



**ANNUAL REPORT 2014**

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## LETTER FROM THE BSA PRESIDENT

{ Emily Grandstaff-Rice AIA, 2014 }

### *Sparking a conversation about the future*

The future of the profession relies in the development of business models that meet contemporary and evolving needs; on architects clearly articulating design's purpose and value; and in the fostering of cross-discipline initiatives that set a standard for solving increasingly complex problems.

In 2014, we used symposia, panel discussions, publications, and social media to pursue a dialogue about new business models. Programs at BSA Space focusing on the business of architecture included "RE: Architect," a 2-day symposium in March that engaged more than 150 participants in the development and presentation of five unique business models (and became a case study for AIA Big Sibs interested in extending the discussion nationally); and then in May, "More than 140 Characters: Social media + architecture," an exploration of new media's role in today's practice. Finally, we hosted a nine-session track at ABX called The Future of Practice.



At an organizational level, discussion related to an increase in global practice led to the formation of a Global Practice Network at BSA Space. BSA leadership identified cross-disciplinary training and integrated practice initiatives as crucial strategies for adapting to change, while also renewing commitment to the integration and mentoring of emerging professionals, who provide the key to developing future tools.

Bimonthly "Client Conversations" brought attendees in direct dialogue with leaders across different market sectors, such as healthcare and independent schools, to talk about 21st Century design considerations, while "Conversations on Architecture" provided a format to explore contemporary criteria for design excellence. Our emerging professionals hosted site tours and mentoring events called "Leadership lunches."

We continued to explore global mobility and transportation in cities through our Traffic Advisory Speaker Series (which brought 15 speakers from 12 cities across the globe) and design exhibition, Rights of Way: Mobility and the City.

2014 was a year in which the BSA and the BSA Foundation set the stage to sign an agreement to align each organizations' goals and vision in ways that will allow the BSA to better serve the profession, while positioning the BSA Foundation to harness the tremendous energy of BSA members and allies to better serve the public. This alliance empowers both organizations to fully express the value of design and its impact on quality of life.

Talk of the future buzzed not just at BSA Space, but across the region. After all, we had a (still) new mayor who ushered in a new era that seemed to welcome new ideas and encouraged our engagement at an unprecedented scale that invited our involvement well beyond input into the built form.

Partnerships such as the one represented by the Boston Living With Water design competition—an international competition organized by the BSA, the City of Boston, the Boston Redevelopment Association, and the Boston Harbor Alliance, and announced by Mayor Martin Walsh at ABX on the 2nd anniversary of Superstorm Sandy--invigorated our work and further positioned us as leaders in the area of climate and coastal resilience, sustainability, and collaborative process.

In addition to these special moments, we continued to host book talks, film screenings, topical discussions and forums, while fostering the work of more than 40 committees and networks. Our design awards program brought hundreds of participants, and we threw a terrific Gala in January to honor the winners. ArchitectureBoston published another four remarkable issues. In October, the Architecture/Design College Fair, now in its 27th year, brought more than 200 students and parents from around the country to learn about opportunities in design education. And later in the fall, ABX attracted nearly 350 exhibitors and over 8,000 attendees.

The impact of our work continues to extend beyond Boston. The discussions around the future of professional practice have fueled debate at the national Institute. Exhibitions that debuted at BSA Space have traveled to other cities.

The powerful partnerships we forge with design schools, communities, other nonprofits, elected officials and other allies helps us all understand that any new definition of design excellence must encompass aesthetics, building science, and a high consideration for human impact.

It's a good time to be an architect. Thank you for your part in making 2014 memorable.

A stylized, handwritten signature in black ink, appearing to read 'epr'.

Emily Grandstaff-Rice AIA

## 2014 HIGHLIGHTS

### Welcoming visitors at BSA Space

The Information Center at BSA Space presents visitors with a wealth of information about the city, the Fort Port Channel area and the BSA Space gallery. Open weekdays from 10 a.m. to 6 p.m., and 10 a.m. to 5 p.m. on weekends and holidays, the center includes a fully programmable gallery for small, mounted displays usually connected to major exhibitions BSA Space has showcased throughout the year. A record 14,100 visitors came to the Center in 2014, averaging nearly 1,200 people per month. Many saw the new long-term exhibition highlighting urban design, architecture and potential growth in the city.

Below are some highlights of the exhibitions and events at BSA Space during 2014. For details and a complete list of exhibitions, visit [architects.org/bsaspace/past-events](http://architects.org/bsaspace/past-events).



Rights of Way: Mobility and the City  
Image courtesy of Höweler + Yoon Architecture

## BSA Space gallery

The Gallery at BSA Space continued to provide engaging explorations into multiple aspects of design and design culture, all of interest to the profession and the public. Highlights included:

**Rights of Way: Mobility and the City, Dec. 5, 2013-May 26, 2014.** This five-month long exhibit was a global exploration of mobility and transportation in cities. The exhibition featured dozens of examples of visionary urban thinking, showing how the city is shaped by the ways people move through it. Curated by James Graham and Meredith Miller of MILLIGRAM-office, Rights of Way demonstrated that the urban environment is the result of constant negotiation among designers, policy makers, the private sector, and individual residents. In a six-part lecture series designers, artists, and thinkers from around the world staked their own claims about mobility in the city.

### **Urban Timber: From seed to city, June 26-Sept. 30.**

New England was built with timber. Were it not for the Great Fire of Boston in 1872, the urban landscape of glass, steel, and concrete that we know today might have been very different. This exhibition celebrated wood as the region's most sensible and abundant choice of material for urban building, highlighting its flexibility and technical qualities, including timber's potential to combat climate change. Four award-winning projects proposed by emerging architects featured innovative structural uses of timber.



*Urban Timber*  
Image courtesy of Winnie Man

The winners collaborated with mentor architects, engineers, and material suppliers to install their unseen installations in the gallery. The buildings they envisioned were called "plyscrapers." "Their halting arrival into the mainstream of architecture represents a test case for whether the goal of sustainability can motivate a reversal of both long-term construction norms and the laws that have grown around them," wrote *The Boston Globe*, which featured the exhibit. "And in the long run, they also may offer the prospect of putting the look and feel cities through a whole new transformation."

### **Canstruction 2014, Oct 12-31**

Canstruction is just what it sounds like, construction with full cans of food. The event challenged designers, engineers, architects and contractors to build sculptures of their favorite pop culture icons from canned goods. Competitors were judged on, among other criteria, "Best Use of Labels," "Structural Ingenuity," "Juror's Favorite," and even "Best Meal." All the cans, hundreds of them, were donated to the Merrimack Valley Food Bank in Lowell. Since its founding by the Society for Design Administration in 1992, competitions across the county have raised more than 21 million pounds of food to help feed the hungry.

### **3rd Annual Gingerbread House Competition, December 8-22**

One of the most popular holiday fundraising events invites area architects and design firms to build exciting gingerbread versions of iconic area buildings. The only rule is that all building materials, ornaments and accessories be edible (the fence outside the Old North Church was made of spaghetti). The competition raised more than \$18,000 to benefit the nonprofit Community Design Resource Center of Boston, which is housed in the BSA and provides pro bono technical assistance to community groups and other nonprofits. Eleven area firms competed seriously for top honors, which went for the third straight year to Finegold Alexander Architects, which alone raised more than \$4,000 in donation on its house. Top bidders get to take the exhibits home.

Response to the 2014 exhibitions was positive, with shows receiving extensive press coverage in *The Boston Globe*, *BostInno*, *Architect*, *Boston Magazine*, *WBUR*, and other media outlets.

Additional 2014 exhibitions at BSA Space included:

- *StereoType: New directions in typography (November 13, 2014 - May 25, 2015)*
- *Stanley Myers: A Modernist architect (June 26, 2014 - September 30, 2014)*
- *Volumetric Robotics: An exhibition created by the MIT School of Architecture and Planning (March 17, 2014 - May 26, 2014)*

## BSA Programming and events

Public and professional programs were well-attended and received positive press and feedback from participants, including design professionals, academics, and regional policy makers. Major initiatives, many run in tandem with the BSA Foundation, included:

### **The Traffic Advisory Speaker Series**

The Traffic Advisory speaker series, sponsored by the Barr Foundation and organized by the BSA and the BSA Foundation brought together leaders from across North America and Europe to talk about the role that 21st century transportation can and should play in adapting to a new period of transformative change. Messages that emerged included: We need to plan now and with great ambition; 21st century transportation can help address significant social, economic, and environmental challenges; and in an era of steadily diminishing public resources, more must be done than simply talk about the significant economic payback associated with strategic transit investments; we must find innovative ways to actually pay for them. Videos of the lectures can be found at [architects.org/programs-and-events/overhaul-2013-2014-transportation-series](http://architects.org/programs-and-events/overhaul-2013-2014-transportation-series).



*Traffic Advisory Speaker Series, From Rome to the North End: Life Without Driving*  
Image courtesy of Steve Snyder

## Conversations in Architecture

The ongoing quarterly series featured intimate dialogue with national designers, guided by a guest host who helped dive deep into key design and architecture topics. Lecture series participants included Architects' Journal's 2014 Woman Architect of the Year Francine Houben, co-founder of Mecanoo Architecten, Elizabeth Whittaker AIA, principal of Merge Architects, Michael Murphy, of MASS Design Group, and original members of the famed Architects Collaborative, in a filmed series called "Still Standing," which explored the origins of TAC and the buildings designed by its principals.

## Urban Design Workshop: Beacon Yards

The BSA with the BSA Foundation launched the Urban Design Workshops (UDW) program to engage local architects in early stage thinking about major urban design initiatives. The workshops provide a valuable resource to public agencies and major property owners by providing big-picture design thinking to support larger planning and public outreach processes. The Beacon Yards UDW was the first in this series. Two interdisciplinary teams, composed of designers from various firms and disciplines each produced a draft comprehensive plan for the Beacon Yards site that fully leveraged the city building opportunities of the proposed interchange realignment. UDW includes two public presentations, one to frame the challenge, the other to present results.

Other 2014 programs at BSA Space:

- Architecture Cruises
- Author Series featuring authors speaking about design
- Building Blocks of Boston Architecture: An Introduction for Beginners
- Conversations on Architecture
- Curator talks and forums
- Fit City Summit
- Leadership lunches
- Lecture Series
- Student Design Showcase Celebration
- Traffic Advisory speaker series—transportation policy makers and visionaries

For a complete list of public and professional programs at BSA Space, visit [architects.org/programs-and-events](http://architects.org/programs-and-events) and [architects.org/bsaspace](http://architects.org/bsaspace).

## ArchitectureBoston magazine

*ArchitectureBoston*, edited by Renée Loth with Fiona Luis, continued to provide significant professional, cultural, and civic thought leadership throughout the year. Global, the 2014 winter issue, was distributed at ABX in November, and inspired a related forum with Moshe Safdie FAIA: Design for a small planet. The summer issue, Books, was celebrated with a launch party at Brookline Brooksmith, in Brookline, MA. The spring issue, Blueprint, which outlined challenges for the first new mayoral administration in the City of Boston in over 20 years, was followed by a breakfast discussion at BSA Space. A track featuring workshops dedicated to each quarterly theme was made available at ABX 2014, held at the BCEC.

The 2014 issues of *ArchitectureBoston*:

- Blueprint (Spring)
- Books (Summer)
- Body (Fall)
- Global (Winter)

*ArchitectureBoston* magazine is published quarterly and mailed to members of the Boston Society of Architects and the American Institute of Architects in New England. In 2014, circulation was approximately 11,000. Learn more at [architectureboston.com](http://architectureboston.com).



## ArchitectureBoston Expo (ABX)

The largest building industry event in the Northeast, ABX 2014 welcomed thousands of architects, engineers, builders, and other design professionals to the BCEC. The show hosted 438 exhibitors, offered hundreds of educational programs, and verified 8,367 attendees.

Attendee highlights:

- 73% came to ABX to find new products
- 94% would recommend ABX to their colleagues
- 54% of attendees are the final decision makers for their organization
- ABX attracts members from over 30 allied organizations in the building industry

At ABX 2014, Mayor Martin J. Walsh held a press conference to address a consortium of area leaders and announced the City of Boston's initiatives to mitigate the risks associated with climate change. He also introduced a BSA and BSA Foundation-sponsored international design competition called Boston Living with Water, which would unfold in 2015.



ABX 2014 Mayor Walsh Press Conference  
Image courtesy of Isabel Leon

## Design Awards Gala

On January 30, 2014, the third BSA Design Awards Gala was hosted at the InterContinental Boston. This elegant event celebrated the winners of the 2013 BSA Design Awards programs. Highlights included recognizing Harleston Parker Medal winner, the MFA Art of the Americas Wing, designed by Foster + Partners with CBT, for the Museum of Fine Arts, Boston. Also recognized was BSA Award of Honor winner, Ed Tsoi FAIA

The gala was attended by a sold-out crowd of 500 and was produced in partnership with Boston Globe Media and *Design New England* magazine. Find details on the latest gala at [architects.org/gala](http://architects.org/gala).



2014 BSA Design Awards Gala  
Image courtesy of Ben Gebo

“Design excellence is revealed in many ways—visceral, functional, contextual, extraordinary, and impactful. As stewards of the built environment, we both know and feel good architecture; to the people who use these spaces every day, excellent design can be life-changing.”

– Emily Grandstaff-Rice AIA  
2014 BSA president

## MEMBERSHIP

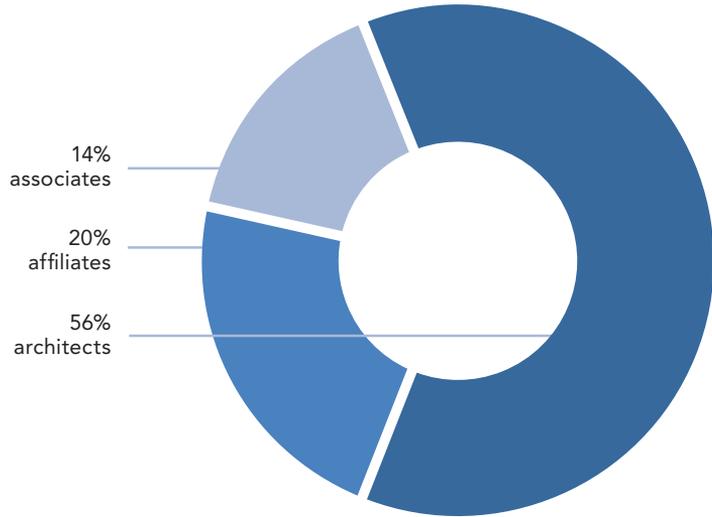
{ By the numbers }

In 2013, BSA membership included approximately 3,823 public, professional, and affiliate members. More than 2,300 BSA members are architects. More than 500 are associate members—professionals on the path to becoming licensed architects or working as designers. Affiliate members include engineers, contractors, owners/clients, public officials, other allied professionals, students, and other interested individuals.

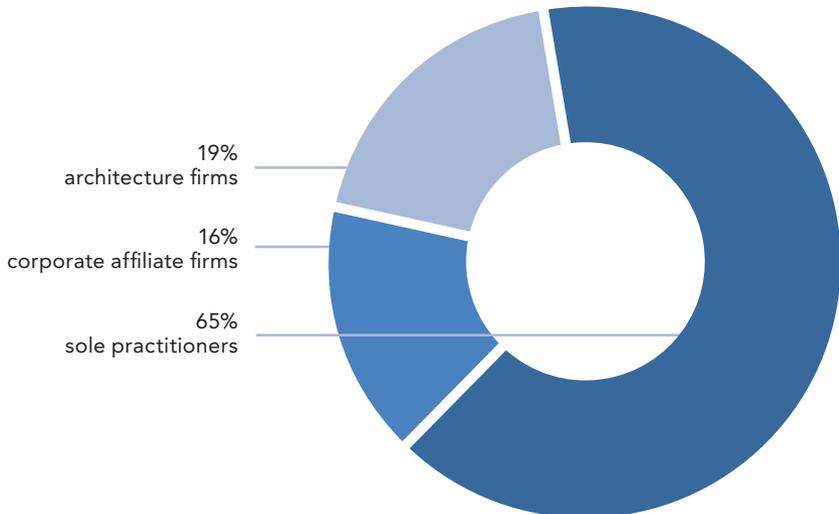
<b>INDIVIDUAL MEMBERS</b>	<b>2013</b>	<b>2014</b>
AIA/FAIA	2080	2137
Associate AIA	521	535
Emeritus	287	285
Professional affiliate	108	103
Corporate affiliate	654	572
Student affiliate	76	68
Subscriber	97	89
<b>Total individual members</b>	<b>3,823</b>	<b>3789</b>

<b>FIRM MEMBERSHIP</b>	<b>2013</b>	<b>2014</b>
Architecture firms	156	143
Sole practitioners	454	487
Corporate affiliate firms	136	115
<b>Total firm membership</b>	<b>746</b>	<b>745</b>

## THREE THOUSAND SEVEN HUNDRED EIGHTY NINE INDIVIDUALS



## SEVEN HUNDRED FORTY FIVE FIRMS



## FINANCIAL OVERVIEW

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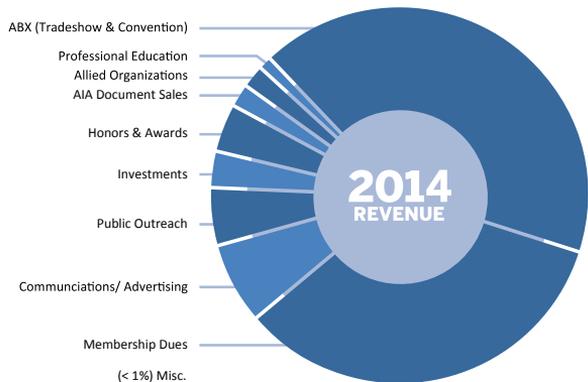
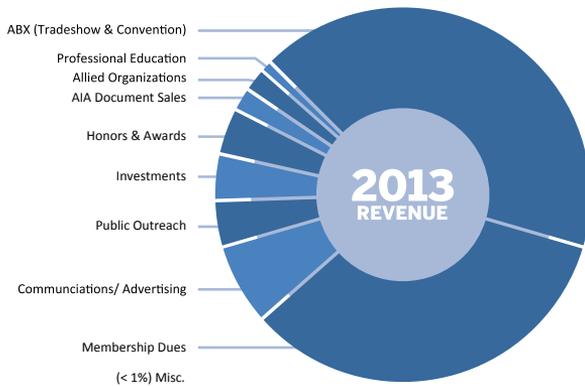
*The BSA's financial health remained strong through 2014. Careful planning and consideration goes into each investment of member dues and program revenue.*

### Balance sheet

<b>ASSETS</b>	<b>2013</b>	<b>2014</b>
Current assets		
Cash and equivalents	\$ 674,128	\$ 423,049
Other current assets	955,917	845,633
Other assets		
Building and equipment	3,287,697	2,971,579
Reserves	4,308,508	3,997,061
<b>Total assets</b>	<b>\$ 9,226,250</b>	<b>\$ 8,237,322</b>
<b>LIABILITIES</b>		
Current liabilities	2,754,038	2,017,167
Long-term liabilities	1,165,680	1,100,647
<b>Total liabilities</b>	<b>\$ 3,919,718</b>	<b>\$ 3,117,814</b>
<b>Equity</b>	<b>\$ 5,306,532</b>	<b>\$ 5,306,532</b>
<b>Total liabilities and equity</b>	<b>\$ 9,226,250</b>	<b>\$ 8,237,322</b>

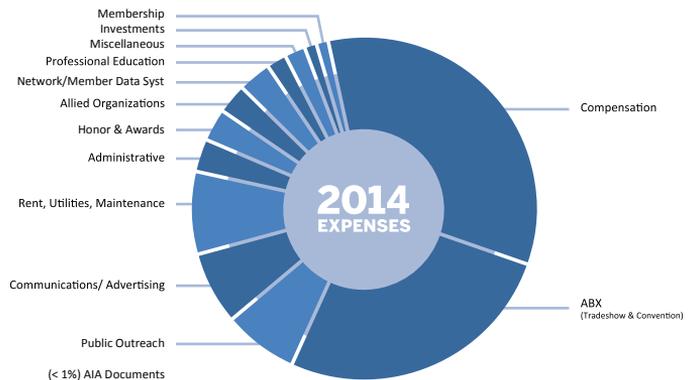
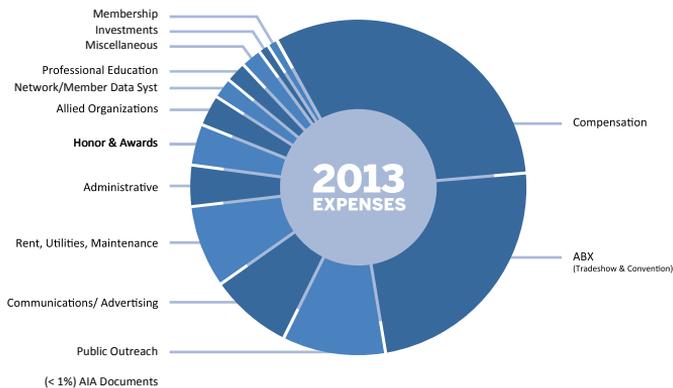
## Income Statement

<b>REVENUE</b>	<b>2013</b>	<b>2014</b>
ABX (Tradeshow & Convention)	\$ 2,348,916	\$ 2,425,592
Membership Dues	1,903,826	1,968,424
Communications/Advertising	383,895	415,238
Public Outreach	242,777	283,234
Investments	220,129	177,906
	<small>Includes the sale of 52 Broad Street</small>	
Honors & Awards	207,157	206,561
AIA Document Sales	129,797	141,001
Allied Organizations	101,286	97,621
Professional Education	96,547	73,894
Miscellaneous	9,793	14,068
<b>Total revenue</b>	<b>\$ 5,644,123</b>	<b>\$ 5,803,539</b>



## Income Statement

<b>EXPENSES</b>	<b>2013</b>	<b>2014</b>
Compensation	\$ 1,836,017	\$ 1,912,407
ABX (Tradeshow & Convention)	1,395,937	1,535,275
Public Outreach	580,995	406,720
Communications/ Advertising	472,047	415,745
Rent, Utilities, Maintenance	455,860	462,652
Administrative	221,481	159,983
Honors & Awards	211,284	174,864
Allied Organizations	188,227	172,806
Network/Member Data Systems	151,373	163,562
Professional Education	101,716	105,498
Miscellaneous	97,767	94,583
Investments	39,890	37,622
Membership	36,816	41,072
AIA Documents	9,853	8,945
<b>Total expenses</b>	<b>\$ 5,799,263</b>	<b>\$ 5,691,734</b>



## **MISSION STATEMENT**

{ Our purpose }

*The Boston Society of Architects is committed to professional development for our members, advocacy on behalf of great design, and sharing an appreciation for the built environment with the public at large.*

*Established in 1867, the BSA today consists of nearly 4,000 members and produces a diverse array of programs and publications, including Architecture Boston Expo (ABX) and ArchitectureBoston.*

*A chapter of the American Institute of Architects, we are a nonprofit, professional-service organization.*

## WHO WE ARE

{ About the BSA }

*The BSA is a diverse, inclusive, and active community led by a board of architects and industry professionals. The board advises more than 40 professional committees and employs a staff of 21 to fulfill the BSA's mission. In 2014, the BSA undertook a branding initiative, which resulted an affirmation of our core values, and a new logo mark.*



{ BSA board of directors, 2013–2014 }

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{ BSA staff, 2014 }



Image courtesy of Ben Gebo

"We look forward to the future and to supporting the membership by facilitating the highest possible quality professional and member services, exhibitions, advocacy efforts, and public programs."

—Eric White, executive director

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Eric White

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## SPONSORS

{ those who donated in 2014 }

### The Emergence of the BSA Foundation

In 1971, the BSA founded the Boston Foundation for Architecture (BFA). For many years, the BFA remained a modest enterprise engaged in design education initiatives focused on children. In 1984, the BFA began providing small grants in support of community and K-12 education projects, and through 2016, has distributed more than \$1 million in grants to public—and private—sector groups. ([Read about the 2016 grant recipients](#)).

#### *Organizational alignment*

In 2014, the BFA aligned strategically with the BSA through BSA Space and a shared vision of building a better Boston by design. The BFA also rebranded, and became the BSA Foundation (Foundation).

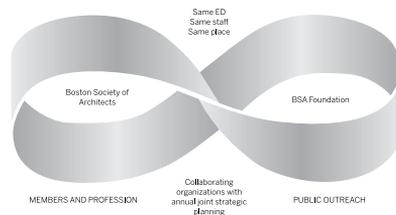
The BSA is the voice of the profession. The Foundation engages the public. The two entities are close allies that share resources and common goals.

The Foundation can

- Raise awareness among a broad audience
- Apply for grants
- Engage in public fundraising

The Foundation also supports

- BSA Space gallery exhibitions
- Kids programming
- Public programming
- Community outreach



Together, the BSA and BSA Foundation create a powerful force that engages Boston's thought leadership, elected officials, community leaders and members, and others to harness the power of design to bring real and lasting positive change to our city and region.

Next year, this annual report will include a cultural and financial snapshot of both organizations.

For information about the BSA Foundation, including how to become a member of its Legacy Circle or donate, visit [architects.org/foundation](http://architects.org/foundation).