney Young spoke of a certain degree of cynicism among the students he met touring high schools and colleges. What is your view of that observation then and now?

I was one of those students. After meeting him at Yale, I visited his home on a number of occasions and spoke with him about my interest in going into architecture and about my frustration. Cynicism sometimes evolves into an activist’s irony. I have always believed in the work the architects do, even if I found early in my career that architects didn’t always believe in the work I was capable of doing. I will always believe in the ability of architecture to improve the quality of the built environment for all kinds of people. I believe architecture has a duty to serve a wider population than architects sometimes serve. So working on diversity on behalf of the profession has been an opportunity for me to realize the dreams that I had nearly 40 years ago for involving more people like myself in positively shaping the world.

Some say finding ways to diversity make plain economic sense. The thing is that diversity carries an implicit moral imperative, but imperatives do not always motivate entrepreneurs to do the right thing. So within our diversity discussions, we’ve stressed both the moral imperative and the more positive business model that is associated with firms of all types that have embraced diversity to their long-term economic benefit.

If we look around the world at the places like New Orleans, Pakistan, and elsewhere, where architecture is most needed, today and into the future, we are looking at a world where our clients will be more diverse than most of

the clients we served through the 20th century. By understanding different cultures and being more diverse as a profession, we will open a world to us that will help sustain this profession into the future. The alternative is to act as though diversity is somehow a secondary concern for this profession. The consequence of that will be that the impact that American architects have on the rest of the world will continue to diminish.

—Tracy Ostroff

This article has been modified from its full length. The original article can be viewed at: [http://aiarchitect.aia.org/a150\\_tw012706](http://aiarchitect.aia.org/a150_tw012706)

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## [Member News]

CWA would like to welcome our new members:

**Abir Ali**, Landon Bone Baker  
**Catherine Baker**, Landon Bone Baker  
**Nicole Ellis**, Kuklinski and Rappe  
**Trisha Girwood**, Landon Bone Baker  
**Elmarie Gula**, Landon Bone Baker  
**Victoria Leatherman**, MRA Architects  
**Corrine Lettier**  
**Kristen Armstrong Matz**, Muller+Muller, Ltd.  
**Cindy Muller**, Muller+Muller, Ltd.  
**Maria Pellot**, URBANWorks, Ltd.  
**Claudia Rodriguez**, Landon Bone Baker  
**Sonia Skillman**, Fitzgerald  
**Deborah Swibel**, Lucien Lagrange  
**Yoshiko Tsuji**, Takenaka Corporation  
**Mindy Viamontes**, Muller+Muller, Ltd.

URBANWorks, Ltd. is delighted to have **Maria Pellot, AIA, LEED AP** rejoin the firm, as a Senior Project Manager/Architect, after returning from her travels abroad.

**Nicole Ellis** has recently joined the firm of Kuklinski and Rappe.

**Muller+Muller, Ltd.** has joined CWA as a Corporate Member. The firm brings three new members to CWA, **Cindy Muller, Kristen Armstrong Matz**, and **Mindy Viamontes**.

*We want to hear about your accomplishments - new positions, new jobs, new projects, awards, travels, births and other milestones. Please submit all news to Mindy at [mviamentes@muller2.com](mailto:mviamentes@muller2.com) for inclusion in the next edition of the Muse.*

#### CWA Members Firm Profile:

We would like to profile ***your*** firm in the next edition of *the Muse*.

Members - Contact Mindy at [mviamentes@muller2.com](mailto:mviamentes@muller2.com) for more information.