Saturday, November 07, 2015
Event: SAT-A04 China Futures: A Way Forward Through Great Design
Type: Education Session
Time: 11:00 AM - 12:30 PM
Location: E353C, Level 3

Session Marketing Statement: As demand for landscape architecture in China continues to grow, we’ll be challenged to create projects that refuse to sacrifice exceptional design quality for efficiency and affordability. The most creative and prolific leaders in the field will outline current best practices and a future vision that marries beautiful design and sustainability.

Presenters/bios:

Gerdo Aquino, FASLA – moderator/presenter

Gerdo Aquino is the Chief Executive Officer of SWA, a studio-based design firm recognized for its creative ideas in the fields of landscape architecture, urban design and planning. SWA has worked strategically in over 60 countries nurturing a critical dialogue of urbanism that integrates principles of design, ecology and technology into a robust public infrastructure for people. Based out of Los Angeles, Aquino is an accomplished professional and academic whose focus on the public realm heightens his position on the importance of collaborative decision-making between communities, city agencies and consultants. His work includes the El Paso Pathways project, Ballona Creek Linear Park in Los Angeles and the River Sava promenade in Belgrade, Serbia. (www.swagroup.com)

Jacinta M. McCann, ASLA-co-presenter

Jacinta has worked for more than 25 years to enhance the quality of cities and communities around the globe. Originally from Sydney where she worked on large scale urban regeneration projects including the Sydney Olympics, Jacinta has continued to work on complex, integrated, design and planning projects such as Mission Bay in San Francisco and Nova Luz in Sao Paulo. Jacinta leads AECOM’s Design, Planning and Economics practices globally and is the Past President of the Landscape Architecture Foundation (LAF), and currently serves on the ULI global awards jury, and the Bay Conservation Development Commission (BCDC) Design Review Board. (www.aecom.com).

Martha Schwartz, co-presenter

Martha Schwartz is a landscape architect and artist interested in cities, communities and the urban landscape. Her work spans from site-specific art installations to working with cities at strategic planning levels. Her focus is on environmental sustainability and the public realm, creating awareness about how the urban landscapes underwrites urban sustainability through functioning as the connective platform for a city’s environmental, social, economic health. Schwartz is an advocate for how cities can help to reduce climate change and support a more sustainable approach to diminishing resources. Schwartz continues in the built environment, pushing boundaries and expressions as a designer. (www.marthaschwartz.com).
Jacob Schwartz Walker, co-founder of Ballistic Architecture Machine (BAM), is a designer with a focus on the urban landscape in China. Originally trained as an architect at Cornell, Jake believes that architecture is only one of many tools in service of the greater landscape idea, and that landscape is the field and realm which requires the most design attention as cities all around the world densify and grow into mega-metropolises. Aside from large scale urban issues Jake also excels at architectural projects, exemplified in the sculptural elegance of the Titan, a 400 meter long pedestrian bridge and 100 meter tall monument for Nanjing’s new CBD. (http://bam-usa.com/)

Learning Objectives:

1. Outline actionable best practices for getting design-centric projects built in China.
2. Learn the differences and key changes in elevating the importance of design in China in rural v. suburban v. urban settings.
3. How to craft a narrative that compels client to want to build design-driven projects.
4. Outline the challenges and opportunities of working within China’s growing design competition-led model for new business.
5. Understanding the metrics of what constitutes great design in China.
6. Analyzing the on-going debate between programming and design as it relates to the context of China.

Categories:
Instructional level: intermediate
Primary topic: International Design
Secondary topics: Development Trends, Planning OR Urban Design
This session meets Health, Safety, and Welfare Compliance

Course outline:

I. “Introduction- “The Metrics of Great Design”- (Gerdo Aquino)
   A. What are the considerations for great design--aesthetics, ecology, commerce, social structures, politics, programming
   B. In demand- every city in China wants the next great public space; but at what cost?
   C. The role of Design Competitions in China
   D. The politics of programming

II. “Scale and Density in Design”- (Jacinta McCann)
   A. Assessing the various components of landscape at the macro scale
   B. Designing for ecological and environmental integration
   C. Growth of cities

III. “Merging Aesthetics and Art”- (Martha Schwartz)
   A. Public art and landscape architecture
   B. Importance of the narrative
   C. Materiality and Form

IV. “Desire for Experimentation”- (Jacob Schwartz)
   A. Next generation communication and social media inputs
   B. China’s appetite for experimentation
   C. Future visions