What’s the Center’s Story?

Video Testimonial Kit

Be a part of the New Center for Architecture + Design

#buildaiaisf #futurehq #aiasf_center_hq

The New Center for Architecture + Design

The Center for Architecture + Design will be a hub for initiatives on equity and inclusivity within the profession, the advancement of design practices in sustainability, advocacy, and dedication in supporting the creation of safe, healthy, and beautiful built environments.

Opening in 2021 with over 10,000 square feet of space, the project to create AIASF’s new headquarters on the ground floor of the historic landmark Hallidie Building in downtown San Francisco will be a demonstration of sustainability and technical innovation. Amid all of the health and economic challenges bearing down on Bay Area and the country, the overarching focus of our relocation is on the recovery, health, and the collaborative spirit of our community.
What's the Center’s Story?

The testimonial videos will capture the essence of what the new Center for Architecture + Design represents to the community. Tell us your story, and why the new Center for Architecture + Design is important to you. Respond to one of the prompt questions below in your video.

1. How do you envision the future Center for Architecture + Design as a hub for all things architecture and design?
2. If the Center for Architecture + Design was an [artist, musician, athlete, actor] persona, how would you describe them?
3. How can the Center for Architecture + Design make a positive change in San Francisco and beyond?
4. What role can the Center for Architecture + Design play in building a healthier, sustainable, and more just world?

How to Submit a Testimonial Video

- Record your video using **one or more of the question prompts**.
- **Use the following sentence** at the end of your testimonial response:
  
  Join me now in creating the future of architecture in San Francisco. Join AIA San Francisco’s campaign to build the new Center for Architecture + Design!

- The video length must be between **15-30 seconds** in length.
- Send the completed video to aarroyo@aiasf.org or upload directly to aiasf.me/testimonials

Social Media Handles

**AIASF and the Center for A+D**

Twitter - @AIASF, @CenterForArch
Facebook - @aiasanfrancisco, @CenterSF
Instagram - @aiasf, @centerarchdesignsf
LinkedIn - @AIASF, @center-for-architecture-design

Tips for Recording Videos on Phones

- **Record in landscape mode (horizontally).** This will provide footage that looks good on larger devices, not just phone screens.
- For clear, crisp audio **get as close as possible to your recording device.**
- Make sure there are **no background noises** around you.
- **Avoid dark areas:** cameras on mobile devices work better with as much light as possible.
- **Avoid direct sunlight,** bright lights, or windows pointing directly into the shot, which can dramatically over or underexpose your video.
- For your **background use a solid-color** or shoot from a professional environment such as a place where you work or spend time.
- **Use the camera on the back of your phone.** The front camera’s quality is not as good on most phones.
- **Try to stabilize the shot,** use a tripod, flat surface or lean the phone up against something.

For more information or questions please contact: Alicia Arroyo, Marketing + Communications Manager, aarroyo@aiasf.org.

By submitting your video you hereby grant permission to AIASF and the Center for Architecture + Design, the rights of your image, in video or still, and of the likeness and sound of you voice as recorded on audio or video tape. You understand that your image may be edited, copied, exhibited, published or distributed and waive the right to inspect or approve the finished product wherein your likeness appears.