

The Purpose Prize*for Americans leading with experience*

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Architect Stanley Tigerman and Designer Eva Maddox Recognized as “Purpose Prize Fellows,” Join Ranks of Social Innovators Over Age 60 Leading with Experience*Fellows Solve Social Problems, Disprove the Notion That Innovation is the Province of the Young and Demonstrate What’s Possible in an Aging Society*

[Chicago] — Civic Ventures, a think tank and program incubator helping society achieve the greatest return on experience, has designated Archeworks’s Stanley Tigerman and Eva Maddox as two of its 2007 Purpose Prize Fellows. The Purpose Prize is a three-year, \$9 million program investing in Americans over age 60 who are leading a new age of innovation to solve critical social problems in the second half of life.

The Purpose Prize seeks to shine a light on the critical work of individual innovators and combine these individual efforts into a wave of social entrepreneurship that could transform America.

Stanley Tigerman and Eva Maddox have been friends and colleagues for over 30 years. They were principals of their own successful firms when the idea of Archeworks began with a suggestion by a city manager of Muskegon, Michigan, where Tigerman and Maddox were collaborating on a project, that they open “a kind of Bauhaus” to teach the kind of community design involvement that they utilized.

Mr. Tigerman and Ms. Maddox observed that traditionally the best designers work for the wealthiest clients: large corporations, well-endowed museums, and successful entrepreneurs. Beautiful objects, handsome buildings, and elegant solutions don’t often exist in housing projects, waiting rooms for welfare clients, or products for people with disabilities. In 1993, Mr. Tigerman and Ms. Maddox sought to turn this reality upside down by creating a “do-tank” for smart, socially conscious design for those in need: Archeworks.

Archeworks, unlike traditional design schools is both an incubator for good design and a conduit for it to reach those who could benefit most from it but have the least access to it. According to Eva Maddox, “At most schools, good design ends on the sketch pad... good ideas are a dime a dozen, and most schools are either all about theory or all about practice. At Archeworks, we wanted to cover both theory and practice -- to conduct research, to create ideas, to test them, and then to implement them, all within one year. Unless you can make that happen, a big idea won't mean anything.”

Since its founding in 1993, Archeworks has paired over 100 non-profit organizations, community partners and representatives of state and city government with nearly 175 students and 37 facilitators. Over 33 projects have been completed to date addressing issues as varied as eldercare needs, services for people with HIV, elementary school disability education reform, universal design and design of objects for people with disabilities, and designs for the homeless population.

The impact of Archeworks's projects on the community, its students and the design profession as a whole continues to grow and expand year after year yet Archeworks's impact on its founders has already been cemented. According to Stanley Tigerman, "this [Archeworks] for me is more important than any single building I've ever done. This is an important thing."

The Purpose Prize supports Fellows by helping develop their capacity, linking them with funders and venture philanthropists and connecting them to other social innovators over 60. The 2007 Fellows will meet for the first time at an Innovation Summit cosponsored by Civic Ventures and the Stanford Graduate School of Business's Center for Social Innovation, one of the world's leading academic centers focused on social entrepreneurship. The Summit will take place November 10-12 on the Stanford campus in Palo Alto, Calif.

Marc Freedman, founder and CEO of Civic Ventures — co-founder of the Purpose Prize and author of a new book, *Encore: Finding Work That Matters in the Second Half of Life* (PublicAffairs Press, June 2007) — says that [Mr. Tigerman and Ms. Maddox] and other Fellows represent big changes in how boomers and older Americans approach work.

"As baby boomers leave their midlife careers and continue working into their 60s, we are experiencing the biggest transformation of the American workforce since the women's movement," says Freedman. "One of the most interesting and significant developments from this transformation is the emergence of social innovation and entrepreneurialism from people over 60. And there are no better examples of these pioneers than the Purpose Prize Fellows."

In *Encore* (www.Encore.org), Freedman outlines a new stage of life between the end of midlife careers and the beginning of true old age, introducing a new stage of work — the "encore career" — that combines continued income, new meaning and greater impact. Prize Fellows, Freedman says, "show that social entrepreneurship, once thought to be mainly the province of the young, can also be a path to vibrant encore careers for those in the second half of life."

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Civic Ventures (www.civicventures.org) is a think tank and program incubator working to help society achieve the greatest return on experience.

Archeworks (www.archeworks.org) is an alternative design school where students work in multidisciplinary teams with nonprofit partners to create design solutions for social concerns related to children, the elderly, people with disabilities and other under-served communities in Chicago and beyond. Architect Stanley Tigerman, FAIA and designer Eva L. Maddox, Assoc. AIA, FIIDA, LEED AP, founded Archeworks in 1993.