



**FOR IMMEDIATE RELEASE**

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**DESIGNDC 2011 KEYNOTE SPEAKER ROBERT IVY ANNOUNCED**

*Newest Executive Vice President and CEO of the National American Institute of Architects to Address Gathering of Building Industry Leaders, Practitioners in Architecture and Design*

[Washington, DC] – A new economic outlook, shifts in the residential and commercial building markets have the attention of the architecture and design community – and with a new leader at the helm, there are new reasons for firms to position themselves for opportunity and growth.

**DesignDC 2011: In the Green** is the conference where these themes come together, and where the new American Institute of Architects CEO and Executive Vice President Robert Ivy, FAIA shares his thoughts on the changing responsibility of the design community and the goal to be more sustainable in his Tuesday, June 21 keynote address: *New Dimensions in Design*.

To help facilitate conversations, insight, discussion and strategy to take advantage of these opportunities, the Washington Chapter of the American Institute of Architects (AIA|DC), the Potomac Valley AIA (AIA|PV) and Northern Virginia Chapters of the AIA (AIA|NoVA) and the Washington National Capital Chapter of the U.S. Green Building Council (USGBC) presents this seventh annual conference for A/E/C and design professionals of every level, from across the mid-Atlantic region.

For three days **DesignDC** will include peer-to-peer sessions to help leading architects, designers, engineers, consultants, contractors and planners learn what other professionals are doing as they move into the next decade. More than 80 classes, sessions and project tours will be delivered by some of design's most visionary practitioners and thought leaders. Attendees may also earn Learning Units (LU) to maintain AIA certification, including HSW and SD credits.

“As practitioners of architecture and design it's incumbent upon us to be the leaders in creating more sustainable environments, so this seventh iteration of DesignDC focuses on being in the green, in both environmentally friendly design, and in growing business” says AIA|DC Executive Director Mary Fitch, AICP, Hon. AIA.

“This conference is a valuable combination of experts and industry leaders directly available to architects, designers and builders. Here is where they can connect, learn about best practices, and take away insight that will help to position themselves and their firms to be more competitive in the marketplace,” she added.

A keynote address, educational sessions and an event trade show attract a variety of professionals from all areas of architecture and design to share their insight with attendees. Interviews may be scheduled in advance with any of the conference presenters, and press passes are available for both the trade show floor and panel session admittance.

**When:** Tuesday, June 21 – 23, 2011, 8:30AM – 5PM each day.

**Where:** Walter Washington Convention Center, 801 Mt. Vernon Pl., NW, Washington, D.C. 20036

**Who:** Architects, Designers, Engineers, Consultants, Contractors, Planners and anyone involved in the building industry: firm owners; staff; municipal leaders and students.

**Web site:** [www.aiadesigndc.org](http://www.aiadesigndc.org), for schedules and registration; (FaceBook/AIADC, and Twitter @AIADC, and #DesignDC2011)

**Phone/Info:** 202.667.1798

**Keynote:** Robert Ivy, FAIA, Executive Vice President and CEO, the national American Institute of Architects, and former Editor in Chief of Architectural Record will present the keynote address on Wednesday, June 22 at 10:30AM. His talk is open to the public for \$25.

His presentation: *New Dimensions in Design* highlights how the public's interest in design has increased exponentially. After a decade of exuberant formal exploration, design has changed to include new dimensions and new directions: socially conscious design, the future of cities and design for health, being among its trends. This discussion will examine where we have been and where we are headed in the 21<sup>st</sup> century.

Most recently Ivy was the Editor in Chief of Architectural Record, where he began in 1996. In 2002, the US Department of State appointed Ivy as US Commissioner to the Venice Biennale of Architecture. In 2003, Ivy was appointed Vice President and Editorial Director, McGraw-Hill Construction, with responsibilities for twelve publications.

And, in 2010, Ivy was named a Master Architect by the architectural fraternity Alpha Rho Chi, joining a list of recipients including Buckminster Fuller and I.M. Pei.

Ivy holds an M.Arch from Tulane University and a B.A. in English from the University of the South, in Sewanee, Tennessee. Ivy is a member of CICA, the International Circle of Architecture Critics, a former national board member of the AIA and the American Architecture Foundation. He currently serves on the advisory boards of four architecture schools including Tulane University, Mississippi State University, Auburn University's Rural Studio, and Tongji University School of Architecture and Urban Planning in Shanghai, China.

**Fee:** \$395 full conference Member; \$500 non-member; half day and single day sessions are also available. See web site for full details.

**Highlights:**

- Urban Design & Planning courses
- LEED GA and Structures ARE Prep Seminars
- Washington Chapter AIA Unbuilt Awards Presentation
- Classes and educational sessions including diverse topics such as preparation classes for the Architectural Registration Exam, Accessible Residential Design & Federal Law, Post-Disaster Reconstruction, and business practices and digital design.

**DesignDC 2010 Conference Sponsors\***

- Potomac Valley Brick
- Washington Gas.

\* as of March 24

Washington Chapter AIA

*Founded in 1887, the Washington Chapter of the American Institute of Architects serves the nation's capital, functioning as both the "local" and "state" component of the AIA for the District of Columbia. The Chapter was intimately involved in the design and planning of Washington, and continues to play an active role in city development. [www.aiadc.com](http://www.aiadc.com).*

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