PROFITABLE OR NOT: New models of Public Practice with the CEO Roundtable

OVERVIEW
We all want to contribute to civic life in our cities and for most of us that translates to a desire for public work. This aspiration is rooted in shared values and a commitment to good urbanism. But in reality, balancing private and institutional work with the demands of public work is not that easy -- it's a juggling act of major proportions. Hear from leading practitioners and members of the CEO Roundtable about various decision models, management strategies, and mechanisms for achieving excellence with both private and public commissions.

LEARNING OBJECTIVES
I. Explore the challenges and successes of working in the public sector.
II. Gain insight into regional differences in public work.
III. Learn about critical paths/threshold moments that firms have taken to build upon their work.
IV. Examine strategies for delivering design excellence under constrained budgets and regulatory environments.

DISCUSSION OUTLINE
I. Introduction: Context & Objectives
II. Public vs. Private: A Comparative Analysis
III. Public Work: Trends, New Models & Lessons Learned
IV. Q & A

PANELISTS
Signe Nielsen FASLA Mathews Nielsen Landscape Architects
Signe Nielsen has been practicing as a landscape architect and urban designer in New York since 1978. Her body of work renews the environmental integrity and transforms the quality of spaces for those who live, work and play in the urban realm. A Fellow of the ASLA, she has received over 100 national and local design awards for public open space projects and is published extensively in national and international publications. Signe is a Professor of Urban Design and Landscape Architecture at Pratt Institute and currently serves as President for the NYC Public Design Commission.

James Burnett FASLA The Office of James Burnett
Jim Burnett founded The Office of James Burnett in 1989 and has dedicated his career to creating meaningful spaces that challenge the conventional boundaries of landscape architecture. He takes a multi-disciplinary approach to his practice and routinely collaborates with a diverse range of design professionals and clients to develop projects that promote healthy living. His writings on healthcare are widely published and he is noted for bringing the needs of the patients to the forefront through healing, restorative design. Jim’s recent work has focused on the rejuvenation of American cities through the creation of fascinating public spaces.

Mia Lehrer FASLA Mia Lehrer + Associates
Founder of the landscape architecture and urban design firm, Mia Lehrer + Associates, Lehrer is known for the design and implementation of ambitious public and private-sector projects including complex mixed-use development projects, urban revitalization initiatives, and neighborhood and regional parks. She has been personally engaged in urban initiatives that include the recalibration of significant works of infrastructure such as channelized rivers, sea ports, military air stations and oil fields from single purpose sites to multi-purpose community resources. Within this process, the role of infrastructure is examined for opportunities to improve the relationship between the built environment, natural ecology, and community, thereby enhancing the functionality, mobility, efficiency, and integrity of place.

Mark Dawson FASLA Sasaki Associates (moderator)
As head of the landscape architecture and site practice at Sasaki Associates, Mark is a member of the firm’s Executive Committee. He also helps drive the strategic direction of the urban public market practice within the Urban Studio. Mark views the cities in which he works as vital and living ecosystems. By considering and synthesizing the complexities of social, economic, environmental, and cultural influences, he creates coherent, enduring, sustainable designs. As a part of his work, Mark educates communities about the importance of public spaces and how their ownership and involvement ensures environmental and social sustainability and economic revitalization.