

# PHX Architecture: "Tis the Season to Give Back"

Written by Arizona Foothills Magazine

99% of PHX Architecture's time is dedicated to designing the dreams of their clients. The remaining 1% is dedicated to "The 1% Program"- a program that connects non-profits with architecture and design firms willing to give 1% of their billable time to pro-bono services.



Currently, PHX Architecture is working with the Phoenix Cystic Fibrosis Foundation designing a donor wall in the main lobby to showcase the patients and the wonderful men and women who donate their time and money in the effort to find a cure for Cystic Fibrosis.

**PERSONAL**  
It's personal to the affected person and to the person listening to the story.

**EMOTION**  
A synergy of emotions is created as we hear the touching stories.

**LIFE**  
A celebration of "life". How important it is to hear their stories and bring awareness. We can bring CF patients together all at the same time through their stories. (physically can't come together)

CF2

**interactive.audio wallconcept**

AWARENESS  
1-25 people are carriers  
the life expectancy is 20-50 years

## I KNOW WHAT CYSTIC FIBROSIS IS, DO YOU?

65

**Concept...** concept revolves around the whole notion of hearing, seeing, and feeling the actual person, a way to bring them together and create this special connection between the CF patient and the listener. The interactive/audio wall does just that. Each location has the patient sharing his story interactively with the visitor hearing and seeing them through a monitor and audio. This opportunity to create awareness and share a person's life is the ultimate goal of the design.

PROCESS ... **IMPLANT**  
AWARENESS /STORY ... GENE  
DONORS ... CURE

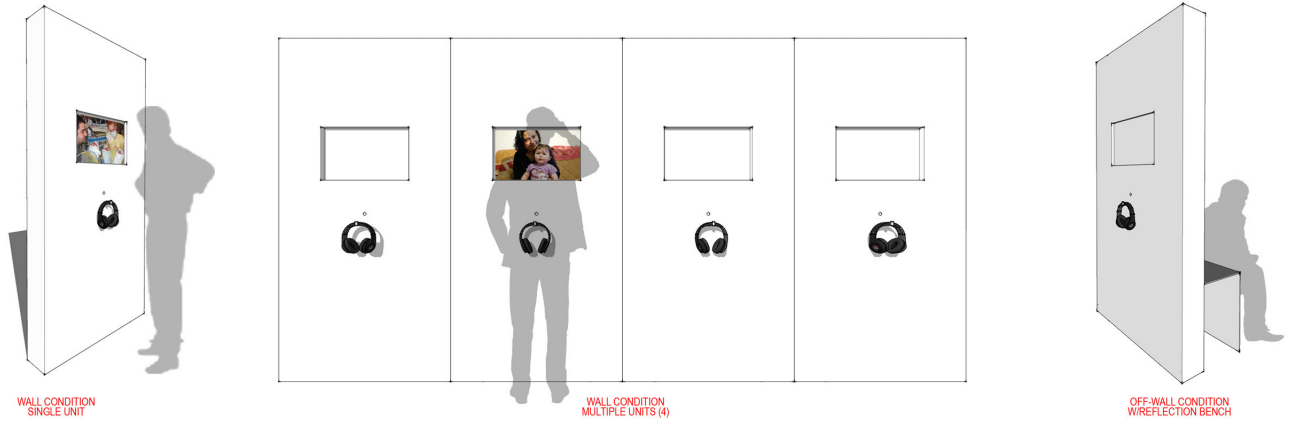
"Every Patient(CF) is like a **rose**, one that is each different and unique."

*cystic fibrosis donor wall concept*

(Click image to view full size)

"We are honored to be helping the foundation, and to be doing our part to help the community" said Nikal Conti, Principal at PHX Architecture

PHX Architecture has been working for months, along with local companies to design an Interactive Audio/Visual Wall featuring donated iPads, Computers, and Sound equipment that bring a synergy of emotions to the viewers as they hear the touching stories of patients living with Cystic Fibrosis.



conceptualdesign PERSPECTIVES N.T.S.

## CYSTIC FIBROSIS INTERACTIVE/AUDIO WALL

phoenix . arizona



(Click image to view full size)

Cystic Fibrosis patients live a very difficult life, often confined to their own homes due to hazardous materials in society that can worsen their condition.

"This interactive wall revolves around the notion of hearing, seeing and feeling the storyteller." said Ivonek Badilla, AIT AIA Asc. at PHX Architecture. " I wanted to find a way to bring them together and create this special connection between the patient and the listener"

This will be the first Donor Wall in any of the Nation's Foundation Offices.

If you would like more information on Cystic Fibrosis, or to find out how you can help, visit <http://www.cff.org/Chapters/arizona/>

### Did you know?

-If every architecture professional in the U.S committed 1% of their time to pro-bono services, it would add up to 5,000,000 hours annually. The equivalent of a 2,500 person firm, working full time, for the public good.

-1,000 architecture and design firms across the U.S have already pledged their time through the "1% Program", delivering an estimated \$38 million in pro bono services yearly.

To find out more about this program- visit [www.theonepercent.org](http://www.theonepercent.org)