

Virginia AIA 100th Anniversary

James P. Cramer

Chairman and Founding Principal

Greenway Group

DesignIntelligence

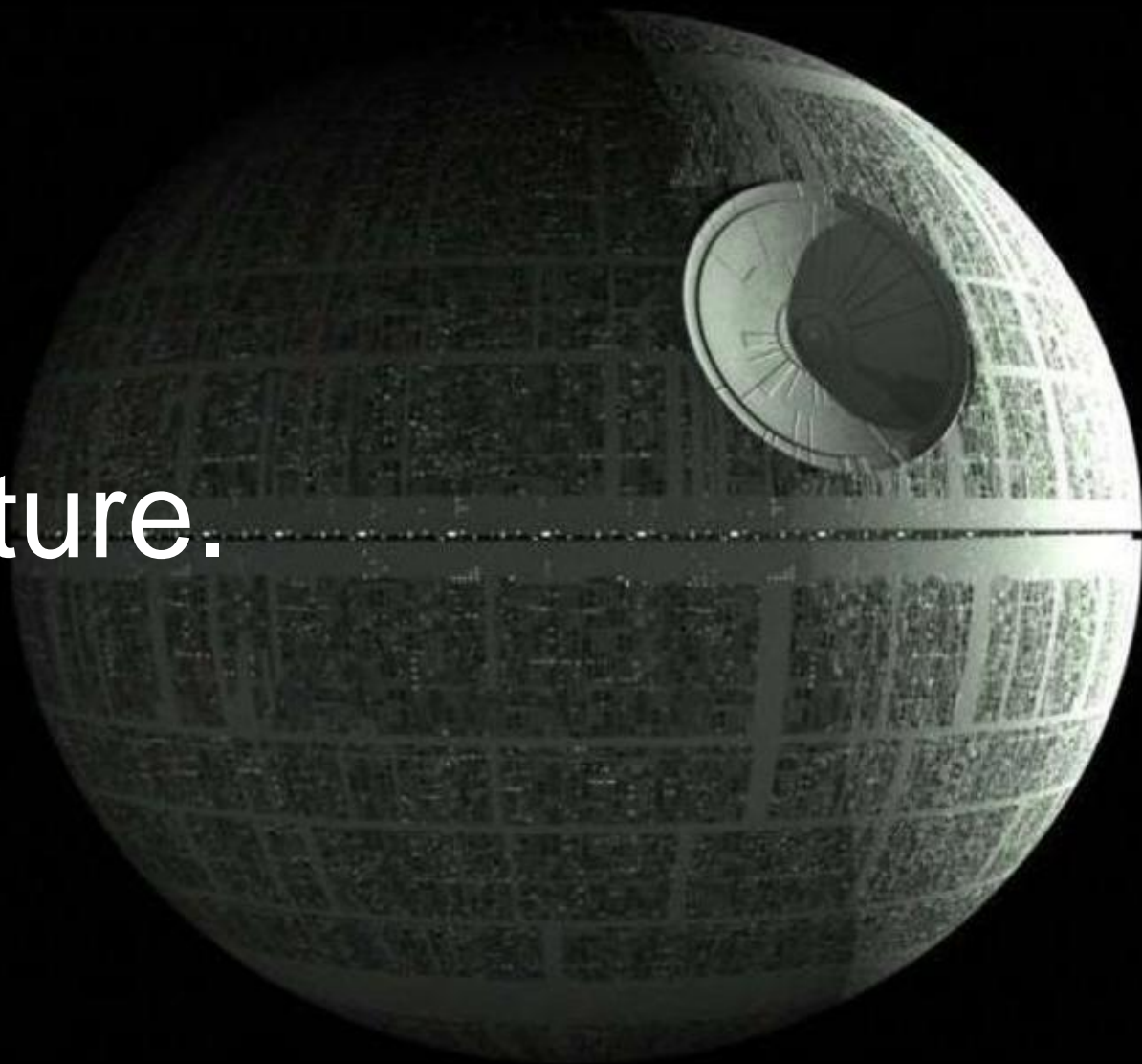
Virginia Accord

- Responsible job creation (3 initiatives)
- A constructed environment that contributes to the well-being of future life, not its erosion (4)
- A commitment to public health(3)
- A commitment to systems of mass transit reducing environmental impact and energy use (3)
- Responsible land development (4)

AIA Virginia Vision

Through a culture of innovation,
the Society empowers its
members and inspires the
creation of a better environment

The future.



The future.

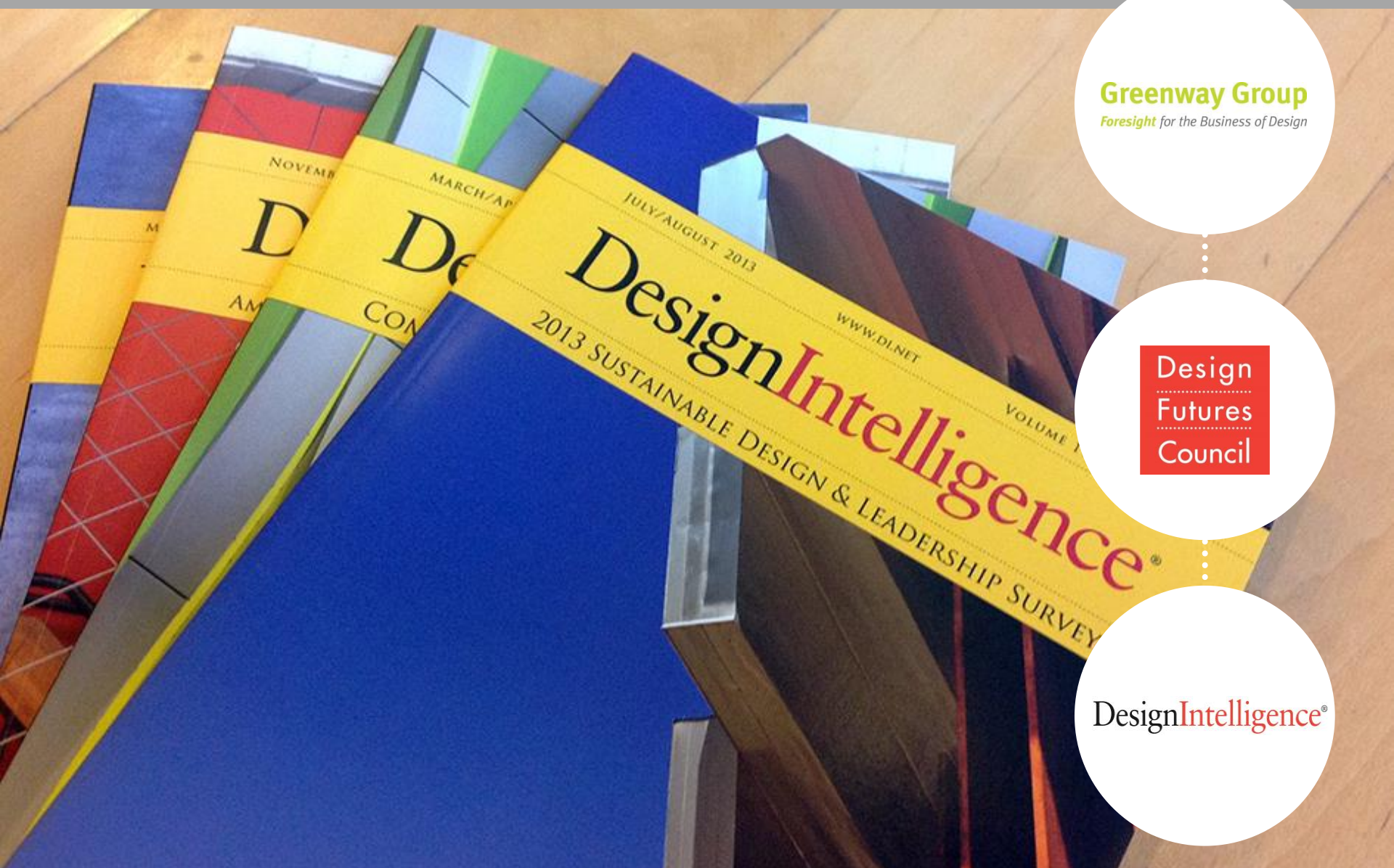


Who we are

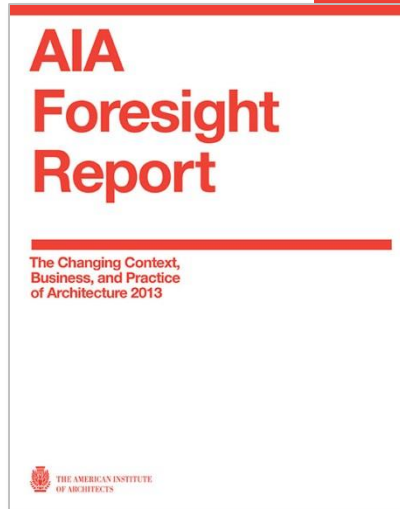
Greenway Group
Foresight for the Business of Design

Design
Futures
Council

Design**Intelligence**[®]



Who we are



Greenway Group
Foresight for the Business of Design

Design
Futures
Council

DesignIntelligence®

Foresight > Disruption





"Are you from the future?"



David Fano | BIM Specialist

Stats

Reviews 6

Contributions 19

Followers 64

Following 18



SHARE ON:



I <3 Data

Website: <http://www.case-inc.com>

Favorite App: Excel

App Kit

- Any -

BIM 360 Glue

| | | | |
|--|-------|---------|-----|
| | SCORE | REVIEWS | ADD |
| | 6.5 | 1 | |

Grasshopper 3D

| | | | |
|--|-------|---------|-----|
| | SCORE | REVIEWS | ADD |
| | 9 | 4 | |

Rhino 3D

| | | | |
|--|-------|---------|-----|
| | SCORE | REVIEWS | ADD |
| | 9.7 | 3 | |

Revit Architecture

| | | | |
|--|-------|---------|-----|
| | SCORE | REVIEWS | ADD |
| | 7.2 | 5 | |

Modo

| | | | |
|--|-------|---------|-----|
| | SCORE | REVIEWS | ADD |
| | 9.5 | 0 | |

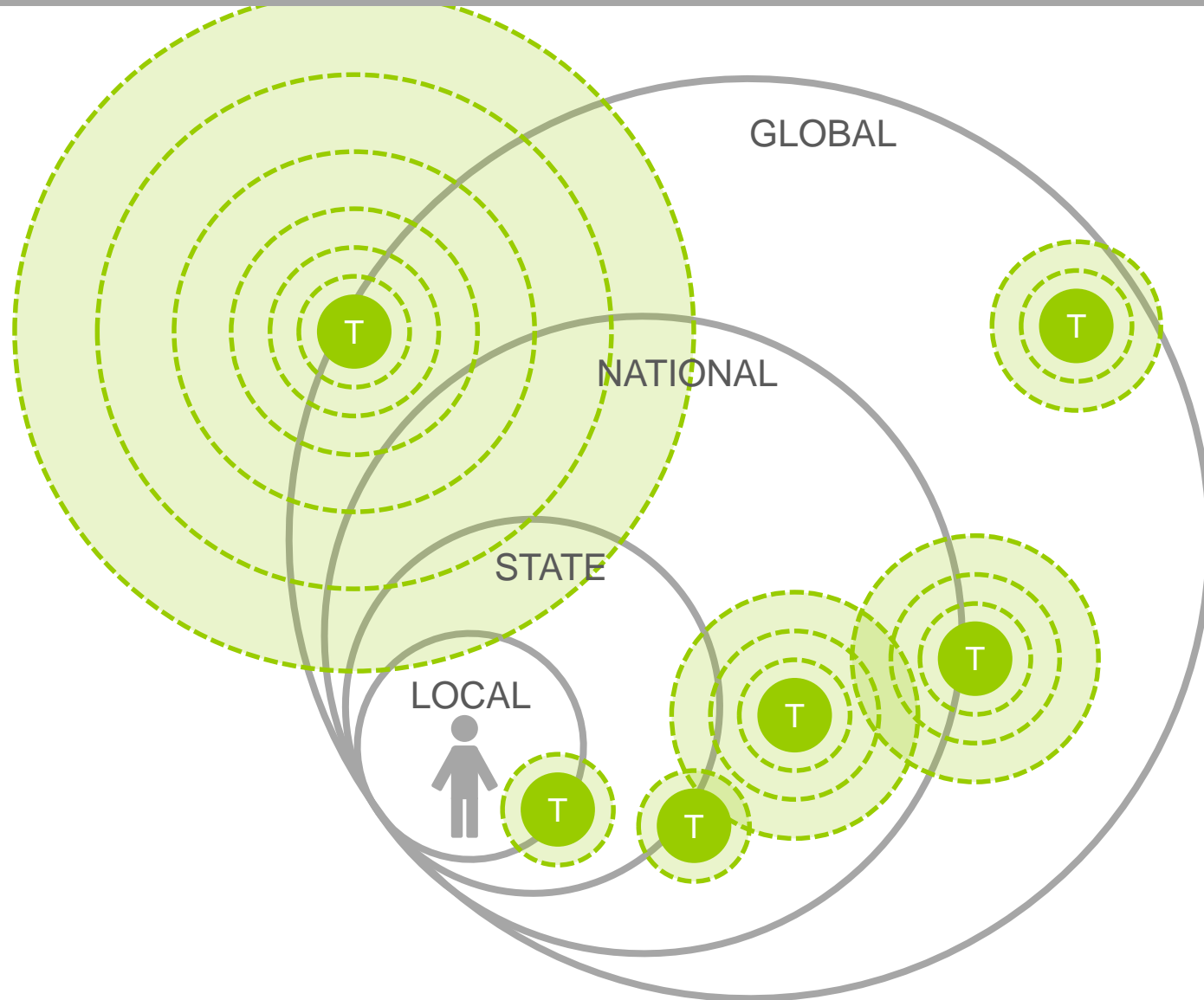
3ds Max

| | | | |
|--|-------|---------|-----|
| | SCORE | REVIEWS | ADD |
| | 9 | 1 | |

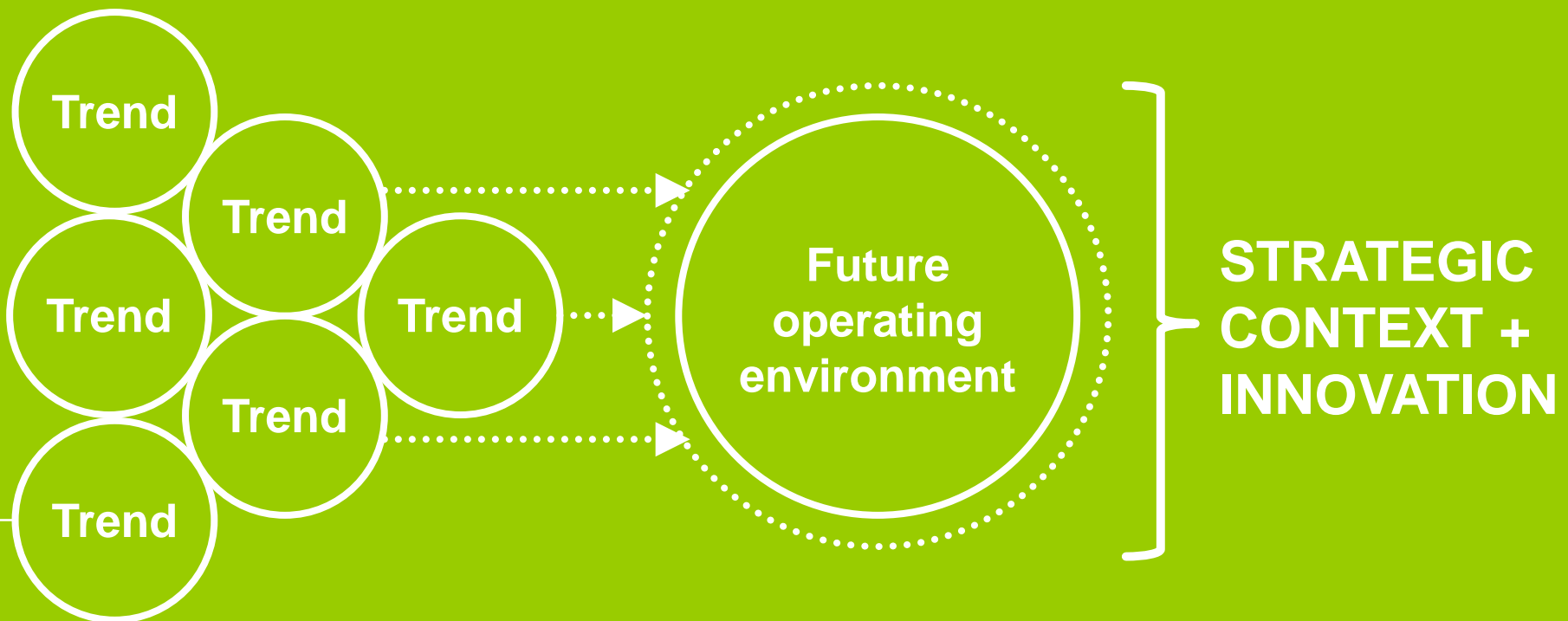
Maya

| | | | |
|--|-------|---------|-----|
| | SCORE | REVIEWS | ADD |
| | 9 | 0 | |

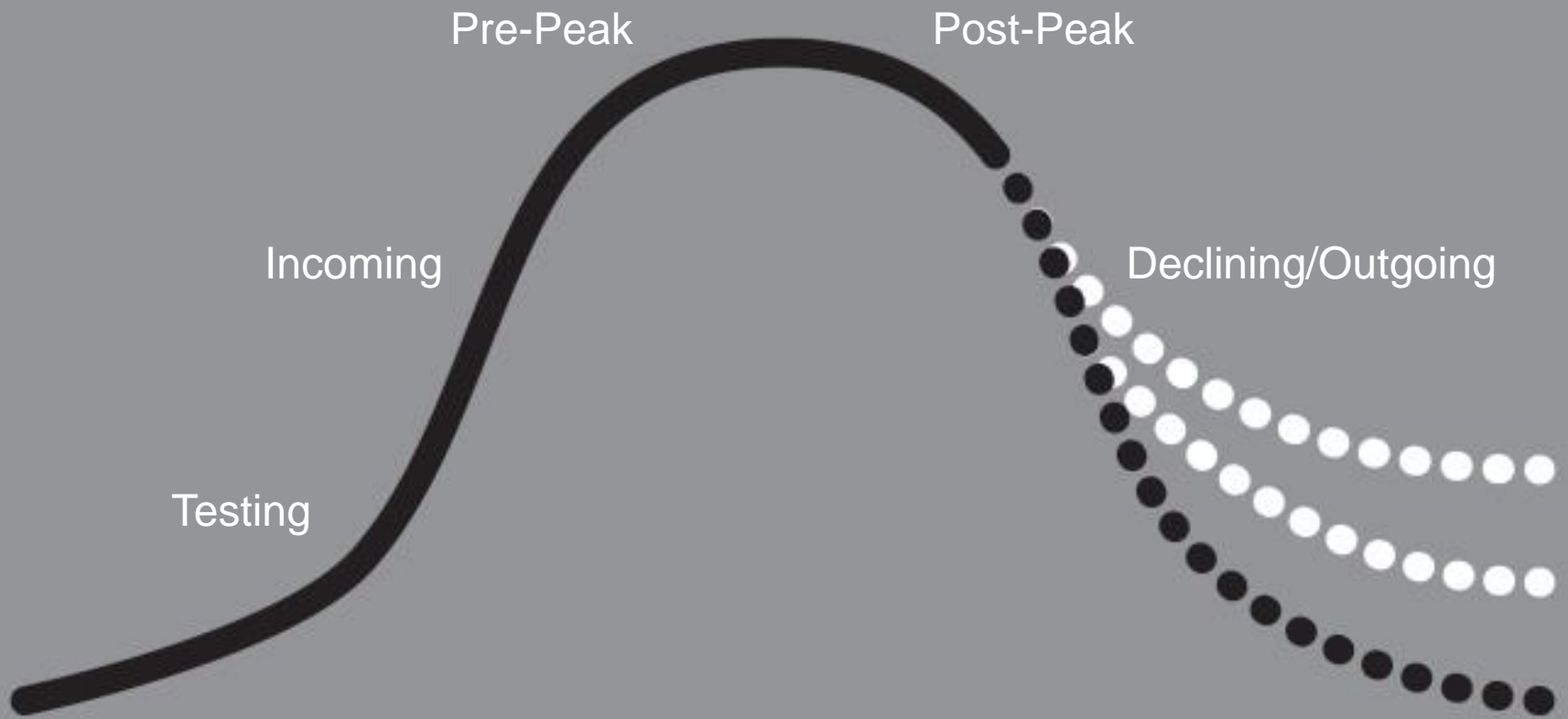
Foresight > relative scale and impact



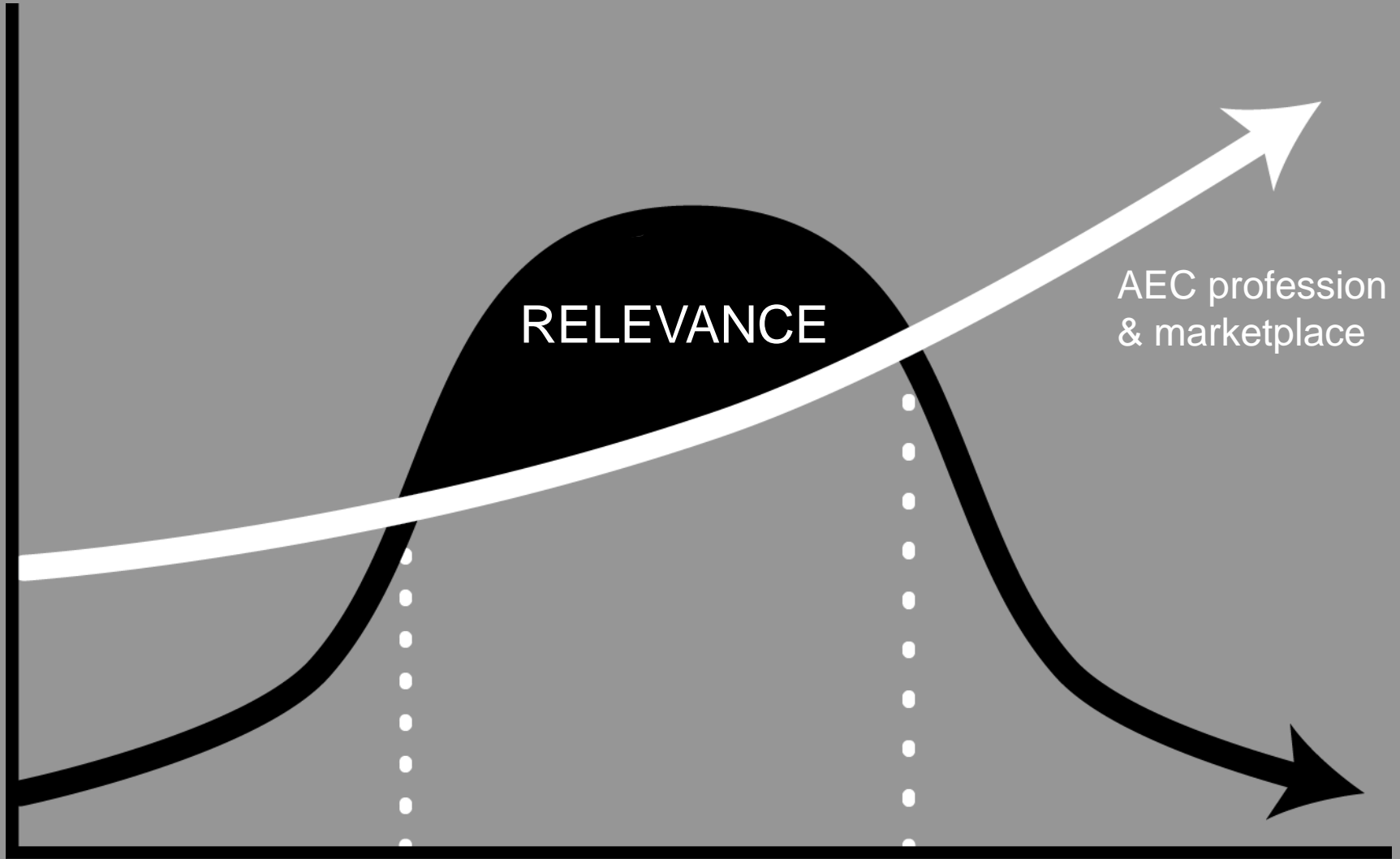
Foresight > context for business



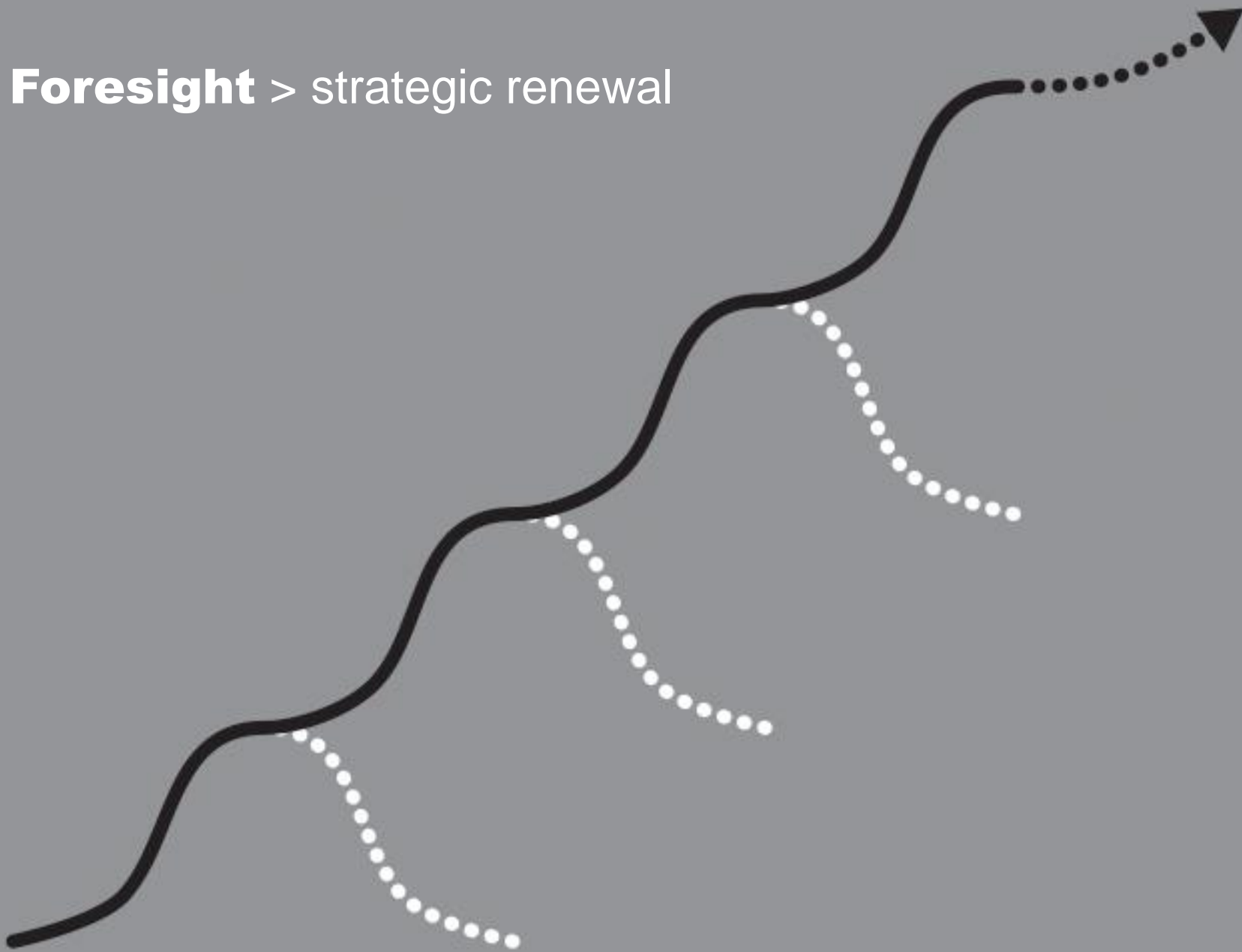
Foresight > lifecycle analysis



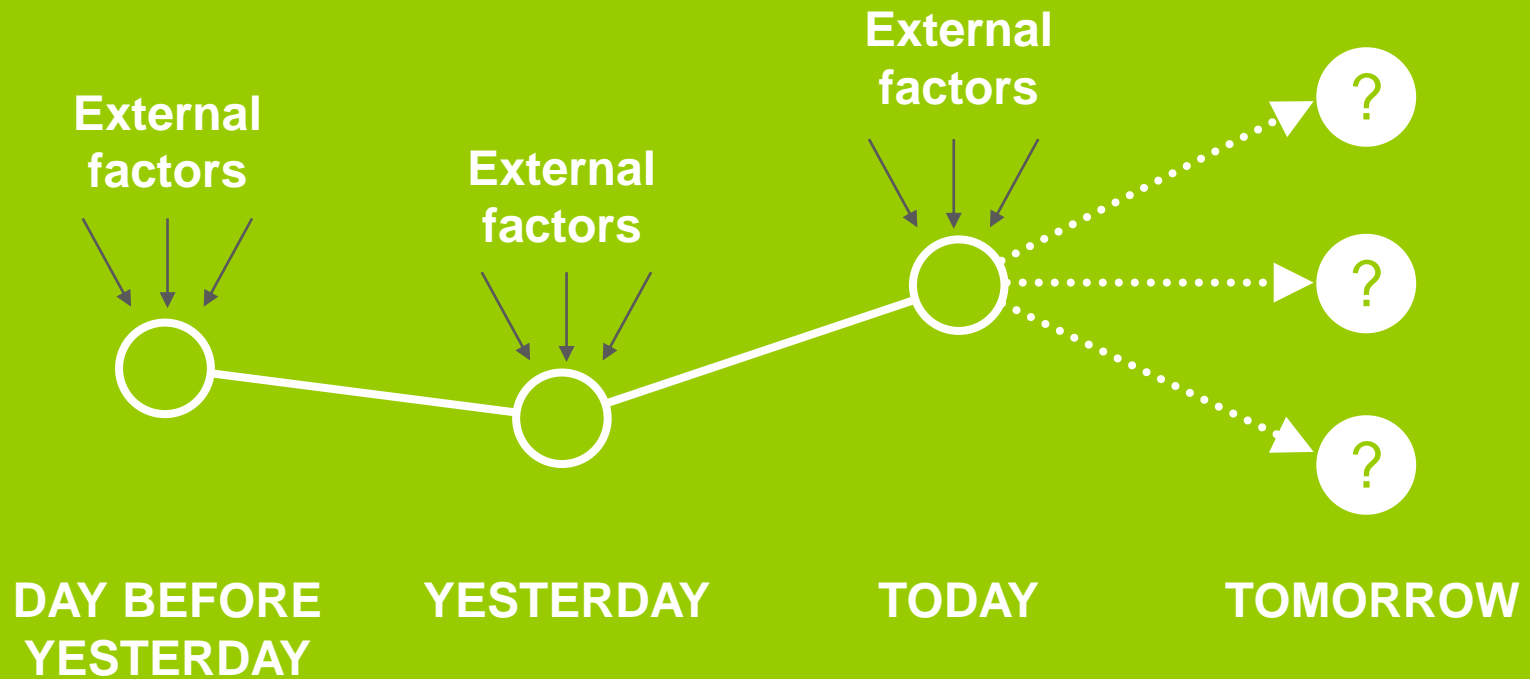
Foresight > personal career lifecycle



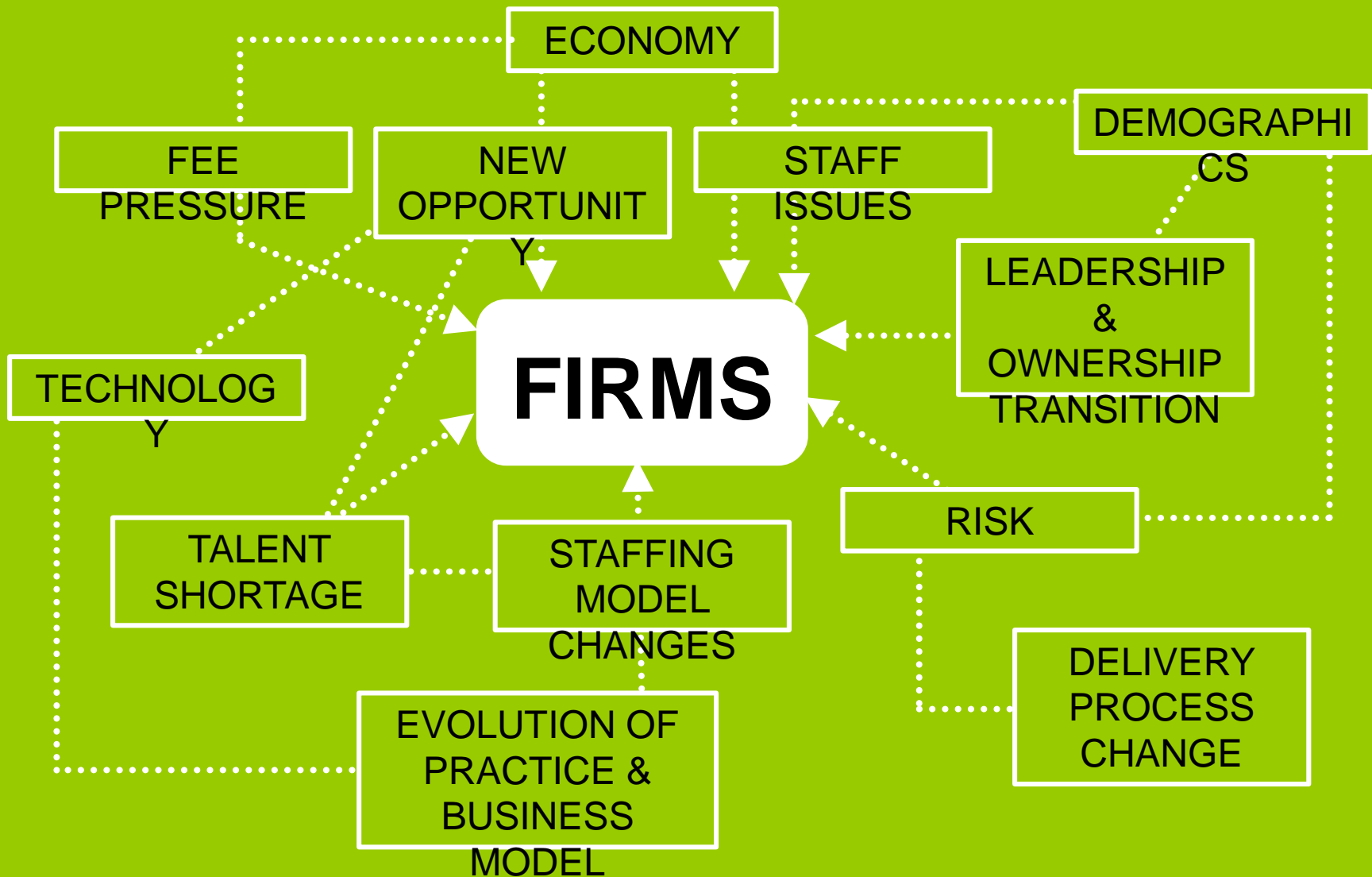
Foresight > strategic renewal



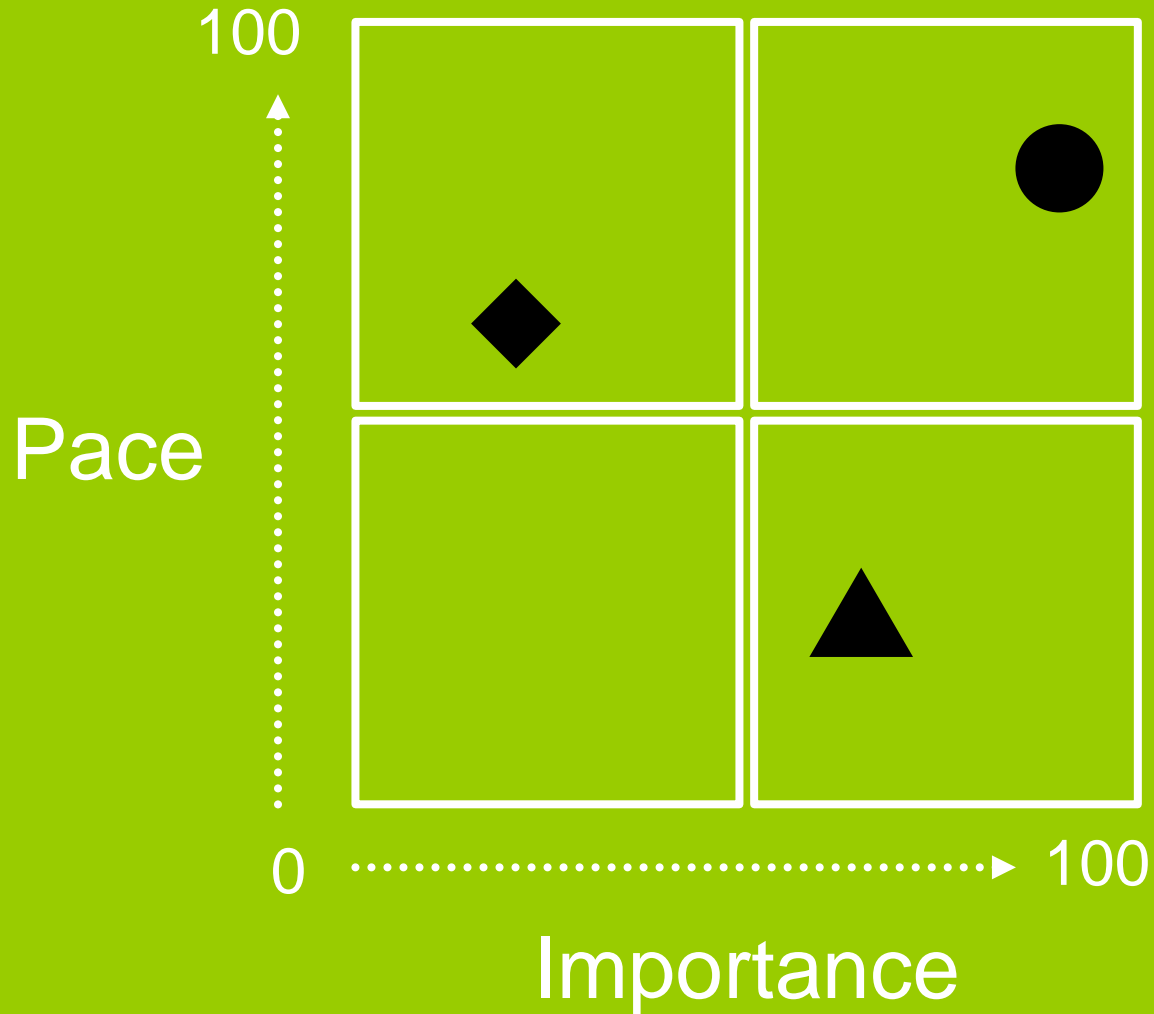
Foresight > trajectory & extrapolation



Foresight > trends affecting firms



Foresight > How fast? How important?



Foresight > Design/Enterprise model



What is the logical sequence?

2 4

Foresight > blind spots

Linear change

2 4 6 8 10

Foresight > blind spots

Accelerated change

2 4 8 16 32

Foresight > blind spots

What about this sequence?

2 4 16 256 65,536

Foresight > blind spots

What about this sequence?

8 4 6 10 2

Foresight > blind spots

| | | |
|----|---|---------------|
| 8 | ⋮ | <u>E</u> ight |
| 4 | ⋮ | <u>F</u> our |
| 6 | ⋮ | <u>S</u> ix |
| 10 | ⋮ | <u>T</u> en |
| 2 | ⋮ | <u>T</u> wo |



**Key issues &
opportunities**





Foresight > AEC profession changes

Shrinking Markets

Baby boomer leadership

Solo artist and silo disciplines

Percentage fees

Firms working locally and regionally

Stable professions

Linear processes

Mixed media tech

Design as material art

Construction as wasteful industry

Evolutionary innovation

Command and control artists

Earnings at 7%

Generalist practices



Growing but erratic markets/fragmentation

Generation X and even Y Leadership

Integrated expert teams

Value-based fees

Firms working regionally and globally

Dynamic entrepreneurial profession

Simultaneous processes

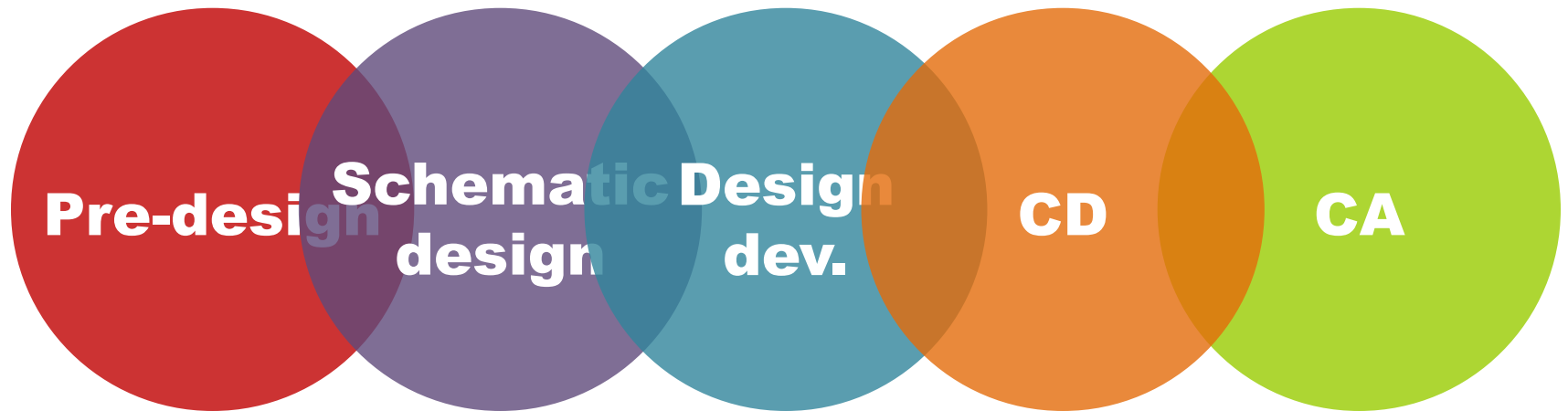
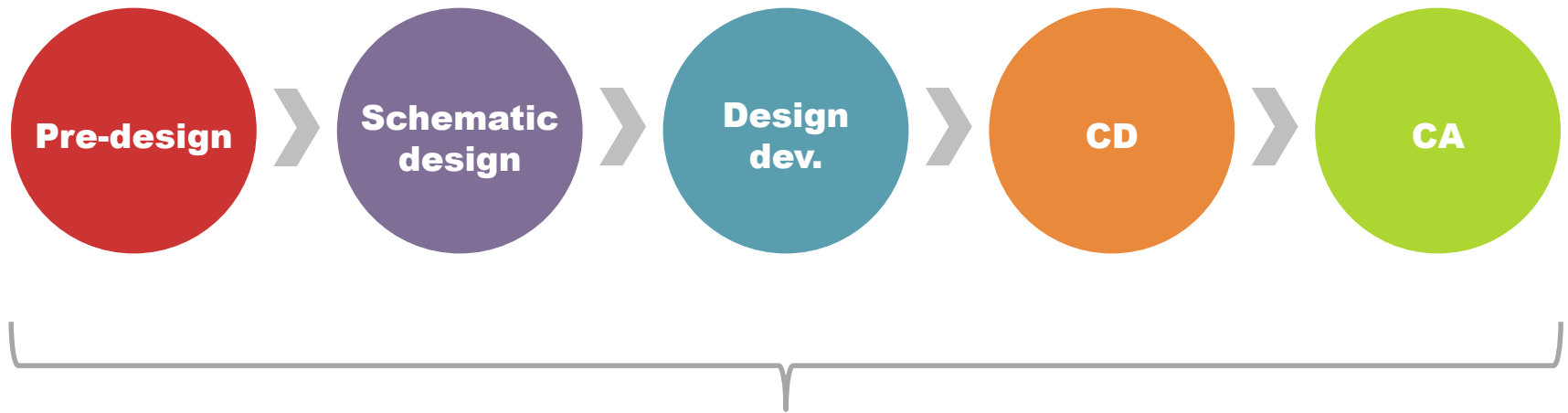
BIM dynamic sharing with AI

Design as organic science

Construction as lean and clean

Revolutionary disruptive innovation

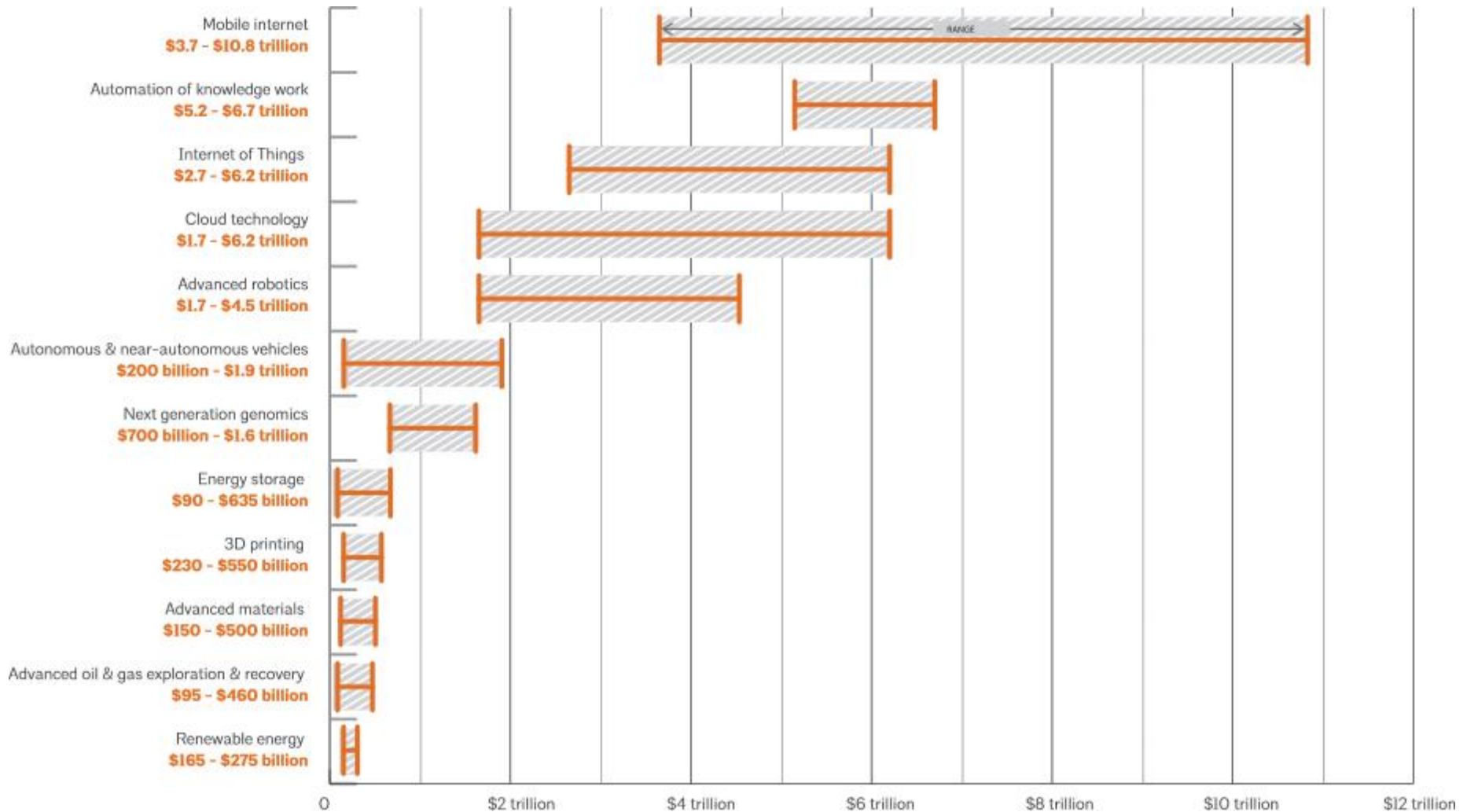
Evolution > design & delivery process



Technology > tech-enabled trends

- 1. Mobile internet**
- 2. Automation of knowledge work**
- 3. Cloud technology**
- 4. Advanced robotics**
- 5. Autonomous vehicles**
- 6. IoT, AI and algorithm design**
- 7. Next-gen genomics**
- 8. Energy storage**
- 9. 3D printing**
- 10. Advanced materials**
- 11. Advanced oil & gas recovery**
- 12. Renewable energy**

Technology > 12 top trends & economic impact - 2025



Wearable tech > Human Condition Institute

SMARTER SAFETY APPAREL



Meant to reduce OSHA's "Focus Four Hazards"

1. Falls (36%)
2. Struck by (10%)
3. Electrocution (9%)
4. Caught-in or between (2%)

COLOR CODED ROLE IDENTIFICATION

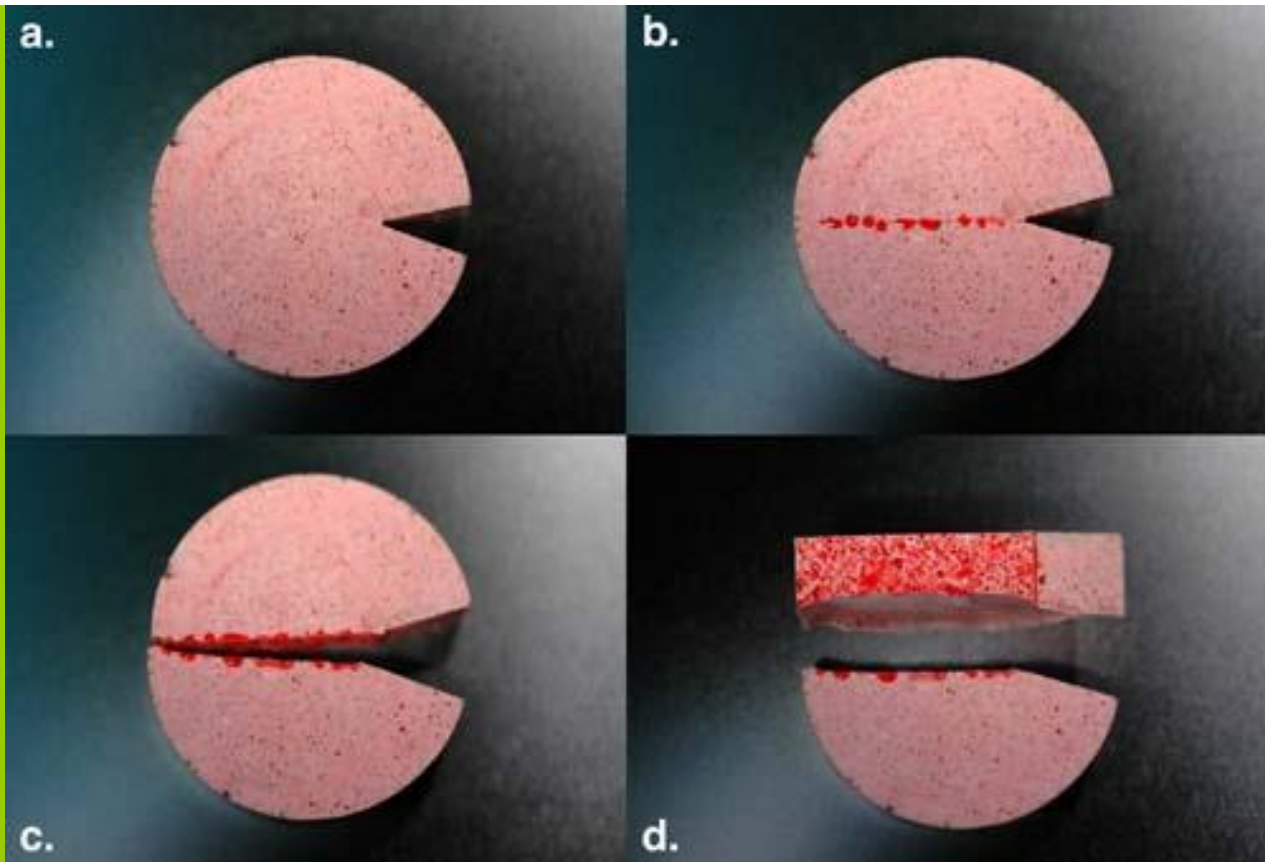


University of Michigan > decorative solar



Biomimicry > self-healing polymers

Beckman
Institute for
Advanced
Science and
Technology
University of
Illinois



BIQ House > Beyond Biomimicry



Trends > design thinking



Fab. ♥



WARBY PARKER
eyewear



J.CREW



Trends > design thinking



Accelerated change

2 4 8 16 32

**Jack Davis, Mayor Euille, Kim Tanzer,
Jason Hartke, Richard Jackson, Kennedy
Smith, AIA Virginia Leadership, Special
Guests and Presenters, Great dialog**

Personal Goals and Commitments

Self-Defeating and Self-Fulfilling Prophecies

Dystopian visions or optimistic futures inventions?

Strategic, not blind optimism to design a sustainable and healthy communities.

Thank you.