

MARGULIES
& ASSOCIATES

**Margulies & Associates Wins Award
at the 2005 CANSTRUCTION® Competition**

*Over 5700 cans of food items used to create
an iconic structure: View-Master™*



BOSTON, MA, November 8, 2005 – Margulies & Associates, one of Boston’s most innovative architectural and interior design firms, announced today that it has received an award for Structural Integrity at the 2005 CANSTRUCTION® competition. Working with the theme of “Boston: Yesterday, Today and Tomorrow”, Margulies chose to create a giant View-Master™ toy to bring to life the sights of Boston called “A View to a CANstructive Future”.

Margulies was one of two dozen local firms who designed sculptures out of a combined total of 61,000 cans of food items as part of a national community service project that is held in 40 cities across the country. All of the food was donated to The Greater Boston Food Bank when the exhibit left the Boston Public Library on Friday, November 4th.

“Our CANSTRUCTION team, led by architectural designer Tim Bailey, did a tremendous job coming up with the concept of a View-Master and designing the actual structure,” said Marc Margulies, AIA, principal of Margulies & Associates. “This is our first year participating in the CANSTRUCTION

competition and we are proud to be affiliated with such a worthy cause as helping to feed local families during the holiday season.”

CANSTRUCTION is held in conjunction with Mayor Menino’s Can Share food drive, with all food from both events donated to The Greater Boston Food Bank. Between the two initiatives, it is expected that over 100,000 pounds of food will be donated to The Food Bank, which is the equivalent of nearly 76,923 meals. The retail value of this expected donation is approximately \$75,000.

“We were flattered when Margulies & Associates contacted us about designing a View-Master out of cans,” said Russ Coddington, vice president of marketing for Fisher-Price. “View-Master has been entertaining and delighting children for more than 65 years. What a fun way to showcase such an icon of American pop culture, while at the same time contributing to such a worthy cause.”

“We thank all of the architecture and design firms and the city of Boston for this extremely generous and timely donation,” said Catherine D’Amato, president and CEO of The Greater Boston Food Bank. “The food from these donations will go to feed the men, women and children of eastern Massachusetts, many of whom need to make a choice this time of year between heating their homes and feeding their families.”

CANSTRUCTION

CANSTRUCTION is trademarked event organized by the Society for Design Administration who partners at the local level with chapters of the American Institute of Architects and other professional allied organizations to produce the competitions. National contributors to CANSTRUCTION are Avonite, Inc., badpartners, IMI, McCarter & English LLP, and NRI. For more information, log on to www.canstruction.org.

BOSTON CAN SHARE FOOD DRIVE

Can Share, now in its 19th year, is the annual food drive sponsored by Mayor Thomas M. Menino, the Mayor's Advisory Committee on Hunger, Federal Express, Project Bread, and the United States Postal Service. Can Share benefits The Greater Boston Food Bank and hundreds of food pantries in Boston. Can Share involves the Boston business community and City Hall departments in an effort to combat hunger in Boston by collecting food donations as well as monetary contributions. For additional information on Can Share, visit www.bostoncanshare.com.

ABOUT THE GREATER BOSTON FOOD BANK

The Greater Boston Food Bank distributes more than 24 million pounds of food annually to over 600 hunger-relief agencies in a dedicated partnership to end hunger in eastern Massachusetts. For additional information about The Greater Boston Food Bank visit their web site at www.gbfb.org or call 617-427-5200.

ABOUT MARGULIES & ASSOCIATES

Now in its 17th year of operation, Margulies & Associates is a Boston design firm providing architecture and interior design services to the corporate, institutional, and real estate communities. The firm's corporate clients

include Liberty Mutual, Partners Healthcare, Forrester Research, RSA Security, Akamai Technologies, and Blue Cross Blue Shield of Massachusetts. For more information, please visit www.margulies.com.

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