

60

WORDS

**A BOTTOM
UP FUTURE
FOR OUR
PROFESSION**

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The following are 60 Words by over 60 Architects
on the Future of Residential Architecture.

What can we, residential architects, deliver for 7%? Our culture demands inexpensive and immediate products. The *luxury* of architecture service is no longer subsidized by leveraging the value of real estate. We can create value for limited services by aligning them with the fees of a Realtor, a service fee rarely second-guessed by homeowners, to vastly improve our housing landscape.

Bryan Anderson

The Zoophorian Synthesis A True Formula for Judging Good Architecture

Architecture should be judged according to Vitruvius's Ultimate Synthesis, but then added to this matrix: vernacular, (both cultural and topographic) and regionalism in respect to natural resources and labor. A new definition of architecture based on local scale of context, materials, culture, and ideologies to form the architectural building blocks, or the genome to true idiosyncratic regional design, Contextual Sustainability!

David Andreozzi

2020 vision

Home design, serving as nourishment for mind, body and spirit, is more crucial than ever imagined. Communicative inheritance, remembered as the true conveyance of cultural integrity, fosters an exchange of the sacred geometrical building blocks. The designers/makers redefine sustainability as the preservation of wisdom and long term relevance, creating vessels of sanctuary and ceremony for individuals/families to love.

Jeff Berkus

Residential architecture will be the leader in becoming a commodity service sold purely on price. We are well on the way today to achieving commoditization. Design quality is unimportant. Value & Quality are words of no meaning. How did this happen??

The "architect" has been displaced by the "computer architect." Just Google search to see the results. We live in limbo.

David Berner

In order to use less energy, the residential construction industry will become increasingly reliant on trained professionals to design homes. Architects are the logical profession to lead this team of professionals. However, if we are seen as providing primarily aesthetic input, we will become increasingly incidental to home construction. We must position ourselves as the managers of the design process.

Hallie Myers Bowie

3. DESIGN/BUILD firms avoid a heap of trouble...IF they can dissuade owners from watching HGTV, the folly of their fantasies...especially on smaller projects.

2. Hyper energy efficient homes MAY be mass-produced and will need good architects to make them clever & beautiful.

1. Clusters, condos and apartments will be the new paradigm for \$\$\$ land use IF driving becomes prohibitively expensive.

Jay Bright

While the public will continue to view residential architects as irrelevant because those who should advocate on our behalf elect not to, evolving code requirements will make us more relevant. Of necessity if not by choice, more people will discover the difference between the residential experience we create for them and what a catalogue or contractor would produce.

Joseph Campanella

Recently I heard a thirteen-year-old say, “being part of something means doing your part.” In these words, I hear the future. While the 1% will no doubt continue the folly of stand-alone architectural statements, the rest of us will do our parts to make a world that works. Each part, working together. Not merely surviving, but thriving.

Ross Chapin

As goes residential architecture, so go books on residential architecture. Bye-bye the glossy coffee-table book. Dreaming of a house by the water? Dream on. Not so big just got smaller. We're staying put, and want to fix the toilet, tile a floor, hang drywall, plant a garden. Who needs an architect? Who can afford green? But this too shall pass...

Peter Chapman

The future of residential architecture depends on 'starchitects' climbing down from their ivory design towers and transcending 'starchitecture-for-only-the-rich' by making available to everyone the 'emotional functional' living experience. If our profession cannot provide the essence of good architecture through the use of existing spaces and furnishings we'll never be able to do so with renovations, additions and new construction.

Terry Cline

Design trickle-down from our 1% is no longer relevant. Architecture will regain ground lost to miniaturized electronics and finance-shysters. The present will run its course. New variations of old building types will address our needs. Imagine a future of style revered for beauty, detached from ideology; function freed from the beat of con-pornist media; corporate rule extinct.

Perry Cofield

The next ten years will see the homeowner, indeed all occupants, resume their place at the center of the design process. After the ten-teenth green metric has come and gone, we will finally realize that it is still about the people and the place. There are no universal design solutions. There is just artful vernacular. And survival of the species.

John Connell

A thought:

Architects aren't popular because we don't want to be. In our dreams, the *zeitgeist* whispers: "Have mercy, oh Architect, abandon me not to popular taste!" I know an astrophysicist who prefers Arts & Crafts to Modernism. He wonders, "Why should my home represent the spirit of the times? My work takes care of that." Silly of us to think otherwise.

Tim Culvahouse

Practice Isolation
Need to talk
Bridge
I need more

Client

Relationship They - “We want....”
Me – “Why?”
You saw an image.
But, you can have more.....Feel!
Huh?
Here, borrow my glasses.

Now (+) Finding – stretching a hand to you
Learn again, again, again...
Grateful for sharing
Unexpected comrades
Unrealized markets
New value – my brain
I am more – I heArt more

Lindsay Daniel

Eating away at the dying bodies of architects while the AIA pledges its continuing allegiance to the 1%.



America wants you to be a Universal Design Certified Professional.

Dirk DeVault

CONTEXT

FOCUS ON THE BUILDING'S SURROUNDINGS,
WHETHER URBAN, SUBURBAN OR RURAL. PLAN THE
DESIGN TO FIT

LANDSCAPE

BRING NATURE INTO THE DESIGN

RESPONSE

DESIGN THE HOUSE AND ITS PASSIVE AND ACTIVE
SYSTEMS TO DELIVER LOW-ENERGY THERMAL
COMFORT

MODULES

USE MODULES FOR EASY COMPREHENSION

TEAMWORK

DESIGN AND BUILD WITH A TEAM; CONTRACTORS,
ENGINEERS; LANDSCAPE ARCHITECTS

Alfredo De Vido

The architectural education must educate students on the basics of the free-market business systems. Without business skills, there is no architectural practice. The residential practice has to compete against many players who are not qualified but can sell the work. Teach Architects the skills to close the deal. Hope is not a business plan.

Don Duffy

As Steve Jobs so wonderfully demonstrated, great design and technical innovation is critical and widely appreciated by the general public. When architecture performs at the same high level, the future is limitless.

Nils Finne

The Lost Leader

We have to take control of the projects we initially design and take them all the way to completion. Move beyond being a “consulting designer” to becoming managers of the entire project (contractors? developers?). Be masters of BIM as a construction management tool to control quality, accuracy, and provide ongoing clear communication. Highly educated licensed professional Architects shall **Lead!**

David K. Fisher

...a unique opportunity to look at how we fundamentally live. With an expansive and innovative approach to the tradition of historic preservation and single-family and multifamily typologies, we may see evidence of a new and refreshing connection with nature and built forms clearly grounded in the principles of sustainability and vibrant concepts of community life.

Kathleen Flynn

As a “non-architect” for 35 years, I believe licensing is imperative. However, our current economic and political situation will not allow the elimination of all “non-architects” over night. Dialogue among CORA, AIA, and AIBD representatives could provide an immediate solution, with a future focus on creating a specialized educational and licensing path for residential architects.

Larry W. Garnett

The Most Interesting Architect in the World observes:

In the past, to be busy and in demand, was an indicator that you were good.

In the present, to be busy and in demand, is an indicator that you are cheap.

In the future, to be busy and in demand, you must be both good and cheap.

Stay thirsty my friends.

Wayne Good

Residential Architecture : Future

= SOLAR AGE ... 'DESIGN' biz @ solarized 'CONTEXT'

@ SolarRoofs + SolarFacades-Walls-Glass + SolarFloors + SolarHybrid Assemblies

@ Building INTEGRATED SolarEnergy w/ Building INTEGRATED SolarArchitecture ...

= SOLARIZED architectural System-of-Systems = Job 1 >>> Net-Zero Energy living:

Architecture's old 'maxim'..."Form Follows Function"..evolves and transforms and leads into

>>> SOLARIZED FUNCTIONS @ ARCHITECTURAL FORMS !!

*** DesignPROs = SolarPROs ***

Ray Grecas

Residential architectural can be:

"Unity of Forms, Shapes, Tactile Feelings"

"Collaboration, Comprehension of like Minds"

"Stimulation of Common Sense, simplicity"

"Opportunities from Frustrations and Disasters"

"Honest, simple Designs"

"Balance of Sizes, Colors, Shadows, Site/Solar"

"Stretching material usage, design conceptions: USE HONESTLY!"

"Comprehension of demands, public communication"

"A solution solving more than ONE problem"

Michael F. Griffith

Residential architecture must adapt to the continuum of change as the composition of the family transforms, the home becomes more of a workplace and school, codes and regulations become more complicated, energy consumption and operating costs become more critical, and newer generations lose their connection to traditional styles and forms. Architects must comprehend and interpret these changes into livable homes.

Milton Gregory Grew

Recently my friend called to ask me a question about her new home that she purchased from a housing developer who informed her that the washer and dryer could not be located on the second floor because it would cause structural problems! Why didn't she use my services from the beginning? I hope this isn't the future of residential architecture.

Morgan H. Helfrich

The market for self-expression in residential architecture will endure, but with the increasingly asymmetrical distribution of wealth in the world. To remain viable, residential architects will need to step outside the comfort zone of their quiet workplace and traditional design strategies to engage with developers, planners, politicians and lenders to champion artful design for all levels of society.

Katherine Hillbrand

Like Slow Food, Slow Architecture is an idea, a way of living, and a way of building that creates beauty and unfolds gradually over time. Stillness; darkness; movement; light; a cool breeze through an open window; the intense heat of a fire. Simple. Subtle. Slow.

Susan Ingham

One thing is certain about the future of residential architecture and that is there will be one. The question becomes how shall we serve that future. I hope we serve with a collective unity of purpose, integrity in our actions, relevancy to needs and excellence in deployment of our skills. Through these principles our value will be recognized and rewarded.

John J. Isch

Fifty years ago, in 1962, the US population stood at 186 million people. Today it is 312 million. It will grow in the next forty years by more than the entire 1962 US population, to half a billion.

How will we house another 186 million people in four decades? Answering that question is the future of residential architecture.

Barry Katz

Until we understand health is not a business but a by-product of a civilized society, that unfettered capitalism is a destructive process, that endangering the public welfare is a punishable crime, and until we understand that the goal of society is to reach for civilization, which is measured by its culture, there can be no future for architecture.

Philip S. Kennedy-Grant

We will prosper if we realize that the desires and needs of our clients need to shape our design solutions. A few architects in any generation are “form givers.” They push the edges of the design profession. The rest of us need to be the best designers and problem solvers within the forms that our clients can understand.

Robert Knight

After 30 years of practice, here is my professional compass:

1. Pay attention!
2. Okay to say “I don’t know.”
3. Budget kills quicker than design. Respect your client’s money.
4. Return calls/emails same day.
5. Personal and frequent client contact is better than liability insurance.
6. Don’t be afraid of builders. Avoid archi-lingo. It’s pretentious.
7. Say “thank you.”

Taso Kokorois

Over regulated, Over licensed, Over educated, Under insured, Creative, longing, concerned, dreaming, thinking, plotting, struggling, emerging, radical change agents, slaves to the code, servants of the budget, whipped by every brain fart of bureaucracy, responsible without authority, blamed, credited, non-credit worthy, broke, technology and environmental innovators and pioneers, building a sane sustainable future, organizers of survival through design

Steve Lamb

I still want to be a residential architect. I am energized by the expansive possibilities of adding artful pleasure, thoughtful order and economic value to our houses. Every day, I see more opportunity than I can capitalize on to engage in good design. Be inclusive not exclusive. Provide good service. Lead people through the inspiring process of making a home.

Jean Rehkamp Larson

Twenty years in architecture – ready for what's next! My first ten years were spent learning from mentors. My second ten years were spent launching a practice. The third ten years are for refinement: To settle the patterns of our office, give ourselves the space to look further ahead, to lead more intuitively and bring more art to our work.

Mark Larson

Transform light and space
To create commodity
Firmness and delight

Serving our clients:
Working with them to satisfy
Their needs and desires

Understand nature
Conserve precious resources
Minimize footprint

Success is leaving
Everything we start with
Better than we found

Thomas Lawrence

The future of residential architecture will thrive with the rise of Entrepreneur Architects pushing the boundaries of traditional practice; taking it to new heights. Recovering their status as “leader,” architects will offer society realistic solutions to global problems. Entrepreneur Architects will use their unique skills to alter the future of civilization AND be proudly profitable while doing it.

Mark R. LePage

Colleagues, clients and complete strangers collaborate to produce meaningful work, while macro and micro payments flow electronically in dollars and Bitcoin. The creative commons alters concepts of intellectual property, and abundant data is captured and measured to accurately reveal (among other things) the true contributors to value. So, architects are at last properly recognized and compensated for what they do.

Erik Lerner

Residential architecture will continue to flounder until the general public is sufficiently educated (early on) to understand the beneficial impact good design has on one's individual experience, mankind and the environment.

David R. MacLean

We are experiencing a small boom of electric vehicle types that demonstrates how a great idea for the planet can be designed to serve many people's needs and desires, from the Zenn car to the Leaf to the Tesla. The best of residential architecture will be this efficient, fun and responsive to live in, while healing many pressing planetary ills.

Lydia Marshall

In the midst of forced economic redefinition the distracted discipline of architecture has seemingly become comfortable tagging along. With the need to redefine our discipline, we have an invitation to reinvent an architecture of usefulness. Can youth guided by experience remove the layers of complexity standing between architectural explorations and the problems begging for solutions?

Chris Meyer

America remains a growing economy partially fueled by insatiable desire to build and preference for building better. Architects are uniquely qualified to aid and direct the creation of better buildings. The past two decades has seen substantial growth in architecture of custom homes, pre-manufactured homes, remodelings and in-home plan sales. Yet the opportunity remains for much more to be accomplished.

Dale Mulfinger

When I began my career, being an architect was inseparable from the craft of drawing and model making. Twenty years later, I realize that I no longer own a drawing board. I feel akin to a musician who writes music directly with software, never laying hands on an instrument. Increasingly, building design feels less like original composition and more like sampling.

David Neiman

There will always be applause for custom homes, but in the pursuit of higher quality, lower cost, and a controlled waste stream. I envision these backdrops more as kits of unique parts crafted of local ideas & materials to be assembled, not constructed, on site. Homes are where we stage our lives, the sets should celebrate the play.

Eric Odor

Currently there is no future for residential architecture- there is only the past and the present tense. The daily assault on an architect's relevance must be countered and above all, fostered. Only when architects can transcend to omnipresence of Today, can the seeds of a future be disseminated. So what will you do TODAY to make architects relevant?

Keith A. Palma

One **word**:

HEarth

Because God is in the details

he**ARTH**

For beauty and craft in every project

h**EARth**

To the future, always learning, always sharing

HEARTH

What we give our clients first and best

HEARTH

To discover and express the essential

h**EARTH**

Respect informs every practice, process and product

HEARTH

Because quality of home is central to quality of life

Shawn Glen Pierson

AMERICAN DREAMS

Wall Street Fannie Mae
False life too hot too big too
Dead dream home away.

Spring green morning due
Again the procreant urge
To gather small strong.

Patrick L. Pinnell

One of the great things about CORA is its membership diversity. We will lead in the future not only by listening but by documenting and disseminating excellent ideas. Collectively, our wisdom is synergistic, making us stronger. Acknowledge that everyone has something valuable to contribute. Educate and be open to possibilities. Reflect and improve upon design and construction processes. *Collaborate. Innovate.*

Andrew Pressman

The war is over. Moving forward we will construct Architectural sentences with Palladio and Neutra in peaceful coexistence. For my generation, I see one common language, linking past and present as they walk arm in arm towards the light of beauty.

Ken Pursley

What if houses...

...were made of materials that naturally kept you cool in the summer and warm in the winter?

...were painted with solar paint that could transform sunlight into useful energy?

...could transfer the energy of the wind from its every external surface into useful energy?

...didn't require a monthly payment to utility companies?

...weren't on life support anymore?

Katy Purviance

Residential architecture has and increases to gain greater public awareness for its impact on our individual and collective lives. Mankind's physical and spiritual lives are improved as the general quality and aesthetic of home design is improved. The future is bright for those architects who strive with passion to create endearing design that resonates joy and peace to its owner.

Mark S. Queripel

Architects need to be prepared to design urban, mixed use, mixed income, green, affordable, comfortable and delightful communities. All the while, our services have to be relevant and affordable. It is time to return to quality over quantity. We need to realize that we are more influential as part of a team, designing with the client, not at the client.

Allison Ramsey

Learn how to “sell” your services by explaining how they’re ultimately *free!* Good design utilizes space, material, & energy efficiencies. Compared to poor design, you’re able to reduce the square footage (and thus cost to build) by 10% without sacrificing *usable* space; reduce material costs; lower energy bills. You need to explain this to clients with side-by-side illustrations and charts.

Thomas Roedoc

Can you imagine Noah trying to get a building permit to build the Ark? It would still be in the planning and zoning department and we'd all drown. As it is, we are drowning in a sea of regulation without consideration to the whole point of design: to build homes for people who need a place to reside, nothing more.

Steve Allen Shard

I became an architect because I loved designing buildings and wanted to make a positive difference socially and environmentally. I have "Howard Roark Syndrome."

We have become a profession that seems comfortable with the lip service of environmentalism rather than the pain required for progress, a profession that seems out of touch with issues of social justice that involve architecture.

Alan Shope

I have been a Custom Residential Architect for 30 years. I have felt that the AIA did not provide any benefits for Residential Architects. I have been involved with CORA since the beginning. I am now on the advisory committee for CRAN, now a Knowledge Community of AIA. For the first time, I feel our voice is being heard.

John Stewart

A select group of people will always want a custom-designed home. The architect will continue to be responsible for managing client expectations and helping everyone visualize the finished project. New software tools will be less important than the ability to instill trust in the client by listening effectively and demonstrating a willingness to make improvements to the design at any point in the process.

Dave Stuhlsatz

We who carry the torch for this subset of the profession are performing a vital role in teaching the public about the place of thoughtful design in the creation of better environments for living. Never lose the faith. It is our collective conviction in the importance of what we do that will change the residential architecture marketplace of tomorrow.

Sarah Susanka

I believe form follows function, light develops volume and that proportion, scale and detail create distinction. The joy of design is in the users experience of the space. Existing housing stock will be improved by interactive design that engages the user in creating their own space. Our role is to facilitate the transformation of what is to what could be.

Jonathan Weaver

By refocusing our collective energy outwards, away from ourselves, towards the public/our potential customers, we will achieve our architectural goals with greater efficiency.

Sara S. Whicher

The future of residential architecture resides in our cities. The ineluctability of global sustainability will sharpen our focus and dwellings will be smaller, more compact, more meaningful to our lives and better integrated into our communities. The concerns of dwellers will shift away from Jacuzzis, marble in the foyer and name dropping appliance brands and toward community and urban design.

Glenn Williams

IMHO the Future of Residential Architecture should embrace...

Multi-Use Spatial Functionality / Multi-Generational Co-Habitation / Sustainability / Accessory Dwelling Units / Down-Sized Spatial Requirements / Adaptive Re-Use / Efficiency / Addition(s) / Remodel(s) / Renovation(s) / Site Specificity / Cool Roofs / Green Roofs / Grey Water / Photo-Voltaic / Design-Build / Solar Orientation / 21st Century Technological Advancements / Natural Environment / Alternative Lifestyles / Urban Infill / Multi-Family Townhomes / Open Floor Plans / Natural Lighting / Renew / Reset...

George Daniel Wittman

The house and the (iron) horse will shape our culture as they have since the European conquest of the New World. The next Great American House will be a Passive House that embodies deep American themes, honors its particular place, nurtures many forms of family, and helps us be better neighbors and better stewards of the productive, working, weary earth.

Mark Wright

Residential architecture is an important, often overlooked, area of practice. Homeowners benefit from homes that “fit” their lifestyles, family sizes, and tastes. Given home prices, and the cookie-cutter configurations of most recent home construction, more families will need our services to configure their homes to work best for all family members.

Dawn Zuber