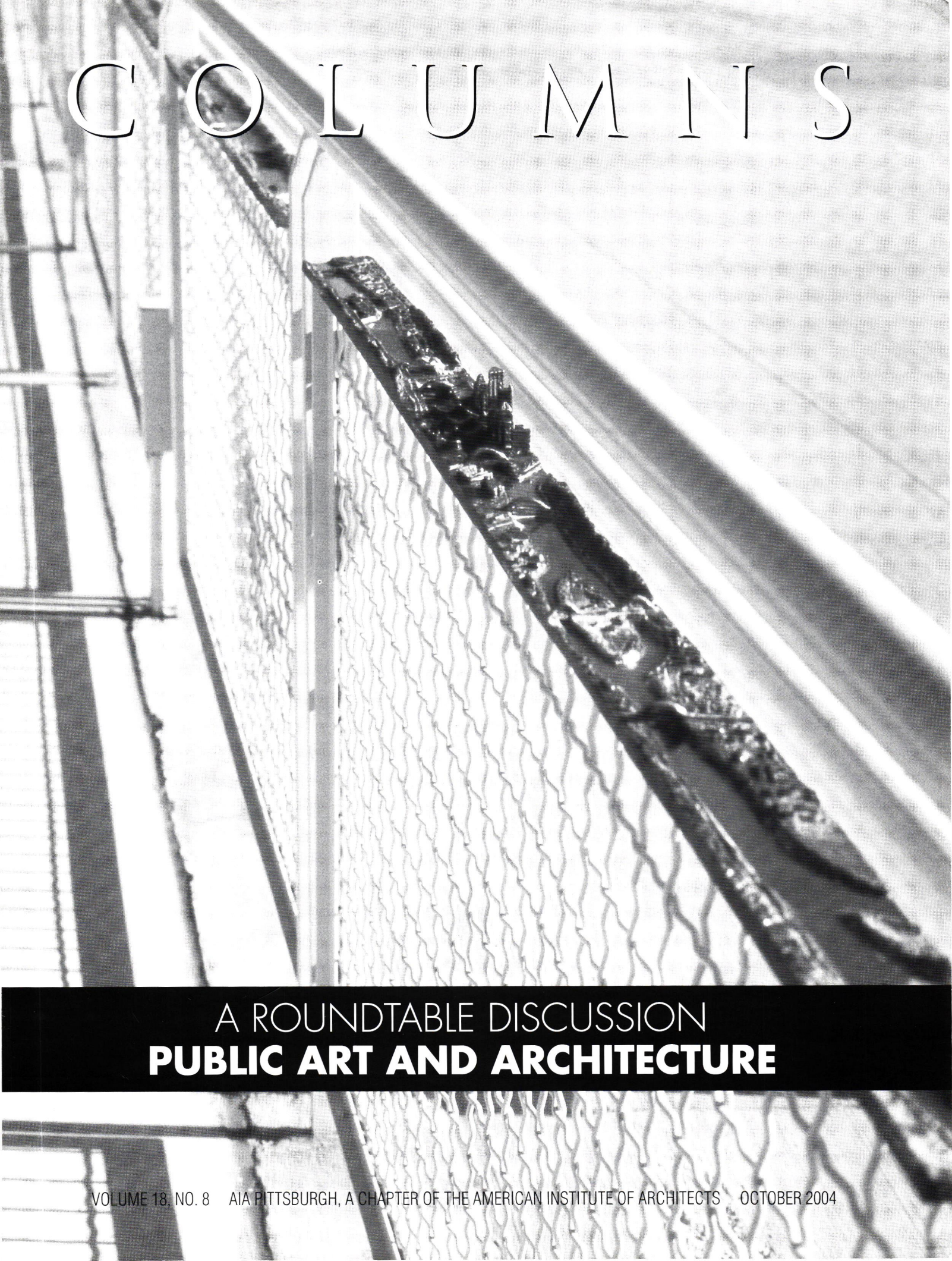


C O L U M N S

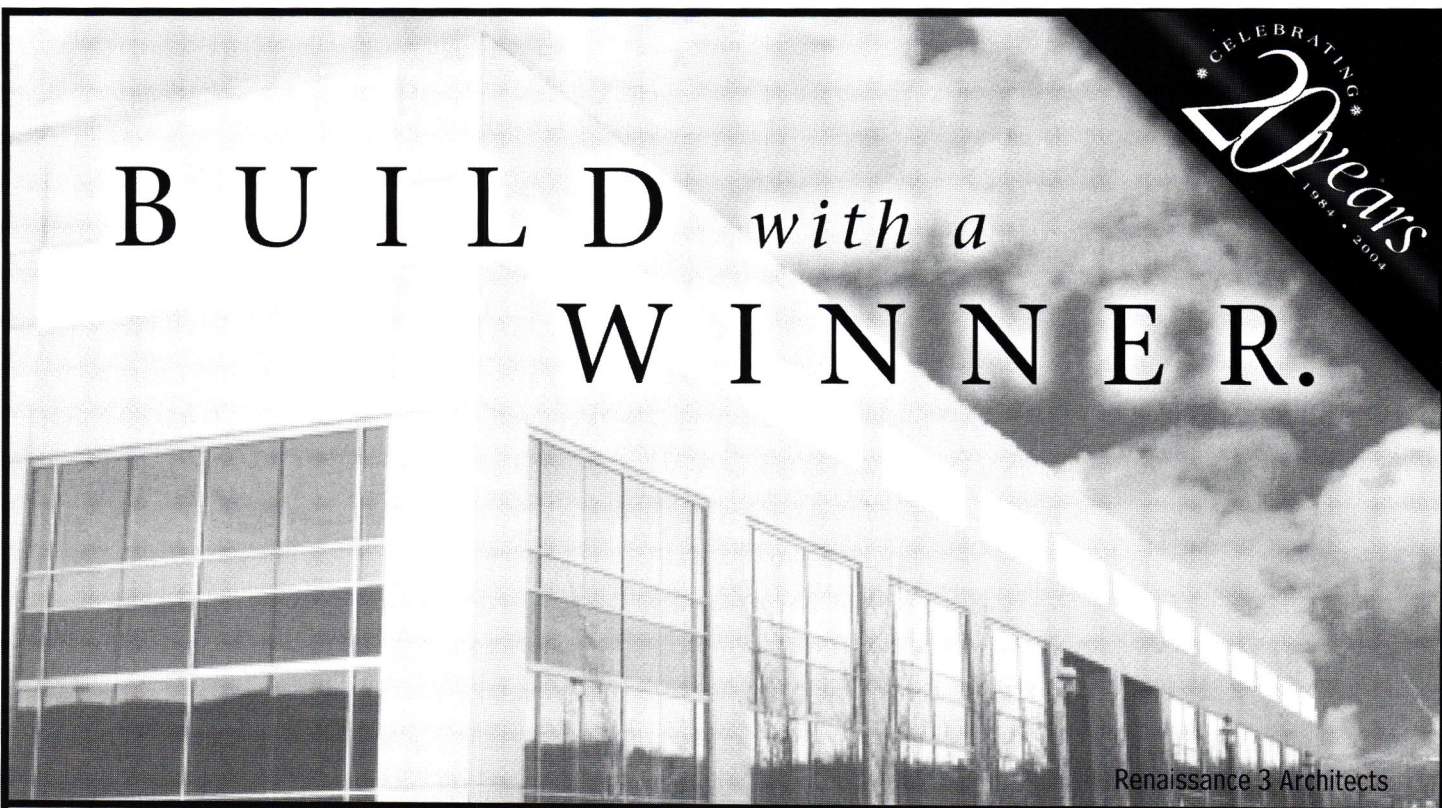


A ROUNDTABLE DISCUSSION
PUBLIC ART AND ARCHITECTURE

VOLUME 18, NO. 8 AIA PITTSBURGH, A CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS OCTOBER 2004

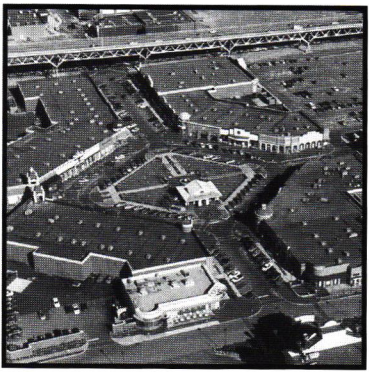
CELEBRATING
20 Years
1984 - 2004

BUILD *with a* WINNER.



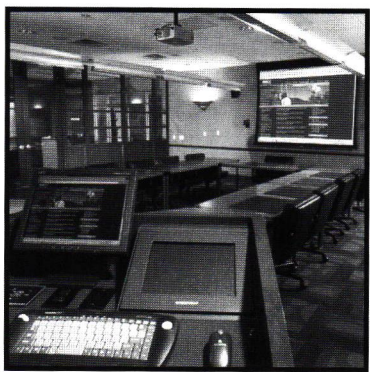
Renaissance 3 Architects

NAIOP's 2003 Award Winning Projects



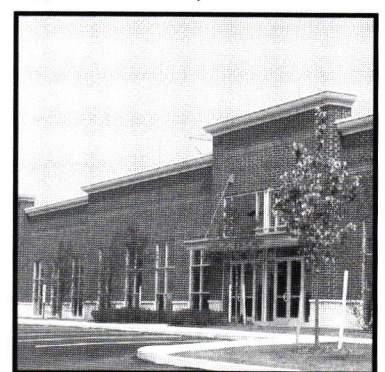
BEST MIXED USE

The Waterfront
The Waterfront Partners LLC
Meacham & Apel Architects



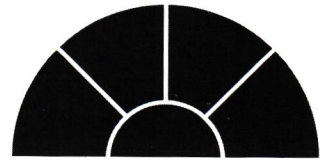
BUILD TO SUIT (Interior)

Michael Baker Corporate Headquarters
The Elmhurst Group
Baker & Associates



SPECULATIVE BUILDING

200 Cranberry Business Park
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WTW Architects



CONTINENTAL BUILDING SYSTEMS

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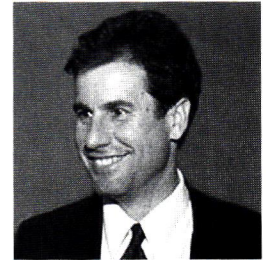
Call Traci McGavitt Yates at 412.464.8933 to get results on your next construction project, or visit www.continental-buildingsystems.com.

The AIA Pittsburgh Brand Matrix

By Dan Rothschild, AIA

Our journey into identifying and utilizing AIA Pittsburgh's brand characteristics to clarify and strengthen our chapter continues. In last month's President's Message, I described the relationship between the AIA Brand study, www.aia.org/brand, and AIA Pittsburgh. This month's message focuses on our local chapter.

As an organization, we are challenged to improve the value proposition to our members and to the public. The matrix below relates our products and services with our brand characteristics and target audiences. A matrix like this begins to suggest areas of strength and areas of opportunity for our chapter. The matrix is also useful to explain the wide reach and value to potential new members; to encourage the continuing membership of existing members; and to coordinate support from sponsors and advertisers.



PRODUCT	DESCRIPTION	DURATION	BRAND ATTRIBUTES	TARGET AUDIENCE
DESIGN PITTSBURGH	A series of events celebrating quality architectural design in the Pittsburgh region including: AIA Pittsburgh Design Awards and ceremony; Design Awards Exhibits, and Design Pittsburgh Gala.	Once a year in the Fall	Design, Creativity, Innovation	Architects, Architecture Students, Affiliated Professionals, Vendors, Public, Media
AIA PGH GOLD MEDAL	Public acknowledgement of a civic leader who has made a significant contribution to architectural design and/or planning in the Pittsburgh region.	Once a year in the Fall	Community, Part of Larger Network, Advocacy	Senior Architects, Design Pittsburgh Gold Sponsors, Foundations, Media
COLUMNS	Magazine published by AIA Pittsburgh, includes informational articles of regional interest about our profession and our community.	Monthly	Professionalism, Knowledge, Benchmark of Quality	Architects, Architecture Students, Affiliated Professionals, Vendors, Public, Foundations
BUILD PITTSBURGH	Educational conference consisting of professional seminars, social events, and trade show.	Once a year in the Spring	Knowledge, Coming Together/Collective, Fellowship/Belonging	Young Architects, Middle Architects, Affiliated Professionals, Vendors, Public
MEMBER SERVICES	Supply AIA documents; maintain mailing lists; handle media inquiries; offer referrals; respond to public inquiries; community liaison; AIA Trust Services; ethics/licensure issues; placement services	Ongoing	Supportive, Guidance, AIA National	Architects, Affiliated Professionals, Vendors, Public
ELECTRONIC NEWSLETTER	Weekly email that includes timely information including AIA and civic events, Requests for Proposals and Qualifications, and other news items.	Weekly	Knowledge, Community, Activity	Architects, Affiliated Professionals
WEB SITE	Online presence of AIA Pittsburgh that provides general information, calendar of events, and member services.	Ongoing	Part of Larger Network, Benchmark Quality, Professionalism	Architects, Affiliated Professionals, Public
YOUNG ARCHITECTS FORUM	Forum for young architects and interns to participate in programs, social and networking activities, and ARE study sessions.	Monthly	Mentoring, Guidance, Fellowship/Belonging	Young Architects
MEMBERSHIP MEETINGS	Meetings for members and guests including lectures, tours, movies, and social events.	Monthly	Knowledge, Fellowship/Belonging, Activity	Architects, Professional Affiliates, Public
FOUNDATION FOR ARCHITECTURE	Foundation for accepting charitable donations, education of public about the importance of architecture.	Ongoing	Outreach, Part of Larger Network, Community	Senior Architects, Affiliated Professionals, Public, Foundations
LEADERSHIP FORUM	Opportunity for Senior Architects to engage and learn about AIA Pittsburgh and/or other critical topics, advocate for issues, and enjoy fellowship with peers.	Once a year in late Fall	Knowledge, Fellowship/Belonging, Advocacy	Senior Architects, Firm Owners, AIA Fellows
AIA PGH eFORUM (new product)	An on-line forum that offers a place to network, exchange information, and voice opinions on a moderated bulletin board	Ongoing	Sharing, Inclusive, Innovation	Young Architects, Middle Architects, Architecture Students
AIA PA INVOLVEMENT	Link to Pennsylvania legislative issues that affect our profession and our community	Ongoing	Advocacy, Part of Larger Network, AIA National	Architects