

DESIGN FOR IMPACT

ARCHITECTURE FOR A CHANGING WORLD

The Architects Foundation
2015 Annual Report

**Architects
Foundation**

The Foundation for the
American Institute of Architects



Cover image: Public event organized by the Gulf Coast Community Design Studio, a founding member of the Architects Foundation's National Resilience Initiative

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MESSAGE FROM THE FOUNDATION PRESIDENT

“**W**hen are we going to build for democracy? When are we going to understand the significance of the thing ourselves, and live up to it?”

The words are those of Frank Lloyd Wright. The challenge he laid down nearly 70 years ago is no less urgent, perhaps more so as we come to a growing appreciation of the many ways architecture touches each one of us.

Today, the Architects Foundation takes up Wright’s challenge. We invite everyone who has a stake in more livable communities – which means everyone – to learn about and use the growing resources of the Foundation to help shape our homes and communities in ways that respect our precious architectural heritage, support wellness, remain resilient and, of course, promote wonderful design. For and by all people – this is the architecture of democracy.

The Foundation is an advocate for the beauty and history that is America’s irreplaceable architectural heritage. Through years of careful stewardship by the American Institute of Architects, the Octagon is a model of enlightened preservation that seeks not only to preserve the legacy of the past, but to learn from it.

The Foundation provides scholarships to young men and women regardless of gender, race, creed or economic circumstances. To shape an architecture that serves all the people, we need a profession that mirrors the rich tapestry that is the United States.

The on-going public health crisis, as seen in the epidemic of obesity, has shed new light on how the designed environment affects our well-being. Public transportation, parks, bicycle paths and the freedom to walk to schools or the local grocery store – these have a demonstrated impact on mental and physical health. The Foundation provides a forum for research and advocacy for designing healthier communities.

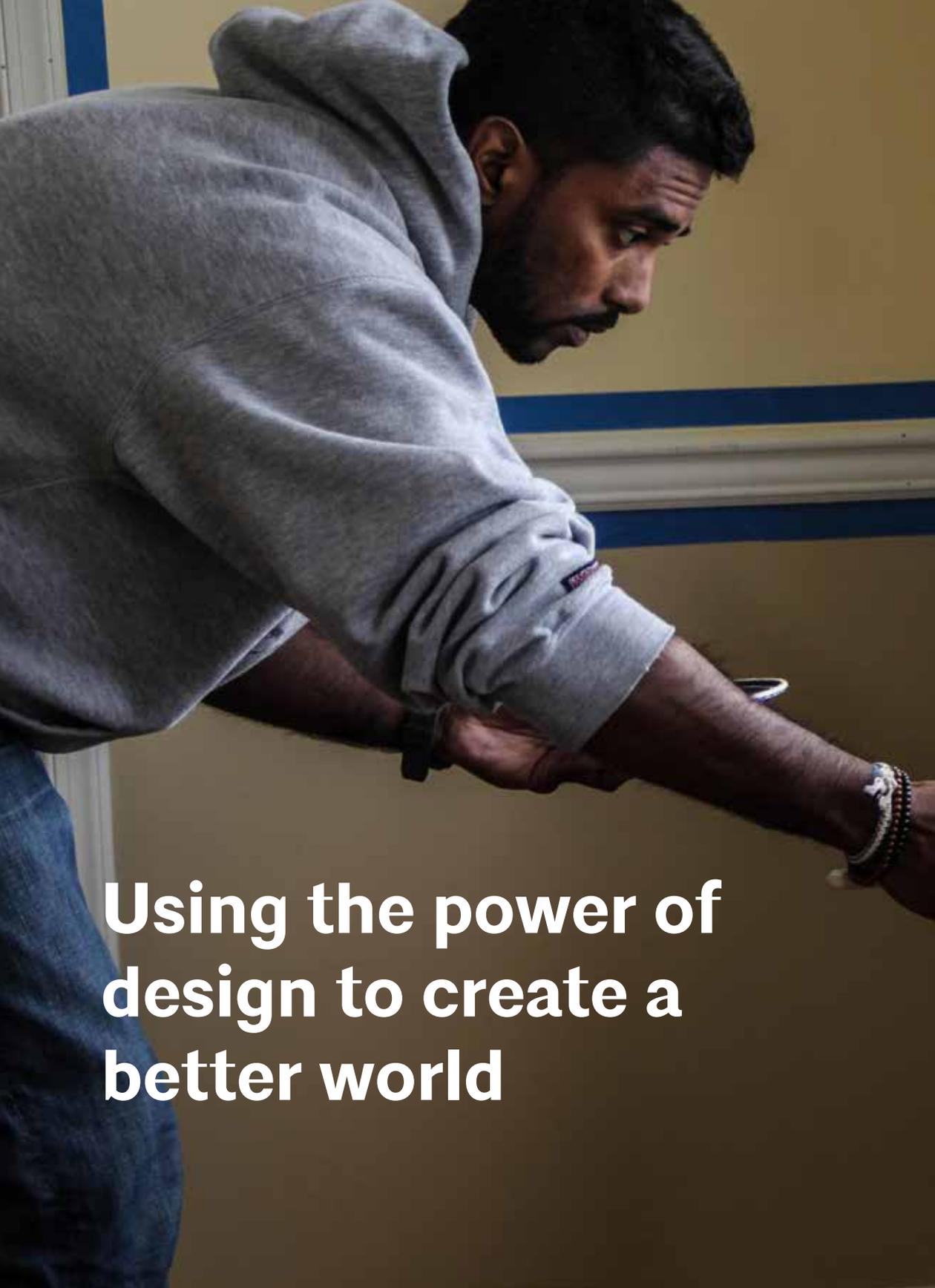
As the population of our towns and cities grows, more of us are in harm’s way. In coordination with the AIA, the Foundation will share resources to coordinate disaster responses. The greater challenge taken up by the Foundation is how to create a network of resilience studios that can help our communities prepare before disaster strikes.

This first annual report provides additional information about what we are calling the Architects Foundation’s four pillars: preservation, education, health and resilience. I invite you to read the report and learn more.

An architecture that reflects the highest ideals of a democracy? Mr. Wright, we are up to the task.

Jeffery Potter, FAIA
President, Architects Foundation
AIA President, 2012





**Using the power of
design to create a
better world**





Clients and partners with the Gulf Coast Community Design Studio in Biloxi, Miss.

A Year in Review

New faces, new look, new perspectives

Great places are great by design. The Architects Foundation stays true to this mantra by showing the value of architecture through actionable programs in resilience, health, education and preservation. We proudly advocate for architecture's value, champion tomorrow's design leaders, strengthen today's communities and preserve the treasures of our past.

Armed with a new logo and name in 2015 – shortening the “American Institute of Architects Foundation” to simply the “Architects Foundation” – we continue to sharpen our message, expand our partnerships and broaden the range of our financial contributors.

As startup projects and longstanding initiatives evolve, so has the general make-up of the Foundation, which increased its

Board of Directors from six to 11 members for an additional layer of expertise. In the past year, our board members dedicated themselves to everything from scholarship programming and fundraising campaigns to the challenges of historic building preservation.

Importantly, we want to welcome Jeffery Potter, FAIA, as the new Architects Foundation President, a post formerly held by board member George Miller, FAIA. Jeff brings to the board a career-long commitment to sustainable solutions, design education and community-minded projects.

The Architects Foundation wants to thank all of our supporters in this shared effort to harness the power of design to solve social problems, transform lives and create a better world.



A YEAR IN REVIEW

Changes to the Board of Directors

The Architects Foundation Board of Directors welcomes a new president and five additional members.

The Architects Foundation Board of Directors nearly doubled in size during 2015, seeing the addition of five members as the organization embarks on some of its most far-reaching projects and programs to date.

The year marked another new chapter in Foundation leadership with Jeffery Potter, FAIA, moving from board Vice President to President – a post held by George Miller, FAIA, who stays on the board as a director.

Like his predecessor, Jeff served as a national president for the American Institute of Architects (in 2012) as well as president of the Texas Society of Architects, one of the AIA's largest state chapters. A well-known voice for better built environments in Texas, Jeff brings his focus on community and resilience to the national stage.

THE ARCHITECTS FOUNDATION BOARD OF DIRECTORS

Jeffery Potter, FAIA, President
Graham Davidson, FAIA, Treasurer
and Interim Secretary
Cliff Curry, FAIA
Anzilla Gilmore, AIA, NOMA
R. Steven Lewis, AIA, NOMA
David Melançon
George Miller, FAIA
Richard Newman
James A. Walbridge, AIA
Carole Wedge, FAIA

Now an 11-member team, the Board of Directors oversees an unprecedented range of interconnected programming. With expertise spanning well beyond architectural practice, the board members are ready to meet the challenges of the 21st century.

Board of Directors expands by five new members to meet future goals



Cliff Curry, FAIA, currently practices architecture with a primary focus on architectural service. He co-founded and serves on the boards of the Curry Stone Foundation and the Curry Stone Design Prize. Previously, he served as a partner at William Colson as well as owning a design-build company concentrating on LEED-certified construction for new buildings and historic renovation projects.



Steven Lewis, AIA, NOMA, is an architect and a tireless advocate for social justice and diversity within the field of architecture. Awarded a prestigious Loeb Fellowship at the Harvard Graduate School of Design for the 2006-07 academic year, Steve also served a two-year term as president of the National Organization of Minority Architects (NOMA).



David Melançon served as the Chair of Corporate Advisory Board for the National Resilience Initiative. David most recently served as EVP and Chief Marketing Officer for Benjamin Moore & Co., where he led all facets of brand-building for the iconic paint company, including product management, retail, color innovation, marketing, education, strategic alliances and corporate communications.



James A. Walbridge, AIA, is the President of Tekton Architecture and the 2015 Chair of the Custom Residential Architects Network (CRAN), an AIA Knowledge Community. James currently serves as the 2015 Chair for the AIA Custom Residential Architects Network Knowledge Community and also serves on the 2015 AIA National ArchiPac Steering Committee.



Carole Wedge, FAIA, President of Shepley Bulfinch, received the Award of Excellence at the 14th annual Women in Design Awards, which was hosted at the Architecture Boston Expo. She is a member of the AIA Large Firm Roundtable, a trustee of Boston Architectural College and a corporator of the Wentworth Institute of Technology.



A YEAR IN REVIEW

Sharp Name, Sharp Approach

The Architects Foundation shortened its name in 2015 and reorganized programming into four categories.

To better focus on its diverse and wide-reaching goals, the Architects Foundation divided its programs into four targeted categories or “pillars.”

DESIGN AND HEALTH: The Design and Health Research Consortium and affiliated administrative efforts

EDUCATION: Scholarships for architecture students and young professionals

PRESERVATION: All restoration work and museum programming at the historic Octagon House

RESILIENCE: The National Resilience Initiative and its National Resilient Design Network

The Foundation also revised its name in 2015, taking the last two words of its long moniker the “American Institute of Architects Foundation” to become simply, the “Architects Foundation.”

While still formally known as the “American Institute of Architects Foundation,” the Foundation will use its shortened title for all outreach materials as well as in its new official logo.

The American Institute of Architects Foundation

— IS NOW —

**Architects
Foundation**



YEAR IN REVIEW

Inaugural Annual Campaign

For six weeks, the Architects Foundation reached out to 28,000 potential donors

After a number of strategic planning sessions throughout the summer, the Architects Foundation launched its first annual campaign, targeting more than 28,000 potential donors during a six-week effort that ran from October to December.

With close guidance from board member David Melançon – who served as Chief Marketing Officer for legendary paint company Benjamin Moore – the fundraising campaign took the shape of six well-crafted emails, each concentrating on one of the Foundation’s main focus areas.

A compelling video started the series, highlighting design’s power and potential in 30 short seconds. In the following weeks, potential donors received emails discussing the Foundation’s work with scholarships and education, resilience

and sustainability, historic preservation and design for health.

Each email links to the Foundation’s donation site, where supporters select contribution amounts and a frequency of payment. A donation button has since become a permanent feature on the Foundation’s website.



A still from the Architects Foundation’s 2015 annual campaign video



A cyclist rides through Manhattan's Lower East Side on New York City's 1,000-mile network of bike lanes.

Design and Health

The Design and Health Research Consortium

Healthy environments mean more than the absence of disease. They combine safety, social connectedness, sustainability, resilience, equity and access. They make healthy choices easy choices, and inspire a sense of well-being and, even, happiness.

Design is critical to realizing healthy environments. The intersection between the built environment and public health offers an extraordinary opportunity for architects not only to provide for the health, safety and welfare of the public, but to design innovative and inspiring solutions that contribute to the broader discussion of how thoughtful and well-researched architecture can positively impact individuals and communities – a key component to the Architects Foundation’s overall mission.

In partnership with the AIA and the Association of Collegiate Schools of

Architecture, the Architects Foundation formed the Design and Health Research Consortium in late 2014 to help translate research about design’s influence on public health for practitioners, policy makers and members of the public seeking to improve the health of their communities.

The Foundation and its partners provide a shared lexicon for generating, disseminating and multiplying the effectiveness of research-based design solutions. We provide the institutional support needed to expand existing research on the relationship between design and health, and facilitate the development of new funding opportunities. In 2015, members of the Design and Health Research Consortium helped more than 1,000 practicing architects, public health professionals and community members outside of academia to see design solutions as a means to foster health.



DESIGN AND HEALTH

Growth of a National Network

Consortium research aligns with the AIA's six areas of focus: environmental quality, natural systems, physical activity, safety, sensory environments and social connectedness.

In September, the Architects Foundation and its partners announced plans to expand the Design and Health Research Consortium, adding up to six new university-led teams to an inaugural cohort of 11.

These additional research groups will continue the Consortium's mission to pursue, acquire and disseminate knowledge at the intersection of design and health disciplines, showing architecture's vital role in creating healthy communities.

Like all Consortium members, new teams will include both health and design experts, have a demonstrated body of funded research and maintain partnerships with organizations including other universities, firms, community design centers, public health institutions and government agencies. Work of all member groups must align with

the AIA's six areas of focus: environmental quality, natural systems, physical activity, safety, sensory environments and social connectedness.

Interested research groups were asked to complete a comprehensive Request for Qualifications (RFQ) application by mid-October, with a review process lasting until the end of 2015. As with prior acceptance procedures, applicants are selected by a jury of peers, including representatives from the Association of Schools and Programs of Public Health and the Association of Collegiate Schools of Architecture. The Architects Foundation was represented by board President Jeff Potter, FAIA.

Members of the Consortium's second cohort will be announced in late 2015, with new teams posted on the Foundation's website.



Members of the Design and Health Research Consortium

Columbia University

Drexel University

**NewSchool of Architecture & Design,
Innovative Design Science and the
University of California, San Diego**

Texas A&M University

Texas Tech University

University of Arizona

University of Florida

University of Illinois, Urbana-Champaign

University of Kansas

University of Miami

University of Oregon



Exhibition exploring daily life in the Octagon House's kitchen and service areas

Preservation

The Octagon House comes back to life

Preservation doesn't just revive the past, it also reveals invaluable insights about how to protect our iconic treasures and build better structures for tomorrow.

The Architects Foundation and the AIA continue to uncover best practices in preservation by rejuvenating the Octagon House, a historic landmark and a living laboratory museum located in the heart of Washington, D.C.

Designed by William Thornton – architect of the U.S. Capitol Building – the Octagon has witnessed some of American history's most significant moments, including a time when the building served as President James Madison home after the burning of the White House in the War of 1812. Madison ended the conflict with the Treaty of Ghent, signed on the home's second floor.

Prestigious families, political leaders and entertainers walked its halls before the AIA made the large brick home its headquarters in the early 20th century.

Today, the Octagon teaches us about America's past and its continued progress. In return, the Foundation remains committed to keeping its structure sound and its legacy alive with exhibits, educational programs and multi-site partnerships. We hope to transform the way preservation is performed, sharing lessons we learn along the way.

The Architects Foundation administers the Octagon, carefully restoring the building as a national model for historic preservation. The house museum hosts renowned exhibitions on architecture, design and history in addition to scheduling a wide range of events.



PRESERVATION
**Engaging
Exhibitions**

Image of the Octagon in the 1930s, part of the house museum's 2015 exhibit marking the 50th anniversary of the National Historic Preservation Act

Committed to promoting historic preservation and architectural history, the Architects Foundation curated two large exhibits in 2015, installing artifacts and information panels inside the Octagon's dedicated gallery spaces. As always, admission to the house and its exhibitions is free to the public.

Thanks to the generous support of Pei Cobb Freed & Partners Architects, the Foundation organized an exhibit on the AIA Gold Medal, one of architecture's highest honors for more than a century.

Showcasing the work of legendary architects like Frank Lloyd Wright, Frank Gehry, I.M. Pei and Julia Morgan, the exhibit traces the history of the award, highlighting the practice, art and personality of its honorees from the 19th century to today.

The exhibition — which garnered considerable attention following an article on the popular Curbed website — included an additional area on the career of Moshe Safdie, who was presented with the AIA Gold Medal in the weeks leading up the show.

In November, the Architects Foundation commemorated the 50th anniversary of the National Historic Preservation Act with “Up from the Past,” exploring the Octagon's numerous restoration projects.



AIA Gold Medal exhibit, on view through June 2016



PRESERVATION
**Popular
Programming**

During a May talk at the Octagon, award-winning journalist Cokie Roberts speaks with actress Leigh Jameson, who portrayed Dolley Madison.

Continuing to extend the breadth of its programming, the Architects Foundation made history come alive in 2015 with events aimed at situating the early 19th century Octagon House within the broader context of the early years of the United States.

To commemorate the 200th anniversary of the Treaty of Ghent – signed by President Madison at the Octagon to end the War of 1812 – the Foundation recreated the historic signing ceremony in February. The detailed reenactment featured live actors using the original wooden box that housed and protected the now-famous document.

In the spring, celebrated journalist Cokie Roberts gave an intimate talk at the Octagon about the experiences, influence

and contributions of women during the Civil War, a conflict she argues forever changed the role of women in the U.S.

Following the event, Roberts signed copies of her most recent book *Capital Dames* at the AIA Store inside the American Institute of Architects headquarters, just across the Octagon’s rear courtyard.



Reenactment of the signing of the Treaty of Ghent



PRESERVATION

Restoration Continues, Inside and Outside

Much-needed window restorations, part of an ongoing effort to seal and protect the building's interior space

In late 2015, the Octagon underwent a new round of preservation to help the building's moisture control. Work included improved drainage and waterproofing in the courtyard and around the building foundation, removal and repair of moisture-damaged plaster, repair to the exterior brick and the restoration of original windows.

Led by Foundation board member Graham Davidson, FAIA, this project strengthens the exterior envelope while maintaining the barriers that keep moisture, weather and pests out of the building. Ultimately, this work ensures the building is safe for historic collections and comfortable for visitors.

The coming years will see improved interpretation in the courtyard between the Octagon and the AIA headquarters building. While the smokehouse remains the only

outbuilding from the home's early years, new signs and displays will help visitors envision what the Octagon grounds looked like one and two centuries ago.

Though little is left to preserve from the courtyard's original layout, the small area offers unique opportunities to educate visitors about the often overlooked social history of our nation's capital.



Rear courtyard of the Octagon House, c. 1927

Talk of the Town . . . Two Centuries Later

As its unique public events and exhibitions continue to attract local and nationwide attention, the Octagon has seen a nearly 500% growth in visitorship during the last three years.

In 2015, mentions in far-reaching outlets like the Washington Post and the History Channel boosted recognition on a national level, while online pieces from Curbed DC and local public television and radio station WETA helped to draw new visitors from the greater-Washington area.



The Washington Post



The Octagon Museum

2013

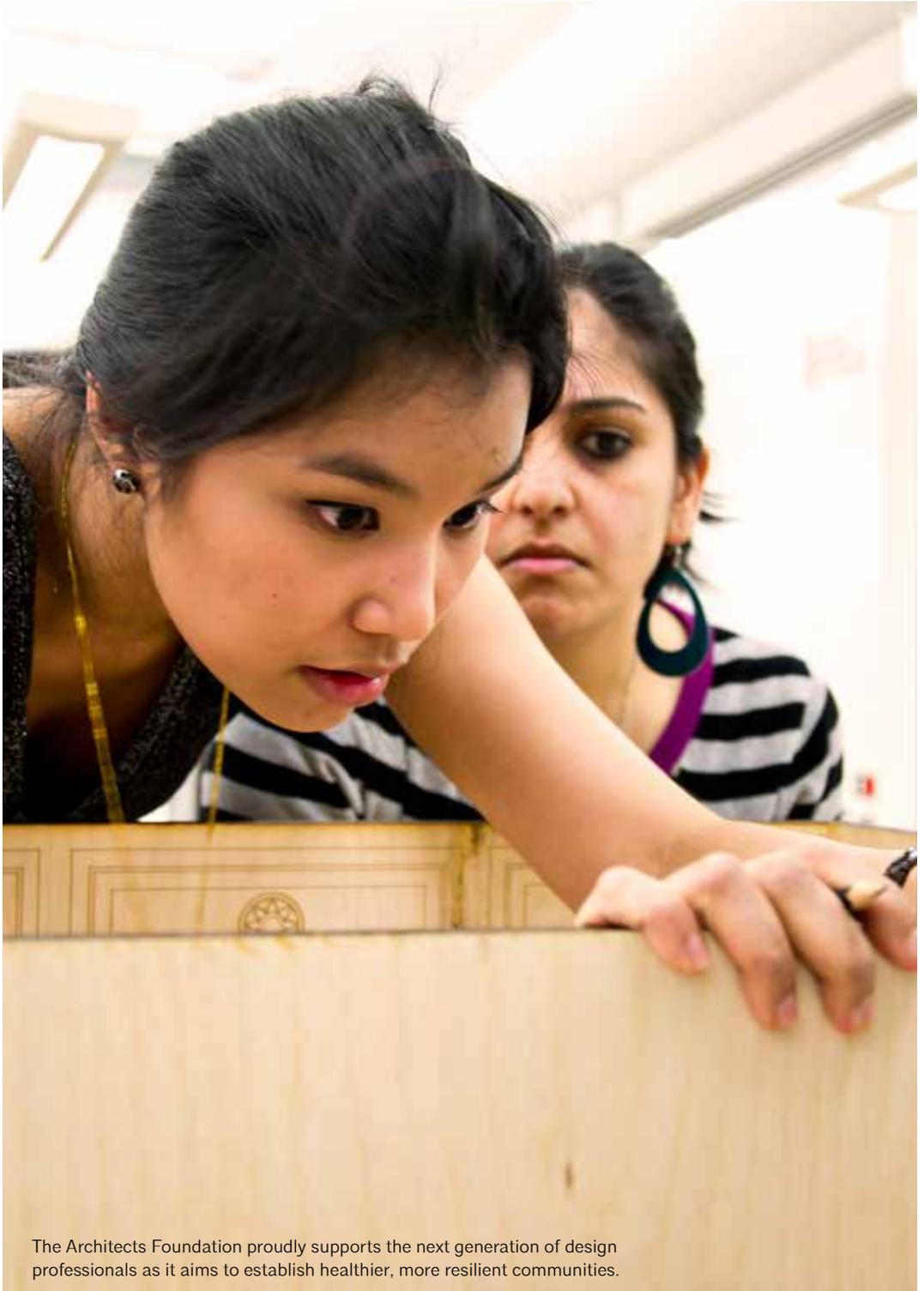
933 VISITORS

2014

2,710 VISITORS

2015

4,309 VISITORS



The Architects Foundation proudly supports the next generation of design professionals as it aims to establish healthier, more resilient communities.

Education

Scholarships, diversity and outreach

An architecture degree can be life-changing, altering the paths of students from economically-challenged or minority communities. The experiences and perspectives of these students can be just as impactful to the field of architecture itself, helping to shift and evolve long-standing paradigms of design.

To cultivate this intellectual capital, the Architects Foundation proudly supports this next generation of design professionals as it aims to establish healthier, more resilient communities.

Our Diversity Advancement Scholarship prepares tomorrow's architects for the social, economic and environmental challenges that lie ahead. This program reaches out to recent high school graduates, college freshmen and

community college students from minority or financially-disadvantaged backgrounds who intend to pursue a professional degree in architecture.

The Foundation helps secure funding for the initiative, which also provides recipients with mentors and professional training opportunities in addition to \$4,000 a year for up to five years of study.

Early in 2015, the Foundation raised \$20,000 from Benjamin Moore and Company to continue developing the diversity scholarship program. As well as funding student awards, part of this major donation will create a report that chronicles the careers of past recipients. Once complete, the full report will be shared on the Architects Foundation website.



A newly-developed poster campaign for the Foundation's Diversity Advancement Scholarship

Since it launched in 1970, the Diversity Advancement Scholarship has helped nearly 2,000 students across the country. And thanks to a recent \$1 million commitment from the AIA Board of Directors, the program will continue to expand.

Building up its scholarship portfolio, the Architects Foundation partnered with the AIA to revitalize fundraising efforts for the Jason Pettigrew Memorial ARE Scholarship

RECIPIENTS OF THE 2015 DIVERSITY ADVANCEMENT SCHOLARSHIP

Kayla Allen, University of Illinois
Sophie Chien, Rhode Island School of Design
Marcos Boras Jiménez, Virginia Tech
Vaughn Lewis, The Cooper Union
Sydney Nguyen, California Polytechnic State

program. Administrative and legal necessities were implemented in 2015 as planning continues for 2016.

The Pettigrew award recognizes significant contributions of associate members of the American Institute of Architects. In an effort to support these emerging professionals, the award encourages them to complete the licensure process by defraying the entire cost of the Architect Registration Examination (ARE).

As an added bonus, this generous scholarship package also includes a comprehensive set of Kaplan ARE study materials.

Scholarship application will be available through the Foundation's website.



**Cultivating
intellectual
capital for a
more promising
tomorrow**



Students with the New Jersey Institute of Technology's Center for Resilient Design plant grasses in Sea Bright, N.J. to protect from beach erosion.

Resilience

The National Resilience Initiative

The National Resilience Initiative (NRI) is a program of the Architects Foundation — with support from the AIA, the Rockefeller Foundation’s 100 Resilient Cities, the Clinton Global Initiative, Public Architecture and the Association for Collegiate Schools of Architecture — to create a nationwide professional and academic network of design programs that advance resiliency in the built environment. Together, these studios form the National Resilient Design Network (NRDN).

As increasing social and environmental disturbances change prevailing concepts of stability, resilience helps to gauge and reinforce a region’s adaptability to future challenges.

The NRI and its partners will use the power of design to devise approaches

that ensure built environments and social systems remain adaptable and functioning when faced with changing conditions. Studios will create robust neighborhood-based programs in their respective regions, fostering public-private partnerships that can be leveraged to achieve new community goals of resilience.

Through experimentation with materials, design approaches and construction technologies, NRI case studies have the opportunity to inform new policies and best practices at local, state and federal levels.

Tapping the expertise of the AIA’s extensive membership, the NRI envisions an ever-expanding base of resilience knowledge to solve the many design challenges ahead.



RESILIENCE

Studio Network Grows

A revitalized streetscape in Fayetteville, Ark., part of a transit-oriented city plan by the University of Arkansas' Community Design Center at the Fay Jones School of Architecture

At the 2015 AIA National Convention in Atlanta, the Architects Foundation announced two more NRI studios to join the New Jersey Institute of Technology's Center for Resilient Design, which represents the design network's Northeast region.

Located in Biloxi, Miss. in the heart of the NRI's South and Gulf region, Mississippi State University's Gulf Coast Community Design Studio (GCCDS) was created to respond to Hurricane Katrina. Its mission has since evolved from disaster recovery to long-term planning and resilience. The studio offers design services to households and communities facing hurricane risks, expanding flood zones and sea-level rise.

Based in Fayetteville, Ark. within the NRI's Lower Midwest region, the University of Arkansas Community Design Center

concentrates on the complexities of population growth by emphasizing transit-oriented development, watershed urbanism, low impact development, context-sensitive street design, smart-growth urbanism — issues that not only affect the cities within Arkansas, but emulate challenges of many mid and large scale cities across the U.S.

In 2016, the Architects Foundation will announce the last of its six studio partners in the NRI's three remaining regions — West and Rockies, Upper Midwest and Mid-Atlantic.

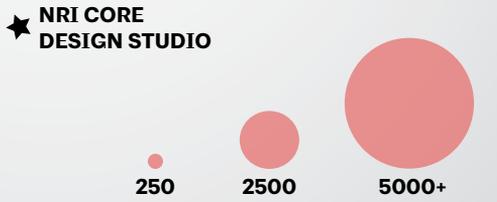
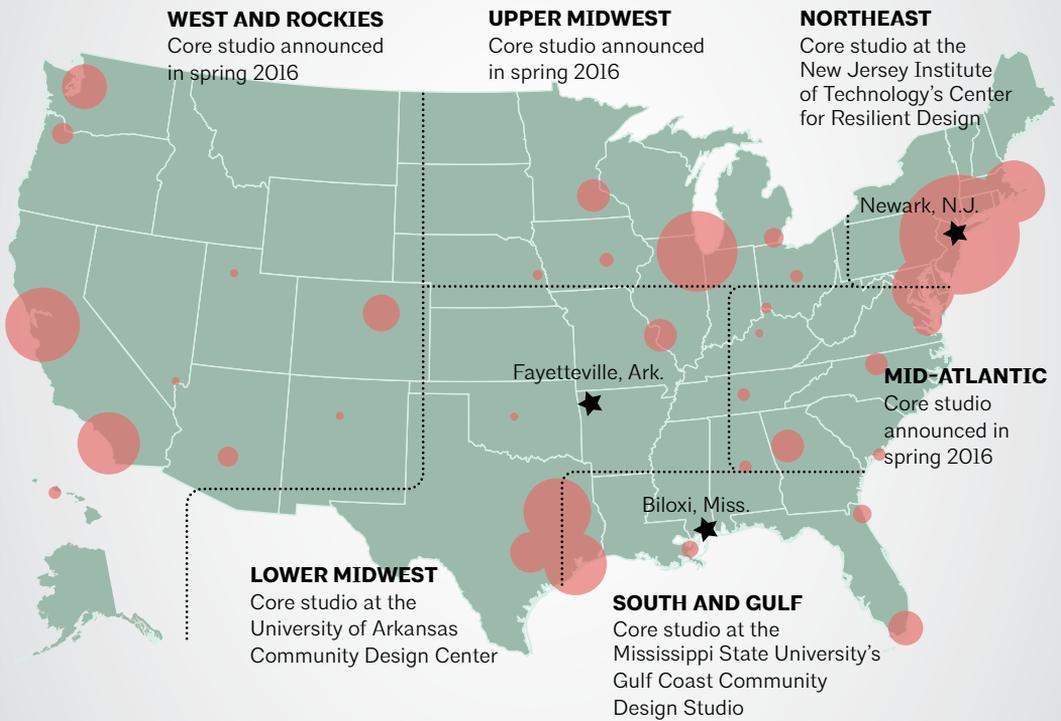


Women in Construction center by GCCDS

NETWORKED KNOWLEDGE BASE

NATIONAL NETWORK WITH CLOSE AIA MEMBER ALLIES

With three design studios in place during 2015 – and another three to be selected in 2016 – the NRI will tackle resilience issues from coast to coast. Close support from AIA and its expansive membership base will help see NRI design programs and projects implemented at local, state and federal levels.



APPROX. NUMBER OF AIA MEMBERS



RESILIENCE

Taking Resilience to the Public

The Foundation released its first National Resilience Initiative report in September at the CGI annual meeting.

In September, the Architects Foundation unveiled its first public report on the National Resilience Initiative at the Clinton Global Initiative (CGI) annual meeting in New York City.

The report, "In Flux: Community Design for Change, Chance and Opportunity," offers a compendium of recent activities, highlighting the work of NRI charter members the New Jersey Institute of Technology's Center for Resilient Design, the University of Arkansas Community Design Center and Mississippi State University's Gulf Coast Community Design Studio.

Available for download on the Architects Foundation's website, the report provides an in-depth look at how architects can partner with local communities through the NRI's National Resilience Design Network.

Also in 2015, the Foundation hosted a traveling resilient design exhibition at the AIA headquarters in Washington, D.C. and again at the AIA National Convention in Atlanta.

Organized by the Department of Housing and Urban Development, the "Rebuild by Design" exhibit spotlighted innovative solutions for coastal resiliency. Initiated by President Obama's Hurricane Sandy Rebuilding Task Force with support from the Rockefeller Foundation, the featured projects united interdisciplinary design teams with neighborhood stakeholders to approach the challenges of climate change.

A testament to the success of these community design efforts, HUD has allocated \$930 million to implement seven of the 10 projects.



Iesha Brimage and family with their East Biloxi house, part of an ongoing community project led by the Gulf Coast Community Design Studio

MESSAGE FROM THE EXECUTIVE DIRECTOR

More so than ever before, architects play an indispensable role in determining the future of our global communities. The training architects receive – and the unique perspectives they bring – are the essential ingredients for improving the built environment as we grapple with our complex problems amidst a constantly changing landscape. Forging a path using design thinking, architects are the problem solvers, the “secret weapons” civilization uses to improve the human condition.

The Architects Foundation sits at the nexus of this role of architects as addressing the needs of our global communities. While our core focus is currently on resilience, preservation, education and health, the Foundation’s guiding principle is to promote equity, have a positive impact on society and foster excellence in design throughout the world. We know that the architecture around us has a great impact on the way we feel, how healthy we are and our ability to

address challenges we face. Our task is to share this knowledge with the public to cultivate a greater appreciation for the role architects play in solving the issues we face as stewards of this planet.

As we look ahead, the Foundation’s primary goal will be to highlight the role architects play as ultimate problem solvers – the people who keep the world steady on its axis.

Sherry-Lea Bloodworth Botop
Executive Director,
Architects Foundation



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