Landscape Protagonists: Developing Audiences, Asserting Agency, Winning Work

A landscape architecture practice thrives or struggles relative to available opportunities. But resourceful practices shape their future through their own agency and initiatives in business development, communications, thought leadership, and office culture. This panel introduces the professionals directing these efforts at four nationally acclaimed but very different practices.

LEARNING OBJECTIVES

• Understand the reason and scope of a marketing and communication strategy
• Understand, through examples, the various roles of a marketing, outreach, business development and communications department
• Learn how to build teams and build your network
• Develop and communicate your brand
• Experience four approaches to being a protagonist through professional experience

PRESENTATION OUTLINE

1. Panel Introduction
2. Communication
   a. Tim Popa - Nelson Byrd Woltz Landscape Architects - Background - Art, Production and Communication
   b. Nelson Byrd Woltz Landscape Architects Firm Profile
   c. Improving on internal communications/standards
   d. External Communications - landscape architecture and the media problem
3. Networks
   b. James Corner Field Operations Firm Profile
   c. Network - What is it/Why have one/How to build it/How to maintain it
4. Team
   a. Alexis C. Landes - SCAPE - Background - Landscape Architecture and Design
   b. SCAPE Firm Profile
   c. Building Team/Firm Structure/Project Structure/Project Roles/Partnerships
   d. Building Processes - working together and firm values
5. Plot
   a. Scott Geiger - Reed Hilderbrand - Background - ARO, literature and architecture
   b. Reed Hilderbrand Firm Profile
   c. Plot - Positioning work, pitching process, designing the client
   d. Landscape Futures
6. Questions and Answers; Lessons and Takeaways
PRESENTERS

Tim Popa is Communications Director at Nelson Byrd Woltz Landscape Architects where he is responsible for directing the firm’s strategy and outreach activities. Previous experience revolved around the creation, curation and production of culture – from books to films and exhibitions. He has gained experience through work at independent music labels, fine art institutions and book and media publishers. Current investigations address intersections of systems, urban, ecological and cultural and the hidden, connective spaces between it all.

Over the past fourteen years, Manda Yakiwchuk has studied, lectured and practiced in the fields of architecture, urban design, and identity and place-making, with an in-depth research-based focus on the creation of unique and unprecedented spaces. Both her personal projects and professional practice are informed through a notion of serious play, ultimately shaping her work contributions, public installations and project strategy.

Currently residing in New York City, Manda leads, as Director and Landscape Architectural Designer, the Department of Development at James Corner Field Operations. Prior to joining Field Operations, Manda has spent the past 4 years contributing as a Senior Designer for !melk landscape architecture and urban design with an intent focus on strategic development and acquisition, while subsequently leading many prominent international projects, such as the design of Pier 57 / “Superpier”s skypark and promenade in New York City, the design of Phoenix’s largest urban downtown project, Hance Park, the waterfront masterplan for Hunter’s Point Shipyard and Candlestick point in San Francisco, and the Citylife development in Milan, Italy (which is also Europe’s largest urban landscape design project of today featuring work by the architects Daniel Libeskind, Zaha Hadid and Arata Isozaki) among others worldwide. Manda has lived in Scotland, Japan, Canada and the USA, has traveled Europe, North America and Asia, and has done work in Europe, North America, Australia, the Middle-East and Asia.

Alexis C. Landes is a Senior Associate and the Director of Strategy and Outreach at SCape. She brings her landscape design and project management skills to assist with SCape’s firm organization, operations, and business development. She specializes in innovative public engagement, partnership-building, visual research and storytelling, and urban regeneration strategies. Alexis is currently project directing the forthcoming SCape monograph.

She is an adjunct faculty member at the Rhode Island School of Design, where she serves as a design critic and teaches a seminar on contemporary landscape practice. Alexis has a Bachelor of Arts in Visual Arts and Sociology from Oberlin College and earned a Master of Landscape Architecture from Harvard University Graduate School of Design.

Scott Geiger is Marketing Director and an Associate at Reed Hilderbrand. Scott is a writer and strategist with a decade of experience collaborating with architects and design professionals. He previously directed communications and development for Architecture Research Office (ARO), recipients of the 2011 National Design Award for Architecture. His writing has appeared in The Believer, GOOD, ICON, and Nautilus, among other publications, and on exhibit at Storefront for Art and Architecture in New York. Scott earned a Master of Fine Arts degree from The New School and holds a Bachelor of Arts from Davidson College. He has been a guest of the Corporation of Yaddo, an Artist Fellow of the New York Foundation for the Arts, and a recipient of the Pushcart Prize. He’s architecture editor for The Common, a biannual literary journal based at Amherst College, dedicated to the literature of place and place-making.