A Message from Campaign Co-Chairs
Mary R. and John F. Brock III

Philanthropy has been woven into the fabric of Georgia Tech since its founding 125 years ago, and private support has shaped the campus and created the qualitative advantages—in teaching, research, facilities, and student life—that elevate a good university to a great one. They are advantages that state appropriations alone cannot provide.

Our vision for the future is to define the technological university of the twenty-first century. This means leading in innovative research and the commercialization of products to improve the human condition. It means leading in the education of bright young scholars. And it means leading in addressing critical social, technological, and policy decisions of our time.

We are following the path forged by those who have come before us. Larry Gellerstedt, Erskine Love, Charlie Yates, Ivan Allen, Pete Silas, Al West—they all sat where we sit today. These great alumni were consummate leaders and personal philanthropists. They were champions for Georgia Tech, and they have shown us the way. Now, it is our turn to step forward.

To seize the opportunities that abound, and to make the Institute’s vision a reality, we have launched Campaign Georgia Tech. With the support of our alumni and friends, we can achieve great things.

This is our time. This is our legacy.

Sincerely,

Mary R. and John F. Brock III, ChE 1970, MS ChE 1971
Co-Chairs, Campaign Georgia Tech
A Message from Dean
Steven P. French

The College of Architecture is striving to be an internationally recognized center for design thinking that takes full advantage of being in a leading technological university. Students and faculty in the College focus on designing things at a variety of scales — from health care devices and musical instruments to buildings and neighborhoods, cities and megaregions. The College is playing the leading role in developing an Institute-wide interdisciplinary initiative that fosters design thinking and innovation across the campus.

Globally, we are facing three grand challenges that will shape our teaching and research — energy and climate change, major demographic shifts, and the ongoing information technology revolution. Energy efficiency and climate adaptation will drive the design of buildings, neighborhoods, and cities over the coming decades. Our country is facing major demographic changes. It is aging and, in many states, traditionally minority populations will soon be the majority. The College has ongoing major initiatives in health care design, universal design, and healthy communities that address the needs of our increasingly older population.

The information technology revolution is reshaping all of our disciplines. We have existing strengths in building information management, geographic information systems, music technology, digital fabrication, and 3D visualization. Our graduates must be leaders in developing and applying information technology in their respective disciplines. We are fortunate to be a part of one of the best technology-focused public universities in the country, and we must capitalize on that unique asset.

As we begin to face these grand challenges, we invite you to join us in making a better world not only for ourselves but for future generations. Your support is vital to our success in achieving our goals for the short and long term. I look forward to forming important partnerships as the College of Architecture continues its second century of designing the future.

Sincerely,

Steven P. French
Dean and Professor of City and Regional Planning
The renovated Hinman Research Building provides state-of-the-art spaces where interdisciplinary collaboration and great ideas can flourish. Advanced, modern facilities and infrastructure are enabling the College of Architecture to make its vision for the twenty-first century a reality.
Design Inspiration and Technological Innovation

Over a century ago, Georgia Tech initiated a program of architectural education that endures today—rigorous, ambitious, and rooted in the university’s hallmark of innovative, progressive problem solving. Over those one hundred years, the College of Architecture has broadened and enriched its vision as students, faculty, and researchers work across disciplines to advance knowledge of designed, built, and lived environments, producing new realms of experience and creativity.

The College is a natural site of innovation, from music technology and universal design to digital manufacturing and geospatial technologies. Its remarkable growth has led to the establishment of five Schools: Architecture, Building Construction, City and Regional Planning, Industrial Design, and Music. It is strategically focused on equipping students with technological tools, creative inventiveness, and design inspiration to take on significant global challenges.

The College of Architecture must have the support of individuals, foundations, and corporations who share its commitment to building an exceptional faculty, increasing access and opportunity for talented students, creating state-of-the-art facilities, and promoting interdisciplinary research. Private philanthropy is the key to making it all possible.

The Best and Brightest Minds

For the College to successfully compete for the best and brightest minds, the number of endowed chairs and professorships must be increased. Endowment funds allow faculty to remain at the forefront within their fields, make explorations into new concepts, and engage graduate and undergraduate students in the latest innovations in research and practice.

Those who share their expertise and passion for improving the human condition are the foundation of the College. Professors forge interdisciplinary partnerships with other Schools and Colleges at Georgia Tech—from Management to Public Policy and Civil Engineering—weaving strength to strength and creating innovative solutions in transportation, water resources, urban design, healthcare, and housing.

“I wanted to create a new focus on the need for instruction in design across all disciplines. Understanding and training in the design process will help Georgia Tech graduates perform better by having an ability to design in addition to analyzing and managing.”

James L. Oliver II
ID 1965, ME 1967
Philanthropic support for graduate fellowships and undergraduate scholarships is vital in attracting the highest caliber students from around the nation and the world. This support also enhances access for talented, qualified students who otherwise might lack the resources to attend Georgia Tech, and it enables students to take advantage of the College’s extraordinary study and work abroad opportunities.

By studying or working abroad, students deepen their understanding of the complex relationships of architecture and urbanism to specific cultural settings. The College’s international programs immerse students in architecture, landscapes, and urban design, through lectures, seminars, and visits to significant buildings and urban projects—such as the National Stadium in Beijing, China, and the Baths at Pompeii.

Catherine Ross is the Harry West Professor of City and Regional Planning and the director of the Center for Quality Growth and Regional Development.

Lars Spuybroek (right), the Thomas W. Ventulett III Distinguished Chair in Architectural Design, and Thomas Ventulett (left). The Ventulett Chair has enhanced the reputation of the College of Architecture and made possible the creation of a distinctive design laboratory.

Technology and Design Converge

The College of Architecture is uniquely positioned to apply the most advanced technical, computing, and engineering knowledge within all of its disciplines. The College is also an important center for interdisciplinary research, and permanent endowment support for faculty chairs and professorships is the critical foundation for long-term achievement in our strategic growth areas:

- **Architecture in a Digital Age**: forging new design strategies for high-performance buildings and testing new functions and materials with the latest software and fabrication processes;
- **User-Centered Design**: inventing and patenting radical new products and systems, with particular focus on manufacturing technologies;
- **Global Construction**: anticipating the opportunities and impact of emerging global cities as the construction industry faces dramatic shifts;
The School of Building Construction is leading the way in innovative education and research with real-world applications, weaving together disciplines as diverse as construction management, design, structures, law, and physics to prepare tomorrow’s leaders in the field and to create solutions for the twenty-first century in sustainable design, energy efficiency, healthcare, and other pressing challenges.
Philanthropy enables the College to elevate its facilities to leading-edge standards of technological sophistication, flexibility, and sustainability. A gift from Lola C. Reinsch and J. Almont “Al” Pierce, BS 1958, B ARCH 1959, made possible the renovation of the Reinsch-Pierce Auditorium. The facility exemplifies the College’s commitment to the adaptive reuse of historic buildings to advance its education and research vision for the twenty-first century.
■ **Planning for Quality Growth**: developing and applying new tools for urban modeling and simulation for sound transportation planning and economic development;

■ **Design for Health and Well-Being**: becoming a global leader creating evidence-based solutions that dramatically improve patient care and recovery;

■ **Music and Technology**: understanding how people process and respond to music, creating new realms of experience and applications across all disciplines.

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**Reinvention through Imagination**

After more than a decade of tremendous growth, the College of Architecture continues to reinvent itself and move forward dramatically. With the opening of the newly renovated Hinman Research Building, the much-needed space and expansion of technological capabilities has been realized.

This facility, constructed in 1939 by P. M. Heffernan, former director of the School of Architecture, has undergone a renovation, redesign, and modernization that provides space for the Master of Architecture and PhD students, the Digital Building Lab, and exhibition and gallery spaces appropriate to a center of design innovation. State funding enabled the project’s launch, but private support is necessary to meet the technological requirements of the digital building research labs and other strategic needs.

“**The generosity of visionary donors makes it possible for me, and for many students, to attend Georgia Tech. I am looking forward to the day when I will be able to give back and make a difference.**”

*Dorian V. Pirau, BC 2011
John A. and Joyce K. Caddell/Caddell Construction Company Scholarship*
The Next 100 Years

The new century demands innovative solutions. The weakened global economy, environmental crises, diminishing resources, and an ever-growing population have a powerful impact on envisioning tomorrow. Each School within the College of Architecture is committed to addressing and meeting these challenges, and reimagining the design and creation of the future through innovative and sustainable ways of living, working, and connecting.

The investment of alumni, friends, foundations, and corporations is indispensable in securing the College’s long-term success. The College of Architecture at Georgia Tech has always recognized that creative partnerships between design, technology, science, and the arts are the keys to improving the quality of life for every global citizen. Never before has this mission been more salient, or the support of visionary philanthropic partners more vital.

The Path Forward

Georgia Tech has traveled breathtaking distances in a very short time. It is a highly ranked international research university, an incubator for innovation and economic growth, and a leader in engineering and technology, producing well-rounded graduates who go on to make an extraordinary mark on the world.

Today, it is forging a bold path forward. That path leads to a future in which Georgia Tech is known for its diverse, world-class students and faculty; for its innovative research and teaching; for being the institution that top decision-makers turn to in solving major problems; and for having the intellectual agility and vision not merely to face the future, but also to design it.

Georgia Tech is ready to accomplish all of this, and more, with the support and engagement of alumni, parents, friends, and all who share a passion for great ideas, courageous thinking, and the desire to shape the world to come.
Gifts to Campaign Georgia Tech may be in the form of cash, securities, real estate, or personal property. In addition to outright gifts, donors are encouraged to consider multi-year pledges, generally over a five-year period, as well as planned gifts. Certain forms of planned gifts may not be applicable to meet immediate capital construction requirements.

Donors may participate through various life income agreements including charitable remainder trusts and charitable gift annuities. Charitable lead trusts, paying income to the Georgia Tech Foundation for a specified term of years, may be credited. Testamentary gifts in the form of documented bequest provisions and life insurance may also qualify for Campaign participation depending on the age(s) of the donor(s) or the insured. Certain deferred gifts may be discounted to present value in accordance with Campaign accounting guidelines.

All qualifying gifts and commitments to Georgia Tech and its associated foundation made between July 2004 and December 2015 are included in the Campaign. Gifts are deductible to the extent provided by law, and are subject to acceptance of the Institute or its associated foundation. Interested donors are encouraged to consult with their personal legal and financial advisors when contemplating a gift.

For more information about the Campaign or the form of a gift, please contact:

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College of Architecture

Architecture
Building Construction
City and Regional Planning
Industrial Design
Music
PhD Program