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…

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

www.raic.org

The Royal Architectural Institute of Canada