

Now What?! Advocacy, Activism, and Alliances in American Architecture Exhibition Panels

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2022-2024



Title Statement

Now What?! Advocacy, Activism, and Alliances in American Architecture Exhibition PanelsA Guide to the Now What?! Advocacy, Activism, and Alliances in American Architecture Exhibition Panels Ms.2025.095

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Profile Description

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Descriptive Summary

Unit ID

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English .

Abstract

This collection consists of 70 exhibition panels with text printed on foam core detailing the history of organizational and grassroots activism in the architectural profession, marking changes in the profession and contextualizing them within national and global events.

Creator

Brown, Lori

Extent

8.5 Cubic Feet 7 oversized flat boxes

Condition Description

Some boards were damaged during shipping and unpacking: adhesive material (for hanging) on the backs of the panels transferred to adjacent panels, and the act of separating the panels resulted in small areas where the top layer of the board was removed

Repository

Special Collections and University Archives, Virginia Tech

Administrative Information

Conditions Governing Access

The collection is open for research.

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Source of Acquisition

Exhibition panels were shipped to Special Collections and University Archives in October 2025 by Architexx staff members.

Processing Information

The processing, arrangement, and description of the Now What?! Advocacy, Activism, and Alliances in American Architecture Exhibition Panels was completed in November 2025.

Preferred Citation

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Biographical / Historical

"Now What?! Advocacy, Activism & Alliances in American Architecture Since 1968" was a traveling exhibition curated by the non-profit organization Architexx. The exhibition ties the design community to larger liberatory movements of the late 20th century by placing advances in design practice in a larger social and historical context. Now What?! sets grassroots, local, national, and global politics in relation to one another to educate and inspire a new generation of practitioners.

Architexx is a non-profit organization, co-founded by Lori Brown and Nina Freedman, that advocates for gender equity in the architectural profession. The group includes academics and architectural practitioners who support and promote inclusion and retention of women-identified, non-binary, gender non-conforming, and allied individuals in the field of architecture.

Content Description

70 panels total, comprised of 33 large, 25 medium, and 12 small foam core boards, with text and contextual information related to the history of activism and advocacy within architecture since 1968. The exhibition was curated by members of Now What?! - Architexx, including Lori Brown and Sarah Rafson. The panels toured throughout the U.S. from 2022 to 2024.

Keywords

International Archive of Women in Architecture (IAWA)
History of Women in Architecture

Rights Statement for Archival Description

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Arrangement

Panels are not placed in any particular order; they are physically arranged by size, but otherwise there is no intellectual order other than the chronological progression detailed on the contents of the boards.

Description of Subordinate Components

33 Large Exhibition Panels (35 x 23.5 x 0.5" each)

oversize 1 (box)

oversize 2 (box)

oversize 3 (box)

oversize 4 (box)

25 Medium Exhibition Panels (24 x 23.5 x 0.5" each)

oversize 5 (box)

oversize 6 (box)

oversize 7 (box)

12 Small Exhibition Panels (12 x 23.5 x .5" each)

oversize 5 (box)

oversize 6 (box)

oversize 7 (box)