

ARCHITECTURE JOYCE OWENS

Story by Neha Hegde



Recipient of the AIA Florida 2020 Medal of Honor for Design, Joyce Owens, FAIA, RIBA, has been a practitioner and advocate of good design for more than 30 years. With projects including the Alexander McQueen Flagship Store in the United Kingdom and the Bishop Verot Church in Florida, Joyce has been recognized for her work on a wide spectrum of award-winning



projects. Her agility as a designer can be attributed to her inherent drive to adapt a built space to its context. In 2017 she was recognized for her efforts and elevated to the prestigious College of Fellows of the American Institute of Architects (AIA).

Starting out as a woman in a male-dominated industry was a challenge. Without any female role models to look up to, she worked with men who recognized that women brought something different to a team. She recalls being an anomaly in the industry, a situation she worked hard to leverage in the London-based practice she set up with a female colleague. Producing unique and intelligent designs project after project, the two acquired a diverse international clientele.

Equipped with global experience and licensure, Joyce moved back to the U.S. in 2004 to be closer to her parents and set up Architecture Joyce Owens LLC (AJO) in Southwest Florida. She soon discovered that modern architecture here was removed from its climatological context. She was interested in changing public mindset about the banal application of architectural elements and the borrowing of stylistic elements from dry climates like the Mediterranean, which contrasts significantly with the subtropical region where she now practices. Believing it is imperative that people understand what good architecture is all about, she began writing for lo-

cal newspapers that reached a wide audience. In her outreach, she referenced the local Florida Cracker and Chickee Huts' response to climate-sensitive architecture, with the goal of "looking back to look ahead." Successful in educating the public about architecture, she went on to build several projects based on her principles of good design. Southwest Florida is now home to some of her exemplary architecture, which is truly modern in form and thought. The forms of these buildings are derived from their context and function.

Committed to advocating for good design, Joyce serves on the leadership board of a number of organizations, including the Women's Construction Guild of Southwest Florida and AIA Florida, supporting her peers and continuing the dialogue on good practice in architecture.

Resource:

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A collage of interior design images and a contact card for L. Design Studio. The main image shows a living room with a large sofa, a coffee table, and a fireplace. Smaller images show a kitchen, a bathroom, and a bedroom. The contact card includes the text "LOVE WHERE YOU LIVE", "INTERIOR DESIGN • HOURLY CONSULTATION • NEW CONSTRUCTION RESIDENTIAL & COMMERCIAL RENOVATION", the phone number "239.260.5165", the website "WWW.L-DESIGNSTUDIOS.COM", and social media icons for Facebook, Instagram, Pinterest, and Houzz. The L. Design Studio logo is also present.