

every book has an author
every dress has a designer
every painting has an artist
every orchestra has a conductor
every dance has a choreographer
every screenplay has a writer

every building has an architect

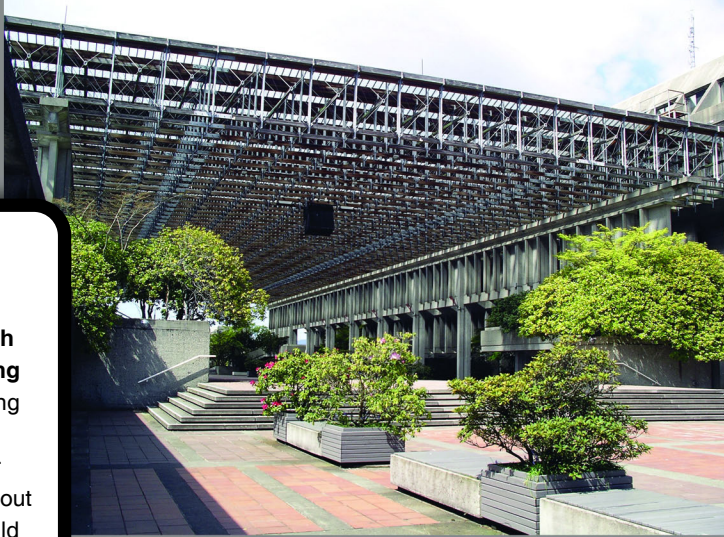
every opera has a composer
every film has a director
every magazine has an editor
every sculpture has a sculptor

...architecture matters

*Dear Journalist,
Author or Editor,*

The next time you publish a photograph of a building consider one important thing – include the name of the architect. You would never consider citing a book without naming its author, nor would you publish an image of a painting without the name of the artist. Architects spend many passionate months, even years in designing a building and deserve the same recognition.

In fact, if you interview that architect you may discover a new meaning or story to help your article...



SIMON FRASER UNIVERSITY | ARCHITECTS: ERICKSON/MASSEY | PHOTO: STEVEN ZHEN WANG

Remember
“every building has an architect”
and everyone deserves to know
who that architect is!

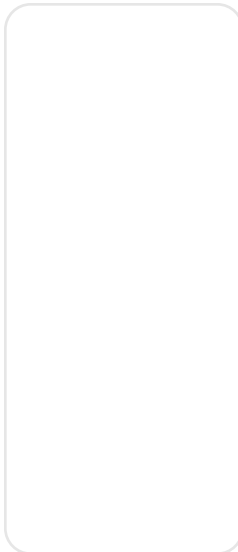


The Royal
Architectural
Institute of Canada

www.raic.org



CONTAINS
POST-CONSUMER FIBRE



affix
stamp
here