

**BUSINESS**  
 **Debra Ruh**  
CEO and Founder of TecAccess  
The leading consultant of technology solutions for the disabled



**TAKE YOUR OWN PATH  
TO MAKING  
IT ACCESSIBLE WITH DELL.**



[home](#) [subscribe](#) [free e-newsletter](#) [reader service](#) [widget](#) [advertise](#)

[SIGN IN](#)

**McGraw Hill  
CONSTRUCTION**

# ARCHITECTURAL RECORD

Subscribe to *Architectural Record*  
and **save 60%** off the newsstand price

Search our site:  

[NEWS](#) [PROJECTS](#) [RESIDENTIAL](#) [FEATURES](#) [VIDEO](#) [EMERGING](#) [PRACTICE](#) [ARCHITECTS](#) [PRODUCTS](#) [COMMUNITY](#) [GREEN](#) [TECH](#) [CEU](#) [RESOURCES](#)

## Daily Headlines

This story was not reported, edited or fact-checked by AR editors.

[View all news wire headlines »](#)

### Barbie, the Doll, Could Become an Architect

02/07/2010

The Buffalo News

Text size: **A** **A**

By Stephen T. Watson, The Buffalo News, N.Y.

Feb. 7--Over the years, Barbie has been an astronaut, a nurse, the president of the United States and a police officer, among more than 120 careers.

But she's never been an architect, and a University at Buffalo architecture professor wants to change that.

Despina Stratigakos is leading a campaign to drum up enough votes to ensure that architect is victorious in the Mattel "I Can Be" online competition that will pick Barbie's next job.

Even though Barbie is scorned by some feminists for her reality-defying figure, Stratigakos believes presenting her as an architect would inspire more young women to enter a field that still is dominated by men.

"This is a powerful icon, and it does speak to little girls," said Stratigakos, an assistant professor in UB's School of Architecture and Planning. "We need role models."

Architect, environmentalist, surgeon, news anchor and computer engineer are the five jobs voters can pick from in the contest, which runs through Wednesday at [www.barbie.com/vote](http://www.barbie.com/vote). "An architect designs buildings and makes sure they're safe, sturdy and cool-looking," the job description reads on the contest Web site.

In 2002, shortly after Mattel began the "I Can Be" series, architects and librarians engaged in a fierce battle to win the contest, Stratigakos recalled.

Architects won, she said, but Mattel balked at producing an architect doll.

Over the years, jobs in the series have included baby sitter, "baby doctor," race car driver and baby photographer.

"You want to pull your hair out -- baby sitter?" Stratigakos said.

The snub inspired Stratigakos to set up an "Architect Barbie" exhibition in 2007 at UB. She asked students and faculty to imagine what the doll would look like.

One colleague produced a "Glass Ceiling Architect Barbie," using a pregnant doll as the centerpiece.

This time, Stratigakos isn't taking any chances. She is encouraging her students, colleagues and area professionals to vote often.

The Western New York chapter of the American Institute of Architects has on its Web site a link to the "I Can Be" contest Web page.

"People can get pretty competitive about toys," Stratigakos said.

swatson@buffnews.com

-----

To see more of The Buffalo News, N.Y., or to subscribe to the newspaper, go to <http://www.buffalonews.com>.

Copyright (c) 2010, The Buffalo News, N.Y.

Distributed by McClatchy-Tribune Information Services.

For reprints, email [tmsreprints@permissionsgroup.com](mailto:tmsreprints@permissionsgroup.com), call 800-374-7985 or 847-635-6550, send a fax to 847-635-6968, or write to The Permissions Group Inc., 1247 Milwaukee Ave., Suite 303, Glenview, IL 60025, USA.

NYSE:MAT,

A service of YellowBrix, Inc.

By utilizing the content on this page, you agree to the [legal terms](#).

## Recent Forum Discussions

### How to Improve Architecture Schools

In: [Arch. School Improvements](#)

### What City Tops Your "Best Architecture" List?

In: [World's Greatest City for Architecture?](#)

### Title of Architect/Engineers used by Technogeeks.

In: [Emerging-architect Issues](#)

----- Advertising -----

----- Advertising -----

FIND BUILDING MATERIALS IN SWEETS

McGraw Hill CONSTRUCTION **Sweets Network**

### AR SELECTS: NEWS BLOGS

#### Blueprint America: Moving Detroit Forward (PBS documentary)

From [Rebuilding Place in the Urban Space](#)

#### 11 Times Square Rolls With the Fishes: Tenant-Deprived LEED Gold Tower To Add Aquarium?

From [greenbuildingsNYC](#)

#### The Atomized Library

From [BLDGBLOG](#)

#### Shanghai World Financial Center

From [Architecture](#)

#### Living Architectures ::: Xmas Meier

From [architectnophilia \(photoblog\)](#)

[View all News Blogs](#)

### READER FEEDBACK

Most Commented	Most Recommended
Christina Zerva Architects - Nikaia House - L...	
Leaky Libeskind Roof to Be Fixed at Last  New...	
Hanny's, Janis Leonard Design Associates - ...	
Game Changer   Southeast Construction   McGra...	
2010 America's Best Architecture Schools   Fe...	
Design Museum by Ron Arad Opening in Israel  ..	

Rankings reflect comments made in the past 14 days

### NEWS NOTEBOOK: RECENT BLOG POSTS



Dispatches from RECORD's news editor, Jenna M. McKnight

#### I.M. Pei Nabs RIBA Gold Medal

By: [jenna\\_mcknight](#) | 2/18/2010

#### Moynihan Station Gets \$83 Million Boost

By: [jenna\\_mcknight](#) | 2/16/2010

#### Firm Employee Charged With Embezzling \$1.9 Million

By: [jenna\\_mcknight](#) | 2/12/2010

[View all blog posts](#)

Marketplace Link

**#1 Cost Modeling Software Using Real Buildings as a Benchmark**  
 D4COST is the #1 Software for Reliable Conceptual Square Foot Cost Estimates. [LEARN More!](#)

---

**Get Organized with a Blueprint Rack**  
 (Organizing, Retaining Talent (Is Fun the Answer?)  
 Organize your work with Blueprint Racks and Blueprint Clamps.  
 In: [Hiring - Keeping Great Employees](#)

---

**Blueprint ID Tags**  
 Why aren't you receiving project summary emails?  
 In: [MHC Network Support](#)

---

[View all forum discussions](#)

---

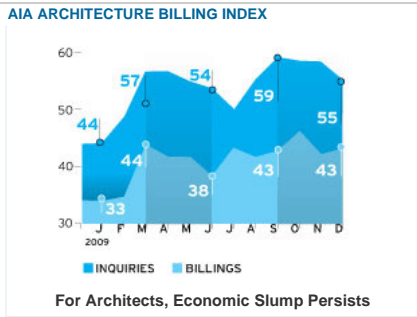
News Archive: [2007](#) | [2006](#) | [2005](#) | [2004](#) | [2003](#) | [2002](#)






  
 Regional Publications Sweets Network\*

[website support](#) | [editorial calendar](#) | [contact the staff](#) | [about us](#) | [submissions](#) | [site map](#) | [back issues](#) | [advertise](#) | [terms of use](#) | [privacy policy](#) | [my account](#)  
 © 2010 The McGraw-Hill Companies, Inc. All Rights Reserved



### ARCHITECTURAL RECORD IN PRINT



- » [Subscribe to Architectural Record](#)
- » [Manage your print subscription](#)
- » [Order Additional Copies and Back Issues](#)