REFRAMED:
THE FUTURE OF CITIES IN WOOD

APRIL 25, 2023 – JANUARY 7, 2024
OVERVIEW

REFRAMED: The Future of Cities in Wood was an exhibition co-curated by the Chicago Architecture Center and the Council on Tall Buildings and Urban Habitat and presented by the Softwood Lumber Board. It told the story of building with mass timber featuring architectural models of mass timber projects from around the world, from public spaces to office buildings and adaptive reuse to new construction. This exhibition explored the many positive aspects of building with mass timber, including sustainability and safety.

It also reflected on biophilia, the human instinct to seek connections with nature. Biophilic design centered around the use of wood creates aesthetically pleasing environments and has been proven to promote well-being and positive mental health benefits among occupants. The exhibition also offered the hands-on opportunity to experience wood through a learning pavilion constructed from mass timber, with striking visual demonstration of the superior ability of mass timber to withstand fire.
ENGAGEMENT

12 Visiting Organizations and Firms

- Studio Gang
- AIA Chicago
- Related Midwest
- UL Solutions
- Hartshorne Plunkard Architecture
- Ross Barney Architects
- Columbia College Chicago (Interior Architecture Department)
- Perkins + Will
- iitAIAS
- Johns Hopkins University
- Stantec

Total Attendance
37,049 VISITORS
CONTENT & PROGRAMMING

Programming

The CAC and SLB hosted several programs over the run of the exhibition, encouraging industry professionals to visit the show and learn more about the impact of mass timber. Each program was offered in a hybrid format, so in-person attendees could explore the exhibition while still making the program accessible for non-local attendees via Zoom.

- Reframed and Recovered: A Conversation with the Curators
- Talking Timber: Can Wood Save Us?*
- Talking Timber: Will Chicago Embrace Wooden High-rises?*
- Talking Timber: Designing Future Cities in Wood*

*Attendees of these programs received 1 AIA/CES Learning Unit

Video Content

Each program was recorded, edited, transcribed and added to the CAC’s YouTube channel for future viewing and use as a resource.

- Panel Event Explores a World of Mass Timber Construction
- Talking Timber Interviews: Todd Snapp, Principal, Perkins + Will
MEDIA IMPACT

Earned media
Placements: 12
Impressions: 931,470

Social Media
Facebook: 24,389 impressions across 7 posts
Instagram: 49,072 impressions across 8 posts