

every book has an author  
every dress has a designer  
every painting has an artist  
every orchestra has a conductor  
every dance has a choreographer  
every screenplay has a writer

**every building has an architect**

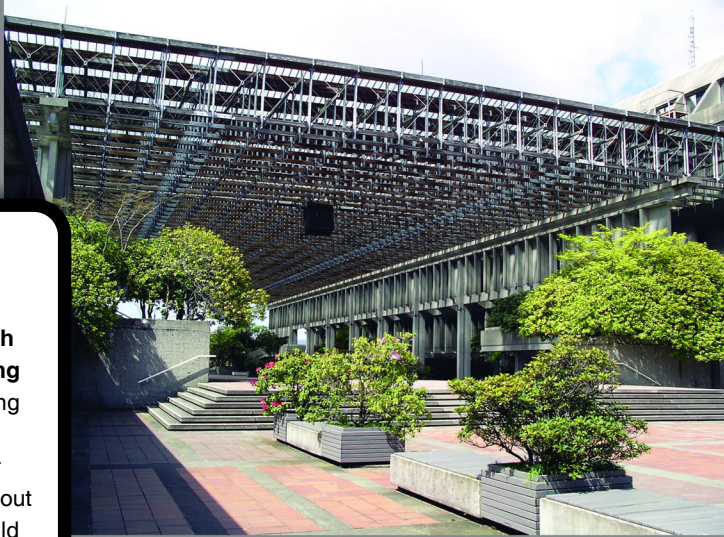
every opera has a composer  
every film has a director  
every magazine has an editor  
every sculpture has a sculptor

**...architecture matters**

*Dear Journalist,  
Author or Editor,*

**The next time you publish a photograph of a building** consider one important thing – include the name of the architect. You would never consider citing a book without naming its author, nor would you publish an image of a painting without the name of the artist. Architects spend many passionate months, even years in designing a building and deserve the same recognition.

In fact, if you interview that architect you may discover a new meaning or story to help your article...



SIMON FRASER UNIVERSITY | ARCHITECTS: ERICKSON/MASSEY | PHOTO: STEVEN ZHEN WANG

Remember  
“every building has an architect”  
and everyone deserves to know  
who that architect is!

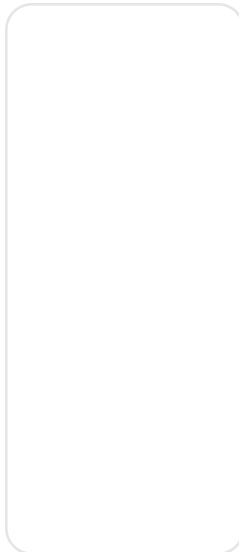


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