

Design Workshop, Inc.
Landscape Architecture
Land Planning
Urban Design
Strategic Services

Attn: Jot D. Carpenter Teaching Medal Nomination

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Ms. Carolyn Mitchell
Honors and Awards Coordinator
American Society of Landscape Architecture
636 Eye Street, NW
Washington, DC 20001-3736

Dear Ms. Mitchell,

It is with great pleasure that I nominate Professor Max Conrad for the Jot Carpenter Teaching Medal. I have had the pleasure of knowing Max since 1970 during my undergraduate days at Louisiana State University. Over the course of the last thirty-eight years, I have had the opportunity to visit over forty schools of landscape architecture in the United States. I can say without hesitation that there is no one more deserving of this honor than Max Conrad.

He is an individual of the highest integrity and much beloved by the many students who have passed through the program at LSU. Max is an incredibly selfless individual and has never sought attention or recognition for himself. During his over forty year educational career his concern has only been for the good of the department and for the well being and success of his students. In this regard his efforts have been tireless. I still remember those late nights, when the balance of the faculty had gone home and Max would come by the studio for one last critique to make sure the work was going well. He is a firm and supportive critic with an excellent design sense. His door was always open for students in need of personal or professional advice. Max has always been more than a professor to me. I believe I can speak for many LSU graduates when I say he is a dear friend and mentor.


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Many in this profession know of the inspirational leadership of Dr. Robert S. Reich. Few, however, know of the passion and timeless enthusiasm of the person who made the department run year after year, Max Conrad. Through his tireless efforts many students from the rural towns and cities of Louisiana, many who were the first in their families to attend a university, had a chance to see the depth and breadth of the profession. The LSU student travel program is the envy of many other schools of landscape architecture. The East Coast and West Coast trips on which students boarded a bus in Baton Rouge and traveled to Toronto and San Francisco to visit landscape architectural offices and see great landscapes are a product of his efforts. Study tours of Europe and Asia brought the LSU landscape architecture students, and in turn American landscape architecture, to the world. In addition, countless students and practitioners have benefited over the years from Max's guidance in planning their personal educational travels. To put it simply, Max literally gave us the world.

If all of these efforts were not enough he has worked tirelessly for over forty years to place his students in internships and employment opportunities around the world. LSU students have interned in China, Japan, Thailand, Malaysia, Indonesia, and many other countries. He is a phenomenal ambassador for the LSU department of landscape architecture and for the profession. "Max-san" is a legend and beloved in Europe and Asia as well!

I had the pleasure of knowing Jot Carpenter in the last years of his life. He was truly and exceptional educator. I believe by awarding Max Conrad the Jot Carpenter Teaching Medal, the American Society of Landscape Architecture, is recognizing an individual whose contribution is consistent with the standards established by Mr. Carpenter. For any individual who aspires to be an excellent educator, there is no better example than Max Conrad.

Sincerely,



Kurt Culbertson
Chairman

MITCHELL J. LANDRIEU, MAYOR
CITY OF NEW ORLEANS

Jot D. Carpenter Medal Nominations
Ms. Carolyn Mitchell
636 Eye Street, NW
Washington, DC 20001-3736

Dear Ms. Mitchell,

It is with great enthusiasm that I nominate New Orleans native Max Z. Conrad for the ASLA Jot D. Carpenter Medal. For over fifty years, Max has worked tirelessly to make Louisiana State University's School of Landscape Architecture one of the very best programs in the United States, and at the same time, his work has had a phenomenal impact on the built environment of the City of New Orleans.

Throughout his career, Mr. Conrad has been a passionate and effective advocate in preserving and enhancing the quality of life for the people of New Orleans, and through his projects, often done with the support of his students, he has greatly impacted many of our City's architectural treasures including the French Market, the Jackson Square Pedestrian Mall, Washington Artillery Park, the Moon Walk, Latrobe Waterworks Park, and the Audubon Park Zoo. Additionally, his work in developing the Moon Walk won ASLA recognition and garnered significant national publicity for our city's riverfront re-development.

Max is equally passionate about showing students the results of quality urban design and walking them through the design process, and our City has greatly benefited from the work of his students who have often gone on to become design professionals in our community. Landscape architecture professionals in New Orleans owe a tremendous debt of gratitude for Max's work, as do all who live in and visit our city.

For everything he has done for LSU's Robert Reich School of Landscape Architecture, the profession of landscape architecture in Louisiana, and for the great city of New Orleans, I sincerely endorse the nomination of Max Z. Conrad for the Jot D. Carpenter Medal.

Sincerely,



Mitch Landrieu
Mayor, City of New Orleans





北京大學

*College of Architecture & Landscape Architecture,
Peking University; Beijing, 100871, China*

To:

ASLA Jot Carpenter Teaching Medal Selection Committee
American Society of Landscape Architecture

Dear Selection Committee,

I am honored to write this letter of nomination for Max Z. Conrad for the ASLA Jot Carpenter Teaching Medal. I have had the honor of knowing Max for 20 years, through his travels to China with students, alumni, and others with a passion for landscape architecture. Mr. Conrad has also been instrumental in placing his students throughout or country with landscape architecture firms, many of which are led by his graduates!!!

For those of us who have had the pleasure to get to know Max, it is logical to reflect upon his influence upon his students through the remarkable program of travel and internships he has organized and managed at LSU for over fifty years. What is often overlooked is the profound influence he has had internationally, upon students and practitioners around the world through his visits. For many of us he has been a window to the profession in America. I can think of no better ambassador for the American Society of Landscape Architecture and for landscape architecture in general than Max Z. Conrad. His gentle demeanor, his passion for the profession, and his relentless commitment to education are hallmarks to his life and career. When one thinks of the globalization of landscape architecture and the collegial fellowship shared by practitioners around the world, one word comes to mind – Max. There is no other like him.

Sincerely,

A handwritten signature in black ink that reads 'Yukongjian'.

Kongjian Yu, Doctor of Design
Dean and professor,
College of Architecture & Landscape Architecture, Peking University
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PWP

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Ms. Carolyn Mitchell
Honors and Awards Coordinator
American Society of Landscape Architecture
636 Eye Street, NW
Washington, DC 20001-3736

Regarding: Letter of Support for Professor Max Conrad for the Jot Carpenter Teaching Medal

Dear Carolyn:

This is to recommend to you Max Conrad, who is being recommended for the Jot Carpenter Award.

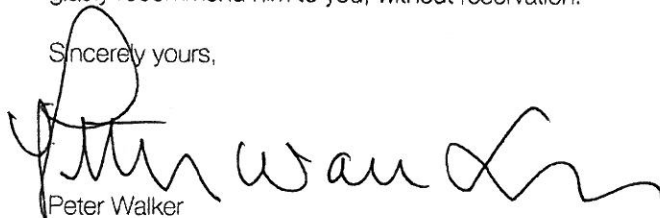
Max is a much beloved teacher at Louisiana State University, following in the tradition of Professor Robert Reich, who founded the department and who also began a series of student field trips all over the world to address the relative isolation of the school. Max first assisted in these and then took them over on Doc Reich's retirement. Students travel all over the U.S. and Canada and as far away as Europe, Japan, and Russia on the trips, which were begun long before the advent of the many overseas programs currently in existence. They are by now a legend, and their importance is proverbial. I have many colleagues and friends who have been on the trips, and they uniformly rave about Max.

In my various visits to LSU, I have heard about and seen with my own eyes the high level of Max's teaching. Doc is a tough act to follow and Max has managed it much to the advantage of his students. He is passionate about design, education, and the field of landscape architecture. Max almost starved in order to afford his degree in landscape architecture from LSU, and he received his master's degree from Harvard two years later, also living on nothing but small scholarships.

For many years LSU was the major center for landscape education in the South. Max has been a large part of that tradition with its remarkably high standards. He has given his life to the department and to his students. Just ask any one of them.

I have known Max for over 35 years. He is a remarkable and most respected teacher and I gladly recommend him to you, without reservation.

Sincerely yours,



Peter Walker

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Dear Executive Committee Members

Re: Endorsement for Max Conrad to receive the Jot D. Teaching Medal

I first met Max Conrad when I arrived in Baton Rouge, Louisiana, to teach at LSU in 1966. As a westerner, being engulfed in the Louisiana landscape and culture was like moving to another country. Max was a highly educated young assistant professor at LSU, a graduate of the Harvard School of Design masters program who had traveled the world as the recipient of Harvard's Charles Elliott Travel Fellowship. Max is from New Orleans and attended LSU. He is a gentleman who exudes the best of Louisiana's marvelous rich culture and a patient listener who always responds thoughtfully, and with a smile. These are perfect gifts for anyone dedicated to teaching and are particularly valuable in teaching and pioneering the field of Landscape Architecture in Louisiana.

Dr. Reich's faculty in 1966 was excellent, and Max was the most patient. He had and still does have the capacity to give confidence to young students who have never ventured outside of Louisiana and to guide them to understand new ideas, places and cultures. He is also invaluable in helping students and faculty, like me, new to the region, to understand the richness and relevance of Louisiana's diverse people and landscapes. Max is an excellent, highly organized and purposeful designer and design teacher, but his influence goes beyond class work. Since 1966, he has quietly, when necessary, been a surrogate parent to students, always available to listen and offer direction to any of the personal or professional questions they ask. This engagement was particularly important early in Max's career to help students facing new ways of thought and a broader perspective of the world. More recently, it has been valuable to the large percentage of international students attracted to LSU because of its international gateway location. Max provides this special personal contact by always being around the department and the class rooms evenings and weekends, fully accessible to students.

Student trips are legendary to LSU's landscape architecture graduates and exemplify Max's total commitment to his students. For forty-two years he has personally organized and led students on academic study tours to expose them to examples of landscape architectural and professional offices not available in Louisiana. Each year Max leads forty to sixty students on trips that alternate between the east and west coasts. These are low budget

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tours that involve visiting offices and projects by day and often sleeping on office floors or busses traveling at night. We have hosted stops on the west coast trip at Design Workshop's Aspen office. Seeing the office and its work is part of Max's motivation for visiting Aspen; equally important is the life experience for many students of seeing snow, sleigh riding and skiing for the first time.

There are also trips to Europe and annual trips to Asia for alumni, students and other professionals. At the end of the Asia trips, students remain to intern in offices located in Japan, Thailand, Taiwan and China. Max is director of the university's LSU in Asia program. Max personally plans every detail of every trips hour by hour. He makes reservations for lodging and transportation hotel-by-hotel, airline-by-airline and bus company-by-bus company to get the best prices and make these trips affordable. He personally contacts each professional office to be visited. Max wastes nothing and these educational study tours are rigorous in pace and content. The trips are not part of his regular teaching assignment and he seeks no compensation from participants.

In the process of visiting offices, Max has created employment contacts and provided a network of job placement for LSU students, alumni and professional offices looking for employees. Since 1995, he has provided a network of placement opportunities on his own web page. He does this without compensation and takes great pleasure in successfully connecting people to each other.

Max Conrad's life is dedicated to educating and guiding landscape architectural students. Everything he has done is commitment to the growth and development of students. He has done this through organized rigorous coursework and by always being there for students. People who know the inner workings of the landscape architecture department at LSU have known and loved Doctor Reich for the lifetime he spent as the spiritual leader of the landscape architecture department. They also know that for forty two of those years Max has been a constant force behind "Doc" making much of the vision work.

I knew Jot Carpenter and understood the educational and professional values he stood for. I am also close friends, having studied or worked closely with past Jot Carpenter medal recipients Terry Harkness, Robert "Doc" Reich, Craig Johnson and Tony Barnes. I know their excellence in the classroom, their commitment to the growth and development of students, their consistent availability and special sensitivity to students needs and their passion for education in landscape architecture that they all hold in common. Max Conrad is one of these people. His lifelong work has been totally consistent with the values, character and success as educators that distinguish Jot, Terry, Doc, Craig, Tony from others.

Thank you for considering of Max Conrad as this year's recipient of the Jot D. Carpenter Teaching Medal.

Respectfully,



Joe A. Porter, FASLA



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PL-L-09-001

*Jot D. Carpenter Medal Nominations
c/o Carolyn Mitchell
ASLA
636 Eye Street, NW
Washington, DC 20001-3736*

Dear Selection Committee Members:

It is with great pleasure to express my enthusiastic support for Professor Max Conrad's nomination for the Jot D. Carpenter Teaching Medal. I have had the pleasure of knowing Max since 1973 during my undergraduate days at Louisiana State University begun with the introductory landscape architectural theory then design and construction courses. Max has always been more than a professor to us. He is an individual of the highest integrity and much beloved by all the students who have passed through the program at LSU. Everyone who knows Prof. Conrad can sincerely confirm that he is a real selfless individual who has never sought attention or recognition for himself. I can say without hesitation that there is no educator in my experience more deserving of this honor than Prof. Max Z Conrad.

Prof. Conrad has his special and impressive way of teaching. He is a creative and supportive critic with simple explanations to make us clearly understand what we are trying to achieve in design sense. He stimulates our design creativity and insists on clear understanding of construction details by giving us familiar examples and thoroughly explaining the idea or concept behind them. Because of his diverse knowledge and simple explanations together with his remarkable teaching style we all adore him as our "walking encyclopedia".

Max has been a very dedicated mentor. I still remember the time of those late nights in studio, sometimes feeling desperate, Max would come by to cheer us up and to make sure the work was going well. His door was always open for students in need of personal or professional advice.

Furthermore, as a former foreign student I can sincerely speak for all foreign students that Prof. Conrad is more than just a mentor and friend to us. He has a warm heart that shows deep concern for our well being acting as our dear guardian and father. To this day, nearly thirty years after graduation, Professor Conrad has influenced my own career, and definitely on that of many of my colleagues. He is still a most valued counselor and inspirer to me in both my professional and academic fields. Besides my busy professional works in many countries, Max's enthusiasm and tireless dedication has influenced me into teaching part-time in three different universities and helping a few more local universities in Thailand to establish landscape architectural courses.



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Professor Conrad is a phenomenal ambassador for the LSU School of Landscape Architecture. He has worked tirelessly to place his students in internships in Central America, Europe and Asia and employment opportunities around the world. He has constantly been in contact with his former students and people he has known trying to establish connections for his students' for both internships and employment. With his extensive professional contacts, regular visit with groups of students and constant encouragement a few offices in Thailand including mine have been providing internships for LSU and many other university students for a period of over ten years.

I can speak for all students that Max Conrad's concern through his tireless efforts for over forty years in educational career has only been for the good of the school and for the well being and success of his students. In this regard he has faithfully provided selfless service to his profession, to design education and to the practice of landscape architecture around the world. For this reason I give my highest endorsement to Professor Max Conrad's nomination for the Jot D. Carpenter Teaching Medal.

Sincerely,

A handwritten signature in black ink, appearing to read 'W. Paisarnnan', with a long, sweeping horizontal stroke at the end.

Weerapan Paisarnnan(TAN)
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