The LA Media Continuum: Projecting the Future of Our Profession

“The Next Era of Computing is Not about the Digital World, but about How the Digital and Analog Worlds Intersect, Placing the User at the Center of That Intersection.”

- Sergio Aguirre, CTO of Echopixel

Friday, November 06, 2015: 1:30 PM – 3:00 PM

From pencil and trace to virtual reality, the landscape architect’s mode of expression has made a seminal shift in the last quarter century. This diverse panel of professionals will review the past and present skill sets of landscape architects, and focus on how future generations will reshape the profession.

Learning Objectives

- Learn about important research and pedagogy that is pushing the development of computational tools in the profession.
- Learn about budget driven technology and the need to push technology to lead us to better projects, sustainable design and capture important metrics to make us better designers.
- Learn how to best assess, test and integrate new technologies into a firm.
- Understand the importance of electronic media, visual expression, and documentation while balancing firm mission and goals.

Part 1: Academic Discussion // Cantrell

- Student Proficiency and Leadership
- Importance Of Design Development
  - Technology And Design Evolution
- Technological Implementation for Young Practitioners
- Design Research, Future Practices

Part 2: The Role of the Entry Level LA // Deane

- Role of Young Landscape Architects Now vs 10 Years Ago
- The Millennial Way of Thinking: Digital Dialect
- Workflows, Client Expectations and Quality Of Life
- Augmented & Virtual Reality: New Era of Modeling
- Developing New Software
  - REVIT Is Not SIM (Site Information Modeling)

Part 3: Applying and Developing Technology // Tal

- Annual Costs of Cloud Based Software Subscriptions and The Impact On Office Budgets
- Current Uses for Drones / Drone Rules And Exemptions - The Time Is Now / Specific Drones
- How To Plan And Implement Technology Into An Office - The Importance of Research and Development
- Coding and Costs - The Emergence Of The Programmer Landscape Architect
- Rise of the 3D CAD Manager
- Technology Survey
- The Technological Singularity and What It Means to Landscape Architecture:
  - Cognitive Computing IBM Watson and The Automation Of Everything
  - Virtual Reality and The Coming Augmented Office

Part 4: Technology in a Studio Practice // Rublin

- The Ideal Applicant for Employment
- The Transitioning Practice – The Introduction of Technology (From Olin To Land Collective)
- Introduction of Autocad Into a Design Practice
- Finding The Right Balance – What Technology Where?
- Looking For Opportunities
  - Rhino, Adobe Suites, AutoCAD, Grasshopper, and Drones
- The Expense of Technology
- Rising Costs and The Bottom Line

Part 5: Q&A- Open Discussion

To view the complete presentation scan the QR code below.

ASLA 2015
Annual Meeting & Expo Nov. 5-9 • Chicago
BRADLEY CANTRELL, ASLA
HARVARD UNIVERSITY GRADUATE SCHOOL OF DESIGN
Bradley Cantrell is a landscape architect and scholar whose work focuses on the role of computation and media in environmental and ecological design. Professor Cantrell received his BSLA from the University of Kentucky and his MLA from the Harvard Graduate School of Design. He is currently an Associate Professor of Landscape Architectural Technology and a researcher in the Responsive Environments and Artifacts Lab at the Harvard Graduate School of Design. His work points to a series of methodologies that develop modes of modeling, simulation, and embedded computation that express and engage the complexity of overlapping physical, cultural, and economic systems.

RYAN C. DEANE, ASLA CHAIR OF DIGITAL TECHNOLOGY PPN ASSOCIATE // THE SLAM COLLABORATIVE
Ryan Deane, is the chair of the Digital Technology PPN at ASLA, and an editor at large for “Tech” at Landscape Architecture Magazine. Deane is an associate landscape architect at The SLAM Collaborative, and is the senior technology leader in SLAM’s landscape architecture studio. His expertise in 3D visualizations are focused in campus planning and design for public, corporate and collegiate clients, with 11 years of experience in master planning, sustainable design, and construction administration. Working with a multidisciplinary firm, Ryan’s skills go beyond design, specializing in software management and integrated workflows. His current work includes the University of Notre Dame’s “Campus Crossroads Project”, Providence College’s “Campus Transformation”, and Rutgers campus gateway enhancements at “Richard Weeks Hall of Engineering”.

DAVID A. RUBIN, ASLA, FAAR
PRINCIPAL // LAND COLLECTIVE
David is principal of LAND COLLECTIVE, an international landscape architecture and urban design firm dedicated to empathetic-thinking and social sustainability in the design of the public realm. A former Partner and youngest owner of Olin, Rubin is the 2011-12 Rome Prize recipient in Landscape Architecture from the American Academy in Rome. He is responsible for the design of Eskenazi Health Hospital’s “The Commonground” in Indianapolis, and while equity partner at Olin, Lenfest Plaza at The Pennsylvania Academy of the Fine Arts, Canal Park and the Potomac Park Levee on the National Mall, both in Washington, D.C., among other efforts. His current work includes the new Pennovation Campus at the University of Pennsylvania in Philadelphia, the plaza and streetscape of the New York Stock Exchange in Lower Manhattan, the plaza and streetscape of the New York Stock Exchange in Lower Manhattan, the new Cummins Headquarters in Indianapolis, and “The Junction” in Westfield, Indiana, among others.

DANIEL TAL, ASLA
AMBIT3D // BRIGHTMAN TAL
Daniel Tal is a registered landscape architect with over 17 years of experience. Daniel has worked on a variety of projects ranging from large master plans to capital projects in the US and internationally. Daniel is a 3D modeling and visualization expert. He has authored two books with Wiley and Sons publications on the topics of 3D modeling for professionals: Google SketchUp for Site Design and Rendering In SketchUp. Daniel is currently running a website, www.danieltal.com where he offers 3D modeling tutorials and resources and is running a 3D studio for a multi-discipline engineering firm, Stanley Consultants.