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FOR IMMEDIATE RELEASE

**ARCHITECTURAL PROFESSION PREPARES FOR THE NEW ENERGY FRONTIER**  
*AIA Denver launches the AIA+2030 Professional Series™*

Denver, Colo., Jan. 11, 2011 – The AIA+2030 Professional Series™ is a comprehensive, innovative curriculum that includes 10, four-hour sessions that teach participants strategies to reach 60 percent reduction in fossil fuel greenhouse gas emissions. AIA+2030 trains professionals in the architecture and engineering fields to design buildings that use 60 percent less energy. The series gives design professionals the knowledge and leverage to create next-generation, super-efficient buildings—and provide firms with the skills that will set them apart in the marketplace. The AIA+2030 program began in Seattle in 2009, and has been extremely successful there. In early 2011, AIA Denver will be the second AIA chapter in the United States to launch this program.

To impact the threat of climate change, *Architecture 2030*®, a non-partisan, national not-for-profit started by renowned architect Ed Mazria, AIA, has issued the 2030 Challenge® asking the global architecture and building community to reach the goal of carbon-neutral buildings by 2030.

AIA Denver, a Chapter of The American Institute of Architects, is taking tangible steps toward reaching that goal through the AIA+2030 Professional Series™. This series of intermediate-level professional development courses addresses items such as Waste Heat Recovery, Energy Modeling, Active Solar Systems and a variety of techniques and strategies specific to creating an energy efficient built environment.

“Although Colorado has been one of the leaders in the green building movement, and many firms here are quite progressive in their approach to energy efficiency and greenhouse gas reduction, we still have a long way to go to meet the 2030 Challenge,” said Paul C. Hutton, AIA, LEED AP and AIA Denver AIA+2030 series moderator. “The depth and comprehensiveness of this series is impressive and will advance understanding of sustainable design principles and specific strategies for all attendees, even those with significant experience.”

**The Goals**

Buildings produce almost half of U.S. greenhouse gas emissions. In fact, U.S. buildings are responsible for 10 percent of the world’s greenhouse gas emissions; therefore buildings are an important part of the climate change solution. Training architects and engineers to significantly reduce the energy use of their buildings is a critical step on the path towards energy independence and climate change reduction.

AIA Denver’s members are serious about climate change solutions. By implementing the AIA+2030 professional series locally, AIA Denver hopes to:

- **Impact climate change:** give architects and design professionals the tools they need to design for the future of the planet.

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- **Position architects:** demonstrate the leadership of the architecture community on energy efficiency and carbon issues.
- **Support continued research and development:** expand AIA+2030 reach and resources to fuel continual improvement.

#### **AIA Denver AIA+2030 Information**

**First Session Date:** Friday, Jan. 14, 8:30 a.m. – 12:30 p.m. (Series runs monthly through Friday, Nov. 11.)

**Location:** Wellington E. Webb Municipal Office Building, fourth floor conference room

**Registration:** Registration is closed as the series has reached its capacity. More than 60 professionals from 43 of the area's leading firms are scheduled to attend.

#### **This program is made possible by generous sponsors:**

**Platinum Sponsors:** [Governor's Energy Office](#); [M.E. Group/design+green](#); and [The RMH Group](#).

**Gold Sponsors:** BCER Engineering, Inc.; Holcim (US) Inc.; Hutton Architecture Studio; and Shears Adkins Rockmore Architects.

**Silver Sponsors:** Ambient Energy; CAD-1, Inc.; KL&A, Inc.; and Slaterpaul Architects.

Climate change is real. Architects have solutions. AIA Denver is looking forward to first working with the design community and then the public to take on the 2030 Challenge<sup>®</sup>. For more information, contact AIA Colorado Communication Coordinator Alaina Gonzales at [alaina@aiacolorado.org](mailto:alaina@aiacolorado.org) or 303.446.2266, ext. 116.

#### **About AIA Denver**

The voice of the profession of architecture, AIA Denver inspires and champions its members as leaders in the design of the built environment. It is one of four chapters within the AIA Colorado component and is comprised of more than 1,600 members from nine counties in the metro Denver area.

#### **About AIA+2030**

AIA+2030 is program of The American Institute of Architects Seattle, in collaboration with Architecture 2030, BetterBricks, and the City of Seattle. AIA Denver has received a license to present the program locally in the Denver area, specific to the Denver climate, to meet the needs of its members. AIA Seattle provides the architectural community with resources and relationships to make a difference through design. Architecture 2030 works to rapidly transform the U.S. and global building sector from the major contributor of greenhouse gas emissions to a central part of the solution to the global-warming crisis. BetterBricks, an initiative of the Northwest Energy Efficiency Alliance, advocates for changes to energy-related business practices in Northwest buildings.

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