Landscape, Public Space & Identity: The Present Future Condition

Landscape are culture before they are nature; constructs of the imagination projected onto wood and water and rock. It is...difficult to think of a single natural system that has not, for better or worse, been substantially modified by human culture. The cultural habits of humanity have always made room for the sacredness of nature.

- Simon Schama

FRIDAY, NOVEMBER 06, 2015: 3:30 PM – 5:00 PM

For centuries, landscapes have served as iconic signifiers of cultural identity, from reinforcing monarchical powers to declaring independence and Enlightenment. This panel presentation explores current trends in the branding of landscapes from university campuses, and neighborhoods to small towns, and collaborative opportunities within graphic design, identity, and landscape.

Learning Objectives

• Discover how and why 21st century collaborations in landscape and graphic design face new and different concerns from previous generations.
• Understand the current discourses of design and cities, and appreciate the new complexities that have fundamentally changed the manner with which designers must think about the landscape of the urban realm.
• Appreciate the varied approaches and collaborative processes between landscape architects and graphic designers
• Understand the powerful history of landscape and identity and the prospect for future iterations

Part 1: Branding a Culture: Landscape and Identity // Rubin

With an overview of landscape’s embodiment of cultural identity from the 15th century through the founding of American idealism, David Rubin traces the profession of landscape architecture to its present day condition.

Part 2: Brand, Media, Place: 1982 to Present // Tura

In the continuum of landscape identity and from the perspective of branding, Hunter Tura explores new media emergent in the 1980s, and how it has changed world views and landscape expression. Using case studies in his portfolio of work, the evolution of media and branding brings us to the present state of design and cultural identity.

Part 3: The Current State of Affairs // Rubin, Tura, Rios

Acting as moderator and provocateur, Mark Rios leads David Rubin and Hunter Tura in a discussion of landscape identity and expression, fielding questions from the audience in an interactive panel.
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SPEAKER BIOS

MARK RIOS, FASLA, FAIA
PRINCIPAL // RIOS CLEMENTI HALE
Formally trained in both architecture and landscape architecture, Mark has long seen those two disciplines as inseparable. Mark’s eclectic interests and ability to see things from multiple perspectives propelled the firm beyond the borders of architecture and landscape architecture to incorporate interior design, graphic design, product design, branding, and urban planning. He created an environment where colleagues were free to draw from any number of design influences. Every project that bears the firm’s stamp traces its lineage to Mark’s innate curiosity. His fascination with the interrelationships among design disciplines is most prominently on display in projects such as Grand Park, The California Endowment, Temple Emanuel of Beverly Hills, and Mark Taper Forum.

HUNTER TURA
PRINCIPAL // BRUCE MAU DESIGN
Hunter is President and Chief Executive Officer of Bruce Mau Design where he is responsible for the overall strategic direction of the firm, global recruiting and business development. His passion is for building truly great teams, helping develop strategies and driving growth for clients and brands. Over the course of the past two decades, he has worked with business, cultural and design leaders from organizations such as Coca-Cola, GE, Unilever, Nike, Prada, Procter & Gamble, Holt Renfrew, New World Development, Harvard University, the Ullens Center for Contemporary Art, the AT&T Center for the Performing Arts, Lincoln Center and the Pulitzer Foundation for the Arts on a range of brand initiatives. He received his BA in the Growth and Structure of Cities from Haverford College, and a Master of Architecture from Harvard University Graduate School of Design.

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. 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 new Cummins Headquarters in Indianapolis, and “The Junction” in Westfield, Indiana, among others.