



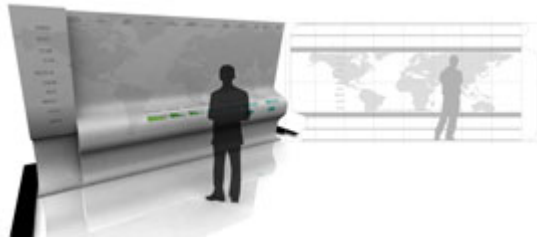
PRESS RELEASE

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10x10 Cities: Green Facts, Challenges, Futures
April 17 – May 15, 2009
3A Gallery, 101 South Park Street, San Francisco



Alvin Kong and Matthew Eninger for CCA

SAN FRANCISCO, CA (April 10, 2009) - The American Institute of Architects, San Francisco chapter (AIA San Francisco) in partnership with California College of the Arts (CCA Architecture/URBANlab), HOK and Matarozzi/Pelsingier Builders are pleased to present *10x10 Cities: Green Facts, Challenges, Futures* on view April 17 – May 15, 2009 at 3A Gallery.

10x10 Cities: Green Facts, Challenges, Futures is a three-part exhibit: Datascape focus on current challenges facing 10 major North American cities, including San Francisco (green facts). Project boards from the 10 cities show built and imagined projects (green challenges). A San Francisco wall addresses ten issues found in its Climate Action Plan by proposing ten future courses of action (green futures). Its companion bus shelter campaign, on view during the exhibit run, takes the message of "green futures" to the streets of San Francisco.

10x10 Cities: Green Facts, Challenges, Futures bookends the AIA 2009 National Convention and Exposition to be held for the first time since 1998 in San Francisco at Moscone Center from April 30 – May 2, 2009. The nine other featured cities, future convention hosts, include Atlanta, Chicago, Denver, Miami, New Orleans, New York, San Diego, Toronto and Washington, DC.

Jennifer Devlin, AIA, chair of the Legacy committee which produced the exhibit for AIA San Francisco, envisions *10x10 Cities* as "a way to advance the conversation on sustainability and to engage current and future architects and designers as well as the public, to take action on their ability to impact the role of buildings in climate change." Ms. Devlin, a principal at EHDD and 2008 AIA San Francisco chapter president, brought California College of the Arts (CCA) on board

to help make this vision a reality; on the exhibit team are 12 students from its URBANlab.

Ila Berman, chair of the architecture department at CCA, founded CCA URBANlab as a vehicle to strengthen the link between academia and the design profession. "The future of our cities will be dependent on the capacity of the next generation of architects and urban designers to understand and creatively respond to vital urban and environmental issues. CCA Architecture is committed to actively engaging these matters and working collaboratively with our professional partners to generate innovative strategies to support this future," she observes.

For URBANlab coordinator Mona El-Khafif, the opportunity to partner with AIA San Francisco and to draw these vital issues into the classroom was an exciting one. Ms. El-Khafif, who oversaw the students' work on the datascares, project boards and bus posters, believes that "urban sustainability must be part of our ongoing discussions and permanently integrated into the education of today's architecture students so that they are able to not only learn about climate change and how it dramatically affects our environment, but also, to realize what they might do as future professionals to respond to it."

Working with statistics on issues ranging from density, availability of green space, transit use, water use, energy consumption and waste generation to carbon footprint, quality of life and climate action plans, the CCA students created datascares ranking the ten cities. For the San Francisco bus shelter campaign, students Rachael Yu and Mariah Hodge, working with graphic design student Leah Hickey, re-imagined current scenarios to come up with possible solutions. Miss Yu considers this portion of the exhibit exciting, "It helps us realize our current situation with regards to sustainable practices, so we can appreciate where we've been and what the next step forward may be, as we imagine a future city, reconstructed in a future vision of sustainability."

Students Matthew Eninger and Alvin Kong designed the undulating wood structure on which the exhibit will be shown. Working in collaboration with Matarozzi/Pelsinger Builders, the two designed a modular structure which, depending on the location, can either be inserted into a space or stand on its own. "Our goal was to come up with a structure which was portable, so the exhibit could travel to various locations; adjustable, so its components could either expand or contract depending on the venue size; and reusable so that the modular pieces could have after-lives as furniture pieces," say the duo.

Business partners Dan Matarozzi and Dan Pelsinger welcomed the opportunity to support AIA and to work on a sustainable project. However, the two are all too familiar with the practicalities of working out construction details so the structure made sense physically and economically. For Mr. Matarozzi, "The challenge was in trying to achieve a design objective which tries to force a result counter to how a material, in this case wood, might naturally perform." But, as Mr. Pelsinger observes, beyond this reality check lies the beauty of the design concept, "The design solution to the challenge of creating a modular, reusable exhibition space with multi-use furniture is an elegant one."

For Paul Woolford, senior vice president and director of design for HOK, *10x10 Cities* presents a more profound reality check. "As humans, we live with the hubris that we are in control, the dominant species on the planet. However, we are not alone in creating built environments. Nests, webs and coral reefs, a whole suite of nature's creatures, have been creating inhabitations for millennia. All of these were dependent upon outside sources in the natural world," he notes. By sponsoring *10x10 Cities*, HOK is giving students, such as the ones at CCA, the opportunity to explore this conflict between man and nature once again. As Mr. Woolford observes, "In the students' hands this exploration is exhilarating. Legacy is a portrait of struggle, and the results are a fascinating examination of the perils of global warming."

On a more prosaic level, Ms. Devlin hopes that the conversation which began in San Francisco continues to the other nine cities, with the exhibit actually travelling to those locations. As she puts it, "Together, we can effect change."

10x10 Cities: Green Facts, Challenges, Futures is on view April 17 – May 15, 2009 at 3A Gallery, located at 101 South Park Street, San Francisco. 3A Gallery is free and open to the public Monday

– Friday, 9:00 am to 6:00 pm.

For more information, contact 3A Gallery at 415-543-3347.

AIA SAN FRANCISCO

Serving the Bay Area for more than a century, the American Institute of Architects, San Francisco Chapter (AIA San Francisco) is one of the largest of the AIA's 300 chapters. Headquartered in the historic Hallidie Building—one of the world's first glass-curtain-wall-buildings, designed by Willis Polk and completed in 1917—AIA San Francisco is the Bay Area's premier destination for architecture and design. Representing more than 2,300 members in San Francisco and Marin County, our mission is to improve the quality of life in the Bay Area by promoting architecture and design. We further this goal through community involvement, education, advocacy, public outreach, member service, and professional excellence.

HOK is a global provider of planning, design and delivery solutions for the built environment. Since the firm's founding in 1955, HOK has developed into one of the world's largest, most diverse and respected design practices. HOK employs more than 2,000 professionals linked across a global network of 24 offices on four continents. Industry surveys consistently rank HOK among the leading firms in numerous building types, specialties and regions, and the firm has earned many awards and honors for its projects, people and practice.

Founded in 1907, **CALIFORNIA COLLEGE OF THE ARTS** is noted for the interdisciplinarity and breadth of its programs. It offers studies in 20 undergraduate and seven graduate majors in the areas of fine arts, architecture, design, and writing. The college offers bachelor of architecture, bachelor of arts, bachelor of fine arts, master of architecture, master of arts, master of fine arts, and master of business administration degrees. With campuses in Oakland and San Francisco, CCA currently enrolls more than 1,600 full-time students. Noted alumni include the painters Nathan Oliveira and Raymond Saunders; the ceramicists Robert Arneson, Viola Frey, and Peter Voulkos; the filmmaker Wayne Wang; the conceptual artists David Ireland and Dennis Oppenheim; and the designers Lucille Tenazas and Michael Vanderbyl.

CCA/URBANlab, founded in fall 2008 by Ila Berman and coordinated by Mona El-Khafif, is cooperating with external local and global partners to research issues like urban sustainability, urban renewal and contemporary urban/landscape design strategies in the San Francisco Bay Area. As an institutional research vehicle, URBANlab operates between the urban curriculum at CCA and external networks to support students' education and the activities of CCA faculties.

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