

## A Call For Entries **UNSEEN Architecture - MKE**

### INTRO

The AIA Milwaukee Chapter would like to invite exhibition displays from any local firms or individuals for a late summer 2009 exhibition at the Eisner Museum. The Exhibition's theme is: "UNSEEN Architecture - MKE" and will run from August 1, 2009 - March 2010.

All AIA Milwaukee, ALA Milwaukee and all registered individuals in Architectural offices in Milwaukee and the greater metropolitan area are invited to exhibit works at the Eisner American Museum of Advertising and Design. The theme explores building projects produced for clients but were never completed.

**Interested participants must confirm by April 10th, 2009** by emailing or calling Michael Fortuna, Assoc. AIA.

Each submittal will be limited to an area approximately 5' high x 7' wide and all work must adapt to chosen layouts. All submitted work will be provided electronically to the museum for printing and mounting. Upon notice of interest to participate, we will forward a set of guidelines for submitting.

We may highlight a small area to showcase professional photography of Milwaukee's Architecture as long as the photographs are taken by Architects and are very high quality work. Please inquire if interested.

Professional architectural models may also be submitted for exhibition, however, only limited models will be allowed due to spatial constraints. **All submittal work is due May15, 2009.**

### SUBMISSION FEES

The fees for each participant will be based on the number of total employees in each office.

Office with 1-10 employees = \$200.00 (Individual)  
Office with 10-30 employees = \$300.00  
Office with 30-70 employees = \$400.00  
Office with over 70 employees = \$600.00

// AIA members will receive a 10% discount on submittal fees.

// AIA-Milwaukee will sponsor 2 small firms or individuals otherwise unable to contribute the fees, please inquire.

// Payment and contact information will be sent to you upon email or verbal confirmation.

### EVENTS

A series of educational events including speakers and teachers for both the public and professional and for children and students of all ages will be held at the museum. They will be scheduled to coincide with the Exhibit and will be announced as they are approved.

### EXHIBIT COMMITTEE

#### AIA Design Committee Chair

Michael Fortuna, Associate AIA  
phone | 414-364-8862 email | m42na@yahoo.com

**\*Please direct most questions to Michael Fortuna**

#### The Eisner

American Museum of Advertising and Design  
208 N. Water Street, Milwaukee WI 53202  
phone | 414.847.3290 online | <http://www.eisnermuseum.org>  
*Eisner Museum Director – Cori Coffman*

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## Exhibit Guidelines

### GENERAL

- // All projects must have been created for a location in Milwaukee and the surrounding 7 counties. (Milwaukee, Kenosha, Ozaukee, Racine, Walworth, Washington, Waukesha Counties)
- // We are looking for design projects that show intuitive elements found today to be important aspects of our current community design philosophy.
- // No interior architectural projects. We are looking for building renderings that reflect the exterior qualities and the context in a real community
- // All work is to be original in creation and not interfere with other works built later whose copyright may be infringed upon. Individuals working for offices may exhibit original works under their names if no conflict of interest exists.
- // Previous renditions of built work are allowed as long as the difference is significant.
- // Work may be designed for this submittal, especially if it's a "dream project" that may represent futuristic qualities or sustainable and high performance characteristics.

### BASIC SUBMISSION INFORMATION

- // All 5'x7' layouts will provide room for a narrative describing the influence or impetus to design the projects. Provide 50-100 words. Museum will arrange layouts. Formats will be provided upon confirmation of participation
- // Submittals must be prepared and provided on a compact disk formatted to designed layouts and sent to the museum staff by May 15, 2009.
- // All projects must be shown in a perspective rendering of any type, one rendering must show context to understand the location and may include additional Elevation drawings or aerial block views. Floor Plans will not be accepted.
- // Architectural models will be submitted and chosen for specific areas. Space and display pedestals are limited so only a chosen few will be allowed. Please inquire.
- // All projects will require the following information: Project name, Building type, Location, and Author (Designer or Firm), Year of creation.
- // In the event of limited space, some submittals may not be included and all decisions by the Museum for the exhibit will be final. We appreciate all interested parties cooperation.
- // After acknowledgement of interest in submittals is attained, a separate set of Guidelines will be provided to those committing to the exhibit.
- // Payment and contact information will be sent to you upon email or verbal confirmation.

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**AIA** Milwaukee