

# NEW PRACTICES ROUNDTABLE

## SESSION FOUR

## MARKETING BY DESIGN



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MARKETING  
BY DESIGN

16 MARCH 2006

# NEW PRACTICES ROUNDTABLE

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Welcome: Diana Darling, Publisher, The Architect's Newspaper  
David Koren, 2006 SMPS-NY President  
NPR Recap: Mark Strauss, FAIA, 2006 AIANY President

- Martin Finio, AIA, Principal, Christoff:Finio Architecture, Moderator
- Linda Ong, Branding Consultant, Truth Consulting
- Michael Bierut, Graphic Identity Partner, Pentagram
- Nancy Kleppel, Marketing Consultant
- Cathy Lang Ho, Founding Co-Editor, Architect's Newspaper
- David Resnick, AIA, Assoc. Commissioner, NYC DDC

Q & A moderated by Martin Finio  
Next Steps: Mark Strauss

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William Menking  
Diana Darling

SESSION ONE:  
JUNE 16, 2005

WHAT WE  
HEARD:

- BUSINESS ISSUES
- TECHNOLOGY
- **MARKETING/  
NEW BUSINESS  
DEV.  
PUBLIC RELATIONS**

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SESSION TWO:  
SEPT 29, 2005

**ARCH+BUSINESS:  
A RUNNING START**

Gregg Pasquarelli  
Robert Hermann  
Elyse Engelhardt  
Thomas Coghlan  
Susan Chin  
Patricia Stumpp

Session 2 Synopsis:

[http://aiany.org/  
eOCULUS/2005/  
images/1004/  
Report\\_NPR.pdf](http://aiany.org/eOCULUS/2005/images/1004/Report_NPR.pdf)

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Session 3 Synopsis:  
Using Technology Effectively

[http://aiany.org/  
eOCULUS/2005/2005-12-20.html](http://aiany.org/eOCULUS/2005/2005-12-20.html)



SESSION THREE:  
DEC. 7, 2005

**TECHNOLOGY:  
HIT OR MISS**

Campbell Hyers  
Kevin Kennon  
Mark Strauss  
Paul Seletsky  
Winka Dubbeldam  
Sean Flaherty

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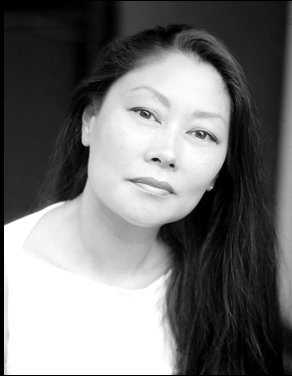
### MARTIN FINIO, AIA

- Co-Founder of Christoff:Finio Architecture
- Former Associate, Tod Williams/Billie Tsien
- Design faculty, Yale School of Architecture
- Selected for Arch. Record's "Design Vanguard" Issue 2004
- Selected for Architectural League's "Emerging Voices" 2005
- Finalist in the City Lights Streetlight Design Competition

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### LINDA ONG

- Independent Branding Consultant
- Launched Oxygen Media as SVP Marketing
- Former Strategic Managing Director for Lee Hunt Associates
- Former Art Director for McCann-Erickson
- Former Board Member, Broadcast Design Association
- Clients include: BBC America, TRIO, Reuters, Bravo, Sundance Channel, HGTV, New York Magazine
- Board Member-Elect of AIGA/NY Chapter

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### LINDA ONG: BRANDING DO'S

1. DO Think BIG
2. DO Focus
3. DO Position Your Brand:
  - Differentiated from the Competition
  - Relevant to Constituents
  - True to the Company
4. DO Be Picky
5. DO Surprise

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### LINDA ONG: BRANDING DON'T'S

1. DON'T Describe
2. DON'T Worry
3. DON'T Hype
4. DON'T Get Sloppy
5. DON'T Forget to Learn

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### MICHAEL BIERUT

- Partner, Pentagram
- Co-Founder of Weblog DesignObserver.com
- Sr. Critic in Graphic Design at Yale School of Art
- Former VP For Graphic Design, Vignelli Associates
- Past President of the Amer. Inst. Of Graphic Artists
- Clients include: Brooklyn Academy of Music, United Airlines, Walt Disney Company, Harley Davidson, Alfred A. Knopf

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### MICHAEL BIERUT: GRAPHIC IDENTITY DO'S

1. Be Simple
2. Be Consistent
3. Be Natural
4. Be Smart
5. Be Good

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### **MICHAEL BIERUT: GRAPHIC IDENTITY DON'T'S**

1. Don't Try to Say Too Much
2. Don't be Trendy or Self-Conscious
3. Don't Pretend You're Something You're Not
4. Don't Use Jargon
5. Don't Elevate Image Over Substance

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### NANCY KLEPPEL

- Independent Marketing Consultant
- Trained Architect with several years of design experience
- Former director of Business Development for SOM NY
- Founding partner in a start-up technology company
- Current and past clients include; Cesar Pelli & Associates, Gruzen Samton, Stuart-Lynn Company and CRESA Partners

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### NANCY KLEPPEL: MARKETING POINTS

1. Set *measurable* goals
2. Know who you are, what you excel at, and how to articulate it
3. Don't abandon your plan
4. Be consistent
5. Marketing is not luck...Know the difference

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### CATHY LANG HO

- Founding coeditor of *The Architect's Newspaper*
- Former sr. editor of *Architecture Magazine*
- Former editor of *Design Book Review*
- Contributor to *The New York Times*, *Metropolis*, *Domus*, *Frame*, *ID*, *Dwell*, *San Francisco Chronicle*, and others
- Coauthor of *House: American Houses for the New Century* and *American Contemporary Furniture*
- Contributing essayist to *Else/Where: Mapping: New Cartographies of Networks and Territories* (Design Institute/University of Minnesota Press, 2006)

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### CATHY LANG HO: PUBLISHING DO'S

1. Good work.
2. Know your publishing goals.
3. Target your pitch.
4. Communicate clearly.
5. Make sure your project is well documented.

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### CATHY LANG HO: PUBLISHING DON'T'S

1. Don't over-narrate; don't succumb to hype and hyperbole.
2. Don't be pushy (but do follow up).
3. Don't disregard publications' protocol.
4. Don't try to control the outcome of a story too much.
5. Don't have bad timing.

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### DAVID RESNICK

- Assoc. Commissioner, NYC Dept. of Design and Construction
- Leading role in DDC's implementation of NYC's Design and Construction Excellence Initiative
- Heads DDC Architecture & Engineering division, providing professional and support services including consultant selection, design review, sustainable design best practices, LPC, art commission and percent for art liaison
- NYC Housing Authority 1993-2004 - ran studio working on NYCHA's community facility program, delivering both in-house and consultant-designed community, youth and senior centers

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### DAVID RESNICK: PROCUREMENT DO'S

1. Know who we are (and what we do)
2. Follow the rules
3. Anticipate questions
4. Know the selection process
5. Make it easy for us

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### DAVID RESNICK: PROCUREMENT DON'T'S

1. Don't parrot the RFP
2. Don't take credit for projects done for other offices without clear and full disclosure of roles and responsibilities
3. Don't provide information/items not requested
4. Don't put forward specific design solutions in your proposal
5. Don't use unedited boilerplate

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# Q & A

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### NEXT STEPS

- May 2006: NEW PRACTICES SHOWCASE  
Call for Mini-Portfolios – Due May 15  
Group Show at the Center for Architecture  
Practice of the Month at Hafele Showroom
- June 2006: FEATURED SESSION  
AIA Convention, Los Angeles
- 2007: NEW PRACTICES ROUNDTABLE – PART 2

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SEE YOU AT HAFELE &  
THE AIA CONVENTION