



Stimulate creativity. Inspire your everyday.

In October, our leadership team - Cliff Scholz, Rick Oswald and Daniel Shaffer traveled to Cincinnati, Ohio to attend the Custom Residential Architects Network (CRAN) symposium. What is CRAN? The CRAN Knowledge Community develops knowledge and information to benefit architects who are engaged in, or who are interested in learning more about, custom residential practice. CRAN presents information and facilitates the exchange of knowledge and expertise to promote the professional development of its members via discussion forums, national symposia and conventions, publications, and local activities. "This is a meeting of the minds, with a focus on the custom residential niche of the architecture field," said Daniel. "This allows us to discuss trends and ideas with other architects from across the US and get honest answers because they are not your direct competition. This networking can also be used to do collaborative projects as well."

Cliff values continuing education in the field of architecture and all Clifford M. Scholz Architects (CMSA) can gain for their clients as a whole from the knowledge learned.

### **2018 CRAN Highlights According to CMSA**

- The conference was hosted in the Hilton hotel – Netherland Plaza. A very cool New York style Art Deco building that was designed by the same individual that designed the Empire State Building.
- The CMSA team had a guided tour of a few beautiful custom residences around the Cincinnati area including the Geir Family Earth Sheltered Home as designed by renowned architect Philip Johnson in 1965. The team also enjoyed a dinner boat ride up the Ohio river taking in the Cincinnati skyline from the water at night.
- To get inspiration, the team walked around downtown to enjoy the architecture and built

environment.

### 2018 Speaker Highlights

- Dan Rockhill

He works with the community and students to help educate them about sustainable design and get the community engaged in architecture. According to the CRAN Symposium website, Dan Rockhill is the J L Constant Distinguished Professor of Architecture at the University of Kansas and Executive Director of Studio 804 as well as a Distinguished Professor with the Association of Collegiate Schools of Architecture. He and his students have designed and built eleven LEED Platinum buildings in Kansas; a sustainable prototype for tornado ravaged Greensburg, KS, (the first LEED Platinum in the state), two in Kansas City, five educational facilities and three in Lawrence.

- Michael Imber

His work with hand renderings was incredible. While computers are the prominent force of today's world, there is a lot lost in translation between sketching something and drawing it using a computer. His session was about how important it was to hand draw and render the design. According to the CRAN website, Michael is the principal architect of Michael G. Imber, Architects, PLLC, a modern classical design firm based in San Antonio, Texas, recognized for a body of work that is strong in historic sentiment yet modern in its execution. Michael has been honored with numerous local and national design awards, notably being honored with the lifetime Arthur Ross Award for his enduring commitment to the classical tradition in residential architecture, civic buildings and neighborhood design. He was inducted into the American Institute of Architects' College of Fellows for his contribution to American design as well as being honored with the Texas Society of Architects' William W. Caudill, FAIA award for his achievements as a young architect and for his contributions to the American Institute of Architects. He has won four National Palladio Awards for Outstanding Achievement in Traditional Design as well as numerous Texas ICA&A Staub Awards and AIA Awards. He was named "Master of the House" by *Southern Accents Magazine* and was the designer of the 2009 "Idea House" in Galveston, *Texas for Coastal Living Magazine*, as well as the 2011 "Idea House" for *Southern Living Magazine*.

Overall, CRAN inspires us. It brings us closer together as a team and stimulates creativity. We are excited about bringing everything we learned to work for our clients over the next year.