ARCHIFUSION

Kendall College of Art & Design
Grand Rapids, MI

FRIDAY, OCTOBER 9, 2026

7:00a - 8:00 — **Continental Breakfast & Welcome**

8:00a- 9:00a — **Building a Smarter Practice – The Power of Standardization in the age of AI**

Roan Isaku, AIA, *NCARB, HED*

AI, analytics, and automation depend on consistent, reliable information. In this session, HED will share how it is transforming BIM and project data into a strategic asset that supports better decisions today while building a stronger foundation for tomorrow. Through practical examples, you'll learn how standardized workflows, healthier Revit models, connected data, and a firmwide data culture can improve quality, reduce risk, reveal trends, and strengthen project delivery. You'll leave with actionable ideas for improving data quality and creating meaningful metrics, regardless of your firm's size or current level of digital maturity. *1 HSW Pending*

9:00a - 10:00a — **How to Achieve Superior Building Envelope Performance in Rainscreen Wall Design**

Brandon Kinsey, Hon. Aff. AIAMI, *Centria, a Nucor Company*

Explore rainscreen wall design theory, how rainscreen walls control hydrothermal loads, and the shortcomings of today's multi-component backup wall assemblies used in rainscreen wall construction. The course will compare and contrast the common multi-component backup wall assembly with the single-component insulated metal composite backup wall system and demonstrate how the later overcomes deficiencies of the former in creating a building envelope with superior performance as well as other key benefits. *1 HSW*

10:00a - 10:15p — **Break**

10:15a - 11:15p — **Some Assembly Required: PreFab and Design for Manufacturing**

Karl Daubmann, FAIA, Lawrence Technological University

In the wake of a global pandemic, the workplace has been redefined, highlighting the vital connection between agile design, human health, and productivity. This session will explore how longitudinal data and feedback loops, illustrated through SmithGroup's Detroit office transformation, can optimize dynamic workspaces and enhance well-being. *1 HSW Pending*

11:15a - 12:15p — **Architects and City Government**

Russell Baltimore, AIA, *City of Detroit Planning and Development Department*

This session provides practical strategies for architects working with city governments. Led by an architect from the City of Detroit Planning and Development Department, attendees will gain insight into navigating municipal processes, strengthening collaboration, and building productive relationships with public-sector partners.

AIA Michigan

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12:15p - 1:00p **Lunch**

1:00p - 2:00p

The Hip Hop Architect

Michael Ford, FAIA, NOMA

Michael Ford, FAIA, NOMA, explores Hip Hop Architecture as a design methodology and a way of reading, interpreting, and shaping the built environment. Drawing connections between hip hop's processes of sampling, remixing, layering, storytelling, and cultural production, Ford examines how these ideas can inform architectural thinking and practice. Through built work, research, and projects including The Hip Hop Museum in The Bronx, the lecture presents Hip Hop Architecture as an evolving architectural language rooted in contemporary culture.

2:00p - 3:00p

Let's "Chat" About Houses: The Business Case for Everyday Residential Projects

Brenda Skeel, AIA*, B-Squared Design Studio*

AIA continuing education rarely addresses everyday residential work, including renovations, additions, and new homes. As homeowners increasingly arrive with AI-generated designs, architects have an opportunity to fill this growing design gap. This session explores a collaborative residential practice model using AI-generated schematic renderings to improve communication, a team-based homeowner–architect–builder relationship, and deliverable-based billing to manage scope and profitability. These strategies can help architects make residential services more accessible while creating new opportunities for sustainable practice.

3:00p - 4:00p

Design Your Own Design Tools: AI, Rhino, and the Rise of the Architect-Toolmaker

Masataka Yoshikawa, *Lawrence Technological University*

Architects have long adapted their workflows to the capabilities and limitations of digital software. Generative AI is beginning to shift that relationship, allowing designers without programming backgrounds to create customized tools, scripts, and plugins for specific design tasks. Using Rhino as a working environment, this session explores how AI can translate natural-language instructions into functional tools that support architectural workflows. A live RunChat demonstration will show how designers can develop and refine task-specific tools, positioning AI not simply as a design generator, but as a way for architects to build their own digital tools.

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