



AIA Pennsylvania

**The American Institute
of Architects**

AIA Pennsylvania
240 North Third Street
12th Floor
Harrisburg, PA 17101
717.236.4055
aiapa.org

PASAE Laurel Awards 2017 Submission

Project Name | **Architects Advocacy Cube**

Laurel Awards Category | **Communications**

Brief Synopsis of the Project

The Architects Advocacy Cube is unique, interactive advocacy tool that was created for AIA Pennsylvania's Architects Action Day. Back in March, AIA Pennsylvania set out to produce a fun, desk friendly legislative leave-behind that could also deliver our key legislative issues and calls to action.

The three dimensional desk cube was the antidote to the standard flat issue brief folder. After consulting with printers that did not have a cube template precedent, staff developed and designed a template in-house.

The overarching message that sets the tone for the cube reads, "Architects are the keystone of the built environment." Seven bold exterior cube messages convey an architect's impact depicted with building and construction silhouettes. See the exterior of the cube [here](#). The interior of the cube stays consistent with the architectural keystone motif. The interior message conveys our key issues and makes clear, concise asks for legislative support.

[View the messages via this printable mini Architects Advocacy Cube made accessible to members that could not be in attendance and see the cube in action \[here\]\(#\). View the cube's interior and exterior layout on the pages below.](#)



AIA Pennsylvania

Architects
GUIDE the building process

Architects
TRANSFORM communities

Architects are the **KEYSTONE** of the **BUILT** ENVIRONMENT

Architects
DESIGN solutions

Architects
PROTECT the health, safety & welfare of the public

Architects
ENHANCE the spaces where we live, work & play

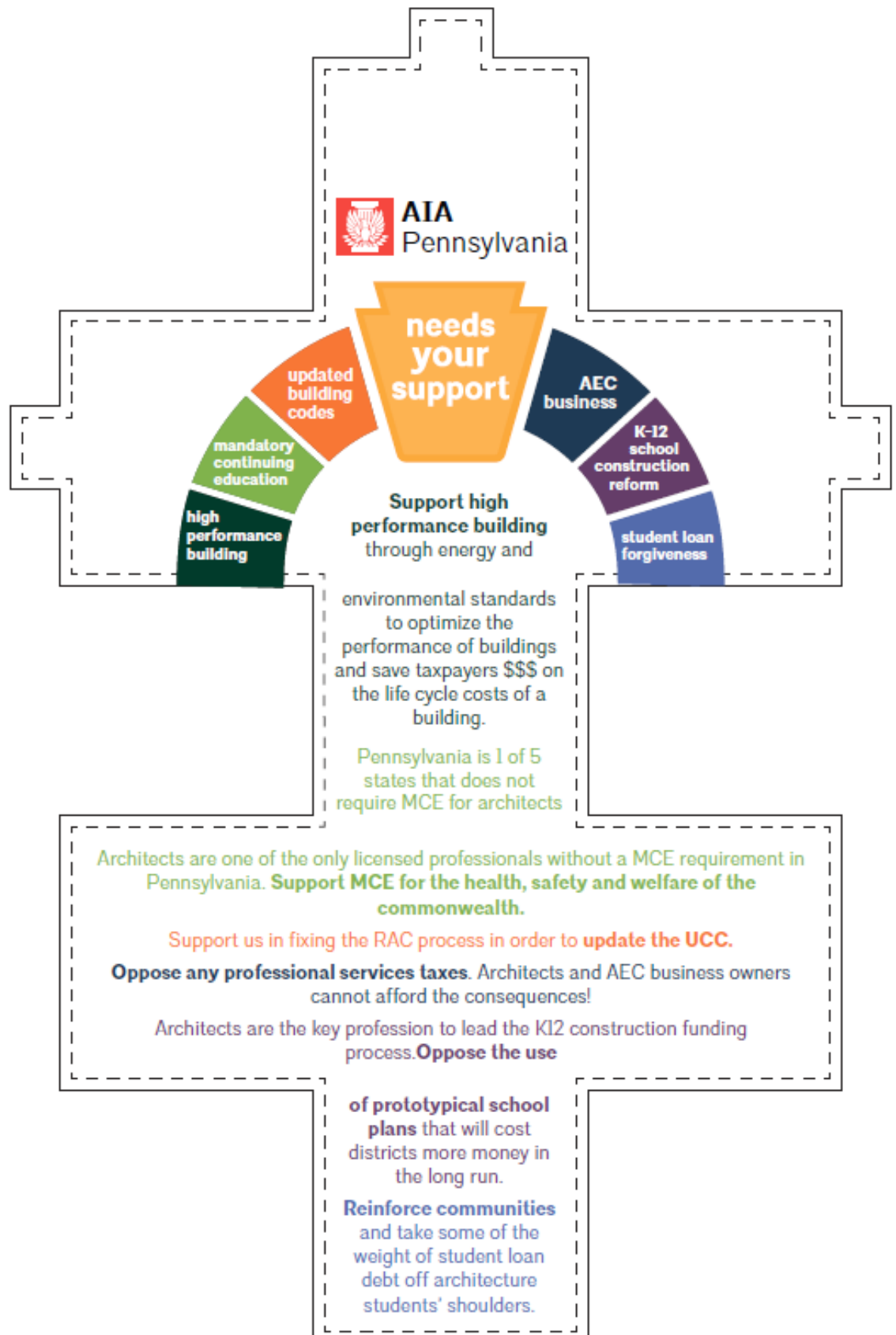
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PLAN for sustainable outcomes

Architects
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