

ZUBE LECTURE SERIES

Thursdays 4-5 pm

Design Building 170

Spring 2018

1/25

Claudia West

Wild and Neat: Bridging the
Gap between Great Planting
Design and Ecology

2/1 video

Clara Irazábal-Zurita

The Counter Land Grabbing
of the Precariat: Housing
Movements and Restorative
Justice in Brazil

2/8 video

Jim Sipes

Planning and Designing in a
Geospatial World

2/15 video

Pasqualina Azzarello

Generative Space: Agency,
Receptivity, and Impact

2/22 video

Mark Lindhult

Reflections and Projections

3/22

Co-sponsoring w/
the Architecture Dept.

Virginie

Picon-Lefebvre

French Modernity, Between
Fascination and Criticism 1950-2018

3/29 video

Jenny Tang

Designing Livable Spaces in
China's Cities

4/5

**AI and the Future of
Work**

4/12 video

James Richards

Freehand Visions: The Role of
Sketching in a Digital Age

4/19

Katie Stebbins

The Agile and Entrepreneurial
Planner



Claudia West
Principle, Phyto Studio, LLC.

**Wild and Neat:
Bridging the Gap between Great Planting Design and Ecology**

Claudia West is a leading voice in the emerging field of ecological planting design. Known for her passionate advocacy of plant-driven design, Claudia is a widely sought out speaker and consultant who applies the technologies of plant systems to bring essential natural functions back into our cities and towns. She has worked on all sides of the green industry—as a designer, a grower, installer, and land manager—grounding her innovative work in pragmatic solutions that address the realities of our urbanizing world. She is the co-author of the critically acclaimed book, *Planting in a Post-Wild World*.

Claudia holds a Master’s Degree of Landscape Architecture and Regional Planning from the Technical University of Munich, Germany. Her intense studies of plant habitats and the science of plant community-based design strategies at the renowned school for horticulture in Weihenstephan, Germany built a solid foundation for her current work. Before co-founding Phyto Studio, Claudia was ecological sales manager at North Creek Nurseries, a wholesale perennial grower in Landenberg, PA. Her work was focused on bridging the gap between growers, designers, and land managers as well as introducing more functional and beautiful ecological plants into the nursery trade.

Thursday 1/25/18



Clara Irazábal-Zurita

Director, Latinx and Latin American Studies Program;
Professor of Urban Planning, Department of Architecture, Urban Planning + Design
University of Missouri - Kansas City

The Counter Land Grabbing of the Precariat: Housing Movements and Restorative Justice in Brazil

Brazil's precariat (politically organized in national social housing movements) are courageously pressing for a true urban reform in Brazil whose promise has been systematically delayed and subverted. By seizing vacant buildings and underused land, not only are these unsung heroes/heroines confronting neoliberalism in Brazil, but they are also unveiling the impossibility of neoliberalism to deliver socio-spatial justice to the poor. Through a restorative justice practice, the precariat goes beyond critique and show us an alternative project that would allow millions of Brazilians access to decent housing and through the alternative project, the right to the city and opportunity. As these housing experiences demonstrate, restorative justice deserves further exploration as an alternative planning model that combines the strengths of advocacy planning and communicative action while also reducing their drawbacks. This talk reflect is based on team ethnographic and planning studio work.

Thursday 2/1/18



Planning a Geospatial World

Jim Sipes is an award-winning urban designer, environmental planner, landscape architect, and writer with more than thirty years of experience encompassing a wide range of planning, design, research, and communication projects. His work includes environmental planning and design, land use planning, watershed management, low impact development, park and recreation design, urban design, natural and cultural resource management, and community based design. His design solutions focus on taking an integrated approach to water resources and green infrastructure.

Jim has received national recognition for his writing, having written more than 350 articles for a variety of publications and receiving the prestigious Bradford Williams Medal award for outstanding writing. He has published *Digital Land* (John Wiley &

Sons, 2007), *Integrating BIM Technology into Landscape Architecture, V. 2* (LATIS, 2014), *Sustainable Solutions to Water Resources – Process, Planning, Design & Implementation Strategies* (John Wiley & Sons, 2010), *Creating Green Roadways* (Island Press, 2012), *The Bayous of Houston* (Arcadia Publishing, 2013), and *International Water Resources* (John Wiley & Sons in Chinese, 2013).

Jim has also been recognized as Outstanding Alumni at Iowa State University, and has received numerous planning, design, and communication awards over the years. He has worked with PBS on a variety of projects, including television documentaries that focus on environmental issues, water resources, and the conflicts between development and natural systems.

Jim Sipes

Urban designer, environmental planner,
landscape architect, and writer

Thursday 2/8/18



Pasqualina Azzarello

Painter, public muralist, educator, and community advocate,
City Arts Coordinator, Easthampton City Arts, Easthampton, MA

Generative Space: Agency, Receptivity, and Impact

Pasqualina Azzarello is a painter, public muralist, educator, and community advocate. Working within grassroots, nonprofit, and academic channels, she works with others to cultivate generative spaces, initiatives, and partnerships that are innovative, collaborative, and inclusive of all participants. Throughout her unique professional path, each experience has been driven by core values including a profound belief in the creative potential of individuals and communities.

Pasqualina serves as the City Arts Coordinator at Easthampton City Arts in Easthampton, MA. She is also part-time faculty at Parsons The New School in New York City and consults for nonprofit organizations on projects and initiatives related to youth development, community engagement, and strategic planning.

Thursday 2/15/18



Mark Lindhult FASLA
Professor of Landscape Architecture, LARP, UMass

Reflections and Projections

Mark Lindhult, FASLA is a Professor of landscape architecture. He is a principal emeritus with The Berkshire Design Group, Inc. a landscape architecture, civil engineering and land surveying firm in Northampton, MA. He teaches courses in site planning, site engineering and digital technology.

His two major areas of research are the integration of digital technogy into the design and planning process and greenway planning. He wroteDigital Land: Integrating Technology into the Land Planning Process(Wiley, 2007) with Jim Sipes. He was the first computer editor for Landscape Architecture magazine and wrote some of the first technical software for the profession. Professor Lindhult is the co-chair with Professor Robert Ryan of the Fabos Conference on Landscape and Greenway Planning which is held every three years and attracts an international audience from five continents. Professor Lindhult has given keynote addresses at conferences in Germany, Switzerland, Japan and China and has published articles in leading journals and professional magazines. He has won numerous regional and national professional awards for campus planning, greenway planning and digital technology. He is the Chair of the Western Massachusetts Section of the American Society of Landscape Architects (ASLA) and a Fellow of ASLA (1998).

Thursday 2/22/18



Jenny Tang

Vice President & Design Director,
Ecoland, Beijing, China

Designing Livable Spaces in China's Cities

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Thursday 3/29/18

ZUBE LECTURE SERIES



Freehand Visions: The Role of Sketching in a Digital Age

James Richards, FASLA

Urban designer, artist, author and educator

JAMES RICHARDS, FASLA, is an urban designer, artist, author and educator whose work explores great places and placemaking around the globe. He is a co-founder of the urban design consultancy Townscape, Inc., and an Advisory Board member, blog correspondent and instructor for the international non-profit Urban Sketchers. His on-location sketches and watercolors have been widely published, and in group and solo exhibitions in the U.S. and abroad. His "Hemingway's Cuba" paintings led to his being the first American to have a solo exhibition in Ernest Hemingway's home (now a national museum) near Havana. His book, *Freehand Drawing and Discovery: Urban Sketching and Concept Drawing for Designers*, won an ASLA Honor Award, and he is the recipient of ASLA's Bradford Williams Medal and the prestigious ASLA President's Medal. He is a frequent keynote speaker for conferences and symposia; he travels globally to teach concept drawing, urban sketching and creativity workshops for students and professionals.

This lecture is co-sponsored by UMass LARP Dept., UMass Arch. Dept, Smith College Landscape Studies, Mount Holyoke College Architectural Studies, Hampshire College, and Five College Lecture Fund

Sketch Crawl

on UMass Campus with

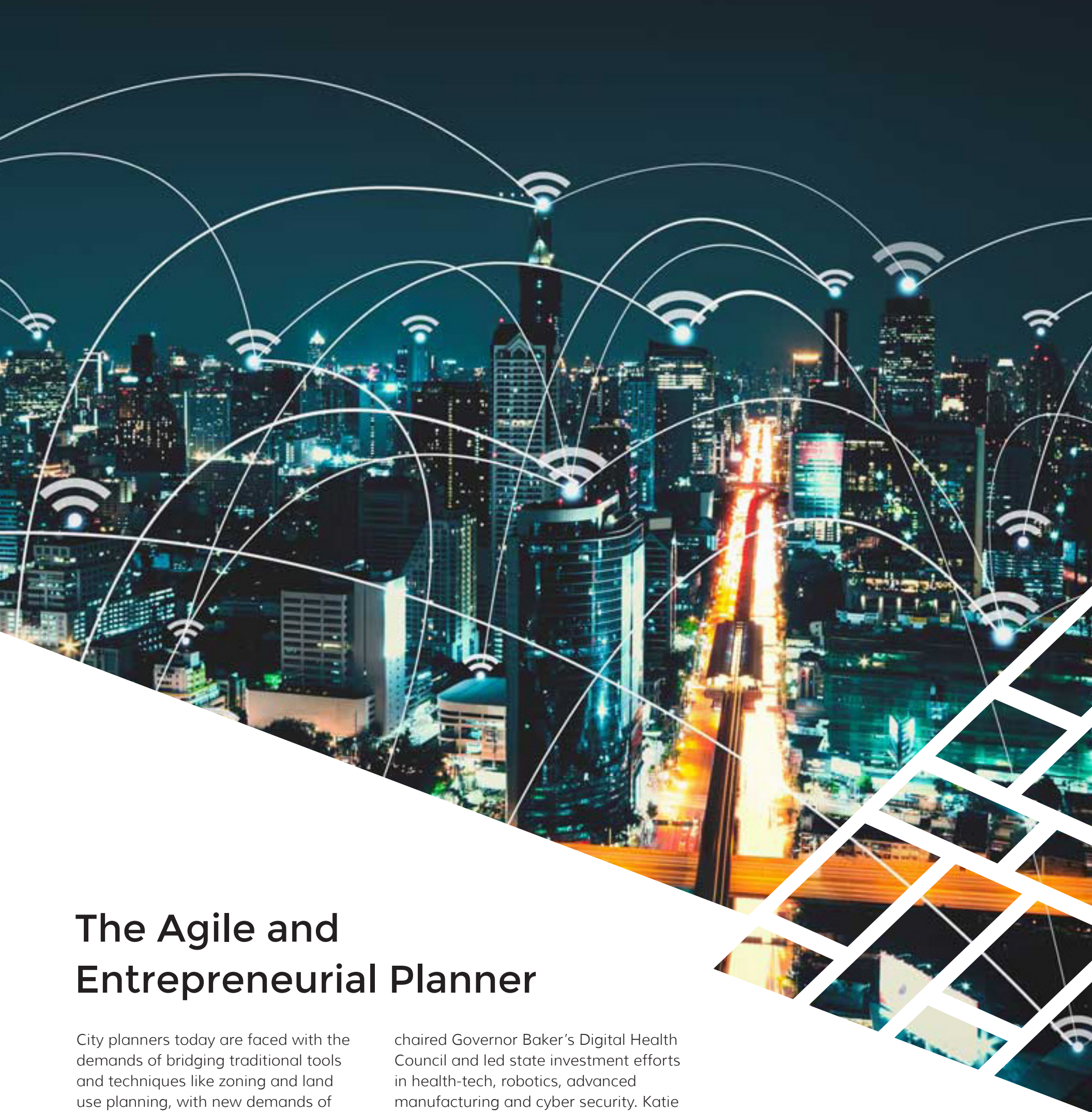
Jim Richards

Saturday 4/14/18

10am-1pm

Meet in DB Atrium

Thursday 4/12/18



The Agile and Entrepreneurial Planner

City planners today are faced with the demands of bridging traditional tools and techniques like zoning and land use planning, with new demands of creating “entrepreneurial ecosystems” and smart cities. The evolution of the profession is creating a new cadre of civic innovators who find themselves on the front lines of innovation and change. Katie will describe her own journey from Springfield city planner to Secretary of Innovation and Entrepreneurship and share her perspective on what skills future professionals need to ensure their own success.

Katie was previously Assistant Secretary for Technology, Innovation and Entrepreneurship for the Commonwealth of Massachusetts, where she co-

chaired Governor Baker’s Digital Health Council and led state investment efforts in health-tech, robotics, advanced manufacturing and cyber security. Katie played a leadership role in establishing and managing M2I2 (Massachusetts Manufacturing Innovation Initiative), Governor Baker’s nearly \$100 million commitment to five Manufacturing USA Institutes. A 20-year veteran of public service and economic development, Katie has launched three of her own companies. She is also a shameless champion for mid-size cities, roller derby and women in leadership. Katie earned her bachelor’s degree from the University of Colorado at Boulder and a master’s in regional planning from the University of Massachusetts at Amherst.

Katie Stebbins

Vice President of Economic Development
University of Massachusetts

Thursday 4/19/18