

**ARCHITECTURAL INSTITUTE OF BRITISH COLUMBIA**

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Social Change Pulls Focus at Annual Architectural Conference

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The power of architecture to change social norms is the focus of the Architectural Institute of British Columbia's 2010 Annual Conference, this May at the Vancouver Convention Centre.

Titled *Community Building: The Social Impact of Architecture*, the conference will examine the many ways in which today's built environment helps to define our communities, and the critical role that architects can play in shaping that definition for the future.

"As a society, we continue to wrestle with social issues, looking for answers to everyday challenges such as sustainability, integration, marginalization and homelessness," explains AIBC President **Pierre E. Gallant MAIBC AAA MRAIC**. "Parts of the solution exist in the very surroundings that we create. Architects have long been agents for social change, and this conference is a chance to encourage even more leadership in that regard."

Building on the theme will be keynote speaker **Peter Busby C.M. MAIBC FRAIC** of Busby Perkins+Will, the award-winning Vancouver-based architect who has established a worldwide reputation around a commitment to architecture that serves the greater good. His presentation, *Architects as Agents of Social Change*, will offer a sweeping view of why the profession of architecture carries an obligation of social responsibility.

"I've always believed in an architect's responsibility to do the right thing," says Busby. "As a society, we've reached a critical point; a younger generation of architects is emerging with a compelling sense of their social responsibilities and they're eager to get involved. This sense of responsibility is quickly becoming an essential component of being an architect."

The AIBC Annual Conference is B.C.'s largest gathering of architects and allied professionals, bringing together nearly 600 practitioners from around the province. This year's event will take place **May 6 to 8** at the Vancouver Convention Centre. The three-day program will include five program streams:

- The Art of Architecture;
- The Business of Architecture;
- The Social Impact of Architecture;
- The Technology of Architecture; and
- The Public Realm.

The conference will culminate with the President's Dinner & Awards Gala on Saturday evening, where the annual

AIBC Architectural Awards will honour the best recent efforts of B.C.'s architectural community.

"Increasingly, architects from British Columbia are being recognized as global leaders in such areas as sustainability and livability," offers AIBC Executive Director **Michael Ernest MAIBC**. "Not only do the awards acknowledge the fine work being done by B.C. architects, they also help raise public awareness of the value these dedicated professionals bring to their projects."

Award categories include the *Lieutenant-Governor of British Columbia Award in Architecture*, the *AIBC Innovation Award*, the *AIBC Special Jury Award*, and the *AIBC Emerging Firm Award*.

Sponsors of this year's conference include:

- AZURE Magazine
- BFL Canada Insurance Services
- ERV Parent Group
- Metrix Professional Insurance Brokers
- XL Insurance

For more event information, please visit www.aibc.ca.

The Architectural Institute of British Columbia is a self-governing body dedicated to excellence in the profession of architecture for the benefit of society, the environment and its registrants.

Note: Media representatives are also welcome to attend individual conference sessions based on available seating. Please check in at the conference registration desk.

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