



descartes

“Most men would rather die, than think. Many do.”

-Bertrand Russell
First Inaugural Address
March 4, 1933

SUMMARY

Modern architecture has evolved into a profession saturated in “specialization,” identifying ourselves through an exclusive and concentrated set of skills – a model that is exponentially growing obsolete. From the rise of the Creative Class to the “flattening” of a globalized economy, this presentation proposes that architecture must begin to respond to these new dynamics through a refined approach to knowledge, and a return to intellectual inquiry.

The era of the “master builder” is quickly fading, soon to be replaced by the age of the “lovecat;” a dynamic that will force us to revise our identity. We will soon abandon our markers for megaphones, and barter our CAD software for a Twitter account.

Presented by emerging professionals dedicated to servant leadership, the objectives of this presentation will be to **(1)** explore the fundamental benefits and selective history of *intellectual inquiry and collaborative discourse*, **(2)** analyze how *generational diversity* will flatten management structures and reconnect architects with social critique, and **(3)** propose how *modern social media* and networking tactics will create a platform for the rebirth of Descartes’ thesis – “I think, therefore I am.”

This discussion is an exercise in redefinition – a pursuit of evolving identities.

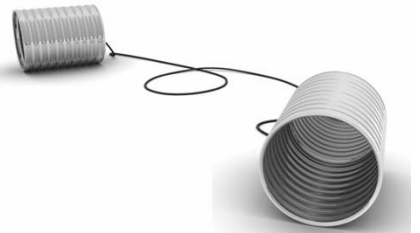
This presentation is a call for change.

INTERNET

Design Intelligence, www.di.net
Fast Company, www.FastCompany.com
Shift Happens, shifthappens.wikispaces.com
The Social Media Guides, www.Mashable.com
Social Media Today, www.SocialMediaToday.com
TED: Ideas Worth Spreading, www.ted.com

BOOKS

Freakonomics: A Rouge Economist Explores the Hidden Side of Everything, by Steven Levitt and Stephen Dubner. New York: HarperCollins, 2006.
Good to Great: Why Some Companies Make the Leap... and Others Don't, by Jim Collins. New York: HarperCollins, 2001.
Love is the Killer App: How to Win Business and Influence Friends, by Tim Sanders. New York: Three Rivers Press, 2003.
Outliers: The Story of Success, by Malcolm Gladwell. New York: Little Brown Company, 2008.
Tribes: We Need You to Lead Us, by Seth Godin. New York: Penguin Books, 2008.
Trust Agents, Chris Brogan and Julien Smith, New York: John Wiley & Sons, 2009.
Twitter Power: How to Dominate Your Market One Tweet at a Time, by Joel Comm. New Jersey: John Wiley & Sons, 2009.
The Rise of the Creative Class, by Richard Florida. New York: Basic Books, 2004.



A discussion by **Zachary Benedict**
and **Heather Schoegler**.

**2009 The American Institute of
Architects (AIA), Ohio Valley
Region Convention**
Thursday, October, 1, 2009
2:45-3:45 pm, Covington, KY

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