

## 20centchallenge

NEW YORK, NY [March 20th, 2019] **20centchallenge**, Adam Rolston, Creative & Managing Director at [INC Architecture & Design](#), is launching an initiative to bring gender pay equality to the architecture industry through the [20centchallenge](#). In conjunction with his business partners at INC, Drew Stuart and Gabriel Benroth, Rolston is propelling this movement forward, beginning with his own firm. Leading by example, the intent is for other organizations in the industry to take similar steps and co-sign a pledge to erase gender-based pay disparities within a calendar year. Firms may indicate once they've achieved full parity and join a community that recognizes the equal value of all employees.

Architecture schools now graduate an equal number of men and women, yet the industry's professional workforce continues to lag behind in female representation. Why is it that the industry is not closing the historical gap, despite present graduation statistics? Why do women continue to disappear from the field? In a chorus of well-intentioned, if perhaps conflicting and privileged, answers to these questions, it can be difficult to hear a distinct voice.

Sometimes, however, one voice rings out so clearly that it's deafening in its clarity. The 20centchallenge was first inspired by Jeanne Gang's decision to eliminate the wage gap at her eponymous firm, Studio Gang, in 2018. Writing for Fast Company, Gang noted that the architecture industry has historically failed to foster a vibrant, diverse workforce, with women and minorities undervalued, underrecognized, and underpaid. While acknowledging that the lack of gender equality in the industry is a multi-faceted problem, she argues that generating equal pay is a critical and tangible first step toward addressing these challenges.

Rolston and INC are echoing this call for equality and hope that the 20centchallenge will be transformative for the industry. Tackling this problem, and bringing awareness to the reality of this discrepancy, are imperative early undertakings that move us toward a more inclusive architecture world. It's a bridge to deeper, more honest conversation that is still to come. Now is the time for men, and women, across the industry to hold up a mirror and ask if they are a part of the problem, or a part of the solution. The solution starts small, at the affordable cost of twenty cents on the dollar. Sign up your firm today - amplify the voice of a few until it becomes the chorus of the many.

<https://the20centchallenge.com/>

### **About INC Architecture & Design**

INC is an open source, multi-disciplinary, architecture and design studio, with experience in a wide range of project types from big to small that specializes in the integration of the design disciplines. At INC, context is king, where every project emerges out of its social and cultural framework. We approach a chair, a room and a superstructure equally. We work globally and act locally, implementing environmental best practices naturally. We believe that good ideas can come from anywhere and that to lead is to listen. Each of our projects is a unique portrait imbued with the aspirations of our clientele while a tripartite leadership balances the vital elements of successful design: joy, utility and craft. Formed in 2006 by Adam Rolston, Drew Stuart, and Gabriel Benroth, INC's work includes projects such as the 1 Hotel Brooklyn Bridge Park, The LINE Hotel DC, and the TWA Hotel.

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#### **Pledge, Commit, Certify.**

**The 20centchallenge is simple. Pay equality for women in the profession of architecture is the mandate.**

Women in the United States make 20 cents on the dollar less than men. The architecture profession is no exception. Our schools of architecture are graduating an equal number of men and women.

#### **Why does the architecture profession today consists of 80% men and 20% women?**

This is a pay equality problem. And given the demographics of participation and leadership in the profession, it's a guy problem.

**The challenge consists of a pledge, a one year deadline and a certification of pay equality.**

Add your name, studio and pledge date to the public online list. Make the pledge to bring your studio to pay equality in one year. Then certify that you've reached pay equality. That's it. No ice buckets involved.

**There are very few metrics out there to fairly evaluate pay equality.**

The United Kingdom has been nice enough to create a neat one. Fill it out, upload it and certify that you believe in your mother, daughter and sister.

**My daughter Eva wants to be an architect when she grows up. She's going to get paid fairly.**

- Adam Rolston AIA