Now What?! Advocacy, Activism & Alliances in American Architecture Since 1968 is a traveling exhibition that links the design community to larger social and political movements of the late 20th century, placing design practice in the foreground and engaging viewers in critical conversations around history, progress, and the built environment. Now What?! acknowledges national and grassroots efforts by a wide coalition of organizations and professionals to change the face of architecture and design in the United States.
NOW WHAT?! BOSTON

ENGAGEMENT IDEAS

PROMOTE VISIBILITY
Promote visibility of activism in the field and raise awareness of the role women and minorities advocating for change in architecture and related disciplines.

GENERATE CONVERSATION
Generate conversation, alliance-building, and participation from architecture firms, architecture schools, and related organizations in Boston.

ENGAGE & ACTIVATE
Engage and activate the collection and recording of stories that build a history of activism that remains largely unwritten.

INSPIRE ACTION
Inspire activism around urgent causes.

WRITING
The exhibition contains over 150 examples of activism by architects over the past 50 years. We know we don’t have them all. Contribute your own writing to the walls of the exhibition. We are looking for Boston-specific stories to add to a “Boston Changemakers” section of the exhibition. Highlight an individual, practice, event, or historical moment in your own words or images and be a part of the exhibition.

EXHIBITION TOUR
Guide a group through the exhibition with a focus on highlighting exhibition themes specific to your research, practice, or interests.

QUESTIONS TO CONSIDER
• What has changed in the architecture profession since 1968?
• Can architectural education foster new generations of activists?
• When is design liberating?
• Who do we advocate for?
• Who inspires you to advocate for change?
• How can architects and designers make Boston more livable?

When planning your event, consider the exhibition’s four themes: 1) Advocacy, 2) Representation 3) Workplace, 4) Academy.

Take a look at articles from the exhibition to familiarize yourself with Now What?! content.