SPATIAL SHIFTS

Reclaiming our Cities

The National Organization of Minority Architects is excited to announce the upcoming 48th Annual NOMA Conference, taking place October 14th - 18th, 2020, on-line.

Together we will explore ways in which **we** can break down barriers to creating meaningful projects, remix the role of the designer, and unpack new approaches to the design processes of our built environment. Each one of us will find our ikusasa (Yoruba for future or progress), to **forge** our path towards progression.

Cities are changing populations and economies in Oakland, Dakar, and beyond. We, as designers, community members, leaders, **advocates**, and environmental stewards, need to be prepared to **shift the narrative** on issues of our current structures towards **more equitable** and safe systems including to persevere through a health crisis. We must fight to provide access for all to quality public spaces and create opportunities to enter and engage in our professions.

There is a gap between design development and who ultimately declares what is built in **our community**. Reckoning with the past, we need to question who has a right to ownership and who has a voice in the design process to build a better future. In **Oakland + everywhere**, we will collectively explore and share ways to reshape our communities, to fill those gaps in design justice, and move towards a new renaissance.

#NOMASPATIALSHIFTS2020

“It is my pleasure to invite you to the 48th Annual Conference & Exposition - Oakland, CA - our annual convening of members and colleagues where we share innovative solutions, make valuable connections and prepare for what’s ahead.

KIMBERLY DOWDELL
President
National Organization of Minority Architects

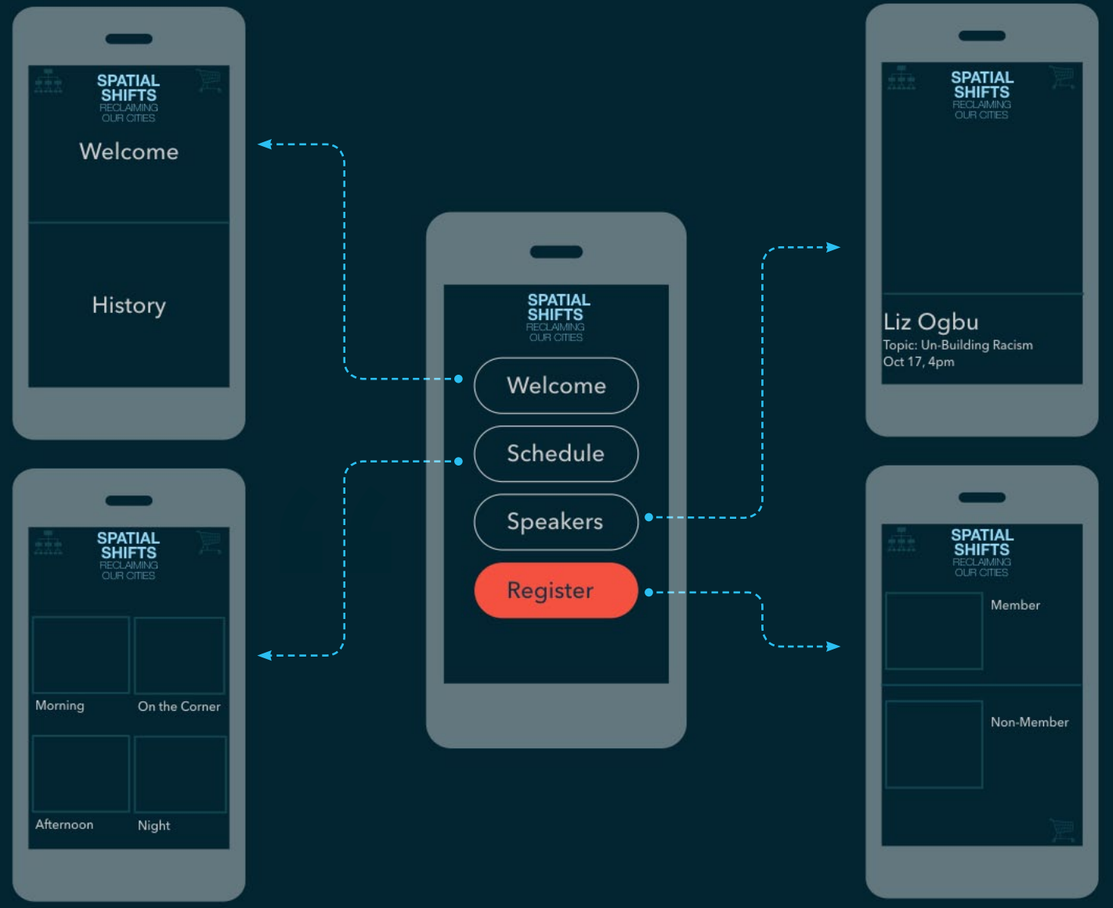
HOST CHAPTER
WELCOME

JUNE GRANT
President
The San Francisco Chapter of the National Organization of Minority Architects

In Oakland + everywhere, we are witnessing disharmony. SFNOMA is deeply honored by the great privilege and opportunity to curate NOMA's 48th Annual Conference and Expo.

This first on-line conference will bring together our global community of students, architects, landscape architects, environmental activists, and designers of diverse backgrounds. SFNOMA welcomes the entire NOMA family in critical discourse on issues that impact minority communities everywhere.

We especially thank Oakland artists - Bryon Malik Photography for our cover photo; "By Design" produced by UnJust, performed by Tajai of Hieroglyphics; and our teaser video by 510 Media - for capturing Oakland's **Spatial Shifts**.



HOST CITY
WELCOME

WILLIAM GILCHRIST, NOMA, FAIA
City of Oakland
Director, Planning & Building Department

The City of Oakland has long been at the epicenter of the nation's discourse of social and racial justice. Current challenges and opportunities facing this city assure that it shall continue its role as a fulcrum of analysis, actions, and outcomes that test the proposition of who is included in the critical decisions affecting our built environment and of who benefits from those decisions. As practitioners in the craft and art of architecture, urbanism, and planning, the membership of NOMA brings a necessary and unique set of perspectives, talent, and commitment to the full realization of design in the service of community.

The City of Oakland proudly welcome this national convening of our friends, colleagues, and peers to advance the practice of design as our most tangible measure of social justice and our collective values."

1000+Attendees

Attendance varies each year

Over 35% of Attendees are Owner/ Principal/Partner // 25% of the attendees have over 20 years of experience in the profession // Approximately 40% of Attendees are current Undergrad/Graduate Architecture and Design Students // 40 Universities participate in our Student Design Competition // Approximately 60 recurring Exhibitors-Sponsors.

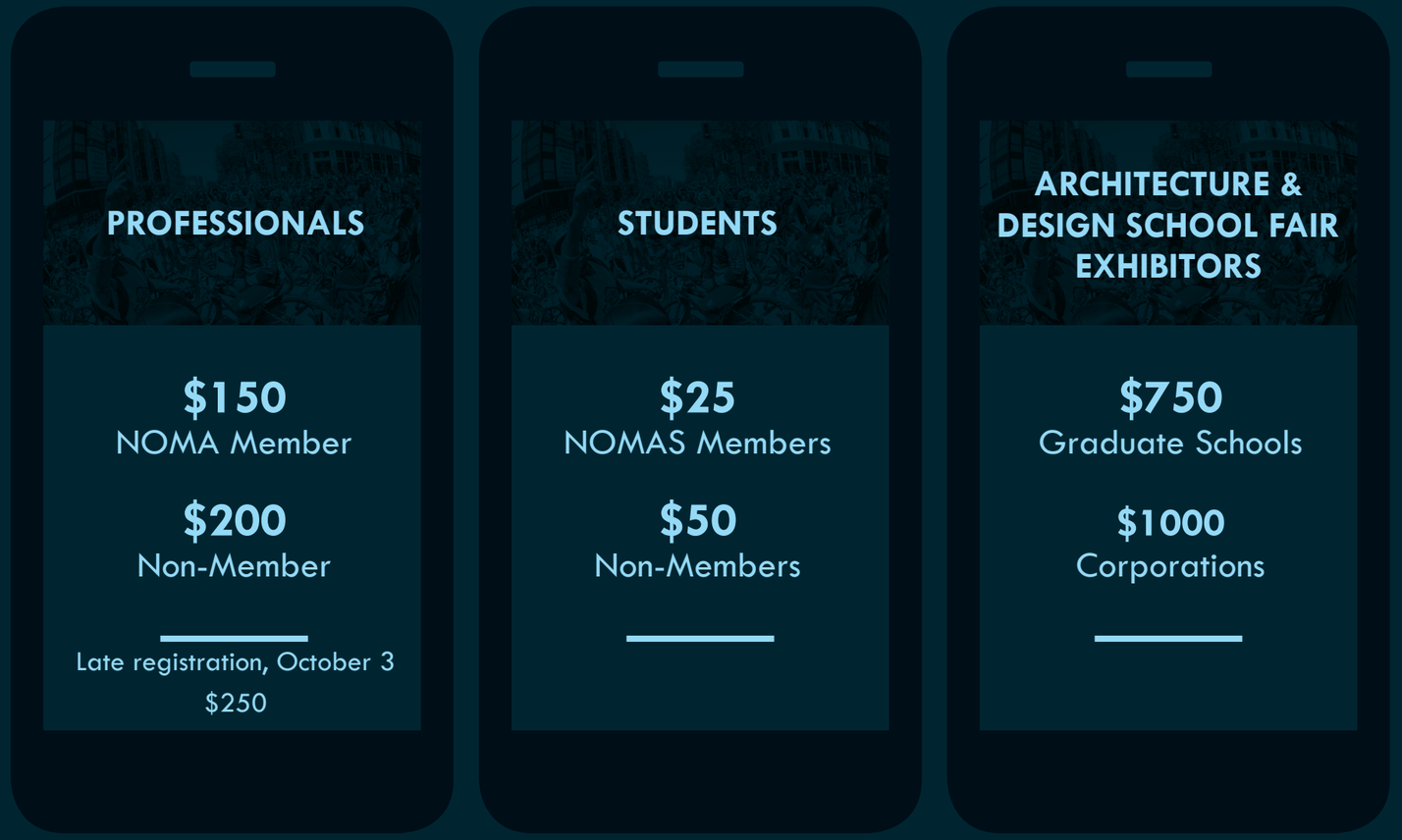
This year the local SFNOMA Chapter is excited to celebrate the rich history and success of our chapter, accomplished members, and our beloved city, OAKLAND.

REGISTER

BY OCTOBER 2, 2020

Attend #NOMASpatialShifts2020:

- ✓ Get Entrance To All Events And Sessions
- ✓ Access to Exhibitions and Job Fairs
- ✓ Meet Your Favorite Speakers
- ✓ Get Access To All Audio And Video Files
- ✓ Chat rooms, cocktail hours, parties,
- ✓ and more.



the NATIONAL ORGANIZATION of MINORITY ARCHITECTS

#48

SPATIAL SHIFTS
RECLAIMING OUR CITIES
OAKLAND +

EVENT **SCHEDULE**

Note: Schedule is subject to change. For all final events and times, please go to the conference's registration website.

TIME		WEDNESDAY, OCT 14	THURSDAY, OCT 15	FRIDAY, OCT 16	SATURDAY, OCT 17	SUNDAY, OCT 18
EST	PST					
AM 8:00 - 11:00	AM 5:00 - 8:00		TOURS/EXPO/YOGO ON DEMAND	TOURS/EXPO/YOGA ON DEMAND	TOURS/EXPO/YOGO ON DEMAND	
AM 11:00 - 12:00	AM 8:00 - 9:00		SEMINARS	STUDENT DESIGN COMPETITION LIVE / SEMINARS	NOMA AWARDS BRUNCH 11:30AM EST	YOGA WITH NOMA
PM 12:00 - 12:30	AM 9:00 - 9:30		Chat Lounge / West Oakland			BLACK WOMEN IN ARCHITECTURE BRUNCH
PM 12:30 - 1:30	AM 9:30 - 10:30	LEGACY COMMUNITY SERVICE PROJECT	SEMINARS			
PM 1:30 - 2:00	AM 10:30 - 11:00		Chat Lounge / Chinatown	Chat Lounge / Downtown	Chat Lounge / North Oakland	
PM 2:00 - 3:00	AM 11:00 - 12:00		SEMINARS	EXPO / GRAD FAIR LIVE	SEMINARS	SEMINARS (ON-DEMAND)
PM 3:00 - 3:30	PM 12:00 - 12:30		Chat Lounge / Fruitvale		Chat Lounge / Bay Area	
PM 3:30 - 4:30	PM 12:30 - 1:30		SEMINARS		SEMINARS	
PM 4:30 - 5:00	PM 1:30 - 2:00		Chat Lounge / East Oakland		NOMA NAACP SEED AWARDS	
PM 5:00 - 6:00	PM 2:00 - 3:00		SOCIAL HOUR	SOCIAL HOUR		
PM 6:00 - 7:30	PM 3:00 - 4:30	STUDENT ORIENTATION (7PM EST)	FIRESIDE CHAT 1 *UN-BUILDING RACISM*	FIRESIDE CHAT 2 *LEADING WITH ART + PROTEST*	FIRESIDE CHAT 3 *BUILDING OUR FUTURE*	
PM 8:00 - 10:00	PM 5:00 - 7:00		HOST CHAPTER RECEPTION + NOMA ARCHITECTURE JEOPARDY	BRO'S ARTS BALL + DANCE PARTY	COCKTAILS WITH NOMA + STAY ALL IN	
TOTAL CEU OFFERED			17.5	9.5	9	31.5
			4 seminar tracks an hour	4 seminar tracks an hour	3 seminar tracks an hour	4.5

OCT 14 Legacy Community Service

San Leandro Creek Gateway

Community Design Workshop

Partner: Institute For Sustainable Policy Studies & Action (ISPSA)

As a kickoff to the conference titled Spatial Shifts: Reclaiming our Cities, October 14th will be an opportunity for conference attendees and volunteers to participate in a Community Design Workshop as part of the National Organization of Minority Architects (NOMA) 48th annual conference.

The Site, 1.2 miles of the San Leandro Creek runs through Deep East Oakland starting from Sobrante Park, passing through Columbia Gardens pouring into the San Leandro Bay at the MLK Jr. Shoreline Park.

Sponsor:

HGA

OCT 15 - 17 Seminars

What does it mean to Reclaim in a time of Spatial Shifts?

With the title SPATIAL SHIFTS - RECLAIMING OUR CITIES, the 48th annual NOMA Conference, addresses contemporary urban conditions in the host city, Oakland and cities nationwide.

The Conference is organized around several themes that define the core structure from which all the conferences, round tables, exhibits, workshops and other events will be grouped by affinity. Themes are interconnected, rather than isolated. They allow the organization of specific approaches within the broad range of hot issues in the field of contemporary architecture and urbanism.

Proposals involving a similar set of questions will be aggregated, bringing together people with common interests within a diversity of places, scales, programs and approaches.

Seminar formats will vary from traditional lectures to round table discussion, interactive workshops and film presentations. Call-For-Seminars will be released soon.

WHO BELONGS	**Policy, Vulnerabilities and Inequalities.** The political dimensions of space, ownership, and the hidden tales; how can we assure access to public and private property to be areas for belonging for black and brown people?
CULTURE	**Space and Urban Structures.** What are the social challenges urban structures and the public realm to architecture and urbanism? How can these spaces serve as places for cultural keeping and storytelling of neighborhoods and inspire our approach to the industry.
HOUSING	**Place, Space, Consumption and Production.** This theme debates the value of existing housing policies. What alternative Just process and housing types can eliminate the affordable housing shortage?
CLIMATE JUSTICE	**Grounding In Green.** How are NOMA members and allies creating initiatives, strategies and projects to harness goals of the Green New Deal in order to to secure economic, environmental and land security for Just communities who have traditionally been left out of the national infrastructure?
EXPANDED ROLE OF THE ARCHITECT	**Design, Practice & Technology.** What are the solutions at the intersections between design and technology which can be used to elevate, advance, and redefine the professions of architecture, planning, design and development as a whole.
PROFESSIONAL PRACTICE	These seminars will focus on business & growth; as well as, the development of emerging professionals: internships, ARE, AXP, mentorship, and aide in career growth.
OAKLAND INTERSECTION	**Make Visible Your Call to Action.** This track is reserved for Oakland organizations to present ideas, and challenges to the architecture and design community.

OCT 15 Fireside Chat 1

UNBUILDING RACISM

Liz Ogbu, *Studio O*
Deanna Van Buren, *DJDS*
June Grant, *blinkLAB architecture*

Join these three Black, Female, Architects, based in Oakland, in an open conversation about the urgent need to address practices, beliefs and strategies to the creation of healthier and environmentally sustainable communities which provide for a dignified humanity. The conversation will be moderated by Fay Darmawi, Founder and Executive Director of the San Francisco Urban Film Fest.

OCT 16 Fireside Chat 2

LEADING WITH ART + PROTEST

Favianna Rodriguez, *Artist*
De Nichols, *Social Practice Design Strategist*
Daryl Shack, *Zuni Visual Artist*

Join these three cultural and spatial activists from Oakland, New Mexico and Saint Louis in an open conversation about the role of art, artists and protest as front-runners to systemic change. The conversation will be moderated by Bryan Lee, Jr. Founder of Colloqate Design.

SPATIAL SHIFTS - RECLAIMING OUR CITIES OAK+

OCT 17 Fireside Chat 3

BUILDING THE FUTURE, NOW!

Brian Rice, *Community Engineer*
Daimian Hines, *Hines Architecture + Design*
Noni Session, *EB PREC*

Join these two Black, Developers and an international Architect, in an open discussion about the need for a shift in the imagined mechanism that supports agency and the construction of our community's future. The conversation will be moderated by Jason Pugh, NOMA 1st Vice President.

OCT 16 Graduate School + Corporate Expo

Sponsorship and Exhibitor levels for the Annual International Conference offer a tremendous range of opportunities to connect your message with conference attendees and maximize your return on investment. The following pages provide further details on sponsorship opportunities.

We look forward to working with you during the year and having your company recognized as a valued partner of NOMA at the 48th Annual International Conference & Exposition!

- Carnegie Melon University, School of Architecture
- Clemson Univ., School of Architecture
- Columbia University, GSAPP
- Cornell Univ. - School of Architecture, Art & Planning
- Harvard Univ., Graduate School of Design
- IIT, College of Architecture
- Iowa State Univ., Department of Architecture
- Jefferson Univ. - College of Architecture & the Built Environment
- MIT Department of Architecture
- The New School, Parsons School of Design
- The Pennsylvania State Univ., School of Architecture
- Rensselaer Polytechnic Institute, School of Architecture
- Rice Univ., Rice Architecture
- SCI-Arc
- Savannah College of Art & Design
- Syracuse University School of Architecture
- Temple University, Architecture
- Tulane Univ., School of Architecture
- Univ. of Arizona, School of Architecture
- Univ. of Arkansas, Fay Jones School of Architecture and Design
- Univ. of California - Berkeley, College of Environmental Design
- Univ. of California - Los Angeles, Architecture and Urban Design
- Univ. of Kentucky, College of Design
- Univ. of Michigan - Taubman College
- Univ. of Notre Dame, School of Architecture
- Univ. of Pennsylvania, Weitzman School of Architecture
- Univ. of Southern California, School of Architecture
- Univ. of Virginia, School of Architecture
- Washington Univ. in St. Louis
- Wentworth Institute of Technology
- Woodbury Univ., School of Architecture

OCT 16 + 17 2020 Barbara G Laure NOMA
Student Design Competition

The Black Cultural Zone
Resilience Co-Hub

The site selected for the 48th annual conference is a project led by The Black Cultural Zone (BCZ) Community Development Corporation, in collaboration with seven environmental and housing justice organizations, plans to create a net positive mixed-use community-owned development. The vision of the community is to maintain in perpetuity Black space and culture while being stewards of ecological balance and renewal in Deep East Oakland.

In 2013, the annual NOMA Student Design Competition was renamed in honor of **Barbara G. Laurie**, AIA, a lifelong friend, supporter, professor, mentor, and an active member within the NOMA family. An accomplished architect in her own right, Barbara dedicated her life to the education and mentorship of young students as a professor of architecture at Howard University. Drawing inspiration from her students, both in practice and at school, she consistently encouraged and pushed her students to realize their full potential. *Thank you repeat sponsor, SOM.*

PRIZES

1st Place $2000
2nd Place $1500
3rd Place $1000

Sponsor:
SOM

OCT 18 Black Women in Architecture Network

Join us for our annual networking event where Black Women Architects share personal stories of their journey to Architecture.

RIDING THE VORTEX

SPATIAL SHIFTS - RECLAIMING OUR CITIES

SPONSORSHIP LEVELS

SPONSORSHIP LEVELS

$25,000 DIAMOND

• Company or Organization Name, Logo and Website Link on Conference Mobile App and conference program • Prime Location Exhibit Space at the Vendor Expo w/ 2 Expo Only Passes • 5 Full Conference Registrations • 5 NOMA National Memberships (local dues not included) • Logo recognition in print media • Guaranteed Seminar Spot • Special Remarks Opportunity at one (1) Signature Event • Recognition on all print and digital media, and press releases as Signature Sponsor • Full page ad in NOMA Magazine released at NOMA Conference (Full Color) • Exclusive Opportunity for (2) Direct E-Blasts to NOMA Membership.

$15,000 PLATINUM

• Company or Organization Name, Logo and Website Link on Conference Mobile App and conference program • Prime Location Exhibit Space at the Vendor Expo w/ 2 Expo Only Passes • 4 Full Conference Registrations • 3 NOMA National Memberships (local dues not included) • Logo recognition in print media • 1/2 Page Ad in NOMA Magazine (Full Color) • Exclusive Opportunity for (1) Direct E-Blast to NOMA Membership.

$10,000 GOLD

• Company or Organization Name, Logo and Website Link on Conference Mobile App and conference program • Prime Location Exhibit Space at the Vendor Expo w/ 2 Expo Only Passes •3 Full Conference Registrations • 2 NOMA National Memberships (local dues not included) • Logo recognition in print media • 1/4 Page Ad in NOMA Magazine (Full Color).

$7,500 SILVER

• Company or Organization Name, Logo and Website Link on Conference Mobile App and conference program • Exhibit Space at the Vendor Expo • 3 Full Conference Registrations • Logo recognition in print media • 1/4 Page Ad in NOMA Magazine (Full Color)

$3,500 BRONZE

• Company or Organization Name, Logo and conference program • Exhibit Space at the Vendor Expo • 2 Full Conference Registration • Logo recognition in print media • 1/8 Page Ad in NOMA Magazine (FullColor)

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

$10,000 STUDENT DESIGN COMPETITION SPONSOR

• Exclusive sponsorship of a signature event • Named prize for the winners of the student competition • Company or organization name, logo and website link on conference mobile app and conference program • Prime location and exhibit space at the Grad School fair (Fri) events; incl. Two (2) Expo only passes • Exclusive speaking opportunity at student competition to address all student attendees • 3 full conference registrations • Exclusive opportunity for direct e-blast to NOMAS membership list • Full color 1/4 page ad in NOMA magazine.

WE ARE **NOMA**

THE NATIONAL ORGANIZATION OF MINORITY ARCHITECTS' (NOMA) MISSION IS ROOTED IN A RICH LEGACY OF ACTIVISM, IS TO EMPOWER OUR LOCAL CHAPTERS AND MEMBERSHIP TO FOSTER JUSTICE AND EQUITY IN COMMUNITIES OF COLOR THROUGH OUTREACH, COMMUNITY ADVOCACY, PROFESSIONAL DEVELOPMENT AND DESIGN EXCELLENCE.

TOGETHER SINCE 1971

The National Organization of Minority Architects (NOMA) is a volunteer led organization that utilizes the power of its members to promote the need for diversity in architecture and allied professions. Our members contribute their time and resources to build a strong national organization made up of local chapters that work in their region to highlight the achievements of minority architects as well as develop future architects of all backgrounds so that the profession continues to grow.

Our impact is felt nationally through our numerous advocacy programs that target not only our constituency, but decision-makers in other professions, such as politicians, educators, and private corporations. Through our growing membership, we continue to add strength to the voice with which we can speak against apathy, intolerance, ignorance and against abuse of the natural environment. We voice our support for the marginalized, and disenfranchised, which is followed up by action in the communities we serve. Through our publications we inform the world about the talent, drive, and capabilities of minority professionals, that may otherwise go unnoticed.

The National Organization of Minority Architects is a 501(c)6 organization.

WE ARE **NOMA**

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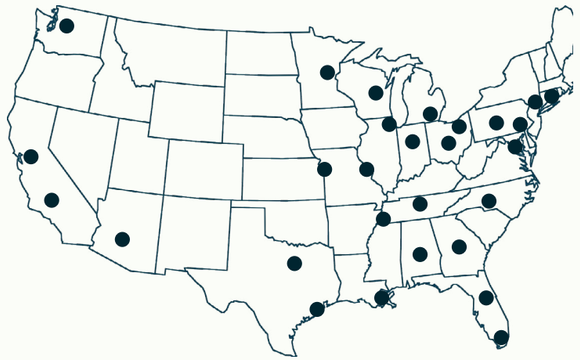

THANK YOU TO OUR **SPONSORS**

NOMA is supported by many large and small contributions. Special thanks to our returning sponsors The American Institute of Architects, Perking + Will, SOM and Stantec. Our confidence in hosting another annual NOMA Conference and Expo is only made possible by your considerable early contributions.

#NOMASPATIALSHIFTS2020

The **48th** Annual National Organization of Minority Architects Conference & Expo | **20**
REGISTER NOW! // WWW.NOMA.NET

SPATIAL SHIFTS - RECLAIMING OUR CITIES OAK+