PERSPECTIVE

International   Architecture   &   Design   Festival

Schedule of Programming

Friday, June 21st, 2024

Film Screening: Columbus
Location: Yes! Cinema
10:30 AM - 12:15 PM

We're thrilled to kick things off with the film that inspired this entire festival, Columbus. Set on our festival grounds, this movie tells a quiet story against the backdrop of this architecturally iconic town.

Brad Collins: From conception to completion: the making of an architecture book
Location: Eskenazi School (FKA The Republic)
12:30 - 3:30 PM

Brad will walk you through the entire process of commissioning a book. From creating photographs and text to designing, and delivering what has long been considered the holy grail for architects, photographers, and writers alike - the architectural monograph.

Valéry Augustin + Michael Bennett: How to build client relationships that last
Location: Helen Hadad Hall
1:00 - 2:30 PM

Valéry Agustin is one of our favorite LA-based architects. He will be joined by a long-time client and friend, Michael Bennett, who recently retired from the NFL's Seattle Seahawks and is now pursuing a degree in architecture. He is also the founder of design firm, Studio Kër. Together, they will discuss how to cultivate and maintain lasting creative relationships.

Noah Kalina: Cabin Porn + designing your life as an artist
Location: Cleo Rogers Library
1:30 - 2:30 PM

Noah encapsulates the idea of the artist as the captain of his own ship. Noah's career trajectory has seen him carve out exactly the life he enjoys living (on his farm in New York), making the photographs he wants to make (beautiful, fun, witty, and cerebral) for who he wants to make them (himself), racking up an impressive list of accolades in the process - not the least of which was having his work make its way into The Simpsons, of all places.

Lynn Goldsmith: Rock n' Roll photography and the Supreme Court battle of a lifetime
Location: The Visitors Center
3:30 - 5:00 PM

Lynn has photographed nearly every celebrity on the plane including Prince, Bruce Springsteen, Mark Hamill, Michelle Obama, Cher, and more. Lynn will discuss how she built her career and her recent, landmark Supreme Court win against the Andy Warhol Foundation.

Brad Collins, Julia Gamolina, and David Basulto: The changing landscape of architecture media
Location: Helen Haddad Hall
Time: 5:15 - 6:45 PM

For decades, architecture used to be published and shared predominantly through books and periodicals. In just a couple decades, that has changed entirely, opening new avenues for opportunity for architects, photographers, designers, writers, and more. These three leaders have been a huge part of the shift. Where did we come from, and where are we going? What is still relevant, and what might not be? Where can the architecture and design community get the most visibility for their work?

Mike Kelley: The business of photographing architecture
Location: Eskenazi School (FKA The Republic)
Time: 5:15 - 6:45 PM

Architecture is consumed through photographs - there's no two ways about that. Understanding how architecture is captured and distributed to the world is integral to your success as a photographer or as an architect, designer, or anyone who works with the still image in their business.

Tom Harris + Hadley Fruit: Golden hour photo walk
Location: Meet in front of the Visitors Center
Time: 6:00 PM - Sunset

Architectural photographers, Tom Harris and Hadley Fruits will meet a small group of attendees in front of the Visitors Center and lead them on a golden-hour walk around Columbus, Indiana where they'll have the opportunity to photograph the town's post-war architectural marvels.

Saturday, June 22nd, 2024

Herman Wakefield: Let's lighten up a bit
Helen Haddad Hall
10:30 AM - 12:00 PM

To say the architecture and design world can take itself a bit too seriously would be an understatement. Herman runs the Instagram account @northwest_mcm_wholesale, which offers honest, outsider takes on popular and sometimes cringeworthy trends in design and architecture. He's teaching us to laugh at ourselves, but beyond the humor lies a cutting-edge lesson on design communication: how can we incorporate internet culture into the stubborn and occasionally stodgy world of architecture and design?

Bernardo Pozas: How my firm uses photography and videography to grow
The Visitor's Center
10:30 AM - 12:00 PM

Walk into Pozas Arquitectos office in Monterrey, Mexico, and you are immediately struck by one thing: the energy, playfulness, and youth that abound. Having grown one of the most impressive architecture practices in North America in just a decade, Bernardo's projects are driven by his visionary approach to marketing and business in a traditionally very conservative field. Bernardo will share approach and insight to how he uses photography, videography, social media, and traditional media to incredible effect, taking on hundreds of projects per year.

Valéry Augustin: Architecture for good
The Eskanazi School
10:30 AM - 12:00 PM

Architecture has often been known as a game for the 1%. Valéry Augustin has worked tirelessly across Los Angeles, adapting unfortunately renovated projects and dilapidated buildings into beautiful spaces for rehabilitation and community building. Learn more about his process and be inspired by his approach and deep understanding of architecture.

Janna Ireland + Mike Kelley: Get your personal projects published
Helen Haddad Hall
1:30 PM - 2:45 PM

Janna Ireland and Mike Kelley have both been widely published in the architecture world with a variety of subject matter using completely different approaches. Learn how each has gotten their work into print and won acclaim and recognition through their own methodology and pathfinding.

Noah Kalina + Herman Wakefield: Who the f%#k knows?
The Visitor's Center
1:30 PM - 2:45 PM

Noah and Nate have both created incredible followings with their irreverent approach to architecture, design, and art. Let's get them together to talk about things they love, things they hate, and have a laugh or 43.

Ted Van Cleave of ImageRights: Protecting Your Work
The Eskanazi School
1:30 PM - 2:45 PM

The majority of working artists have had their work stolen and used for profit. And if you don't think yours has been stolen, you probably just don't know about it yet. How can you, as a single individual, combat the rampant and indefensible practice of digital theft? Talk with the founder and CEO of ImageRights, Ted VanCleave, to see how you can rein it in.

Mike Kelley and Tom Harris: Live Portfolio Review
The Visitor's Center
3:30 PM - 5:00 PM

Come get your images picked apart, roasted, and praised, all architecture-school style. The critique is a hallmark experience of architecture school; let these two globetrotting photographers who have worked for some of the biggest names in the business take a serious, light-hearted, funny look at work that attendees submit. Education, fun, and introspective. Attendance is limited.

Julia Gamolina: Madam Architect
Helen Haddad Hall
3:30 PM - 5:00 PM

Julia Gamolina is dedicated to the built environment and to bringing light to the people transforming it. She is the Founder and Editor-in-Chief of Madame Architect, a digital magazine focused on the extraordinary women that shape our world. Trained as an architect herself and with a decade of experience across all aspects of design and business development, Julia stays engaged in professional practice as an Associate Principal at Ennead Architects and a Visiting Assistant Professor at Pratt Institute. Julia will share her story as founder of Madame Architect and many of the wonderful stories she has covered in her tenure as the owner and founder.

David Basulto: The Story of the World's Largest Architecture Website
Helen Haddad Hall
5:30 PM - 7:00 PM

The founding of ArchDaily marked a paradigm shift for architecture and changed how we view it, consume it, and talk about it. Hear from the founder how it was created, how it works, and where it's going. Nearly every one of us interacts with it on a regular basis - so let's hear from the founder how it came to be and how we can best use it to improve our own practice.