



GREAT LAKES DESIGN LINE
American Institute of Building Design, Michigan Society

Michigan Summer 2011

American Institute of Building Design Present the 2011 National Convention in Grand Rapids Michigan.

Grand Rapids?

Grand Expectations.....Grand Experience

What's in a Name?

As the Grand River snakes its way across the lower peninsula of the state of Michigan, it reaches a bend some 25 miles east of where it empties into Lake Michigan. Dominated by the influence of the Great Lake, the region has become known as "Michigan's West Coast." Dutch settlers migrated to the Riverbend area in the early 1800's. The city was aptly named after a series of rapids located on that particular stretch of river. Today the rapids have been replaced with small dams, and several pedestrian and traffic bridges span the river, creating a picturesque setting for a thriving urban environment. Don't be surprised to see anglers testing the waters for Coho, Chinook, and trout. The scene is especially attractive at night, when both the lights of the city and the bridges glitter off the water's surface.

The "rapids" theme is evident in the architecture of many of the downtown structures. The undulating roof of the DeVos Place Convention Center, located on the river's edge, mimics the flow of fast moving water cascading over a rocky riverbed. Already when arriving in Grand Rapids, the airport welcomes visitors to the area with another prominent example of the rapids theme. Its contoured roof also imitates the river's surge.

Many of the area's attractions are located on the river's east and west banks. The Amway Grand Hotel, host site of the AIBD Convention, the Gerald R. Ford Presidential Museum, the Van Andel Museum Center, and the DeVos Place Convention Center are all located on the Grand River's edge. In fact, the Van Andel Museum features a fully restored 1928 Carousel, which seemingly cantilevers over the Grand! The city is very pedestrian friendly, with well maintained and well lit walkways which invite exploration. The city has also been honored as one of America's top ten cities in several categories: Affordable Cities, Livable Cities, Fishing Cities, Adventure Cities, and Fun and Recreation Cities. Michigan's West Coast is also home to one of America's top ten beaches, is a top ten arts destination, has a top ten roller coaster, and is a top ten golf destination.

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City Savvy

Recently Grand Rapids has established itself as an international leader in life science research, specifically in the areas of cancer, Alzheimer's, and Parkinson's diseases. It has more than \$1 billion invested in leading-edge health science research and patient treatment. Of particular interest to AIBD members is the plethora of architecturally significant buildings which are home to these medical research and treatment facilities. These buildings line both sides of Michigan Avenue, and have become known locally as the Medical Mile. Even the untrained eye, which might not discern truly great architecture, will be drawn to the energy these buildings bring.



The Medical Mile is anchored by the Van Andel Institute, a visually striking building designed by renowned New York architect Rafael Viñoly. Built on a steep hillside, the building features soaring concrete masses crowned with horizontal bands of glass and aluminum which form a wavelike roof over the structure. It set an architectural standard for the remaining buildings on the Medical Mile, each of which has established a sophisticated style in their own right.

Go Green!

Grand Rapids, Michigan is the greenest city in the U.S. for its size, with more LEED-certified buildings per capita than anywhere. Anywhere! It boasts 12% of the nation's LEED-certified buildings, including the world's first "green" church, transit center, YMCA, hospital, and residence. Newsweek magazine cited the LEED-certified Grand Rapids Art Museum as the world's sixth best new building in 2007.

The concept of sustainability is deeply rooted in its DNA, going back to its earliest Dutch settlers. Grand Rapids Mayor George Heartwell explains, "I think there's a growing focus on sustainability among cities that are really successful today. They understand it not simply as environmental stewardship, but as a path to economic growth, stability and vitality."

Heartwell continues, "Every activity of the city is measured by its contribution to sustainability, which has become the mantra for the city. The Chamber of Commerce now offers workshops on sustainability planning and has a tool on their website that can measure the carbon footprint of your business and how to improve it."

Thursday, July 28

7:00 a.m. ~ 6:00 p.m.	Registration open
7:45 a.m. ~ 10:45 a.m.	Special Event: Breakfast and Idea Swap: "What's the Big Idea?"
10:45 a.m. ~ 11:00 a.m.	<i>Networking break</i>
11:00 a.m. ~ 12:00 p.m.	Class: "Marketing and Branding Your Business" Speakers: Wayne Visbeen and Angela Mulder, Visbeen Associates Architecture
12:00 p.m. ~ 1:30 p.m.	National Presidents' Luncheon (invitation only)
12:00 p.m. ~ 1:30 p.m.	<i>Lunch break (on your own)</i>
1:30 p.m. ~ 3:30 p.m.	Techno-Thursday Class: "A Practical Guide to Incorporating Technology Into Your Next Project" Speaker: Peter Cook
3:30 p.m. ~ 3:45 p.m.	<i>Networking break</i>
3:45 p.m. ~ 4:45 p.m.	Techno-Thursday Class: "Top Ten Technology Trends" Speaker: Utz Baldwin, CEO of CEDIA
4:45 p.m. ~ 5:00 p.m.	<i>Networking break</i>
5:00 p.m. ~ 6:00 p.m.	Techno-Thursday Class: "Designing Dedicated Theater Spaces" Speaker: Peter Cook
6:00 p.m. ~ 6:30 p.m.	<i>Transport to the Ford Museum</i>
6:30 p.m. ~ 9:30 p.m.	Special Event: Electronic Lifestyles® Reception at the Gerald R. Ford Presidential Museum, featuring Sound that Stirs the Soul , presented by AIBD and CEDIA

Friday, July 28

7:00 a.m. ~ 6:00 p.m.	Registration open
9:00 a.m. ~ 4:00 p.m.	Special Event: Spouse/Guest tour and activities
8:30 a.m. ~ 10:00 a.m.	Class: "Understanding Universal Design" Speaker: David DiSpirito AIBD, CPBD, CAPS
10:00 a.m. ~ 10:15 a.m.	<i>Morning break (refreshments)</i>
10:15 a.m. ~ 11:15 a.m.	CEDIA Class: "Hiding Technology" Speaker: Peter Shipp
11:15 a.m. ~ 11:30 a.m.	<i>Networking break</i>
11:30 a.m. ~ 12:30 p.m.	Class: "Taking Inspiration from Unexpected Sources" Speaker: Dominick Tringali, RA
12:30 p.m. ~ 1:30 p.m.	Compass Club Luncheon (invitation only)
12:30 p.m. ~ 1:30 p.m.	<i>Lunch break (on your own)</i>
1:30 p.m. ~ 3:30 p.m.	Class: "Google Sketch Up for the Small Design Firm, Part 2" Speaker: Len Van Staalduinen AIBD, CPBD
3:30 p.m. ~ 3:45 p.m.	<i>Networking break</i>
3:45 p.m. ~ 4:45 p.m.	CEDIA Class: "Making Home Technology Profitable in the Remodeling Market" Speaker: Peter Shipp
5:30 p.m. ~ 9:00 p.m.	Trade Show and Viewing of American Residential Design Award winners

Saturday, July 28

9:00 a.m. ~ 4:00 p.m.	Special Event: Architectural Tour
6:00 p.m. ~ 7:00 p.m.	Special Event: Officer's Reception. Black tie optional.
7:00 p.m. ~ 10:00 p.m.	Special Event: Awards Gala: Banquet, induction of Officers, ARDA Awards presentation and Designer of the Year award. Black tie optional

Register today at
www.aibdconvention.com



ArtPrize

ArtPrize is an example of the investment made in the Grand Rapids economy by local patrons. ArtPrize is the brainchild of Rick DeVos, grandson of Richard DeVos, the co-founder of Amway, and son of Dick DeVos. Started in 2009, it offered a top cash prize of \$250,000 – the largest in the world for an art event. The 2010 event featured 1,713 artists from 44 states and 21 countries who won a total of \$449,000 in award money – as determined by over 400,000 votes cast by visitors to the event.



For nearly three weeks in September, the annual city-wide ArtPrize event turns Grand Rapids into an art gallery, and has turned the cultural eyes of the world to the Midwest. Galleries, office lobbies, restaurants, courtyards, parks—192 public spaces in a three square mile district in the downtown area become ArtPrize venues. Surprisingly, the greatest number of artists are from states other than Michigan, proving the event to be a national, indeed international experience.



Entries included more typical works of photography, sculpture and painting, but also less ordinary works such as performance art. The energy and enthusiasm it brings to the local art scene extends beyond the usual supporters of art, and visitors of all ages are enticed to the downtown area night after night to seek out their favorites from among the thousands of entries.

Rick DeVos says, “ArtPrize is an enormous civic project turning this city into a stage and infusing creative energy into every corner for 19 days because Grand Rapids is uniquely ready for and supportive of it. I think leadership needs to come from the private sector, to find interesting and transformative projects like Artprize. We are happy that this event can serve as a model and inspiration to other cities in their own efforts.”



Michael Kaiser, president of the John F. Kennedy Center for the Performing Arts said about ArtPrize, “Who would have guessed that the perfect lesson for coping successfully with a failing economy would come from Grand Rapids?”

Whether hidden discreetly in a small corner of a bank lobby or displayed prominently, such as the Loch Ness Monster, ArtPrize offers something for everyone. The “Nessie Project” featured a five thousand pound depiction of the beast plunked down along the west bank of the Grand River. Or how about the entry “Grand Rapids Sets the Table for the World of Art,” featuring a colorful three story tall table and chairs perched above a trestle style pedestrian bridge which spans the Grand River. First place in the 2010 ArtPrize competition was awarded to artist Chris LaPorte for his intricately detailed 28-foot wide life sized pencil drawing of uniformed American officers titled *Cavalry, American Officers, 1921*.

Why will AIBD members take interest in an event which is held two months after our annual convention? By selling or donating their art to local charities and businesses, many of the event’s top artists have ensured that their work will be appreciated by residents and visitors to Grand Rapids for years to come. So tour downtown with open eyes, and don’t be surprised if, when strolling the sidewalks, you stumble upon a thought provoking piece of art!



Anyone For Wine?

Think of all the great wine producing regions of the world.



Italy, France, and California easily come to mind. But where would you think West Michigan fits on the list? Try FOURTH! Recently West Michigan passed France on the worldwide list of vineyard



production. There are over fifty wineries and nearly two thousand acres of grapes, in an industry which is continuing to grow. This may surprise most, but wine enthusiasts will remember the important role the special humidity conditions western coastal regions produce, which make vineyards thrive. And Michigan's West Coast is no exception. In addition to vineyards, agriculturists have also found the area's climate and soil to be perfect for orchards and other produce. So in addition to many different grape varieties, Michigan wineries also offer specialty wines like sweet pear, cherry, apple, cranberry, raspberry and blueberry wines. So when in town, pop in a local store and ask about a special convention souvenir; a bottle of local wine!

Local Philanthropy

Some famous local families have built businesses that have thrived over the years. This has left them in a position to give back in ways large and small to their hometown. Their seed money has led to an investment of one-quarter of a billion dollars in the downtown development of new cultural, educational, recreational and sports facilities.

"Our philanthropic base has remained very solid and they're willing to invest in public-private partnerships," explains Grand Rapids Mayor George Heartwell. "The founding families of Steelcase and Amway are still here and willing to invest. The Van Andel Arena's \$60 million cost had \$10 million of Jay and Betty Van Andel's money in it. Our world-class convention center is DeVos Place because Richard and Helen DeVos put about \$40 million into that \$220 million facility. The Grand Rapids Art Museum has a new gold-LEED-certified \$30 million addition thanks to Peter Wege [the son of the founder of Steelcase]. That kind of support you just can't replicate. If you don't have it, you just don't have it. We would be nowhere near what we are today without that kind of public-private philanthropic investment."

Each of these facilities are within a few blocks of the Amway Grand Hotel, the site of the 2011 AIBD National Convention. In fact, the hotel itself was the result of local philanthropy. In the 1980's the founders of Amway determined that, for the use of their international guests and business associates, as well as for the enjoyment of the local population, Grand Rapids deserved a world class hotel facility. They purchased the Pantlind Hotel, a downtown landmark and architecturally magnificent facility built in the early 1900's, and added an adjacent twenty nine story structure to serve their guests. The tower offers views up, down, and across the Grand River. By the use of glass corridors and skywalks, guests can access many of the other convention and museum sites.

President Gerald R. Ford, Grand Rapids' First Son

Grand Rapids' long-time Congressman, Gerald R. Ford, became the 38th President of the United States. Since 1980 the Gerald R. Ford Presidential Museum has entertained and delighted visitors. The museum doesn't merely show history, its visitors experience it. Attend a White House State Dinner. Step inside one of the few Oval Office replicas in existence. Its Smithsonian caliber exhibits even include the original Watergate burglar tools, showing the museum's ability to wink at Ford's historical legacy.

Wednesday, July 27

7:30 a.m. ~ 6:00 p.m.	Registration open
8:00 a.m. ~ 3:45 p.m.	NCBDC Examiners meeting
8:00 a.m. ~ 8:30 a.m.	AIBD Internal Affairs Division (Education Committee) Chairperson: Alan Kent, AIBD Internal Vice President
8:30 a.m. ~ 9:30 a.m.	AIBD External Affairs Division (Convention & ARDA Design Competition Committees) Chairperson: Viki Wooster, AIBD External Vice President
9:30 a.m. ~ 10:00 a.m.	AIBD Revenue Division (Finance & Financial Resources Committees) Chairperson: Kerry Dick, AIBD Secretary/Treasurer
10:00 a.m. ~ 10:15 a.m.	<i>Morning break (refreshments)</i>
10:15 a.m. ~ 11:00 a.m.	AIBD Membership Division (Membership Committee, Corporate Member, Membership Benefits and Industry Studies Subcommittees) Chairperson: Paul Cole, AIBD Eastern District Director
11:00 a.m. ~ 11:45 a.m.	AIBD Political Affairs Division (Residential Codes and Standards, Legislative, Universal and Green Committees) Chairperson: Ron Ressler, AIBD Central District Director
11:45 a.m. ~ 12:30 p.m.	AIBD Communications Division (Marketing Committee, Print Media and Member/Marketing Publications Subcommittees) Chairperson: David Ludwig, AIBD Western District Director
12:30 p.m. ~ 2:00 p.m.	Special Event: First-time Attendees Luncheon (invitation only)
12:30 p.m. ~ 2:00 p.m.	<i>Lunch break (on your own)</i>
2:00 p.m. ~ 2:30 p.m.	President's Committees and Committees of the Institute (Master Residential Designer Council, Nominating, Audit, Governance and Bylaws & Resolutions Committees)
2:30 p.m. ~ 4:00 p.m.	AIBD Society Officers Committee meeting
4:30 p.m. ~ 6:30 p.m.	AIBD House of Delegates meeting

THE FUNNIES

“Detroit City Automotive housing market”

“Fly-in Hotel”



Amway Grand Plaza

The Amway Grand Plaza is the host site of the 2011 AIBD Annual Convention. It is comprised of a historic, elegant 20th century hotel that harkens back to a gracious classical era, and also a more contemporary glass tower structure which offers stunning views of the Grand Rapids metropolitan area. Convention attendees will have their choice of rooms in the historic, stately turn of the century Pantlind, or in the more modern glass tower. The original Pantlind Hotel was distinguished in the early 1900's as one of America's top ten hotels. With the addition of the tower in 1981, the Plaza was recently chosen as North America's 12th finest hotel by *Cond'e Nast Traveler Magazine*.



The Amway Grand Plaza offers a choice of six dining options to meet any budget. Get a sandwich to go at the Cornucopia Deli, or enjoy superb dishes prepared high atop the hotel at the AAA Four Star Cygnus 27 restaurant. At least a dozen off site options are within a two block stroll, including the B.O.B., the Big Old Building that houses a full compliment of bars, restaurants and nightlife.

The hotel lobby includes one of the world's largest 24 carat gold leaf ceilings. The hotel's crown jewel is the Pantlind Ballroom, frequently compared to the exquisite beauty of the Palace of Versailles. Its dome ceiling, which is also gold leaf, and its butter-yellow and mirrored walls have hosted dignitaries and heads of state from around the world.



Grand Rapids Skyline





The secret is out. AIBD National Convention

July 27th - 30th, 2011

located in Grand Rapids Michigan

**Register today at
www.aibdconvention.com**



Great Lakes Design Line—Newsletter
AIBD—Michigan Society
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