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**EUGENE SITE OF 2010 AMERICAN INSTITUTE OF ARCHITECTS
NORTHWEST & PACIFIC REGION CONFERENCE**

The 2010 American Institute of Architects Northwest & Pacific Region Conference will attract hundreds of architects to Eugene, OR, October 13-16. Industry leaders will explore the impact of rapid social, technological, and environmental change upon architecture.

Eugene, Oregon (July 13, 2010) –The Southwestern Oregon Chapter of the American Institute of Architects (AIA-SWO) will host the 2010 American Institute of Architects Northwest & Pacific Region Conference, October 13-16, in Eugene, Oregon. Dubbed “**An Emerald Vision**,” the conference will examine the prospects for an architecture that is truly sustainable as society awakens to the realities of climate change, dwindling resources, and the transformation of current professional practice paradigms.

AIA-SWO expects hundreds of architecture professionals from throughout the Institute’s Northwest & Pacific Region to attend the 2010 edition of the annual conference. The expansive region comprises Alaska, Washington, Idaho, Oregon, Hawaii, Guam/Micronesia, Japan, and Hong Kong, by far the Institute’s largest geographically and most culturally diverse component.

An Emerald Vision will examine what the future bodes for architecture as the profession moves toward the development of a holistic, integrated, and long-term worldview. Through three fundamental tenets – equity, economy, and environment – conference attendees will explore how design excellence, the future, and the spirit of place coalesce and inform contemporary architectural practice.

AIA-SWO President Michael Fifield asserts the conference will look at the power of good design from the widest possible perspective – considering transportation, civic leadership, land-use planning, even the effect of natural disasters on place-making. “Going beyond sustainability is a sub-theme,” Fifield says. “The ever-changing role of design in the future is inherent in any discussion of the value of architecture to our profession and to the communities and clients we serve.”

The Region Conference will extend the Design Excellence/Oregon initiative rolled out earlier this year by AIA Oregon. The initiative’s goals include developing a statewide culture of design excellence and an active constituency of community leaders intent upon improving the quality of the built environment. Region Conference participants will further the Design Excellence initiative, with the potential of its application outside the borders of Oregon.

The conference schedule will mix distinguished speakers, roundtable discussions, and tours of noteworthy local projects. Attendees will be able to secure as many as 18 continuing education units, the number required annually to maintain membership in the American Institute of Architects.

To address the key themes of *An Emerald Vision*, conference planners have lined up nationally-prominent design leaders and local luminaries. The roster of speakers includes 2011 AIA Institute President Clark Manus, FAIA, and Shelley Poticha, Senior Adviser for Sustainable Housing and Communities at the Department of Housing and Urban Development. A presentation by Alan

Durning, Founder and Executive Director of the Sightline Institute, will be cosponsored by the City of Eugene and open to the general public.

The conference program includes panel discussions on varied topics ranging from architectural education to place-making, sustainable cities, and future trends in construction materials. One panel discussion, *Place-making and Provincialism*, will be co-hosted by and open to members of the City Club of Eugene.

The conference will feature tours of noteworthy buildings, including visits to projects in Eugene by Morphosis, TVA & Ellerbe Becket, ZGF, and travel further afield to Frank Lloyd Wright's Gordon House and Alvar Aalto's Mt. Angel Library. Tours of "local gems" and the historic architecture of the University of Oregon campus are on the schedule.

An Emerald Vision will draw heavily upon the contributions of the future generation of design leadership throughout the Region. The University of Oregon's School of Architecture & Allied Arts will be the highlight of Saturday, October 16. A parallel event, the AIA Northwest & Pacific Region Leadership Institute, will convene the best and brightest from architecture schools in the region.

The conference will be centrally based at the Eugene Hilton and Conference Center.

For more information about the 2010 American Institute of Architects Northwest & Pacific Region Conference, call (541) 762-1639 or e-mail emeraldvision2010@gmail.com.

About The American Institute of Architects

For over 150 years, members of the American Institute of Architects have worked with each other and their communities to create more valuable, healthy, secure, and sustainable buildings and cityscapes. By using sustainable design practices, materials, and techniques, AIA architects are uniquely poised to provide the leadership and guidance needed to provide solutions to address climate change. AIA architects walk the walk on sustainable design.