World Landscape Architecture Month

SKO/L
Sketch Out/Loud
April 2015

ASLA NY
PUBLIC AWARENESS SUMMIT 2016
JANUARY 9, 2016
Join in for Sketch Out/Loud for #WLAM2015

March 19, 2015 / 0 Comments / in Recent News / by Jennifer N

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SKETCH OUT/LOUD PROGRAM
in collaboration with:

RICHARD ALOMAR, RLA
ASSISTANT PROFESSOR
OF LANDSCAPE ARCHITECTURE
RUTGERS UNIVERSITY

ASLA-NY

NJASLA

URBAN SKETCHERS
SKETCH OUT/LOUD: “OPEN SPACE & SOCIAL CONVERSATION”
A worldwide call to help celebrate Landscape Architecture with a wide audience of sketchers, designers and artists and to promote on location sketching as a way to document the landscape during World Landscape Architecture Month
SKETCH OUT/LOUD: One-Month Sketch Challenge

Go outside and sketch your favorite place or what you see (photo, video and text also!)

Share on FB, Twitter, Instagram using the hashtag #SKOL2015.
SKETCH OUT/LOUD: Manifesto

We draw on location, indoors or out, capturing what we see from direct observation.

Our drawings tell the story of our surroundings, the places we live and where we travel.

Our drawings are a record of time and place.

We are truthful to the scenes we witness.

We use any kind of media and cherish our individual styles.

We support each other and draw together.

We share our drawings online.
SKETCH OUT/LOUD: Sketch Walks

Central Park

MoMA Courtyard/
Paley Park/
IBM Atrium

April 19th
EXPLORE CENTRAL PARK

Explore and map the park’s urban edge
Use sketches to tell a story
Sketch the park’s rambling paths
Share sketches and maps
SKETCH OUT/LOUD: Sketch Walks

Richard Alomar @TheLandscape

With Don Richardson at MOMA garden designed by THIS LANDSCAPE ARCHITECT @njasla @ASLA_NY #wlam2015 #skol2015
SKETCH OUT/LOUD: Cross-Platform Social Media Collaboration

Twitter

Richard Alomar @TheLandscape Memorial Day #urbansketchers #skol2015 #centralpark

Instagram

ASLA NY shared Richard Alomar’s photo.
March 13, 2015 •
April is World Landscape Architecture Month...keep an eye out for Sketch Out/Loud #skol2015 #wlam2015

Facebook

Richard Alomar
March 13, 2015 •
April is World Landscape Architecture Month...keep an eye out for Sketch Out/Loud #skol2015 #wlam2015
SKETCH OUT/LOUD: Metrics #SKOL2015

Legend for #hashtags:
- hot now
- long life
- overused
- underused

unique tweets per hour: 4
retweets per hour: <100
hashtag exposure per hour: 925
tweets with images per hour: 100%
tweets with links: 0%
tweets with images: 100%
SKETCH OUT/LOUD:
Roots of Design Podcast

Episode 5, aired April 1, 2015
with Richard Alomar

~800 total downloads

Available for free download via iTunes