

February 2, 2021

Dear Sir or Madam,

Perhaps it is a generalization, but in my experience Scandinavians, particularly those from the American Midwest are stoic, and seldom self-promoters. Such is the case with my good friend, Tom Oslund. Throughout his illustrious 33-year career, he has quietly gone about his practice, creating notable work that speaks for itself. A Rome Prize recipient and passionate educator, Tom has without pretense, built significant work and garnered recognition with over 65 local, national and international awards for their exceptional quality and design innovation.

Tom practices landscape architecture as an art form. His thoughtful compositions in his words "seek to create simplicity through spatial means." as demonstrated in his remarkable work at the General Mills Corporate Headquarters, Guthrie Theatre and Gold Medal Park, US Bank Stadium, and The Medtronic Corporation Patent Garden.

Regardless of opportunity, Tom believes in the pursuit of simplicity or the power of minimal expression. It's more than just graphic patterns, rather it's about creating simplicity through spatial delineation. This conviction has created other important commissions, such as the Harley Davidson Museum in Milwaukee, The Walker Art Center/Minneapolis Sculpture Garden, the 35W Bridge Memorial, High Tech Science Campus in Beijing, China, the Munich Airport restoration in Munich, Germany and the Pritzker Military Museum and Archives. These opportunities have galvanized Tom as an influential design voice within the profession of Landscape Architecture. Though Tom's practice is rooted in Minneapolis and Chicago, his work is of international significance as evidenced by his important collaborations with architects such as Tadao Ando, Gordon Gill, Pelli Clark Pelli, Helmut Jahn and Jean Nouveau. His work seeks the possibility of discovery which comes from gracefully combining an attuned observation of contextual considerations, cultural understanding, and economic realities within a deliberate programmatic focus. It could be said that the creative expression present in the places he creates resonates more strongly with art than with the traditional ideologies of landscape architecture. For Tom, there has never been a distinction. The creation of simple, artistic and profoundly beautiful spaces is a very complex process. Few landscape architects today have mastered this process as well and as thoughtfully as Tom Oslund.

It is with great enthusiasm that I nominate Tom Oslund for the ASLA Design Medal.

Sincerely,



Martha Schwartz, FASLA, Hon RIBA, Hon RDI
Founding Partner, Martha Schwartz Partners

PWP LANDSCAPE ARCHITECTURE

PETER WALKER, FASLA

DOUGLAS FINDLAY, FASLA

DAVID WALKER, FASLA

ADAM GREENSPAN

SANDRA HARRIS

CONARD LINDGREN

JAY SWAINTEK

MICHAEL DELLIS

TODD MEAD

CARMEN ARROYO

LAUREL HUNTER

STEVE TYCZ

CORNELIA ROPPEL

JANET BEAGLE

MARTA GUAL

KAZUNARI KOBAYASHI

MARIA LANDONI

ERIC LEES

CHRIS WALKER

February 2, 2021

The Executive Committee and Board of Trustees
The American Society of Landscape Architects
636 Eye Street NW
Washington, DC 20001

Regarding: Thomas Oslund Nomination for ASLA Design Medal

Dear Committee Members and Trustees:

It is with great pleasure that I write this letter supporting Thomas Oslund's nomination to receive the ASLA Design Medal. I have known Tom since he was a student in the Masters Program at the Harvard Graduate School of Design in 1985, where he was one of the top design students in his class.

Tom worked for Hammel Green in Minneapolis for ten years and with Michael Van Valkenburgh in 1989. In 1991-1992, he won the Rome Prize Fellowship, spending a year in Rome. He opened Oslund and Associates in 1998 and was elected Fellow of the ASLA in 2002. Today, Tom is one of the leading designers in the profession and is a member of the CEO Roundtable.

Even though he is much sought-after, he has maintained his practice at around ten practitioners to allow him to maintain control of his design and to provide his clients a high level of personal service and attention. His major projects include: General Mills World Headquarters in Golden Valley, Minnesota; Guthrie Theater/Gold Medal Park in Minneapolis, Minnesota; Appleton Arboretum Master Plan in Appleton, Wisconsin; the remarkable I-35 West Bridge reconstruction in Minneapolis, Minnesota; the redesign of Peavey Plaza, also in Minneapolis, Minnesota; Northwestern Lake Forest Hospital Campus in Lake Forest, Illinois; and the just-completed redesign of the Walker Museum Sculpture Garden in Minneapolis, Minnesota. All of these are distinguished and remarkable works of design.

In these and many other high-quality installations, Tom has demonstrated his creative and artful design that has won numerous ASLA and AIA awards, including the National and Local ASLA and AIA, the Boston Society of Architects, the Forecast for Public Art, St. Paul, Minnesota, and the American Planning Association and many more. Tom has served as Jury Chairman at the ASLA National Design Awards.

He has been a visiting critic at the Polytechnic University of Catalonia; Adjunct Professor at Harvard GSD; Dreihaus Professor of Landscape Architecture at the Illinois Institute of Technology, Chicago, Washington University, the University of Minnesota, and the John Williams Visiting Professor at the University of Arkansas, among many others. He has lectured widely in the United States and abroad, representing the best of landscape design and its importance.

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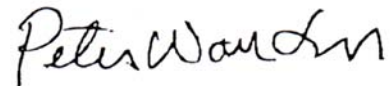
Tom's work has been published in *Landscape Architecture Magazine*, *Landscape Architect Specifier News*, *Princeton Architectural Press*, *Architect Magazine*, and many other publications here and abroad.

His design work has been featured in many public exhibitions, such as the Harvard Graduate School of Design, the Rome Campus, Temple University in Rome, Italy, The American Academy in Rome, the Thomas Barry Gallery, Fine Arts Gallery, Minneapolis, Minnesota, the Bruner Museum of Art, Iowa State University, and the Walker Art Center, Minneapolis, Minnesota.

In all of his teaching, lecturing, and publication, Tom has been an outstanding spokesman for landscape architecture, not only for his own work, but for our profession as a whole.

Finally, I cannot think of a more qualified, articulate, and passionate landscape architect working today than Tom Oslund. I recommend him for the ASLA Design Medal without reservation.

Sincerely yours,

A handwritten signature in black ink that reads "Peter Walker". The signature is fluid and cursive, with the first name "Peter" and last name "Walker" clearly distinguishable.

Peter Walker

PW/jb



February 2, 2021

ASLA Design Medal Nominations
c/o Honors and Awards
636 Eye Street, NW
Washington, DC 20001-3736

Dear Executive Committee Members,

I am writing to whole heartedly endorse Tom Oslund for the ASLA Design Medal. I believe it's an honor that is long overdue.

I first met Tom at a luncheon celebrating the ASLA design award recipients hosted after the ceremony when by chance, we were seated at the same table. At the time, I did not know Tom by name but in talking with him, I realized I was in love with one of his projects that I had seen published: the Medtronic Patent Garden. I was so impressed by it that I had cut the photo from the magazine and placed it above my desk. I was thrilled to meet its designer.

This meeting was the start of many years of admiration for Tom's work both as a landscape architect and an artist working in the land. His work is sculptural, drawing from the rigor of his training under Peter Walker, as well as the influence of artists like Richard Serra. There is also an elegant, timeless quality that is reflected in his work based on the influence of Japanese contemporary artists and designers that he has studied and admired.

Most importantly, I am drawn to the powerful simplicity in Tom's work that is firmly rooted in the midwestern landscape where he grew up and where his practice is based. I believe the design for the General Mills Headquarters best exemplifies the quiet strength and the appropriateness of his design by extracting essential qualities of the larger landscape and juxtaposing them with strong architectural moves.

The Design Medal is intended to recognize an "individual landscape architect who has produced a body of exceptional design work at a sustained level for a period of at least ten years". I believe Tom's work more than meets this criterion. In addition, his dedication to design excellence is not limited to creating his own body of beautiful and enduring work, Tom is also committed to passing along his talent and passion for design to his students. He is an eloquent speaker and I have had the pleasure to serve as a critic on several of his studios at the GSD (one of the many schools where he has lead design studios). I saw Tom in his element with his students and I was impressed again by his ability to inspire and motivate them to create truly impressive work. He has created a legacy that will endure through their work as well as his own.

ANDREA COCHRAN
LANDSCAPE ARCHITECTURE
2325 Third Street #210
San Francisco CA 94107
415.503.0060

There is no one I would rather see receive this honor than Tom Oslund. When I was awarded the Design Medal in 2014, I was moved by the generosity of my colleagues that nominated me. I was also aware there were others that were equally deserving, and Tom was the first person I thought of at that time. It is therefore with great joy that I can support Tom's nomination at this time and I hope you will agree.

Sincerely,

A handwritten signature in dark ink, appearing to read "Andrea Cochran". The script is fluid and cursive, with the first name "Andrea" written in a larger, more prominent hand than the last name "Cochran".

Andrea Cochran



January 7, 2021

ASLA Design Medal Nominations
c/o Honors and Awards
636 Eye Street
Washington DC 20001 – 3736

RE: Tom Oslund 2021 Design Medal Nomination

Dear Member of the Jury:

Please accept this Letter of Endorsement for Tom Oslund FASLA for the 2021 Design Medal.

I first met Tom back in 2012 when we retained him as landscape architect for hotel project we were designing in East Moline, Illinois. Although the project never been realized, Tom was responsive to a project with difficult cost challenges and provided options that were not only aligned with our design ideology but were original in content. We have continued to work with Tom on projects in Europe in the United States, some as projects and others that will be realized in the coming years. His design for the Pritzker Military Museum Archival Center, became the organizing element for a project that has varying and sometimes unrelated uses. The design synthesizes military events and holidays with varied landscape that provides color during those events

Tom's design for the Walker Art Center Sculpture Garden, the Harley Davidson Headquarters and Peavy Plaza demonstrate an incredible consistency in his work. Each demonstrates a heightened sensitivity to its context and his trademark attention to detail.

It is clear to me that in the over 50 years I have been practicing architecture, Tom is one of the few landscape architects I have worked with that is consistently creative with a unique vision of our built environment. His design abilities are exceptional, his professionalism unquestionable and I wholeheartedly endorse Tom Oslund for the 2021 Design Medal.

Sincerely,

Helmut Jahn FAIA

February 2, 2021

ASLA Design Medal Nominations
c/o Honors and Awards
636 Eye Street, NW
Washington, DC 20001-3736

Dear ASLA Design Awards:

It is my pleasure to write a letter of support for the nomination of Tom Oslund to receive an ASLA Design Award. I have had the pleasure of knowing and working closely with Tom Oslund since 2008, when I relocated to the Twin Cities from the Washington, DC area to become Executive Director of the Walker Art Center. The Walker, where I served as director until December 2017, is a multidisciplinary art center with a renowned visual arts and design, performing arts and moving image program, as well as an outdoor sculpture garden managed collaboratively with the Minneapolis Parks and Recreation Board. I was previously the Director of the Hirshhorn Museum and Sculpture Garden at the Smithsonian Institution and am now a Senior Advisor at the Herberger Institute for Design and the Arts at Arizona State University.

I was fortunate to meet Tom Oslund upon my arrival to the Twin Cities. He was introduced by donors to the Walker as a leading landscape architect living in Minneapolis who was a strong candidate to renovate and redesign the aging infrastructure and landscape of the Minneapolis Sculpture Garden, then approaching 20 years. Tom had re-designed the landscape at the General Mills campus outside Minneapolis, a glorious art-filled campus that is a model for corporate complexes in my estimation. Tom had also recently completed the design of Gold Medal Park in the Mill District of downtown Minneapolis, which turned a downtown eyesore into a beloved resident and tourist destination adjacent to the Guthrie Theater.

From the onset, I was deeply impressed with Tom's keen sensitivity to incorporating modern and contemporary art in the landscape. I sought to engage him in the planning process for the forthcoming renovation of the Minneapolis Sculpture Garden. What I noticed in Tom's approach was a sensitivity to context and place as well as a respect for individual artistic sensibilities. Such sensitivity is not always visible in sculpture parks and gardens where landscape and art can often compete for attention and not be in symbiotic dialogue. As a museum professional who had worked in another art museum/sculpture garden context on the National Capital Mall at the Hirshhorn, Tom's practice and philosophy stood out. My sense of his talents was reinforced upon visiting private residences in Minnesota where Tom had also thoughtfully integrated art into the landscape while also paying close attention to native plant materials.

Early on during my tenure, the Minneapolis Sculpture Garden renovation at the Walker Art Center was identified as a major institutional priority as the Walker's new director, along with a major campus master-planning effort that would ultimately unify a public city park (city and Minneapolis Park Board

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#1 ASU #2 Stanford #3 MIT
—U.S. News & World Report

owned) and private land (Walker Art Center owned) totaling nearly 20 acres in downtown Minneapolis. The Minneapolis Sculpture Garden was among the first major urban sculpture parks to be built in the US and an important model for major urban art parks that have since opened in Chicago, Seattle, De Moines, and NY. It had become a beloved, iconic destination in the city and has welcomed 10 million visitors since its opening in 1988. There was a lot at stake in the project's renovation from day one.

In 2008, we engaged Tom to begin to develop conceptual plans and an approach to the renovation of the Minneapolis Garden and Walker campus, a project that required significant fundraising and state bond dollars to realize. It was a long planning process with many obstacles and delays (the recession and multiple bonding appeals) and several iterations in response to community feedback. Throughout, Tom was a stalwart devoted partner and the project was successfully completed and realized in June 2017. Since the re-opening, the Minneapolis Sculpture Garden and Walker Art Center Campus have welcomed almost 1 million visitors in the first year of operation. It has been lauded for its open design, the focus on increased public access/accessibility, attention to seasonal plant diversity, environmental sustainability, and increased programmatic flexibility. The return of a significant portion of the garden to its natural watery habitat and a partnership with the Mississippi Watershed Management Organization has resulted in a visible demonstration project in responsible city/park water management. Some 5 million gallons of rainwater now irrigate the 12-acre part and feed the pond that is part of the Garden's centerpiece, Claes Oldenburg and Coosje van Bruggen's iconic *Spoonbridge and Cherry* sculpture which has become an emblem of Minnesota.

The expanded 12-acre garden, together with the 7 acres at the Walker (designed by HGA and Inside/Outside), integrated a total of 60 sculptures including nearly 20 new commissions, some of them quite monumental and most of them located on the Sculpture Garden side. It was a herculean effort to plan for the re-siting of 40 existing sculptures and 20 new art works, each with its own design, material, and public safety and security needs and challenges. Tom worked collaboratively with me, Walker curators, city park planners, and the design team working on the Walker campus side, to ensure thoughtful design integration throughout the two parks and to address unique design considerations with living artists and donors. It was an absolute pleasure to work with a designer who cared as much about the aesthetic details as the individual artists and museum curators and was open to working directly with artists on developing their new commissions. Tom was always willing to go the extra mile to work with artists in determining sculpture placement and advising on design development details. For example, he did a series of critical sun studies to assist artist Mark Manders in the angle of placement for his monumental *September Room* at the Garden's entrance. He frequently adapted design details and plant materials and always proposed creative solutions that enhanced individual projects and the experience of visitors with art works. His savvy ability to balance aesthetic, pragmatic and public concerns was impressive, and he quickly earned the trust of collaborating artists, curators and project partners/planners alike. He demonstrated from the beginning that he knew the difference between achieving "good" and "great," and affirmed that his goal was "great" while responsibly managing budget and public requirements and considerations.

Over the decade of planning, fundraising and construction between 2008 and 2017, Tom was an invaluable colleague, thoughtful partner, collaborator and artistic leader in every way. His design savvy,

understanding of local context, his commitment, sensitivity, and creative problem-solving abilities made all the difference. He was a consummate professional---patient, strategic, invested in long term vision and impact, and ever sensitive to the institution's needs, the needs of artists producing new works for the Garden, and public officials and partners. While we may not have had all the necessary funds in place to realize everything we envisioned when we started, in the end I can say with confidence that we achieved everything we set out to do without compromise. This could not have happened without Tom's savvy, experience, extreme professionalism, unique aesthetic sensibilities and willingness to share the vision. He was also an incredibly supportive colleague to me and Park Board and Walker officials through a major public controversy concerning one of the sculptures in the Garden that erupted in advance of the Garden's opening and delayed the formal inauguration. Setting aside his own personal stakes and recognition around the opening, he sought to support first the needs of the community and project. His humility, understanding and sensitivity in this moment were exceptional and much appreciated.

In addition to working together to realize the new Minneapolis Sculpture Garden, Tom and I also worked together during this time period to bring art to Gold Medal Park in downtown Minneapolis. This was a vision that Tom and the original donor always had for Gold Medal that was not realized until 10 years later when we were able to relocate five sculptures from the Minneapolis Sculpture Garden there. Expanding the footprint of the Minneapolis Garden in the City, this effort has been extremely well received by residents in the City. Again, Tom's sensitive placement of art works in the urban context---in this case an industrial one---is visible.

Beyond this specific work, it is important to acknowledge the other exceptional work that Tom has done in the US, especially in the Midwest over the last 20 years since establishing oslund & associates. He also lectures extensively internationally, teaches, is active in professional organizations, and cares deeply about the field. He is a visible member of the Twin Cities creative community and has received numerous awards.

It is thus my pleasure to support Tom Oslund's nomination to receive the ASLA design award not just for his work over the last 10 years in downtown Minneapolis culminating in the Minneapolis Sculpture Garden, but for his impressive career since the late 1980s.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Olga Viso', with a stylized, cursive script.

Olga Viso
Independent Curator

Herberger Institute for Design and the Arts
Arizona State University

Senior Advisor, Global Partnership in the Arts
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ASU #1 in the U.S. for innovation
#1 ASU #2 Stanford #3 MIT
—U.S. News & World Report



February 4, 2021

The Executive Committee and Board of Trustees
The American Society of Landscape Architects
636 Eye Street NW
Washington, DC 20001

ASLA Design Medal Nomination Letter for Thomas Oslund, FASLA FAAR

Dear Executive Committee and Board of Trustees,

It is with great pleasure that I write this letter in support of Tom Oslund and his nomination for ASLA's prestigious Design Medal. In over three decades of practice, Tom has created innovative and inspiring landscape environments around the globe that are truly works of art.

Tom's career-long commitment to spatial, visual, and sensual clarity has resulted in landscapes of striking beauty. Each landscape is intelligently and exquisitely sculpted to tell its unique story of place, purpose, and program. By employing a few elegant moves, Tom resolves many complex and interconnected relationships inherent to exterior environments such as accessibility, water management, human comfort, and social engagement. Tom's technically precise landscapes are peaceful, delightful spaces for people to interact. His ability to make functional landscapes as sculpture is his most lasting innovation.

Tom is a first-rate ambassador for landscape design. Not only has he motivated and challenged the most discerning of clients and collaborators -- including Helmut Jahn, Tadao Ando, and the Walker Art Center -- he has inspired and counseled numerous peers and future practitioners. Tom's design work has been distributed in respected publications such as *Landscape Architecture Magazine*, *Architect Magazine*, as well as international journals and magazines. He has lectured and taught landscape architecture design broadly, generously sharing his love of landscape architecture and his deep commitment to design excellence.

It is for these reasons that I enthusiastically endorse Thomas Oslund for the ASLA Design Medal. He is most deserving of this recognition, and I am honored to submit this letter on his behalf.

Best regards,

A handwritten signature in dark ink, appearing to read 'J Guthrie', followed by a horizontal line and a period.

Jennifer Guthrie, FASLA, PLA

Founding Principal
Gustafson Guthrie Nichol

COVER IMAGE: 35W BRIDGE REMEMBRANCE GARDEN, Minneapolis, MN

IMAGE 1: MEDTRONIC PATENT GARDEN, Fridley, MN

2003 Design Merit Award. Presented by the American Society of Landscape Architects, Minnesota Chapter

IMAGE 2: PRIVATE RESIDENCE, Orono, MN

IMAGE 3: 35W BRIDGE REMEMBRANCE GARDEN, Minneapolis, MN

2012 Design Merit Award. Presented by the American Society of Landscape Architects, Minnesota Chapter.

IMAGE 4: GENERAL MILLS CORPORATE HQ, Golden Valley, MN

2004 Design Award of Excellence. Presented by the American Society of Landscape Architects, Minnesota Chapter.

2004 Design Honor Award. Presented by the American Institute of Architects, Minnesota Chapter.

2004 Design Merit Award. Presented by the American Society of Landscape Architects.

IMAGE 5: GENERAL MILLS CORPORATE HQ, Golden Valley, MN

2004 Design Award of Excellence. Presented by the American Society of Landscape Architects, Minnesota Chapter.

2004 Design Honor Award. Presented by the American Institute of Architects, Minnesota Chapter.

2004 Design Merit Award. Presented by the American Society of Landscape Architects.

IMAGE 6: MEDTRONIC WORLD HQ, Fridley, MN

IMAGE 7: PRIVATE RESIDENCE, Minneapolis, MN

2003 Architecture Magazine House of the Year for Private Residence, Minneapolis, MN

2004 Design Honor Award Presented by the American Society of Landscape Architects, Minnesota Chapter

2005 Design Honor Award Presented by the American Society of Landscape Architects

IMAGE 8: GUTHRIE THEATER & GOLD MEDAL PARK, Minneapolis, MN

2007 Design Merit Award. Presented by the American Society of Landscape Architects, Minnesota Chapter.

2013 Best Park for Gold Medal Park- Park Development Foundation with the support of: Dr. Bill and Nadine McGuire, Council Member Lisa Goodman, Oslund & Associates, and Guthrie Theater. Presented by the Minneapolis Downtown Improvement District

IMAGE 9: GUTHRIE THEATER & GOLD MEDAL PARK, Minneapolis, MN

2007 Design Merit Award. Presented by the American Society of Landscape Architects, Minnesota Chapter.

2013 Best Park for Gold Medal Park- Park Development Foundation with the support of: Dr. Bill and Nadine McGuire, Council Member Lisa Goodman, Oslund & Associates, and Guthrie Theater. Presented by the Minneapolis Downtown Improvement District

IMAGE 10: 35W BRIDGE RECONSTRUCTION, Minneapolis, MN

2009 Project of The Year in the category of Disaster or Emergency Construction/Repair, Minneapolis, MN. Presented by the American Public Works Association.

IMAGE 11: HARLEY DAVIDSON MUSEUM, Milwaukee, WI

2009 Design Honor Award Presented by the American Society of Landscape Architects, Minnesota Chapter

2009 President's Design Award Presented by the American Society of Landscape Architects, Illinois Chapter

2010 Design Honor Award. Presented by the American Society of Landscape Architects, Wisconsin Chapter

IMAGE 12: NORTHWESTERN HOSPITAL, Lake Forest, IL

2020 Design Merit Award. Presented by the American Society of Landscape Architects, Minnesota Chapter.

IMAGE 13: 500 LAKE SHORE DRIVE, Chicago, IL

IMAGE 14: WALKER ART CENTER & MINNEAPOLIS SCULPTURE GARDEN, Minneapolis, MN

2020 Design Merit Award. Presented by the American Society of Landscape Architects, Minnesota Chapter.

IMAGE 15: WALKER ART CENTER & MINNEAPOLIS SCULPTURE GARDEN, Minneapolis, MN

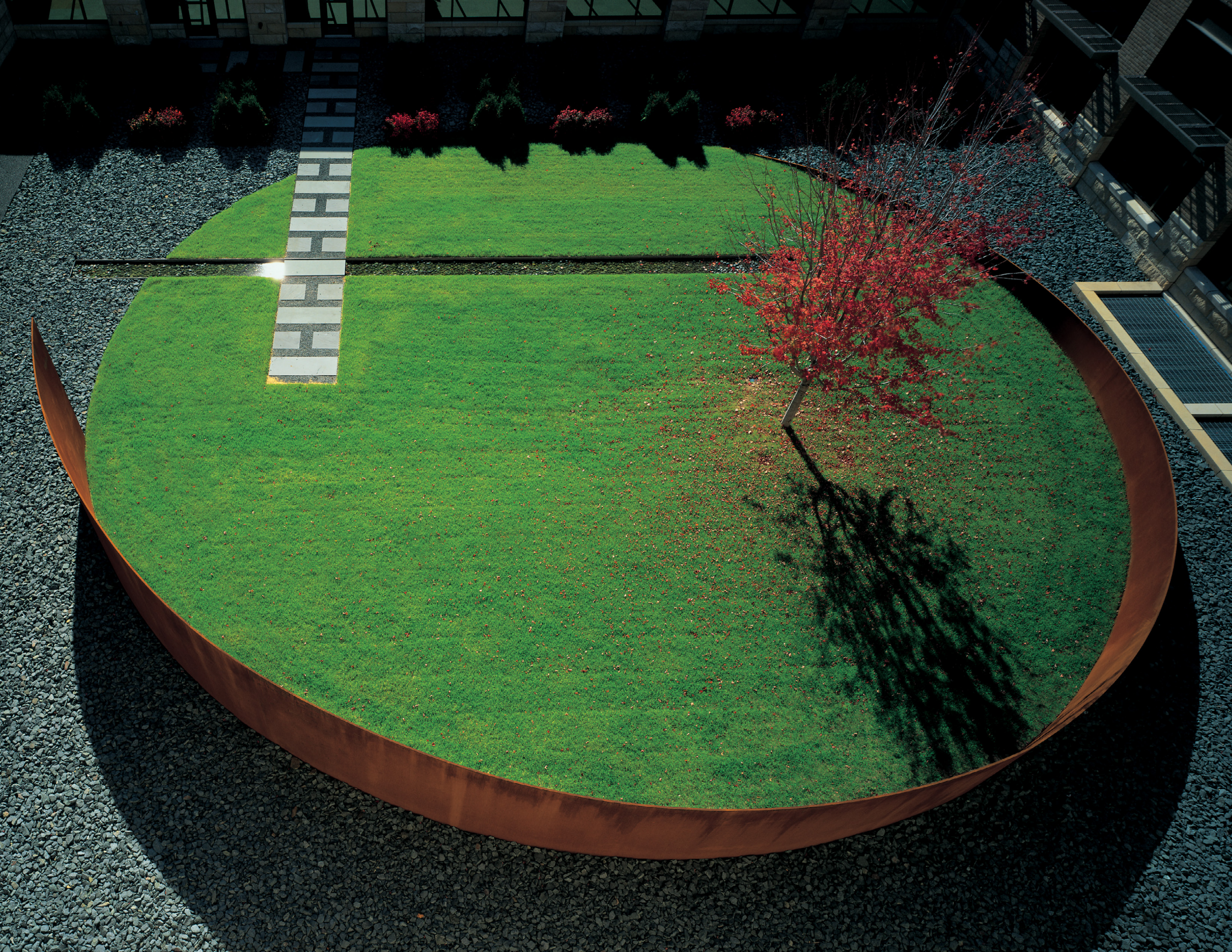
2020 Design Merit Award. Presented by the American Society of Landscape Architects, Minnesota Chapter.



Richard Cossal Chitt

Christine Sacorafas

Thomas Oslund FASLA FAAR
Principal | Director of Design
O2 Design
MINNEAPOLIS | CHICAGO











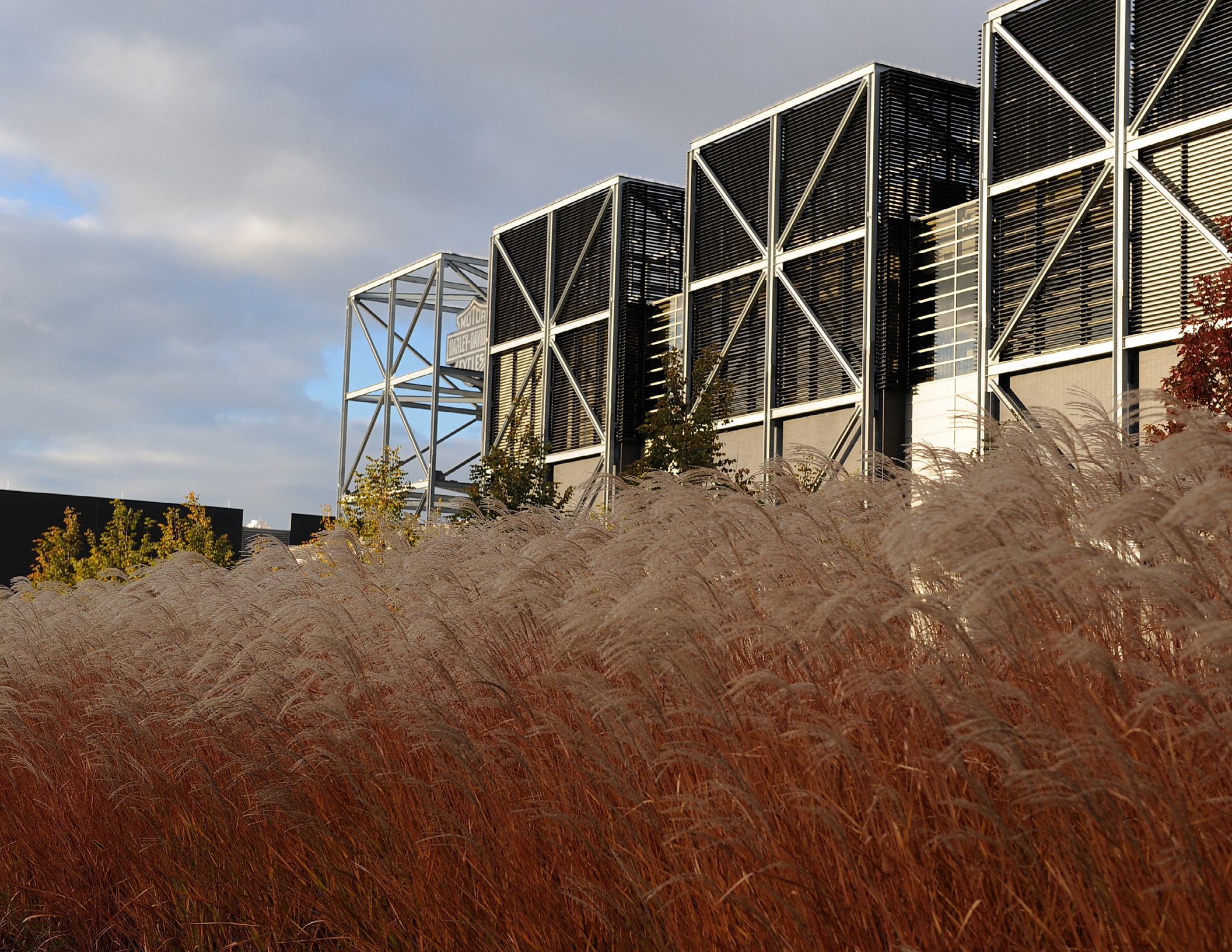






















Thomas Oslund FASLA FAAR
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