NAME OF COMPONENT: AIA Mid-Michigan

CONTACT: Amanda Harrell-Seyburn (2019 Vice-President)

COMPONENT SIZE: Volunteer

PROGRAM TITLE: Sensory: A Project Architecture Installation

CORE SERVICE: Advocacy

PROVIDE A BRIEF DESCRIPTION OF THE PROGRAM:
“Sensory: A Project Architecture Installation” was a site-specific installation designed by emerging professionals of AIA Mid-Michigan’s Project Architecture Team for the purpose of raising public awareness of architecture and the component within the context of the East Lansing Arts Festival. The installation combined structure and scent, transforming a street intersection, into a creative experience. Sited to be experienced in the round, asymmetry provided a unique view from every side. An integrated bench provided a place of respite and contemplation. Mobile cube benches allowed the public to create their own arrangements. The creative structure transformed space and captivated imagination.

HOW DOES YOUR PROGRAM ADDRESS THE CORE MEMBER SERVICE?
“Sensory” was a highly visible public installation which raised public awareness for architecture and the AIA Mid-Michigan component. The installation, “Sensory,” served as a gathering place for people to meet, learn about architecture, enjoy and enhance their experience of architecture in the context of the East Lansing Arts Festival. Sensory was the first in what will be many public awareness installations by “Project Architecture” an AIA Mid-Michigan public engagement program conceived in 2017 by the AIA Mid-Michigan Emerging Professionals including creative director Amanda Harrell-Seyburn in collaboration with Audrey Gilbert, David Lenz, and Jonathan Faasse. The purpose of Project Architecture is to engage through the design and construction of creative structures and demonstrate the capacity of contemporary architecture to transform space & captivate public imagination.

WHO IS THE INTENDED AUDIENCE (include size and demographic)
Attendees of the East Lansing Art Festival that include:
60,000 people and 5,000 children from the following states—Michigan, Ohio, Illinois, and Indiana (Numbers tracked by the ELAF)

WHAT IS THE BUDGET? (include all costs including sponsors, grants, and other outside funding)
Total Cost to Implement: $9500.00
Construction + Vegetation Cost: $7,400.00
Marketing Cost: $1350.00
Photography: $250.00  
Overnight Security: $500.00  
Funding Sources - All Expenses Covered by Sponsorships + Grants includes:  
  Michigan Architectural Foundation $3,000  
  Michigan State Housing Development Authority: $2,500.00  
  Sponsorship includes:  
  Material Suppliers + Local Architecture Firms: $4000.00

**HOW (list the steps or process to implement this program, be as specific as possible)**

Steps to Implement:

1. **Approached** East Lansing Art Festival (ELAF) board about creating a site-specific installation for the festival. ELAF board agrees and specifies site.
2. **Developed** a design committee & appoint a creative director. Meet regularly and have weekly calls (about 4 months).
3. **Design committee designs** installation (1-2 months)
4. **Design committee seeks** sponsorships + grants (1-2 months)
5. **Design committee hires** contractor
6. **Contractor builds** installation (7 days to build and completed 1 week before festival)
7. **Design committee, with contractor, installs** installation at East Lansing Art Festival for duration of festival (2 days)
8. **AIA Mid-Michigan members volunteer** onsite at the installation over the 2-day festival promoting architecture and interacting with the attendees of the festival
9. **Design Team is interviewed by numerous media outlets.** Installation receives significant press including WKAR & Lansing State Journal.
10. **Design Team & Contractor disassemble** the installation at the conclusion of the festival.