Thomas Vonier
Architects hate “technology.”
Difficult. Boring.
For engineers, not for designers.
Engineering Flowchart

DOES IT MOVE?

NO

SHOULD IT?

NO

NO PROBLEM!

YES

WD-40

YES

SHOULD IT?

NO

NO

YES

NO

YES

NO PROBLEM!
I am an ARCHITECT

what my friends think I do...

what society thinks I do...

what my family thinks I do...

what clients think I do...

what I think I do...

what I really do...
Architects love “technology.”

If it enhances buildings.
If it’s easy to use.
If others apply it.
Education
154 accredited programs
24,989 students (- 4 percent)
5,918 degrees (- 7 percent)
2,771 full time faculty members . . . 1,093 of whom are licensed.
Regulation

One *hour* on this planet is *seven years* on Earth!

Great. Let’s study architecture here.
Practice
107,581 (+ 3 percent)
3,719 completed exam
87,000 AIA members
AIA “roadmap”
Increase “literacy”
Enable + support
Illustrate + “celebrate”
Speech (copies)
Energy + conservation = keys
Science + research = profits
Education can improve
Opportunities abound.
every book has an author
every dress has a designer
every painting has an artist
every orchestra has a conductor
every dance has a choreographer
every screenplay has a writer
every building has an architect
every opera has a composer
every film has a director
every magazine has an editor
every sculpture has a sculptor