

# AIA25

ID: TH203  
Title: Empowering Minority-Led Design to Elevate Underserved Communities  
Date: Thursday, June 5  
Time: 1:00pm - 1:30pm  
LU: 0.5 HSW/RIBA/LU

## Program Summary

This inspiring session will explore the transformative impact of the 100% Latino-led team behind Chicago's Pioneer Bank Development. Join us for a look at how their leadership is revitalizing local businesses and strengthening the community. JGMA president Juan Gabriel Moreno will discuss how adaptive reuse and sustainable design principles have preserved the historic building while also fostering economic growth, cultural pride, and environmental resilience. Learn how this innovative approach demonstrates the power of community-led development to shape a more inclusive and sustainable future for Chicago's disadvantaged neighborhoods.

## Learning Objectives

1. Discover strategies for fostering inclusion and social equity in architectural design, focusing on empowering minority-led teams and elevating underserved communities.
2. Examine how adaptive reuse and preservation can drive economic revitalization, strengthen community identity, and promote environmental sustainability.
3. Explore the impact of minority leadership in architecture, including the benefits of equitable participation and representation in shaping the built environment.
4. Learn how to integrate community engagement and socioeconomic analysis into design processes to create projects that respond to local needs and overcome systemic barriers.

## Speakers:

- Juan Gabriel Moreno | President & Founder – JGMA

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