



F88 Finding the Catalyst: How Design Innovation and Systems Thinking at the Small Scale Can Yield Large-Scale Impact HSW

05/01/09, 4:00 p.m.–6:00 p.m.

2 LUs-Entry Level

The panel includes architect/consultant/educator Susan Ubbelohde, engineer Kevin Hydes, and writer/researcher Allison Arieff. They will present work focused on intervention at the small scale with large impacts on buildings, organizations, and communities. Writer Kira Gould will discuss how collaboration with different disciplines can spur innovation and the implications of different types of diversity on practice models and will moderate a discussion about these issues that will include the panel and members of the audience.

Learning objectives:

- Evaluate innovative research and design processes underway at a leading university architecture school and by a leading think tank/change agent
- Assess innovative ways to transform team and project processes that impact design decisions
- Appraise design innovation possibilities at the very small scale and re-examine notions of scale and design, including consideration of scalable solutions

Speaker: Allison Arieff; Kira L. Gould, Assoc. AIA, LEED AP; Kevin Hydes, PE, Peng, C. Eng LEED AP, Hon. RAIC; and Susan Ubbelohde, Assoc. AIA

Provider: AIA Committee on the Environment, AIA Educator/Practitioner Network, Bruce Mau Designs, and William McDonough + Partners

Key Words: Sustainability, Collaboration, Research, Community

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presentations from diverse perspectives and a discussion about provoking change—in projects, communities, and in our industry

FINDING THE CATALYST:

How Design Innovation and Systems Thinking at the Small Scale Can Yield Large-Scale Impact

Kira Gould

director of communications, William McDonough + Partners
+ co-author, *Women in Green: Voices of Sustainable Design*

Susan Ubbelohde

principal, Loisis+Ubbelohde, + associate professor, at the University of California-Berkeley School of Architecture

Allison Arieff

writer/researcher for *The New York Times*, *Sunset*, and more; formerly with IDEO

Kevin Hydes

engineer and president of the Integral Group, past chair of the U.S. Green Building Council and the World Green Building Council

Session F88: Friday, May 1, 2009: 4-6pm
AIA National Convention



How can we train our teams to look for the leverage points?

What does scale have to do with how we define value or quality?

What does scale of intervention have to do with changing models of practice today?

How does the growing knowledge base about sustainability and design impact our pursuit of catalysts?

Is it possible to have catalysts amongst a group that works together frequently? Or do we get bogged down the longer we work together?

Is innovation the same as invention?

