

# The American Institute of Architects



## MEMO

October 1990

### Straw into gold...

(And this from an Arizona architect, who responded to a questionnaire mailed last July to local, state, and national AIA leadership as part of the development of a new "Career Encounter" video, which will be aired this November on the Learning Channel:)

1. List three **CONCEPTS** about architecture/architects that you would like the audience to understand after viewing the program:

- Good Design has tremendous value; both \$ & ¢ and quality of life.
- Architects are the source for Good Design.
- Architecture is a *necessity*, like legal advice or health care.

2. List three **MISCONCEPTIONS** about architecture/architects that you would like the videotape to correct:

- Architects are only for the rich.
- "I don't need architecture—I already know what I want."
- Clients don't have a say or participation in design.

3. List three **SATISFACTIONS**/rewards/advantages of a career in architecture:

- Tangible, physical, durable product for labors.
- "Rumpelstilskin" effect—talking into reality, straw into gold
- Highly layered & textured process: technology, art, PR, finance, real estate, management, law, the public, etc., etc.

4. What **ADVICE** would you give to students considering a career in architecture?

Be opportunistic & flexible—move in all circles offered. Treat the humblest of all tasks as a building block. Strive for excellence in all you do—all else (money, power, love, friends, fame, fun, family) will follow in measured pace.

**James Abell, AIA, Tempe, Ariz.**

What are your thoughts about the profession, the future, the services you receive as a member, and the service you give to society? Keep those letters coming: The sharing is always welcome, and the caring is what this profession is all about.

James P. Cramer, Hon. AIA  
Executive Vice President/CEO