The CAA-CPI states "The world around us is changing...the present world also faces challenges that will require the built environment to respond appropriately".

As environment shapers, Architects, can no longer operate in isolation. The world around architects, their profession, is more a part of us, than we realize. Cut off from the real world, we are ensconced in ivory towers. Fulfilling the final cause of architecture requires that we step down, become part of the real world surrounding us...and advocate arrangement of space in a manner that uplifts the human spirit, rather than dehumanize it.

Removal from reality makes Architects increasingly inconsequential, except for a particular class. Given the potential architects have, this alienation is akin to a tragic-comedy of Shakespearian proportions. The vast majority of today's architecture is without architects. The separation between the spirit of architecture and the body of architect's works collectively, is widening beyond 'bridge-ability'. This distancing from the real world has allowed others to step in and " usurp" our roles...many more wait to move in...Meanwhile, too many of architects continue to serve the few. Too few serve the many, resolutely we see chaos, confusion, contradictions in bursting uncontrolled, unplanned urban environs and limping regimens.

How does an architect's work relate to both architecture and society? Who are the real beneficiaries of the final delivery of an architect's product? Who does this product serve? What relevance does it have to the real world? "Why and for whom are architects making architecture"? (Toyo Ito). The paper attempts to answer these and other, disturbing questions.

Our work governs each individual's life, for a lifetime. Architects and architecture, must become relevant for the mass of humanity we tend to ignore. We must learn to struggle for them and with them. ...descend from our ego-towers, get dirt under our nails -- advocate for the people and for saner built environments --- advocate not only built justice but collectively seek human happiness per square feet rather than wasting energy and talent on seeking returns of investment per square feet.

Advocacy concerns of Architects, is a new responsibility for a profession seeking real-world relevancy. Deeply affected by the output Architecture as a profession with that of others, our world...today shivers, shrivels and is dying around us. Increasingly, for architects, the alternative is a continued widening chasm of alienation and simply, a negation of our usefulness to society. We must change, internally and externally: re-educate ourselves, rethink our roles and redefine our talents.

The adequate delivery of Architects' talents lies now in actively advocating solutions to community issues. Architects must look beyond architecture, confront the social and environmental realm of issues; address increasing built injustices, focus on the environment where they practice, and areas where architects themselves are active contributors --- the degraded environments of today: pollution, diminishing fossil fuels, global warming, and wasteful use of diminishing global resources for particular clientele. Indeed, more issues confront and impact the architect's work, than we cared to admit, and ignore at our own peril!

So what can Architects do? Accepting status quo is out of question. The need is to re-educate, advocate, support, and even lend our voices to new causes of concern that impact our world, our profession, and our children's future. Amidst each darkness, Architects must take the lead to create rays of hope... become part of the real world's struggles. Un-denialably, connectivity links us to them and the environment that surrounds, both of us...

The paper lists possible actions by Architects, beginning with their own designs, while acknowledging overdue structural changes: in the education of architects, norms of practice --- and an architect's role in the education of clients, the decision makers in governments and those, that today see no further than the next election...