

university of maine at augusta  
department of architecture  
fall 2011 lecture series

# new ideas:new firms

What is the impetus for starting a new firm given the economic climate? What are the goals and aspirations of these bold designers? What separates these new firms from others? And how does one judge success in the ever-changing 21st century design environment?

## 10/20

**Jones Architecture, Salem, MA** Rick Jones' mission is to support clients in the broadest sense as they seek to shape their environment. This service oriented approach is grounded in strong design principles. Their design is responsive to context: environmental, societal, cultural, architectural, and historical. Good design should not imitate context, but must recognize and respond to it. [www.jonesarch.com](http://www.jonesarch.com)

## 11/17

**Soren deNiord Design Studio, Portland, ME** Soren DeNiord has over 10 years experience designing a range of project types and scales from residential design to state land planning. His design approach is rooted in a quest for quiddity - the true nature of something...its "whatness."  
[www.sorendeniord.com](http://www.sorendeniord.com)

## 12/15

**Bild Architecture, Portland, ME** Evan Carroll is cofounder and principal of Bild Architecture. His experience in the practice of architecture and in advocacy has led him to the strong belief that good solutions come from a holistic approach to project planning and management.  
[www.bildarchitecture.com](http://www.bildarchitecture.com)

All lectures 4:30 PM start  
UMA/Gannett Building, The Space  
331 Water St., Augusta, Maine

**FREE + open to the public**

info @ [www.uma.edu/archlectures](http://www.uma.edu/archlectures)  
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december  
15  
evan carroll  
bild architecture  
portland, maine

november  
17  
soren deniord  
soren deniord design studio  
portland, maine

october  
20  
rick jones  
jones architecture  
salem, massachusetts

university of maine at augusta  
department of architecture presents

# new ideas: new firms

UMA/ARC  
fall lecture series

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331 Water St, Augusta, Maine  
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