

2023 Center for Architecture & Design Year-in-Review

These professional design associations comprise the Center:

American Institute of Architects Kansas City (AIA Kansas City)

American Institute of Graphic Arts Kansas City (AIGA Kansas City)

American Society of Landscape Architects, Prairie Gateway Chapter (PGASLA)

Industrial Designers Society of America Kansas City (IDSA-KC)

International Interior Design Association Mid-America Chapter (IIDA)

Kansas City Metropolitan Section of the American Planning Association (KCAPA)

Society for Experiential Graphic Design (SEGD KC)

- **KC Design Week, April 14-22:**

We shattered records and delighted our audiences! The response to our 19 events was incredibly gratifying because we regained the attendance totals that we enjoyed pre-2020. In fact, we finished this year with **EVERY EVENT SOLD OUT**.

Every.single.one!

An estimated 1,811 design professionals, design students, design educators, and design enthusiasts attended KC Design Week.

Here's what we learned about our **audience** from our event surveys:

- 42.1% attended for the first time; 39.7% attended last year.
- 43.9% planned to attend 4 or more events! (nearly 10% planned to attend 6+!)
- Our audience came from 61 unique home zip codes and 43 unique work zip codes.
- We hosted a busload (literally) of graphic design students and faculty from South Dakota State University. They attended 4 KCDW events, and we let them know we would love to see them again next year (or have them move to KC when they graduate!).

Our events offered memorable experiences and rated an average of 9.5 on a 10 pt. scale.

- For the third year, we partnered with other organizations like NOMA KC, Kansas State University, and Girl Scouts to expand our schedule and diversify our audience reach.
- We brought in two speakers from out of town, expanding our attendees' exposure to talent from beyond the KC metro.

We set a record for the largest **net profit** in our 14-year history! Those funds will continue to support programming for Center for Architecture & Design, including education outreach and 2024 KC Design Week!

Planning for **2024 KC Design Week** is well underway! Our dates are April 18-27, 2024, with 25 events scheduled (our most number of events ever!).

- **We welcomed summer interns and new grads with two fun programs.**
For the first time, the Center created targeted programming for summer interns and new grads who were working in design firms and agencies across the metro area. Our Summer Scavenger Hunt in June and our What's Your Tendency workshop in August drew a combined audience of 80 young design professionals, some of whom were experiencing Kansas City for the first time.
Stats from the Scavenger Hunt:
 - Participants came from 34 locations in the KC metro.
 - Other participants came from 10 different states and two foreign countries!
 - They represented 15 different universities.
 - They worked at 24 unique companies/firms.
- **Design Careers Day, October 10:** This was our 5th **education outreach** event aimed at high school students planned in conjunction with KC STEM Alliance and ASCE Kansas City. The event brought in 220 students from 11 high schools to introduce them to career possibilities in all 7 of our Center design disciplines. Students spent the morning at the UMKC Student Union where they took part in a career and education fair. They were able to speak to professionals about careers in design and civil engineering and representatives from local universities. They then spent the afternoon taking a tour of a design firm and a civil engineering firm. We appreciate all our Center volunteers and the firms that opened their doors to the students for the afternoon session.

- **Buzzword Bingo, November 30:** Our final program of the year was a fun (yet, oddly competitive) happy hour event. This game night took our favorite industry jargon and turned them into a bingo game! We had terrific prizes for the winners and refreshments for everyone to enjoy.

About the Center

Center for Architecture & Design, launched in 2014, plans programs and events to spotlight creativity, engage a wide community audience in discussions about architecture and design, teach design thinking to all ages, celebrate the achievements of good design, and help our metro area reach its full potential.

The Center and KC Design Week were proud to be recognized by former Kansas City Mayor Sly James and the City Council for "... for their important contributions to the vibrancy of our city" with a City Council resolution.

The Center's initiatives enhance Kansas City's reputation as a hub for design excellence, urban renewal, economic development, future workforce, and creative entrepreneurship.

The Center is a 501(c)6 nonprofit organization established in the state of Missouri.