



FOR IMMEDIATE RELEASE

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DESIGNDC 2010 CONFERENCE ANNOUNCED: INSIGHT & INNOVATION

Building Industry Leaders and Practitioners in Architecture and Design Converge at Sixth Annual Conference to Build Opportunity

[Washington, DC] – A new economic outlook, shifts in the residential and commercial building markets and Federal stimulus bills place architects, builders, engineers and planners in vital positions key to the recovery and improvement of the nation's economy – and of the built environment.

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), Potomac Valley AIA (AIA|PV) and the Northern Virginia Chapter of the AIA (AIA|NoVA) announce **DesignDC 2010: Insight & Innovation**, August 3–5, 2010, at the Walter E. Washington Convention Center in Washington, D.C. This conference will bring these issues and more to the table and to the classroom for architecture and design professionals to engage in productive ways to build on new opportunities.

For three days the **DesignDC** conference 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 70 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.

“Now in its sixth year, DesignDC has become an important event for anyone in the built environment that is seeking to further their professional development, learn best practices and to gain insight to best face these challenging – yet optimistic – times,” says AIA|DC Executive Director Mary Fitch, AICP, Hon. AIA. “The combination of experts and industry leaders available to architects, designers and builders makes this a valuable opportunity to connect, to learn, and to place firms in position to contribute and take advantage of the economic rebuilding.”

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, August 3–Thursday, August 5, 2010, 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, for schedules and registration; FaceBook (DesignDC 2009) and Twitter (@DesignDC)

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Keynote: by Reed Kroloff, Director, Cranbrook Academy of Art & Art Museum; former Dean of Tulane School of Architecture; former editor of *Architecture Magazine*

Fee: \$395 full conference for Members; \$500 for non-members; as well as 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.

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.aiaadc.com.

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