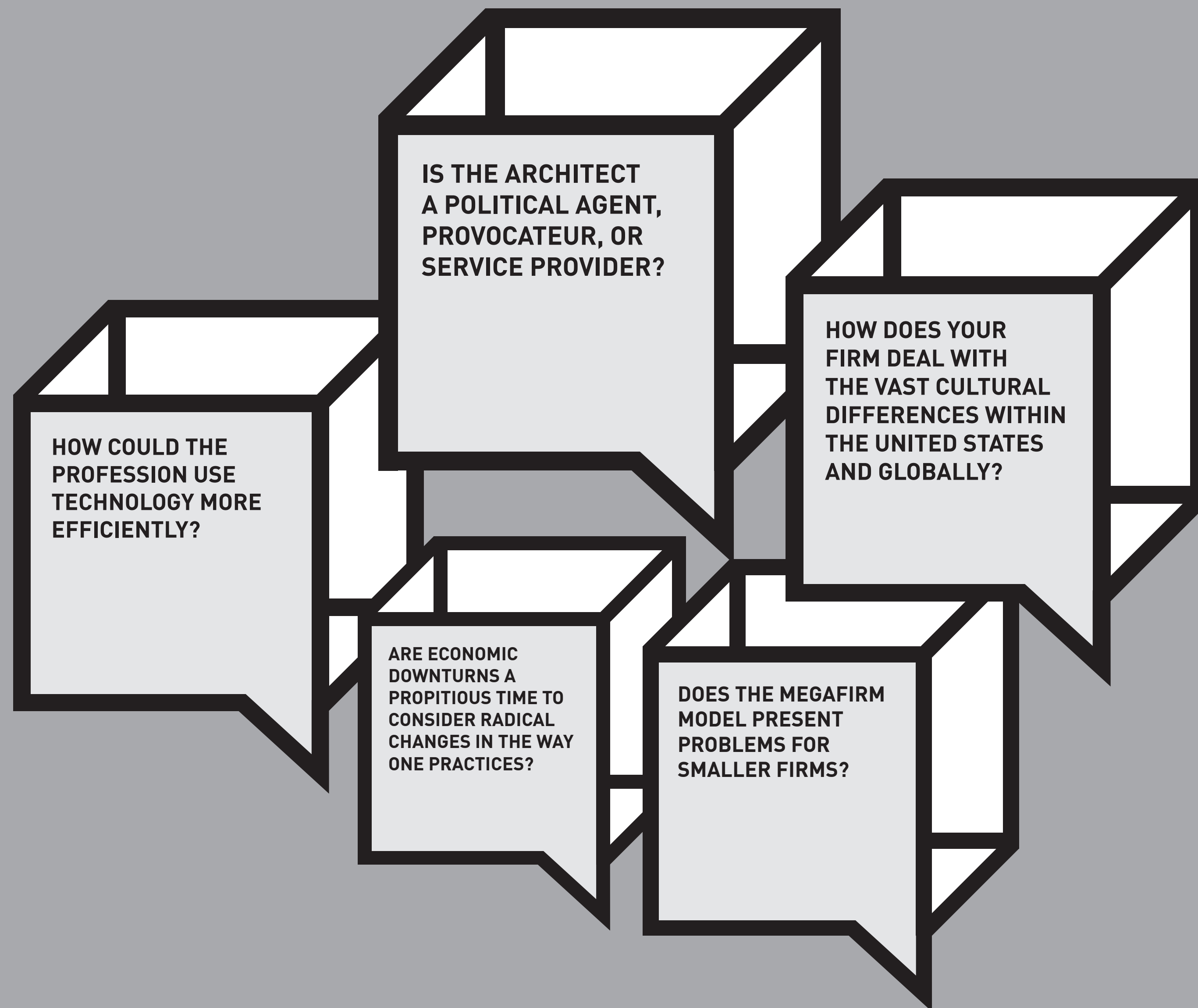




ADVANCING ARCHITECTURAL PRAXIS

SATURDAY, MARCH 26, 2011
UNIVERSITY OF MICHIGAN MUSEUM OF ART
525 S. STATE STREET, ANN ARBOR, MI
9:30 A.M.–1:20 P.M.

Architectural practice, and its affiliated practices, habits, rituals, and conventions, can collectively be referred to as “architectural praxis.” The cognitive dimension of architectural thinking — never fully realized by mere building or the representation of technological processes of building production — must now be more integrated with the underlying logics of other disciplines such as industrial design, urban planning, real estate development, and engineering to name a few. How receptive are these disciplines to incorporating architectural thinking? Is the architect a political agent, provocateur, or service provider? How are architectural practices changing to meet global, technological, and cultural demands? How does the rise of the megafirm and other strategic partnerships allow firms to take greater risks? As part of Taubman College’s questioning of the **present predicaments** facing the profession and discipline of architecture, *Advancing Architectural Praxis* is an inauguration of an upcoming series that will explore the opportunities for the discipline.



TAUBMAN COLLEGE OF ARCHITECTURE + URBAN PLANNING AT THE UNIVERSITY OF MICHIGAN

8:45 A.M.–9:30 A.M.
LIGHT BREAKFAST

9:30 A.M.–9:45 A.M.
OPENING REMARKS
MONICA PONCE DE LEON Dean, Taubman College
INTRODUCTION
MILTON S. F. CURRY Associate Dean, Taubman College

9:45 A.M.–11:15 A.M.
PRESENTATIONS
SHAWN RICKENBACKER Partner, Rickenbacker + Leung, New York
CLAIRE WEISZ Partner, WXY Architecture + Urban Design, New York
GREGG PASQUARELLI Principal, SHoP Architects/SHoP Construction, New York
WILLIAM GUSTAFSON President / CEO, Ballinger Architects and Engineers, Philadelphia
MARIANNE MCKENNA Partner, KPMB Architects, Toronto
BEN UYEDA Chief Architectural Officer, FreeGreen, Boston

11:15 A.M.–11:30 A.M.
BREAK / REFRESHMENTS

11:30 A.M.–12:45 P.M.
DISCUSSION MODERATED BY
MILTON S. F. CURRY with PRESENTERS, and DISCUSSANTS
HOWARD F. SIMS Partner, SDG Associates, Detroit / Atlanta
CATHERINE SEAVITT NORDENSON Principal, Catherine Seavitt Studio, New York
EDWARD SCHULAK President, ES Equities, Birmingham, MI

12:45 P.M.–1:15 P.M.
OPEN DISCUSSION
WITH AUDIENCE PARTICIPATION

1:15 P.M.–1:20 P.M.
CLOSING REMARKS
JOHN MCMORROUGH Architecture Chair, Taubman College