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FOR IMMEDIATE RELEASE

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AIA Baton Rouge Challenges Universal Design

(BATON ROUGE) – American Institute of Architects Baton Rouge members will face the challenge of Universal Design.

American Institute of Architects Baton Rouge members are being challenged to experience the benefits of Universal Design. On Friday, September 16, 2011, members from a variety of area firms have accepted the challenge to attempt "business as usual" for Friday morning while navigating one of five challenges: being blind, having glaucoma, having cataracts, using a walker or crutches, or being wheelchair bound. AIA Baton Rouge will be traveling to participating offices to document reactions and events. Following the morning's events, AIABR and TOTO USA will welcome Mary Jo Peterson of MJP Designs in Connecticut (a firm specializing in universal design), LA State Representative Scott Simon and Margaret Hill of the State Fire Marshal's Office who will present information regarding Universal Design guidelines, recent legislation, and new technologies as well as listen to stories shared by members about their UD Day challenges during a lunch meeting held at Oak Lodge Reception Center. Lunch is free for AIA Baton Rouge members; guests and potential members are \$20 (rsvp requested).

The goal is for members to approach Universal Design in a creative manner, by having to physically experience the issues facing some in society every day, bringing to light unforeseen obstacles in our everyday world as well as helping to educate the public and themselves about these important issues.

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If you'd like more information about this topic, or to schedule an interview with AIA Baton Rouge, please call Kathleen Gordon at (225) 936-5215 or email Kathleen at kathleen@aiabr.com.