

2021 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)

- **Senior Shows, May/June:** In an effort to build relationships with area design schools (post-secondary) and to check out the work being done by graduating seniors in various design disciplines, we promoted opportunities for Center audiences to attend “senior showcases” around the metro, either in-person or online events. The following schools shared their showcase options with the Center: KC Art Institute; KSU College of Architecture, Planning & Design; Johnson County Community College Interior Design; and Johnson County Community College Graphic Design department.
- **KC Design Week, Sept. 9-17:** After the disappointment of cancelling 2020 KC Design Week, we were thrilled to present a “pop-up” KCDW with nine events for our 11th year. By design, this year’s events were fewer and had smaller capacity than in a typical KCDW year. We concentrated on offering a safe and accessible schedule of events: one was fully online; one was fully outdoors; one was livestreamed; and all indoor and in-person events observed strict COVID safety protocols.

Here are some stats from our event surveys:

- ❖ Our events got **rave reviews** from attendees! Every event rated 9.2 or higher on a 10-pt scale.
- ❖ 29% attended 2 events; 22% attended 4 or more events.
- ❖ We were delighted to welcome back **attendees who also attended 2019 KCDW** – 63.4% of this year’s audience!
- ❖ **First-time KCDW attendees** totaled 29.3% of this year’s audience.
- ❖ Attendees came from 22 unique home zip codes (Columbia, MO to Austin, TX) and 17 unique work zip codes (Washington DC to Manhattan, KS).

Planning for **2022 KC Design Week** began on the final day of our September KCDW! Our dates are April 21-29, 2022.

- **20x20x2021 on December 2:** this first-time event was a big hit! Seven presenters each gave a slide presentation with 20 slides at 20 seconds each. The prompt for each presenter was “What people think I do vs. what I really do.” The intention was to dispel myths and to enlighten the audience about various design careers represented by Center members. We hope to repeat this event in 2022 with new presenters and a new prompt.
- **Workshop for designers:** A task force comprised of members from AIA KC, AIGA KC, and IIDA began planning “Embodied Excellence: A Sustainability Masterclass for All Designers,” a workshop to be held March 10, 2022. The Center is excited to offer this workshop as a lead-up event to the Climate Action KC Summit on April 9, 2022.
- **Strategic Plan:** The board created the Center’s first-ever strategic plan this year and will begin implementing the action items in early 2022.
- We could not offer **education outreach** to middle school or high school students again this year, given the pandemic restrictions of many area schools. We hope to return to these important career exposure efforts in 2022.

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.