Provide a brief, succinct description of the program, including priorities, committee/tasks, degree of member participation.

The CBUS Ideabook project was a collectively produced exhibition and signature event of Columbus (CBUS) Design Week 2012, a festival with the three-fold mission of fostering appreciation for the power of creative “design thinking,” elevating expectations for good design, and raising awareness of the importance of design industries to our local economy. Design Week 2012 was part of the city’s bicentennial celebration (200Columbus) and idUS, the bicentennial’s primary future-focused component and a celebration of local innovation and design. Design Week was led by a partnership of the Columbus Chapter of the American Institute of Architects (AIA Columbus) and the Center for Architecture and Design (The Center).

The CBUS Ideabook [Exhibit 1] was a small 20-page letter-pressed, bound and individually-numbered sketchbook distributed to over 400 architects, landscape architects, artists, entrepreneurial innovators, civic and business leaders, educators, children, community organizers, and those in the culinary, fashion, and other design arts. Using this blank canvas, participants were tasked with examining and sharing ideas for the city’s future, through any media desired. All ideas and modes of expression were valid, as was manipulation of the books to fit a particular exploration. Singly the books represented one person’s view. Collectively they represented what could be and offered an outward-facing vision of Columbus. Completed books were compiled into a free exhibition for the public’s enjoyment and exploration.

The CBUS Ideabook project team was responsible for designing, printing, promoting, distributing, collecting, curating, and exhibiting the books. AIA Columbus aided in securing funding for the exhibit production and opening through grants from AIA/Hanley Wood, The AIA Trust and AIA Ohio, and corporate sponsorships. Many AIA Columbus members (32 total AIA authors) and design professionals were among the much larger and diverse group of CBUS Ideabook authors, encouraging dialogue among and between design professionals and the public.

Discuss the strategies/steps taken to achieve the goals.

Although planning for the project began in fall 2011, it was officially launched in May 2012 with a presentation at Pecha Kucha Columbus [Exhibit 2], as part of idUS in front of the Columbus Chamber’s Young Professionals Exchange, and to the Columbus Society of Communicating Arts (CSCA). We utilized a wide range of communication tools and strategies to reach out to a large audience of community and business leaders, creative and cultural professionals, and the general public to encourage participation. Consistent dialogue with participants and the public throughout the summer was maintained through a multi-platform social media network, the creation of a new Design Week website [http://columbuscfaad.org/designweek] and promotional materials [Exhibit 3] and the participation of our committee members in a wide variety of community events. Books at first trickled in, but as word spread throughout the design community people were rushing to complete their books. Ultimately, over 200 books were returned (a 50% return rate) - some coming from as far away as Los Angeles and New York City [Exhibit 4]. We had an aggressive media campaign garnering coverage on local television stations, Columbus Underground (a prominent local blog), The Columbus Dispatch, Columbus Business First, The Daily Reporter, Metropolis, Dwelling, Buildapedia.com, and several other print and web-based media outlets [Exhibit 5]. Communication and collaboration were keys to the success of the CBUS Ideabook project, and so the necessity of using a multi-faceted and multi-media approach to promotion, outreach, and advocacy was immediately apparent [Exhibit 6]. We also engaged many young people in the project, from those taking a leadership role on the CBUS Ideabook project team to the Servitecture students - an Ohio State University student organization that encourages and promotes Knowlton School of Architecture student and faculty involvement through community service opportunities – who helped us organize the exhibit and reception.

Identify the goals/objectives.

The CBUS Ideabook project was created to be a critical and collective examination of the future of Columbus as part of its bicentennial celebration. The exercise was meant to both foster public
appreciation and participation in critical design thinking while promoting the architecture and design communities as ambassadors of the city’s cultural future. The exhibition was planned, curated, administered, and executed by architects and designers, but relied also on public participation and dialogue for its energy and diversity. This dynamic was encouraged in order to foster dialogue, promote enthusiasm for the future, and spotlight creative culture and industry.

Identify the outcome/results.
We received just over 200 completed books back for our exhibition, showcasing an astonishingly wide range of visions for our city’s future. The books were displayed at an exhibition opening on September 29, 2012 [Exhibit 7], which also launched the start of our first-ever Design Week. The Ideabooks then travelled throughout October 2012 to several other Design Week and i dus events such as TEDx Columbus, Innovate Columbus, The Center for Architecture and Design Annual Celebration, and the AIA Columbus Design Awards. In all, more than 2000 members of our community and design professionals viewed the books during a two-week span. The books will be the inaugural, month-long exhibition at the brand new Columbus Center for Architecture and Design, opening in early 2013, where the public will again be able to browse the books. Upon the conclusion of this showing the books will be donated to the Columbus Historical Society for the enjoyment and curiosity of future generations. We will also produce a manifesto catalogue that will not only highlight the work of the CBUS Ideabooks but also serve as a call to action for the ideas contained within. We have held back some books just in case we discover more possible entrants.

Discuss the achievements/success of the program for members, the community, the public and the profession.
As a collection the books gave a wonderful snapshot of cultural zeitgeist, a diverse array of hopes and dreams for our future, observations ranging from poignant to comical, and managed to both celebrate who we are and look forward to what could be [Exhibit 8]. Some submissions were beautifully artistic expressions while others were pithy critiques. Every participant started with an identical canvas, but no two books were alike and in the end – a great reflection of the diversity of our community and our participants. The project was enthusiastically received by our members, particularly our younger members. Attendance at the exhibition opening far exceeded our expectations. Attended by Columbus Mayor Michael Coleman, design and civic leaders and about 400 other people, it sparked fantastic conversation between creative professionals and the public, bringing the architecture and design community to the forefront of public consciousness while reconnecting that creative community with their city [Exhibit 9].

Discuss the lessons learned.
The CBUS Ideabook project confirmed the value of collaboration and the richer outcome produced when a broader audience is engaged. CBUS Ideabook submissions provided an amazingly wide range of different perspectives due to the variety of people involved.

We also learned that the community is eager to engage with the architectural profession and extremely interested in design – from children to adults. The key is to keep the process simple: The CBUS Ideabook project was a small, manageable project with no limits regarding how participants needed to express their interpretations. The result was a creative venue to express opinions in a non-judgmental way.

Discuss any other relevant and background information.
We created a mobile display [Exhibit 10] for the CBUS Ideabooks, which made it easy to transport. Books were cleverly tethered to these mobile displays with retractable badge holders allowing people to gently pull them for viewing. Each mobile display had a shelf to display the expandable books. Because the display was mobile, we were able to share the exhibit with a broader public than previously anticipated, including additional Design Week events, such as the AIA Columbus 2012 Design Awards Ceremony, and The Center for Architecture and Design Annual Celebration. Another viewing is planned for January
when AIA Columbus and The Center for Architecture and Design moves into its new home. Ultimately, the exhibit will be housed at the Ohio Historical Society.
CBUS DESIGN WEEK 2012
Part of the idUS experience.

SAT 29 SEPTEMBER
Ideabook Exhibit Opening Reception
7:00 pm - 10:00 pm
OSU Urban Arts Space

design:ROLLS
11:00 am - 1:30 pm
Columbus Commons

Mo 30 OCTOBER
CBUS Film Screening
3:00 pm - 5:00 pm
Gateway Film Center

Day Off
But do check out other idUS events, such as the EcoSummit and idUS cola! Visit www.idus.us for more information.

TUE 01
Fueling the Creative Economy: Columbus as a Design Incubator
5:30 pm - 8:00 pm
NIBBU Offices

AIA Columbus Design Awards/KSA Lecture
featuring Julie Snow, Julie Snow Architects
Lecture
6:00 pm - 7:00 pm
Awards
7:00 pm - 10:00 pm
Winner Center

Wed 02
Built-in-Cbus Live
7:00 pm - 11:00 pm
Location TBD

Thu 03
The Center for Architecture and Design Annual Celebration
7:00 pm - 11:00 pm
CSU

Fri 04

Sat 05

For more information on the event and sponsors visit: www.columbuscfad.org/designweek
Follow us on twitter.com/cbusdw. Like us at facebook.com/cbusdw
{the authors}

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005 Charmaine Sutton
006 Jessie Masters
008 George Acocot
010 John Kelleher
011 Mike and Sarah Bongiorno
017 Bob Schottenstein
025 Bart Overy and Beth Blostein
035 Nikos Fyodor Rutkowski
042 Reinhardt and Taggart
045 Thomas Lewis
047 Turk and Tiller
049 Bradley Baumensheid
054 Chet Ridlon
057 Angela Wilson
063 Finn Hansen
084 Stephanie Credick Sherwood
085 Andy Hudson
095 Liz Samuelson
096 Joel Matthews
100 Bob Loversidge
101 Walker Evans
108 Anne Evans
109 Vital Companies
104 Ruth Milligan
105 Dom Kimbrei
110 Bex Agency
117 John and Julia McMorrough
120 Matthew McMorrough
129 Josh Kuhl
132 Katherine Bennett
133 David and Murphy
135 Sandhya Kocher
136 Thomas McClure
139 Stasia Czech
140 Roman Czech
142 Dan Stover
142 Gulaniec Regan
143 Jami Goldstein
144 Robert Livesey
157 Kyle Schneider
158 Jill Rayburn
159 Laura Kusinski
164 Bob Masters
166 Jim Coleman
169 Danus de Verhaull
201 Jamie Everett
212 Matt Leasure and Diane Alouan
213 Andrew Overbeck
214 Lark Darby and Nancy Recchieti
216 Danielle Deily
218 Keeni Fleming
221 Angela Pace
228 Brian Ezzell
231 Keith Tatam
233 Mike Brown
237 Liz Lessner
238 Rod Bouc
241 Chris Meyers
244 Ben Goodman
247 Andrew Clark
248 Brad Felin Kopf
254 Design Group
255 Brooks Smith
258 Charles Clutter
259 Vanita Broninger-Marrero
260 Chas Ray-Krider
265 Brian Curtiss
268 Chuck Palmer
270 Cindy Meyers Foley
274 Easterby + Schneider
275 Darren Meyers
276 Ali Bongiorno
278 David Huxnegaw
280 DENNY Griffith
286 The EDGE Group
290 Tyler Steele
293 MSA Architects
294 Evan Ripley
295 Kyle May
296 Greg Jones
302 Priority Designs
303 Julianna Bongiorno
304 Jeff Faese
305 Jonathan Novak
306 Jeff Pongorski
307 Jeni Britton Bauer
310 Tim Lai + Eliza Ho
311 Anne Wagner
312 Joseph Andrew Moss
313 Ron Pizzuti
317 Moody Nolan
318 Karen Miller
320 Kay Dee Jones
321 Kenneth Ricci
323 Michael Tartaglia
324 Kimberly Gibson + Friends
325 Kyle Ezzell
329 Local Matters
332 Mark Corra
333 Matt Ungar
337 Michael Denison
346 Michael Sarlino
347 Nannette Maclequeres
349 Natalie Brown
349 Pam Edwards
352 Pete McClinty
352 Ralph Rosenfield
357 Fritz Harding
358 Rosenfield + Testford
359 Susan Cohen Ungar
360 Yen Hanes
361 Joel Ronchak
362 Steve Wartenberg
369 Jayanty Gopal
372 Andrew Navarro
372 Todd Sines
375 Vince Pilipejero
377 Yvonne Stuiver
377 Emma Cucuoreanu-Zapko
378 Jimi Lewis
378 Jonathan Barnes
380 Matt + Nikki Swift
381 Mike Beaumont
382 Brandon Pernigo
383 Perry & Baumberger Family
386 Jim Brennan
387 Elliott Brozine
388 Jack Hedge
389 Sherm Moreland
390 Tim Hawk
396 Neighborhood Design Center
404 Jimmy Bertoni
407 Chris Coe
417 Daniel Federman
421 Kyle Reed
423 Tiptree
428 Derren Hermann
434 Godman Guild
437 Acock Associates Architects
438 Garte Moradi
439 John Durda
440 Christian Golden
442 Chris Zachar
445 Grid Furnishings
446 Nina West
447 Jenny Wilmott
450 Lincoln Street
451 Joanna Rogers
452 Bass Studio Architects
454 David Melica
455 Ed Nickelson
456 Tim Gascoigne + Scott Mclemore
457 Beau Amonson
458 Sarah Bacha
467 Ruffael
467 Bill Lant
468 Susan Mlosp
465 Design Central
466 Michael Roush
467 Matthew P. Velasquez
469 Brian Ashworth
477 Jen Adrien + Omer Noory
480 Dave Bush
483 Robert N. Wandel
485 Stephen Kearney
486 FACES
500 Guestbook

{what they do}
ACADEMIA • ART CURATOR • ARCHITECTURE • BLOGGER • BUSINESS CARTOONIST • CHILDREN'S LITERATURE • CIVIC LEADERS COMMUNITY ORGANIZERS • COMMUNICATING ARTS • CONSTRUCTION COSMETOLOGY • CULINARY ARTS • DEVELOPMENT • EDUCATION ENGINEERING • ENTREPRENEUR • FASHION DESIGN • FILM • FINE ARTS • GOVERNMENT • GRAPHIC DESIGN • HISTORIAN • INDUSTRIAL DESIGN • INTERIOR DESIGN • JOURNALISM • LANDSCAPE ARCHITECTURE • MATHEMATICS • MARKETING • MUSIC NON-PROFIT • PHOTOGRAPHY • PLANNING • PRESERVATION PRESS + MEDIA • PUBLIC RELATIONS • SOCIAL SERVICES • STUDENTS TECHNOLOGY • TRANSPORTATION • VISUAL COMMUNICATION

{where they're from}

VANCOUVER
ANN ARBOR
ANNAPOLIS
BOSTON
CHICAGO
NEW HAVEN
NEW YORK CITY
LOS ANGELES
SAN DIEGO
PHILADELPHIA
CEYLON
Cleveland
LOS ANGELES
COLUMBUS DESIGN WEEK

Media Coverage

“With big ‘idUS’ come big hopes, too”
The Columbus Dispatch
By Amy Saunders
Friday, September 28, 2012

“Columbus Design Week 2012”
buildipedia.com
By Francesco Lazzaro
Sunday, September 30, 2012

“Columbus Design Week 2012 Sept.29-Oct.7”
columbusunderground.com
By Walker Evans
Friday, September 28, 2012

“idUS conference designed to stamp Columbus as innovation hub: Columbus hopes idUS helps brand city as hub for design, innovation”
Columbus Business First
By Carrie Ghose
Friday, September 21, 2012

“Ideabook/Design Week”
WCMH-TV (NBC)
By Ben Gelber
Sunday, September 30

“Big Ideas: Columbus Design Week”
columbusunderground.com
By Michael Bongiorno, AIA
Thursday, July 19, 2012

Big ideas

By Pamela Engel | THE COLUMBUS DISPATCH

Michael Bongiorno, the chairman of Design Week, said the 4-by-6-inch idea books are “call to action and conversation starters about Columbus.”
IDEABOOK EXHIBIT
Opening Reception
COLUMBUS IDEABOOK

200 YEARS

500

ten thousand
great ideas for Columbus

{a few of the ten thousand}
MOVABLE EXHIBIT
Fabrication
November 14, 2012

Mr. Michael Bongiorno, AIA
Founder, Columbus Design Week

Dear Michael,

It is with great pleasure that I am writing you to recognize the work that was done under your leadership on behalf of both The Center for Architecture and Design and AIA Columbus during Columbus’ inaugural, and highly successful, Columbus Design Week 2012. In particular I want to single out the Ideabook project. Not only was the project a creative endeavor for all who participated, me and my office included, but it engaged the broader public in a really unique way by bringing together individuals and groups from diverse backgrounds and age groups and asking them: what do you think? The spectrum of responses was inspiring and I am excited that you have plans to document the books in a publication and eventually archive the books with the Columbus Historical Society.

I would also like to acknowledge that the visibility of both The Center for Architecture and Design and AIA Columbus has been noted by my office. You have all exemplified that architects and designers are truly a voice for positive change and ideas within Columbus and that we truly are a City of Design. Both the project itself and the exhibition opening created quite a buzz in town and we are excited that it has also created some national press for Columbus.

Congratulations, to The Center for Architecture and Design and AIA Columbus! I know all of us here are proud of what you have accomplished. We wish you continued success.

Sincerely,

Michael B. Coleman
Mayor