

Roderick Ashley advances design excellence across regions and cultures through his tireless and passionate advocacy on behalf of the built environment and the profession, enhancing the public's understanding and appreciation of quality design.

**An Exemplary Advocate for
DESIGN EXCELLENCE**

Rod's dedication to communicating the importance of good design began when he volunteered for the AIA Portland Design Awards Committee in 1986. Since that time, he has served in nearly every AIA leadership position on the local, state, and regional level. In each role, he leverages the AIA to advocate for design excellence and the enhancement of the public's understanding of quality design. Among his many achievements, he has been a leader of the nationally recognized Oregon Design Conference for the past 10 years; advocated for legislation establishing a Resilience Office for the State of Oregon; supported and testified for a joint undertaking between the University of Oregon and Oregon State University for a new Advanced Wood Products curriculum and facility; and was a trailblazer in the creation of Oregon's public sector Design Excellence Program as well as the Center for Architecture in Portland.

As a leader of the Center for Architecture, he worked to provide stability for the fledgling institution and transform it into the place where the public comes to learn about architecture. Recent exhibits have showcased international work, including Kengo Kuma (Japan) and Snohetta (Norway), the first to be shown in the United States. As the Architecture Foundation of Oregon's president, Rod promotes design excellence as a champion of the Architects in Schools program, the Senator Mark O. Hatfield Scholarship for outstanding design and community service, the Van Evera Bailey Fellowship, and community engagement and outreach.

**Inspires the
PROFESSION AND THE PUBLIC**

Rod's work has received 22 national, regional, and local design awards, including nine from the AIA, and his work has led to outreach that has enhanced the public's appreciation of design. His nationally recognized Lemelson Archives and Guest Residence showcases his skillful response to site and program with imagination and immaculate attention to detail. Inspired by his design, the Lemelson Center in Washington DC produced the "Places of Invention: The First Lemelson Institute," a three-day national symposium to study the importance of place in inventing at the Archives, followed by "Places of Invention," the Center's ongoing multifaceted research project, and *Places of Invention*, a companion book exploring invention and innovation. Rod's work was exhibited at the University of Nevada at Las Vegas and the Nevada Museum of Art in Reno. He also consulted on the Lemelson Center renovation at the National Museum of American History in Washington DC, a hands-on, interactive venue encouraging inventive creativity in young people.

His winning submission for the City Life Affordable Row Houses competition was lauded by HUD and the National Energy Institute and became a national prototype for affordable housing. Digger Mountain Retreat, inspired by the AIA 2030 Challenge and the Portland Mayor's Symposium on Sustainable Design Excellence, is 100 percent off-grid, within 10 percent of net zero, and advances technology applicable and available to anyone using local construction materials and methods.

Rod's projects have reached a wide audience, most recently in *Architectural Digest*, *Custom Home*, and *Fine Homebuilding*, and has been featured on *Home and Garden TV*, further educating the public about design quality. The Haglund Residence was *Metropolitan Magazine's* Home of the Year Runner-Up and cover story for *Homeowner Magazine*.

Beginning with pro-bono work for YWCA's environmental awareness retreat Camp Westwind more than 30 years ago and most recently the city of Port Orford, Rod has continuously supported his region through volunteer work that elevates the public's awareness of good design. He taught graduate level design and served as a studio critic for graduate and undergraduate students. In all of his volunteer endeavors, Rod reminds students and the public that everything we come in contact with is designed by someone and influences how we live, and emphasizes the importance of bringing an imaginative, yet practical, approach to design challenges.

**Advocates through PUBLIC AWARENESS,
COMMUNITY SERVICE, AND MENTORSHIP**