



Center for Architecture

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NPNY2010

***New Practice New York 2010 exhibition to feature the future leaders of
New York's Design Community***

*Exhibition showcases winners of the New Practices New York Competition,
a competition that recognizes and promotes new, innovative and emerging
architecture firms in New York City.*

Press are invited to the opening reception, July 15, 6-8pm at the Center for Architecture,
536 LaGuardia Place. RSVP to enemens@aiany.org.
Images available for publication, and AIA NY can arrange interviews with winning firms.

NEW YORK, New York, July 12, 2010 – With its third biennial competition and exhibition, the New Practices Committee of the AIA New York Chapter is thrilled to recognize seven promising and pioneering new architecture firms working in New York. These young firms will be featured in an exhibition opening July 15 at the Center for Architecture, 536 LaGuardia Place, and will be featured in 2011 in an exhibition in São Paulo.

The Exhibition

The New Practices New York 2010 exhibition will showcase EASTON+COMBS, which earned the highest honor in the competition (<http://www.eastoncombs.com/>); Archipelagos (<http://www.archipelagos.org/>); LEONG LEONG (<http://leong-leong.com/>); MANIFOLD (<http://mani-fold.com/>); SOFTlab (<http://www.softlabnyc.com/>); SO-IL (<http://so-il.org/>); and Tacklebox (<http://www.tacklebox-ny.com/>).

For the first time ever, the exhibition, designed by Leven Betts, is organized by mode of representation, so viewers can compare the work of each firm, side by side. There are more models in this NPNY exhibition than ever before, and each firm produced two short films about their practice for the exhibition.

“The success of this competition relies on the firms that participate each year and each year we see such incredible talent and innovative approaches to design problems – it’s really inspiring.” said Marc Clemenceau Bailly, AIA, New Practices Committee Co-Chair and former New Practices winner. “The group this year really demonstrates a refinement in the use of new design technologies and processes – they have bright futures.”

Through a symposium and studio tours, arranged in conjunction with the exhibition, design enthusiasts will gain even more insight into the ways these young guns work.

The Competition

To qualify for the competition, practices had to be founded since 2004, and be located within the five boroughs. This is the first year that the New Practices competition has been open to firms without a registered architect, widening the field of entrants to architectural designers and young professionals in the process of becoming licensed architects. Sixty-five registrants entered, and a distinguished panel of jurors selected the competition's winners on Wednesday, May 12. The jury members were: **Toshiko Mori, FAIA**, Lead Juror, Toshiko Mori Architect; **Joe MacDonald, Assoc. AIA**, Urban A&O; **William Menking**, *The Architect's Newspaper*; **Guy Nordenson**, Guy Nordenson and Associates; and **Galia Solomonoff, AIA**, Solomonoff Architecture Studio.

AIANY promotes the next generation of design leaders, starting today

"The New Practices Committee is extremely pleased by the quality and breadth of this year's New Practices New York Showcase winners," said Matt Bremer, AIA, New Practices Committee co-Chair and former New Practices winner. "This year's juried portfolio competition shows that despite the economic conditions in New York of the last few years, New York continues to foster tenacity, invention, and sophistication in both the ways new architecture and design firms practice, as well as in the range of built and speculative work they produce. We look forward to giving these firms exposure and a platform on which they can build."

While the AIA New York Chapter, with close to 5000 members, is the oldest and largest chapter of an 85,000 member national organization, the Chapter's commitment to support and promote young and emerging talent is expressed through this third iteration of the biennial New Practices competition. "We are heartened to see how these firms are reimagining the future of the profession," explained AIANY president Anthony Schirripa, FAIA. "They are the design leaders of the 21st century."

EXHIBITION ON VIEW

July 15, 2010 – October 23, 2010

Center for Architecture, 536 LaGuardia Place, New York City

The New Practices 2010 exhibition will feature videos and interviews with each firm. The exhibition will travel to São Paulo in 2011. Design by Leven Betts.

PRESS RECEPTION

Media are invited to attend the opening reception on Thursday, July 15 from 6:00- 8:00 pm at the Center for Architecture, 536 LaGuardia, New York City. Principals from the winning firms will be on hand to answer questions, and follow-up interviews can be arranged. Write enemens@aiany.org or call 212-358-6126 to RSVP or set up an interview.

EXHIBITION OPENING PARTY

The exhibition opening for *New Practices New York* will be held Thursday, July 15, from 6:00 – 8:00pm at the Center for Architecture, 536 LaGuardia Place, New York City. Free and open to the public.

SYMPOSIUM

New Practices New York 2010: Winners' Symposium

Thursday, July 29, 6:00–8:00pm (rsvp required, enemens@aiany.org)

The winners of the New Practices New York 2010 Competition present their work and discuss how they organize their architectural practices.

Hosted by: AIANY New Practices Committee

STUDIO TOURS

New Practices Studios Tours @ openhousenewyork

Saturday and Sunday, October 10- 11, Time TBD

The Center for Architecture is collaborating with openhousenewyork to open the doors of the New Practices winners' studios during the 2010 openhousenewyork weekend.

New Practices New York 2010 exhibition is made possible with the support of the following sponsors:

Lead Sponsors: Dornbracht, MG & Company, Valiant Technology

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Media Sponsor: *The Architect's Newspaper*

Friend: Benjamin Moore



About the AIA New York Chapter

AIA New York is the oldest and largest chapter of the American Institute of Architects, with almost 5,000 architects, allied professionals, students and public members.

AIANY is dedicated to three goals: design excellence, public outreach and professional development, and towards these aims, AIANY runs the Center for Architecture, a storefront exhibition space in Greenwich Village, sponsors public programs, publishes a magazine, and works with its charitable affiliate, the Center for Architecture Foundation, to provide scholarship and educational opportunities. For more information on AIANY, please visit www.aiany.org.



The Center for Architecture is a destination for all interested in the built environment. It is home to the American Institute of Architects New York Chapter and the Center for Architecture Foundation, vibrant nonprofit organizations that provide resources to both the public and building industry professionals. Through exhibitions, programs, and special events, the Center aims to improve the quality and sustainability of the built environment, foster exchange between the design, construction, and real estate communities, and encourage collaborations across the city and globe. As the city's leading cultural institution focusing on architecture, the Center drives positive change through the power of design. For more information, please visit www.aiany.org.