

# SODAA NEWS

MAY 9, 2022

650 NIXSU RENAISSANCE HALL

# UPCOMING

**NOMAS END OF YEAR PARTY**  
**WEDNESDAY, MAY 11TH | 6PM**



**REVISION MOORHEAD PRESENTATION**  
**WEDNESDAY, MAY 11TH | 1:30PM**



Fourth-year architecture students from Paul Gleye's studio will present Re-Vision Moorhead, their ideas for revitalizing downtown Moorhead at a public presentation on Thursday, May 12, at 4:00 pm at the Hjemkomst Center in Moorhead. They will also present to the SoDAA community on Wednesday, May 11, at 1:30 on the 5th floor of Renaissance Hall.

In the 1970s, downtowns declined across the country, and much of downtown Moorhead was demolished and replaced with the Moorhead Center Mall under the urban renewal program. Today there is a renewed interest in re-establishing downtowns as the heart of the city, including Moorhead, where planners envision a brighter future. The students envision a city where they would like to live, work, and spend leisure time. Their idea re-establishes Center Avenue as Moorhead's "main street" and the core of a revitalized downtown. Visual images will illustrate the students' ideas for downtown attractions, activities, and design features.

All interested persons are invited to view the presentation, as the students share their ideas about what downtown Moorhead might be in the years to come.

# CONGRATULATIONS

## THIRD PLACE AND BEST PRESENTER AT NSAC

Congratulations to the NDSU National Student Advertising Competition (NSAC) team for its third place win at the American Advertising Federation's District 8 NSAC. District 8 NSAC includes teams from North Dakota, South Dakota, Minnesota and Wisconsin. The NSAC case study this year focused on marketing the Meta Quest 2 VR headset (formerly known as Oculus) to college students. NDSU NSAC pitch presenter Owen Piehl, a strategic communication major, won best male presenter at district.

Two SoDAA students were central to the NSAC team's success at District 8. Visual Arts major Lillian Tobin was the creative director and led the design of the plans book and advertising. She was assisted by Sarah Colwell, strategic communication major and visual arts minor, who helped with the design of the plans book, the visual elements of the presentation, and led the event promotion advertising for the headset.



## ARCHITECTURE & LANDSCAPE ARCHITECTURE THESIS AWARDS

A big thank you to all faculty who participated in voting for the various awards, and for your commitment to our student throughout their academic journeys to ensure that they have reached the finish line! Please join me in congratulating all of the award recipients – listed below!

2022 Alpha Rho Chi Award Recipient – Shayna Karuman

2022 AIA Medal for Academic Excellence Recipient – TIE – Nicole Mathiowetz and JeAnna Miller

2022 McKenzie Award Finalists

- Mitchell Osland - A Subaqueous Future
- Jared Kasemeyer - Boecraft Continuum
- Nicole Mathiowetz - Chronically Sustainable
- Greta Bleeker - Chrysalis

2022 McKenzie Award Recipient: Alysse Ogaard - Architectural Gastronomy

2022 Dennis Colliton Thesis Award Finalists

- Sina Lee - Of Land, Earth + Sea
- Haley Lind - Suburban Sequel
- Bennett Rindy - Drifting Intersections

2022 Dennis Colliton Thesis Recipient: Abby Brown - Manufactured Quality of Life

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