

Press Release

For Immediate Release

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Visionary Designer Paolo Soleri will be the Keynote Speaker at 2008 AIA Florida Annual Convention

Tallahassee, FL – Legendary and international designer, Paolo Soleri, will be in Palm Beach County as the keynote speaker for the Florida Association of the American Institute of Architects' (AIA Florida) 2008 Annual Convention in August.

Before the green movement took off, Soleri was consistently promoting sustainable and green design through his work and his lectures. In keeping with that tradition, the creator of the “arcology” concept (the combination of architecture and ecology) will talk about creating “lean alternatives” when designing new projects. More specifically, he will discuss Arcosanti, which is a prototype “green” town he developed and a project called SOLARE.

The eco-friendly designer, who is the mentor of AIA Florida President, Donald T. Yoshino, FAIA, will deliver his keynote address on Friday, August 1 at 8:30 a.m. “Working with Paolo as an apprentice was a once in a lifetime experience that has guided me throughout my career,” said Yoshino. “My time with him was influential; I am pleased that I can call him mentor and that other AIA Florida architects and design professionals will get to experience his thoughts and works at the Annual Convention.”

After earning a doctorate in architecture in 1946, the now 89-year-old Italian native moved to the United States in 1947 and spent a year-and-a-half in fellowship with the renowned Frank Lloyd Wright.

In 1956 he settled in Scottsdale, Arizona and established the Cosanti Foundation, a not-for-profit educational foundation. The Foundation's major project is Arcosanti, which has been under construction since 1970. Located in central Arizona, the project advocates cities designed to minimize the use of energy, raw materials and land; reduce waste and environmental pollution; and allow interaction with the surrounding natural environment. When complete, Arcosanti will house 5,000 people, demonstrating ways to improve urban conditions and lessen the destructive impact on the earth.

Each year, AIA Florida hosts a convention that brings together hundreds of industry professionals to network, earn continuing education credits, and to celebrate the profession. This year's Convention, which will host approximately 650 registered members, vendors and guests, will take place July 30 to August 3 at the Breakers Hotel in Palm Beach. Events include guest speakers like Soleri, the Design and Honor Awards program that recognizes the great

architectural work of members, various tours, a golf tournament, a party hosted by AIA Palm Beach and a large tradeshow. The Convention theme is “Step It Up - Moving Toward Our Vision.” Convention registration is open until July 18. For more information about AIA Florida’s 2008 Annual Convention, visit www.aiafla.org.

For more information about Paolo Soleri, and the Arcosanti and SOLARE projects, visit <http://www.arcosanti.org>.

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The Florida Association of the American Institute of Architects, headquartered in Tallahassee, represents the interests of more than 3,600 members in Florida and the Caribbean. Members adhere to a code of ethics and professional conduct that assures the client, the public, and colleagues of an AIA-member architect's dedication to the highest standards in professional practice.