



**Michigan Architectural Foundation
Public Awareness Grant Program**

2017 Abstract

As part of the Michigan Architectural Foundation's public awareness program, the Foundation strongly encourages organizations such as AIA Chapters, AIAS, Associate AIA groups and any other organizations or individuals throughout the state to submit grant applications for projects, programs, or activities that support the mission of the MAF, which is to:

“To increase public awareness of how Architecture enriches our lives.”

A program must promote quality architecture and/or place making in general, rather than individual firms or architects and MAF must be acknowledged for its support publicly. Partnering with local groups will make your project more affordable and more powerful as a public awareness program.

Examples of programs that may qualify for funding are:

- Support of lectures, delivered as part of a public symposium by an architect or other expert, explaining historic styles of buildings or that fosters awareness of the relationship between art and architecture in a community.
- An announcement on a public radio station scripted to raise understanding of the architect's role in creating well-designed communities to enhance the "Quality of Life" might be funded where a script stating similar information highlighting a specific firm or individual architects would not qualify.
- Printing of awards presentation boards for individuals or firms for a traveling exhibit would not qualify, where some other aspects of the program might.
- Design competitions that will draw entries from a country wide, perhaps even international audience and receive extensive public attention.
- Guides to local architecture.

Examples of successful MAF Public Awareness Chapter Grants

- AIA Flint received a grant for the Flat Lot Design Competition for a temporary structure that;
 - Serves as a facility to enhance & host public events
 - Shelters a new series of summer concerts
 - Demonstrates the capacity of contemporary architecture to transform space & captivate public imagination and
 - Preserves existing parking spaces for a series of summer events that are held annually in an open parking lot in Downtown Flint.
- AIA Southwest Michigan for a program called “Reflecting on: Architecture, Preservation & the Greater Kalamazoo Built Environment.” In response to the National Historic Preservation Month, several state and Kalamazoo organizations collaborated on a joint program that brought Blair Kamin, a Pulitzer Prize winning architecture critic with the Chicago Tribune to Southwest Michigan for a slide lecture, “We Are What We Build.” The “Guide to Modern Architecture of Greater Kalamazoo” prepared by AIA Southwest was unveiled at the presentation. Both were supported by MAF Chapter Grants
- AIA Huron Valley received a grant of \$1,500 to create and print a “Guidebook to Huron Valley Architecture”, similar to one celebrating Flint Architecture as a spin-off of an earlier chapter grant awarded to focus on “Modern Architecture” in 2001. (AIA Flint was granted \$1,000 for the program). The most recent Guide was Port Huron (2007). It is hoped that each chapter will follow suit and create a “Guidebook“ highlighting architecture in their area. This will lend itself readily to use in an AIA Michigan Public Awareness program that is targeting travel and tourism across the State.
- AIA Upper Peninsular received a grant for a program that highlighted the architecture of John Lautner. The program ran over several months and included two parts. The first was a visual exhibition of Lautner’s architecture and the second was a series of educational programs that focused on his work and how it contributed to Modernist architecture as an historical movement.
- The AIAS group at Lawrence Technological University received a grant for their AIAS Midwest Quad Conference for AIAS student chapters from surrounding states.

2017 Chapter Grant Abstract



AIAS MIDWEST QUAD CONFERENCE 2016
DONATION LETTER

The mission of the AIAS is to promote excellence in architectural education, training, and practice, to foster an appreciation of architecture and related disciplines, to enrich communities in a spirit of collaboration, and to organize students and combine their efforts to advance the art and science of architecture.

The Midwest Quad Conference will bring over 300 students from Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio and Wisconsin together in Detroit, MI. Each student will participate in workshops and activities designed to expand their knowledge of alternative paths of architecture (Urban Planning, Entrepreneurial, Historic Preservation, etc.) and develop their professional skill set. All of the activities will happen in Detroit and align with the district they are most associated with.



To donate to the Midwest Quad Conference, please select from the below options. Thank you in advance for your donation.

- \$50) Logo on event schedule
- \$100) Printed flyer in registration bags
- \$250) One ticket to either Beaux Arts or Concert
- \$500) One ticket to Beaux Arts and Concert
- \$1000) Personalized Post Sponsor

*Entry Level & Above

Donations can be made by check, credit card or online at <http://mkt.com/aias-llw/quad-donation>

Name/Company: _____
 Email: _____
 Phone: _____

If you have any questions, feel free to contact Richard Shafer at rshafer@illu.edu.

Amount: \$ _____
 Name On Card: _____
 Mastercard _____ Visa _____ Discover _____ Other _____
 Billing Address: _____
 City/State/Zip: _____
 Credit Card Number: _____
 Expiration Date: ____/____/____
 Security Code: _____



- The Grand Rapids chapter of the National Organization of Minority Architects received grants in 2014 and 2015 for their highly successful Project Pipeline Summer Camp that introduces school children to the career of architecture.



MISSION
 The National Organization of Minority Architects (NOMA) exists to champion diversity within the design profession by promoting the education, community engagement and professional development of its members.

PROGRAM OBJECTIVES
IMPROVED EDUCATION
 NOMA believes that early and continuing architectural education programs are vital to lowering entry and career barriers. To that end, NOMA is dedicated to encouraging underserved high school students to pursue opportunities within architecture, providing the skills of college students through summer camps, internships and other educational programs. NOMA also provides the professional and educational support and advice to the members, with a special focus on the needs of those who are currently pursuing the profession.

COMMUNITY PROGRAMS
 NOMA actively partners with the community to create community-based initiatives that address the needs of underserved communities. NOMA's programs, which are designed to provide the support and resources needed for the development of NOMA's projects and initiatives.



National Organization of Minority Architects
 610 House of Representatives Building
 1000 New York Avenue, N.W.
 Washington, D.C. 20540
 (202) 638-1100
www.noma.net

Submission Requirements

A request must include the following (attach additional sheets to the application if needed):

2017 Chapter Grant Abstract

1. Brief explanation of a high quality program/project.
2. Background of the proposer/presenter/author/project.
3. How the project will be completed, including a time frame.
4. The total budget, the requested amount, and specifically how it will be used – include expenses, revenues, cost to attend (if program), selling price (if publication), other sources of funding, etc.
5. Names of other organizations that are sponsoring the event and how much they are contributing.
6. Explanation of how the public is made aware of the value of architecture.
7. Examples of how the MAF will be acknowledged, i.e., mailed announcements, posters, email announcements must acknowledge MAF and the local AIA chapter as sponsors. MAF and the Chapter should be recognized during any presentations.

Completion of a follow-up evaluation form is required to qualify for reimbursement of the expense(s) detailed in the application.

Follow-up to MAF must demonstrate the success of the project (i.e., attendance figures, copies of camera-ready art, financial accounting statements, press releases, articles etc.).

Photos of the event are encouraged to allow posting on the MAF website.

Evaluation Criteria

1. Qualifications or credentials of the guest lecturer (if program), author (if publication), etc. Feasibility of the project – financial, commitment of a venue, estimate from a printer, etc.
2. Matching funds from the Chapter or from other organizations.

2017 Chapter Grant Abstract

3. Whether the project advances the aims of MAF – for example, how many people will attend the program or read the book, will the general public be included, etc.
4. How MAF will be acknowledged as a sponsor.