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JUNIPER STREET RESIDENCE
FLORENCE MASSACHUSETTS

SUMMER
2020

THE STATE OF THE CHAPTER – JULY 2020

We usually reflect upon the state of the Chapter at our annual meeting in December, but this is not an ordinary year. It has been four months since Governor Baker declared a state of emergency. If you or a loved one has fallen ill or if your family has suffered loss of life due to COVID-19, our thoughts are with you. If you have experienced loss of work, please, let us know if we can help. WMAIA is a community; we will do our best to support you.

In March we pivoted to Zoom and have worked throughout the spring to provide a full roster of programs that satisfy both CE requirements and the need to connect with one another. This included offering access to all the spring BCT programs, hosting our regular COTE meetings and Women in Architecture program, providing an update on the Energy Code, a program on Sustainable and High Performance Facades, and convening two meetings with our local legislators (covering Berkshire, Franklin and Hampshire Counties) focused on the impact of COVID-19 on the design and construction communities. Has this remote learning been ideal? Perhaps not. Yet we have managed to keep going and, in some ways, the online format allows for broader geographic participation across our chapter. We have also been able to forge closer relationships (including shared resources and programming) across the state and region.

In response to recent events, we began a discussion on Race and Sustainability/Race and Architecture at our June COTE meeting. We plan to continue these discussions and develop a meaningful course of action. I encourage you to join in. Members responded to the call to fund scholarships for high school students of color to attend the Summer Design Academy at UMass. Thanks to you, five students of color will be fully funded this summer.

Looking ahead to fall, we are exploring how to offer a virtual building tour as well as figuring out how to retool our film series— stay tuned! This is an awards year for our chapter – the Call for Entries will be released shortly; the winners will be announced at our Annual Meeting in December. Realistically we are going to be remote for the next year or so. If we can meet in person sooner, I will be the first one to cheer!

Finally, I want to thank Julie Waggoner Hon. WMAIA, who manages our website, for keeping us current during these ever-changing times, and Rachael Chase, our newsletter editor, for not missing a beat with our print publication. The WMAIA board is a dedicated group of volunteers who have been meeting at least twice a month throughout the spring to keep us on track. And thanks to you, our members, for the work you do and for adjusting to the new normal. The chapter’s success is dependent on your continued interest and engagement!

Lorin Starr
Executive Director



AIA Strategic Council Members 2020

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- TWELVE** COVER STORY: SIMPLE CITY STUDIO LLC
- THIRTEEN + FOURTEEN** FEATURED ARTISAN: TRADITIONAL SIGN PAINTING
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- THE WESTERN MASSACHUSETTS CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS**

THE WMAIA NEWSLETTER IS PUBLISHED FOUR TIMES A YEAR. IT IS CIRCULATED TO ALL MEMBERS, ADVERTISERS AND SUBSCRIBERS. PLEASE DIRECT ALL NEWSLETTER CORRESPONDENCE TO RACHAEL CHASE, AT EDITOR@WMAIA.ORG. ARTICLES, PHOTOS, NOTICES OF EVENTS AND OTHER INFORMATION ARE WELCOME. OPINIONS EXPRESSED IN THE NEWSLETTER ARE NOT NECESSARILY THOSE OF THE WMAIA.

THE EDITOR RESERVES THE RIGHT TO REJECT OR REVISE MATERIAL AS SPACE AND SUBJECTIVE OPINION PERMIT.

COVER PHOTO: SIMPLE CITY STUDIO LLC

AIA STRATEGIC COUNCIL

For the past six months I've been fortunate to represent the New England region on the Strategic Council with co-representative Danielle McDonough AIA. The role of the Strategic Council is to advance the profession by informing the Board of Directors and other Institute bodies of important professional issues and opportunities. The Council is charged with surveying the profession to identify opportunities and threats, and engaging in strategic planning to inform the goals, objectives and strategies of the AIA.

Our terms are three years, and there is a strong collegial relationship among classmates. The first event I participated in was Governance Week in Washington DC this past December. It was a joint session of the Board of Directors and the Strategic Council reporting out from the Strategic Council Committees and voting on awards such as the Gold Medal and Firm of the Year.

As you may know, I am fond of Treasurer's Reports, so naturally I volunteered for the Finance Committee. I'm pleased to report that the Institute is exceptionally well managed with talented, thoughtful and dedicated staff. The Institute has been able to quickly adapt to the present while still looking forward.

Working groups and committees have been formed to provide direction to the Board on the "next, next big thing" as Tom Lieble FAIA the Strategic Council Moderator reminds us. I'm on the Housing Committee, and our framework is to develop strategies for the profession that address Affordable, Equitable Housing. In the context of a pandemic, an economic crisis and dismantling systemic racism - this challenge and responsibility is daunting. I could use your help.

I've been impressed with how the AIA has been proactive providing support and direction to our 88,000 members during these past months. We are fortunate to have a healthy and vibrant local Chapter, and I'm finding the same commitment and comradery at the national level.

Please let me know if you have something to relay to the Board of Directors, ideas on how to provide direction to the Institute for the coming years on Housing, or anything else you'd like to discuss.

In short, the AIA's doing great.

Thomas RC Hartman AIA
tom@candharchitects.com

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CONGRATULATIONS UMASS
M.ARCH STUDENTS!

Department of Architecture
at the University of Massachusetts Amherst

CLAYTON BEAUDOIN

Thesis Advisor: Joseph Krupczynski

URBAN INTER-SPACE: CONVERGENCE OF HUMAN INTERACTION AND FORM



GIVAN CARRERO

Thesis Advisor: Pari Riahi AIA

REINVIGORATING A COMMUNITY THROUGH NEW PUBLIC SPACES AND MIXED-INCOME RESIDENCES



CAFE

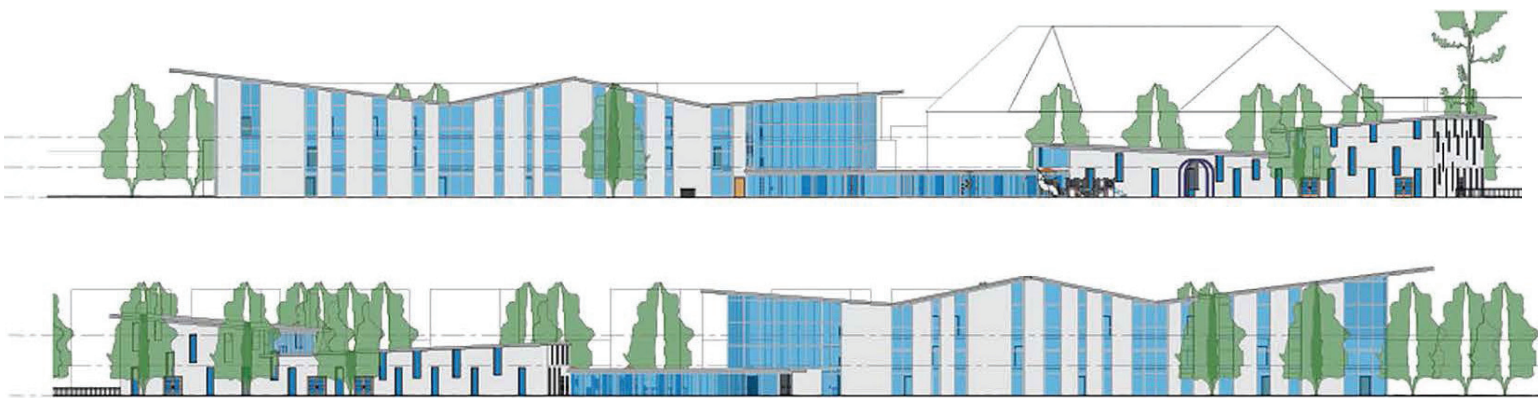


LOUNGE / SOCIAL SERVICE LOBBY

DAVID FITE

Thesis Advisor: Eldra Walker

WHO GETS TO BE WHERE? URBAN REDEVELOPMENT FOR PUBLIC GOOD



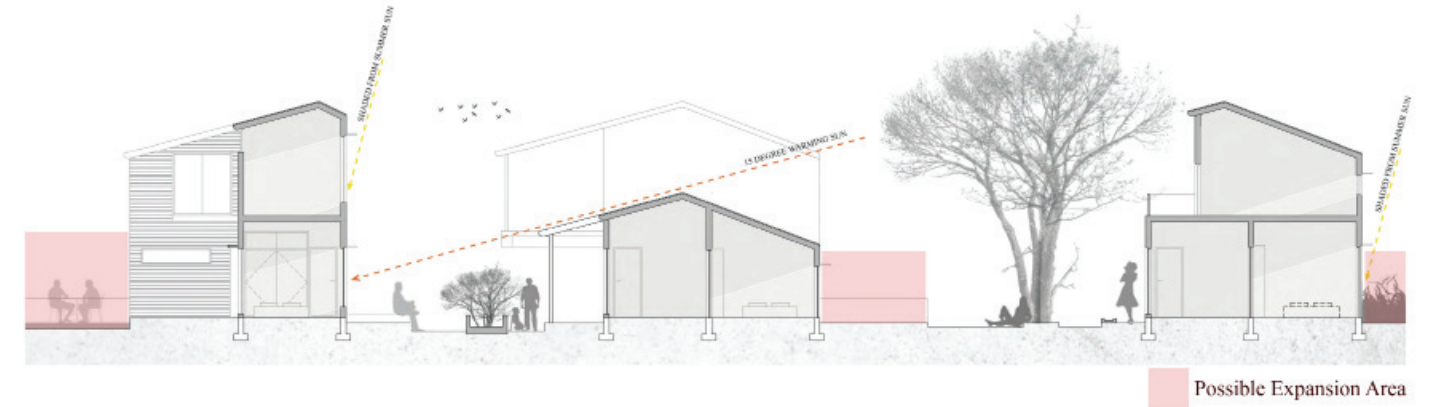
MASTER OF ARCHITECTURE

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HITALI GONDALIYA

Thesis Advisor: Rob Williams AIA

ARCHITECTURAL AGENCY THROUGH REAL ESATE DEVELOPMENT

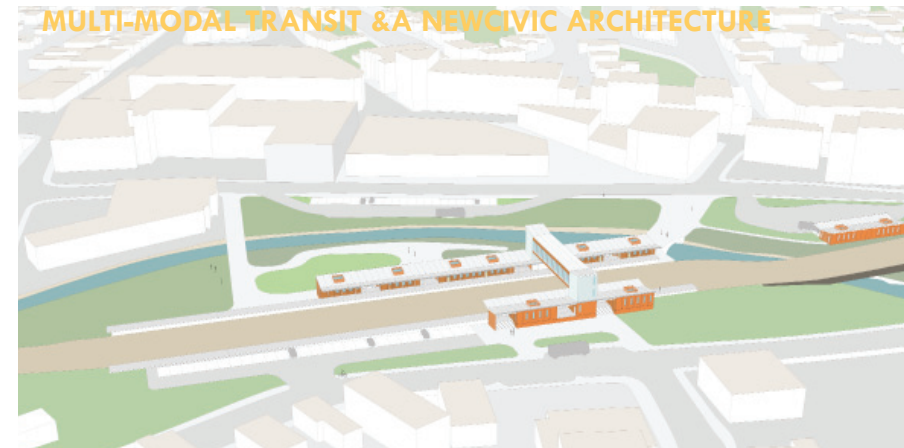


Possible Expansion Area

SAMUEL B. HILL

Thesis Advisor: Pari Riahi AIA

MULTI-MODAL TRANSIT & A NEW CIVIC ARCHITECTURE



ANDREW JONES

Thesis Advisor: Erika Zekos Associate AIA

RETHINKING THE SUBURBAN CENTER



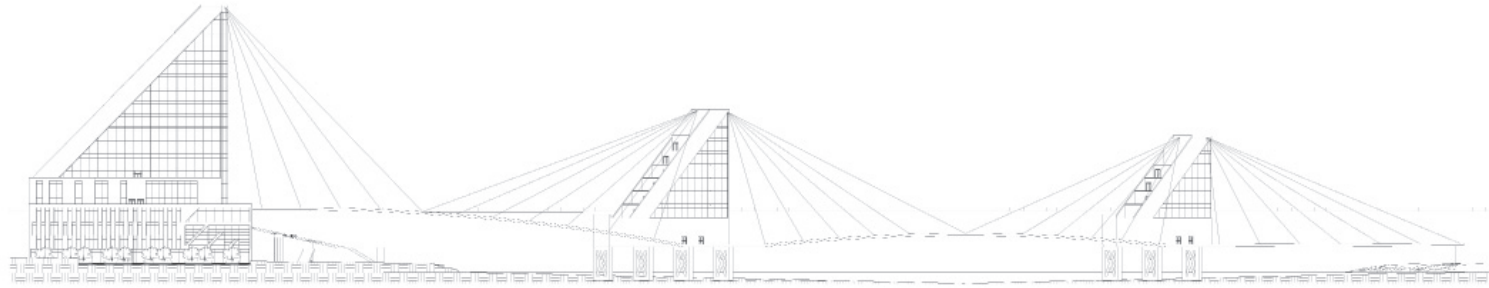
CONGRATULATIONS UMASS M.ARCH STUDENTS!

Department of **A**rchitecture
at the University of Massachusetts Amherst

NICHOLAS MCGEE

Thesis Advisors:
Steve Schreiber FAIA + Emily Wright

RESILIENT URBANISM: BRIDGING NATURAL ELEMENTS & SUSTAINABLE STRUCTURES IN A POST-INDUSTRIAL URBAN ENVIRONMENT



YASH MEHTA

Thesis Advisors:
Kathleen Lugosch FAIA + Sandy Litchfield Associate AIA

ADAPTIVE AIRPORT ARCHITECTURE



EMILY MOREAU Associate AIA

Thesis Advisors:
Ray Mann + Sandy Litchfield Associate AIA

RETHINKING SCHOOL DESIGN TO PROMOTE SAFETY AND POSITIVITY



MASTER OF ARCHITECTURE

CONGRATULATIONS UMASS M.ARCH STUDENTS!

TYLER O'NEIL

Thesis Advisor: Rob Williams AIA

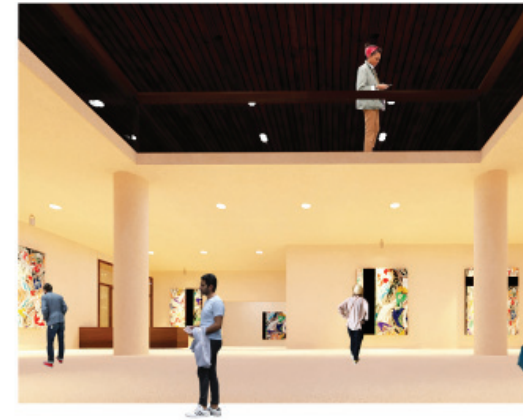
THE BUILT ENVIRONMENT AND WELL-BEING:
DESIGNING FOR WELL-BEING IN POST-INDUSTRIAL COMMUNITIES DURING THE AGE OF URBANIZATION



SHELBY SCHRANK

Thesis Advisors:
Steve Schreiber FAIA + Eldra Walker + Carl Fiocchi

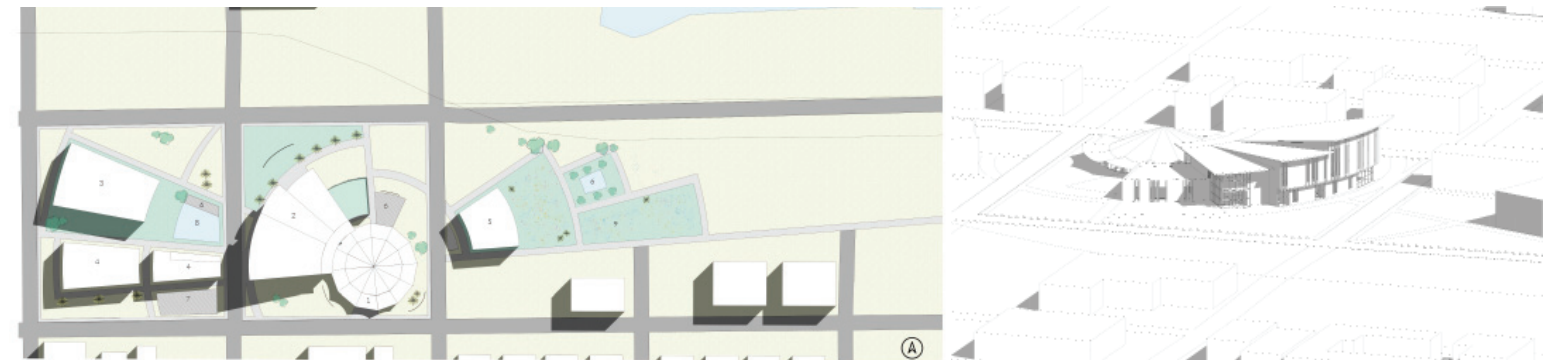
THE FAC: BRUTALIST CONSERVATION AS PART OF COMPREHENSIVE CAMPUS PLANNING



SHELBY PARRISH Associate AIA

Thesis Advisor: Eldra Walker

BORDER TOWN: PRESERVING A 'LIVING' CULTURAL LANDSCAPE IN HARLINGEN, TEXAS



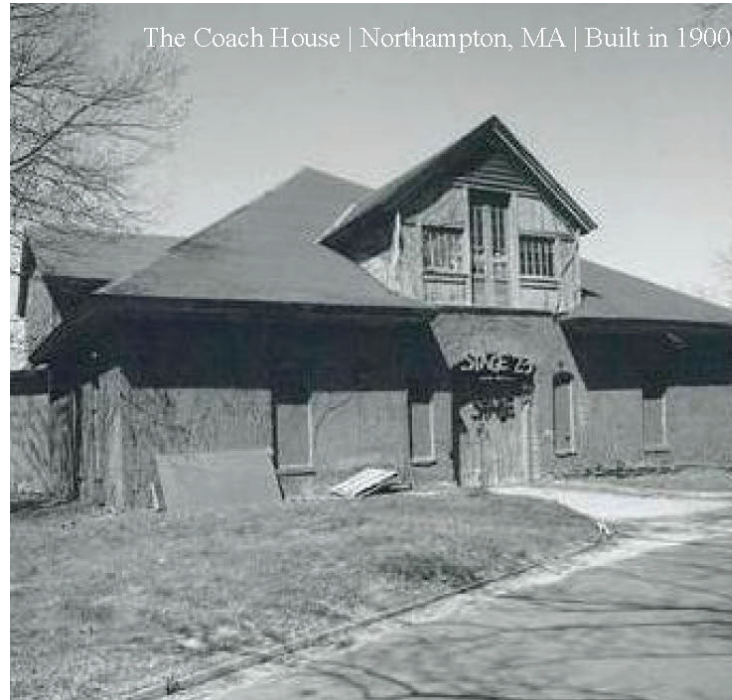
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MADLINE SZCZYPINSK

Thesis Advisor: Ray Mann

SPATIAL DESIGN FOR BEHAVIORAL EDUCATION



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NET ZERO ENERGY CODE LUDMILLA PAVLOVA - GILLHAM AIA

Proposed Net-Zero Energy Code for Green Communities

The Board of Building Regulations and Standards (BBRS) is currently in the process of reviewing two net-zero code proposals for inclusion in the 10th Edition of the MA building code. In the first, submitted by AIA MA on November 5, 2019, AIA MA proposed a Zero Code Renewable Energy Standard that creates a path to a zero energy design approach, similar to the zEPI that is already found in the 2015 IgCC. The AIA MA proposal is designed to build on the International Energy Conservation Code (IECC) which already sets a minimum building energy efficiency requirement. By including the Zero Code Renewable Energy Standard (for all new commercial and institutional buildings, and mid- to high-rise housing) in the current Appendix 115 AA (the stretch energy code), under the new edition of the building code those municipalities that have received the Green Communities designation would be required to comply with the proposed new net zero provisions. For communities that have not received the Green Communities designation, the proposed new net zero provisions would be optional.

The AIA MA proposal was based on the Architecture 2030 Zero Code developed in collaboration with the AIA Code Advocacy Network and numerous other institutional partners. It proposes a building energy efficiency standard that includes both prescriptive and performance paths, and offers a code adaptable language and a flexible approach for incorporating renewable energy, both through on-site generation and/or off-site procurement. By establishing a flexible approach, the ZERO (Zero?) Code is applicable to all new commercial and institutional buildings, and mid- to high-rise housing, including buildings with limited on-site renewable energy generating capacity (it does not apply to single-family or multifamily structures below three stories in height, mobile or modular homes, and buildings that do not use electricity or fossil fuels).

The second proposal was submitted to the BBRS on May 6, 2020 by the Northeast Energy Efficiency Partnerships (NEEP). The MA E-Code proposal offers an alternative that expands the MA stretch code by providing an expanded prescriptive option and requirements that preclude on-site combustion (with exceptions). The NEEP proposal also includes pass/fail criteria for evaluating renewable energy procurement options that simplify decision-making sources in a regionally strategic manner (while also limiting the range of options available in the AIA MA proposal).

Much of the impetus for both of these proposals is based on the findings of the *Zero Energy Buildings in Massachusetts: Saving Money from the Start* report released in 2019 by USGBC MA/Build Environment Plus. The BBRS and its Energy Advisory Committee will be discussing zero energy options over the next couple of years; if you are interested in this issue and would like to review the proposals, please attend meetings of the WMAIA COTE committee or reach out to Ludmilla Pavlova-Gillham, AIA MA President, at lpavlova@cp.umass.edu.

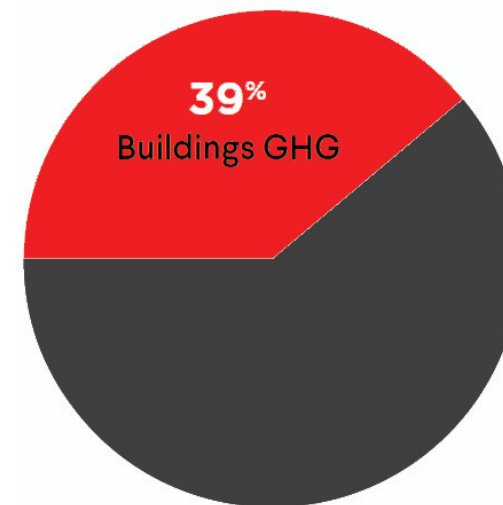


Image Source: Zero Energy Buildings in MA: Saving Money from the Start / 2019 Report



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Photo: JWA

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EAST MEADOW SCHOOL GRANBY, MA
JONES WHITSETT ARCHITECTS

Maya and Brien Tal-Baker AIA, the owners of Simple City Studio LLC, an architecture firm based in Northampton Massachusetts, have designed this home in Florence, exploring modern design through the lens of affordability, energy efficiency, sustainability and space efficiency. The house is designed to a "Passive House" standard and is an energy net-positive home, with a HERS rating of (-5). It has a small and simple footprint, but finds creative ways to make the small space feel spacious, light-filled and uniquely tailored. Simple contemporary detailing elevates the more traditional and contextual barn-like structure. Carefully placed windows enhance the interior spaces and connect the interior to the outside and help with the solar heat gains. The beauty of the structure is celebrated with exposed materials such as structural beams, floor boards, fixtures and natural plaster walls. The architects made it a priority not to use any toxic materials in the house. It is built and finished with natural and healthy materials. The traditional under slab foam is replaced with 16" of Perlite, the walls are insulated with 12" of cellulose, windows are fiberglass, triple pane windows sourced from Canada, the siding is stained pine and cedar, and it has a stainless steel roof.



DO YOU HAVE A PROJECT WE COULD FEATURE?
EMAIL EDITOR@WMAIA.ORG

FEATURED ARTISAN JESS MARSH WISSEMAN

How do you work on your craft within the Western Massachusetts community?

I stumbled into my craft by necessity, because I needed and wanted beautiful signs for my own family farm, and I couldn't find anyone to make what I envisioned. I've always been creative, so I picked up a paintbrush. That was a decade ago, and while I made signs here and there for my family's businesses I didn't consider that I could be a sign-painter by trade until more recently. By researching techniques online, and through Instagram, I discovered that there was a vibrant community of traditional sign painters across the globe, and the work I was doing was tied to rich historical traditions. I started to take it seriously, investigating proper techniques and sourcing better materials and brushes. I found that the work suited me, excited me, and I had found my creative niche here in Western Massachusetts. My work started to speak for itself—to my delight—local businesses started to inquire about having custom signs made! To me, there is nothing more gratifying than working with a small business to create signage that is bespoke, hand crafted, and speaks to the uniqueness of the business itself. The small business scene in Western Massachusetts is so vibrant, and I feel there is endless opportunity for collaborating with local businesses to improve the sign-scape of our towns!

How does sustainability play a role in your business?

I think there is this conception that modern methods are better and more environmentally friendly, but that is simply not the case in the sign industry. Look around, and 99% of the signage you see is made of plastic. The waste associated with vinyl and digitally printed signs is astounding, both in the production and considering the fact that vinyl and digitally printed signs have a much shorter lifespan than traditionally painted signs and cannot be restored when they start to fade - they have to be thrown out and reprinted. A hand-painted sign can be touched up year after year. It can last a lifetime if cared for properly. There is wonderful evidence of this in the ghost signs you can see on the brick buildings of Northampton. Vinyl signs are destined for landfills. Hand-painted signs are heirlooms.

Is there a way in which you would like to work with local architects and designers that hasn't happened yet?

I'm hopeful that in the post-covid world, we will see a revitalization of the local restaurant industry. I'd love to have the opportunity to consult in the initial design phases of new restaurant businesses to actually integrate stunning signage into the design. It seems that signage is often an afterthought, when really it is one of THE most critical elements of the design of a local business. I would also love to do some residential signage - particularly traditional gold leaf transom address numbers.

Can you describe your creative process?

I approach my creative process from a background in art history and photography - so observation and historical context is really the starting point for all of my work. Sign painting is artistry and advertising - a marriage of function and creativity. I love the practicality and usefulness of it. So when I approach a project, it's always about finding that balance. How can I make something beautiful or interesting that is ultimately useful and functional? When making signage for a business, the materials I use, the lettering styles, and the colors I employ are all considerations that have historical and visual context that contribute to how the business is perceived. Understanding that is the foundation of my work as a sign painter.



FEATURED ARTISAN TRADITIONAL SIGN PAINTING

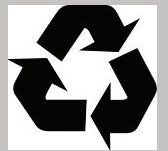




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WMAIA COMMUNITY SUMMER 2020

WMAIA CHAPTER AWARDS

**This is a WMAIA Chapter Awards year.
The Call for Entries will be out soon and awards will be presented
at our annual meeting in December.**

Check the WMAIA enews for info on upcoming programs.

Please note – email is our primary means of communication with our members.
If you do not receive our enews updates, please contact director@wmaia.org and make sure we have your current email address. Please also make sure you have added bsa@architects.org to your “safe list.” Because of our relationship with the BSA, if your provider blocks BSA emails, you may be dropped from our list as well.

COVID-19 Information + Resources for the Architectural Community

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