



BRANDON POURCH, AIA, LEED AP

## AIA Jacksonville President

AIA Jacksonville, Allied Members, Community and Industry Partners,

I am honored and grateful for the opportunity to serve as your AIA Jacksonville president for 2020. We live in an exciting time to be an architect. Not just with the new technologies at our disposal to assist with complex design solutions, photorealistic renderings, and virtual reality models, but with the opportunity to make an impact on society at large. How people interact with the built environment and with each other is changing every day.

Automated vehicles will eliminate the need for parking structures and allow existing roadways to get thinner. What will that reclaimed public space look like? As online retail continues to grow in popularity new uses will need to be found for the brick and mortar buildings that are increasingly left abandoned. Who better than architects to program these spaces?

With increased social media use people have lost the human connection that only comes from face to face interaction. People need a third space outside of the office and home to meet with friends and socialize in real life. Where and what exactly these third spaces will be is yet to be determined but who better to develop these spaces than architects and design professionals?

With so many developments in the works downtown, Jacksonville could lead the way in writing the script for what our future built environment will look like. This is a pivotal time for architects to take a more active role in the community and demonstrate how the creative problem solving skills we use on a daily basis can impact the built environment and benefit society at large.

Our first opportunity to put our collective design abilities to good use will come in February as the Cultural Council of Greater Jacksonville has teamed up with the AIA to facilitate a design charrette for the Duval County Courthouse Plaza. We are looking for volunteers to carry out community interviews at the courthouse during time slots on January 23 and 24. The design charrette is scheduled for February 8<sup>th</sup> incorporating the input from the community.

Please feel free to reach out to me directly if you want to help or know of any challenges that could benefit from AIA Jacksonville's attention. My email is [brandon.pourch@rsandh.com](mailto:brandon.pourch@rsandh.com)

I am looking forward to a fun and rewarding 2020 and hope you will join us on this journey!