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AIA Knowledge Communities



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Early registration discounts are available through March 21.

One-day or individual-event registrations are also available.

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April 3-6, 2008

Detroit

DESIGN PARALLELS



PRESENTED BY AIA Committee on Design Knowledge Community and AIA Detroit

DESIGN PARALLELS

Architecture, Industrial Design, Interior Design, and Transportation Design

April 3–6, 2008 ■ Detroit

Imagine a building, a car, and a cellular telephone. Each is constructed differently. Each is used differently. Are the concepts and principles used to design them different?

The AIA Committee on Design invites you to a conference exploring design parallels through architecture, automotive design, industrial design, and other design professions. Through a combination of presentations, discussions, and tours, you will learn that vision, planning, and design excellence are the fundamental elements in all types of design.

Personal guided tours of 10 Detroit architectural landmarks will be offered. Highlights include

- Ford Rouge Truck Plant and Visitor's Center (a sustainable design adaptation by William McDonough + Partners, and HED)
- Detroit Institute of Art (Paul Philippe Cret with additions by Michael Graves)
- Cranbrook Academy of Art, Science Museum, Art Museum, Natatorium, Kingswood Girls School (Eliel Saarinen, with building additions by Steven Holl, Todd Williams + Billie Tsien, and Rafael Moneo)
- General Motors Technical Center (Eero Saarinen)
- The Edsel and Eleanor Ford House (Albert Kahn)

For additional information on the conference, including a list of all guided tours, a program schedule and registration options, visit

www.aia.org/br_cod_parallels08.

Architecture photo: Ford Rouge Truck Plant and Visitor's Center; Ford Photographic, courtesy William McDonough + Partners. Interior Design photo: Detroit Institute of Art; courtesy of DIA.

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