UC Berkeley, CASA

April 20, 2018



Joseph Martinez, Architect

Martinez + Cutri Corporation

Over Arching Premise:

You are the Catalyst for Change



The Future of the Community: A personal Perspective

Over Arching Premise:

You are the Catalyst for Change, what you need to Know!



The Future of the Community: A personal Perspective

Dynamics of the 21st Century:

Big DATA and Information, Global Community, Multi-culturalism, Identity



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Identity and Multi-culturalism:

A Career in the profession of Architecture



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Identity and Multi-culturalism:

Design Architect Academics Related Fields ???



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Entrepreneurial, Multi-dimensional.... Tlaloc



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Personal Parameters: Defining Self

Chicanismo

Understanding the History the Americas: The Last 10,000 Years!

Culture

Ceremony and Rituals

Architecture

Art

The Context and Town Planning

Ancient Forms and Symbolism

Astronomy

Mathematics: Base 20 and Zero

Pattern and Color

Materials

Time and 2012: Cyclical

Man reflection of God: Man integral to Nature

Hierarchies and Contemporary Iconography: The Low Rider Car

Intellectual Discourse: Chicano Experience



160000. Catalyst for Upward Mobility

- Wealth
- Education
- Civic Engagement
- Re-development

8000. Depiction of Events Transcribed into Stone

- Oral Storytelling Tradition
- Synthesis of Construction
- Permanence becomes Timeless

400. Inter-generational Transmission of Culture:

- Rituals, Customs and Ceremonies
- Evolution of Civilization

20. Place in the Universe:

- Randomness becomes Precision
- Ecology and Sustainability
- Knowledge is Power

1. Singularity

ALL RIGHTS RESERVED

Personal Parameters: Defining Self

Chicanismo



160000. Catalyst for Upward Mobility

- Role Model
- Civic Engagement
- Self Determination

8000. Depiction of Events Transcribed into Stone

- Networking
- Entrepreneur
- Permanence becomes Timeless

400. Inter-generational Transmission of Culture:

- Mecha, Bahia del Sur, Mariachi Foundation
- Ancestry
- Higher Education

20. Place in the Universe:

- Family
- Community
- Knowledge is Power

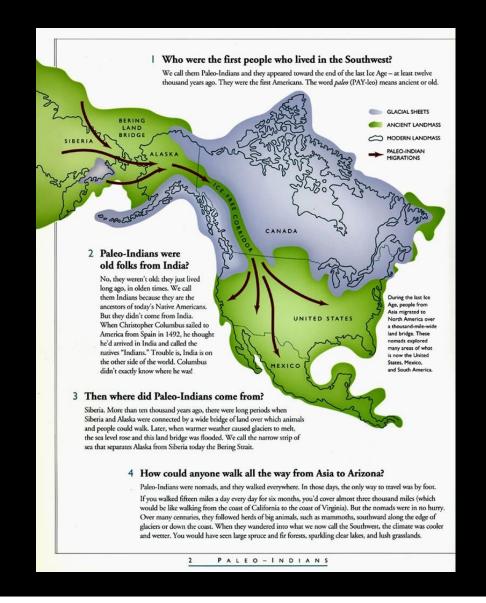
1. Singularity

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Personal Parameters: Who are You?

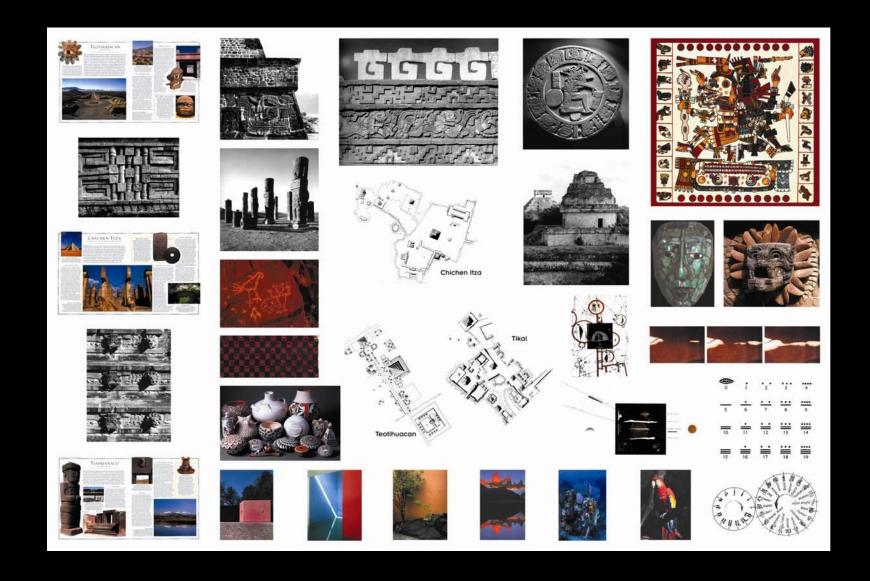


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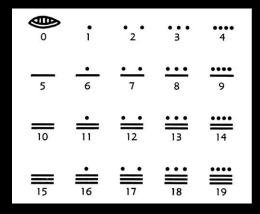




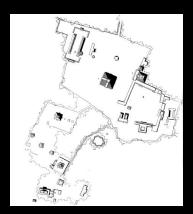


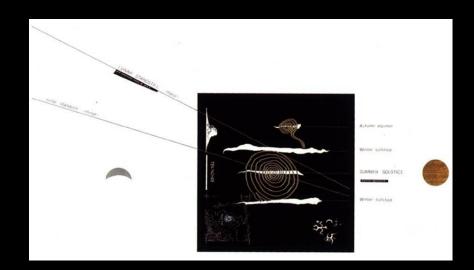






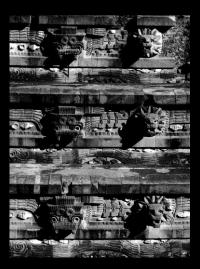










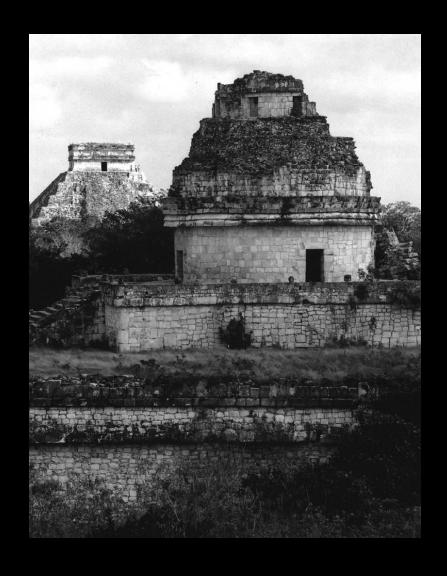




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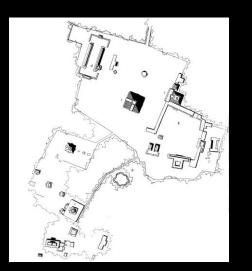
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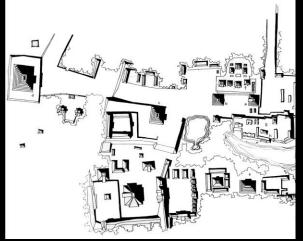


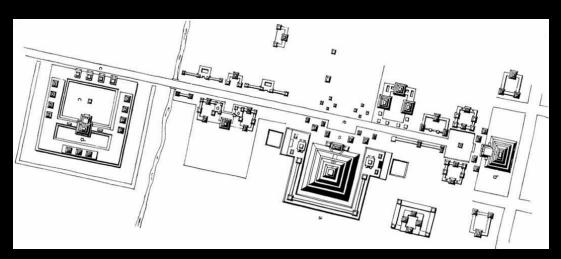


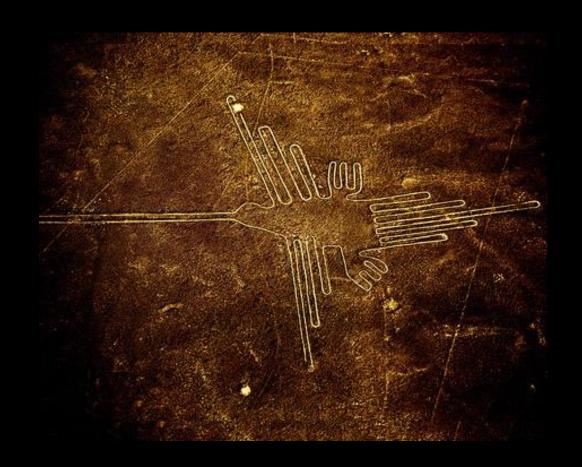






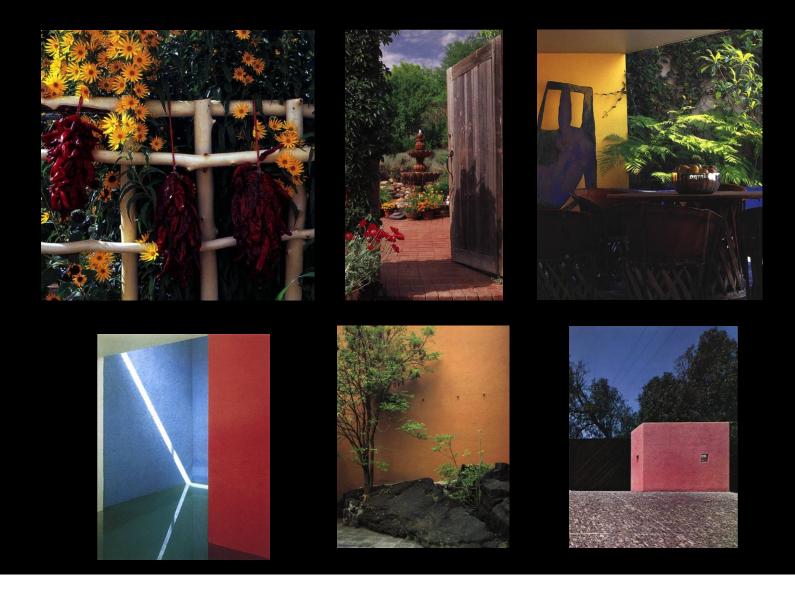






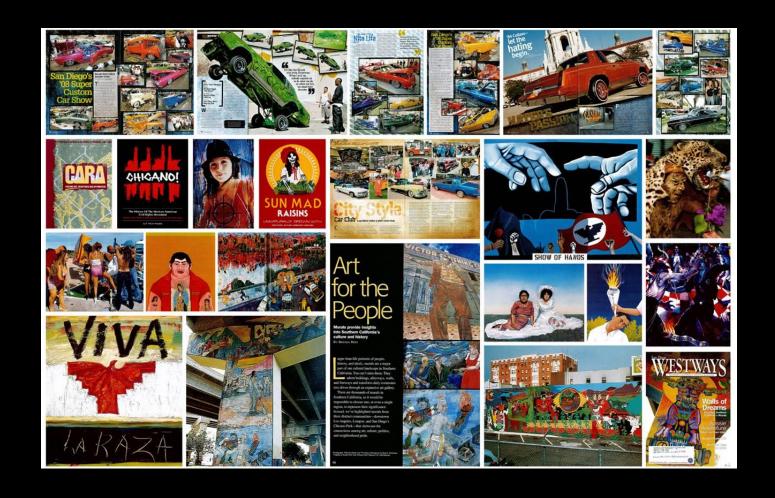


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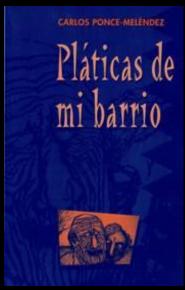


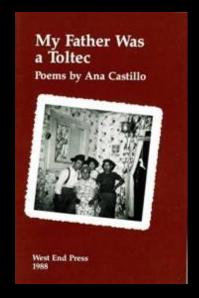
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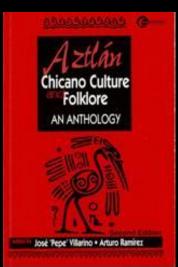
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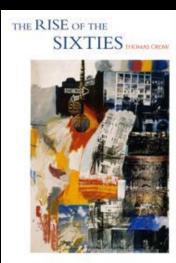












Personal Parameters: Where is the Chicano Architecture?











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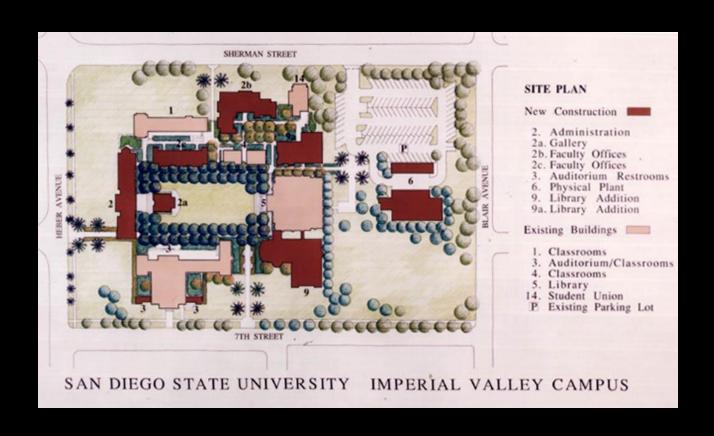










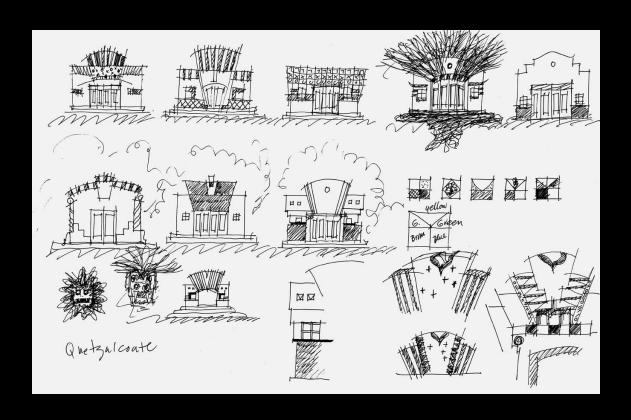








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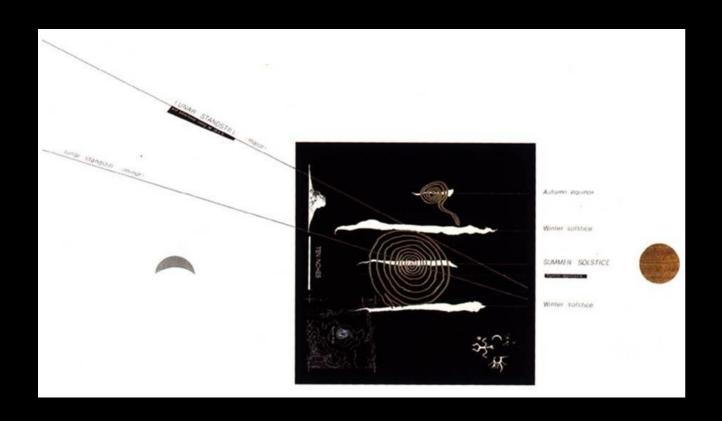


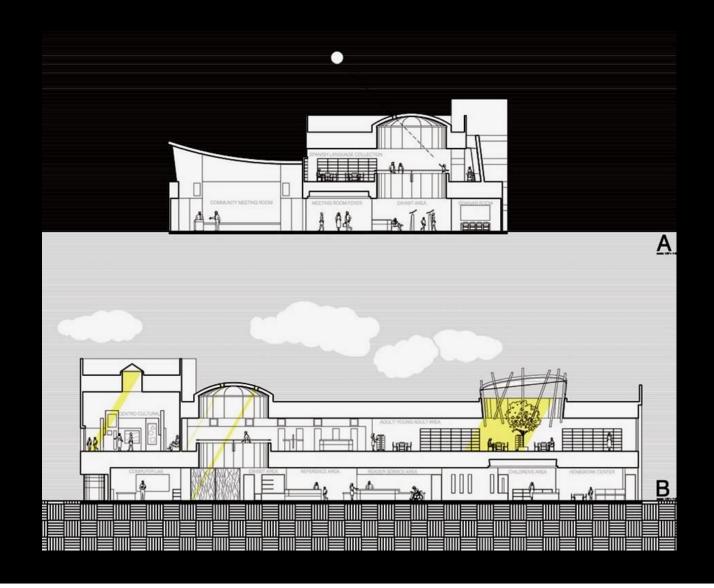






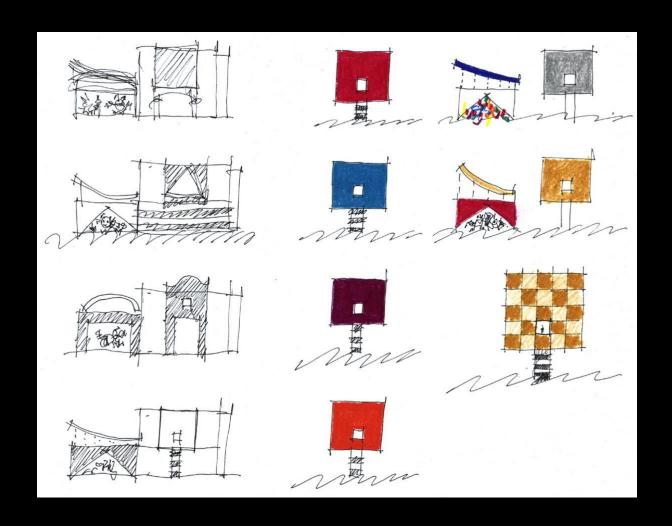




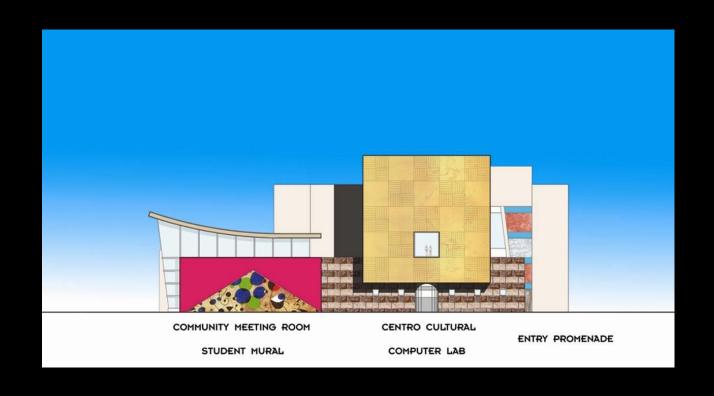


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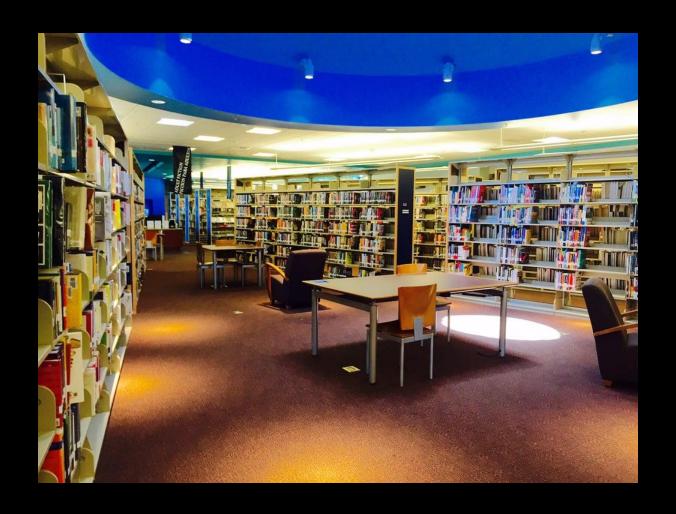


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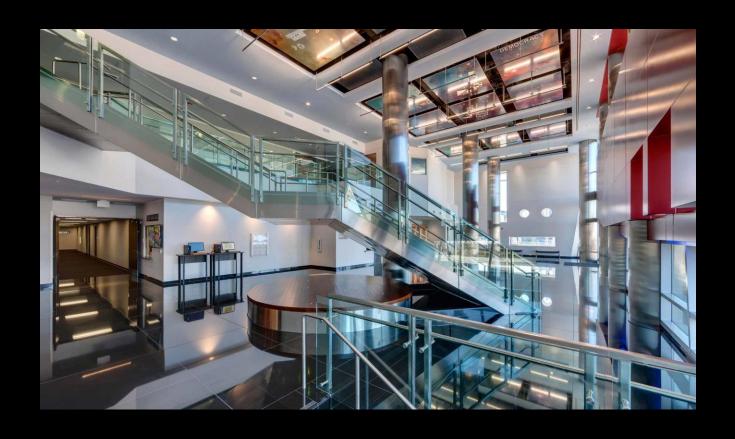


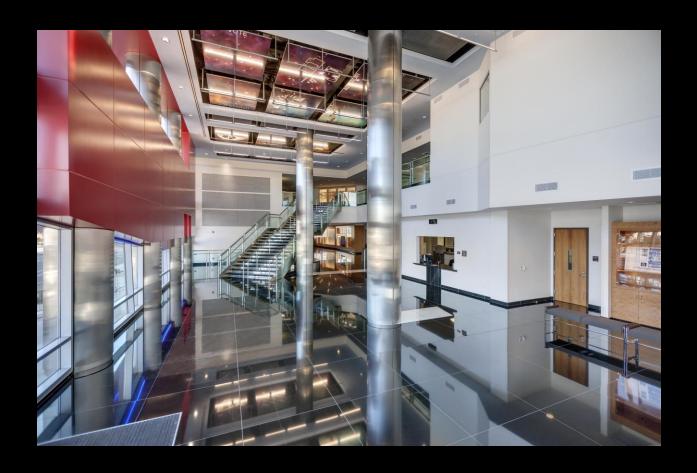


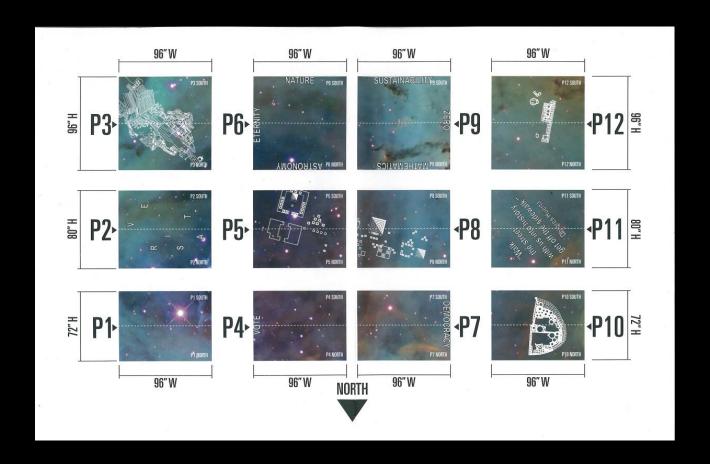












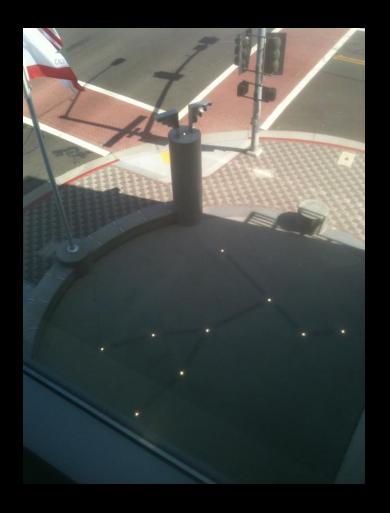
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"Walk the street with us into history.	Get off the Sidewalk!"
Dolores Huerta, Co-founder of UFW	

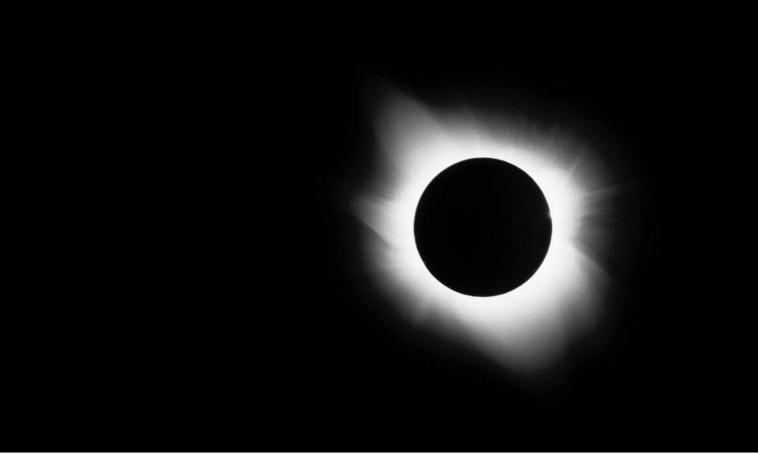








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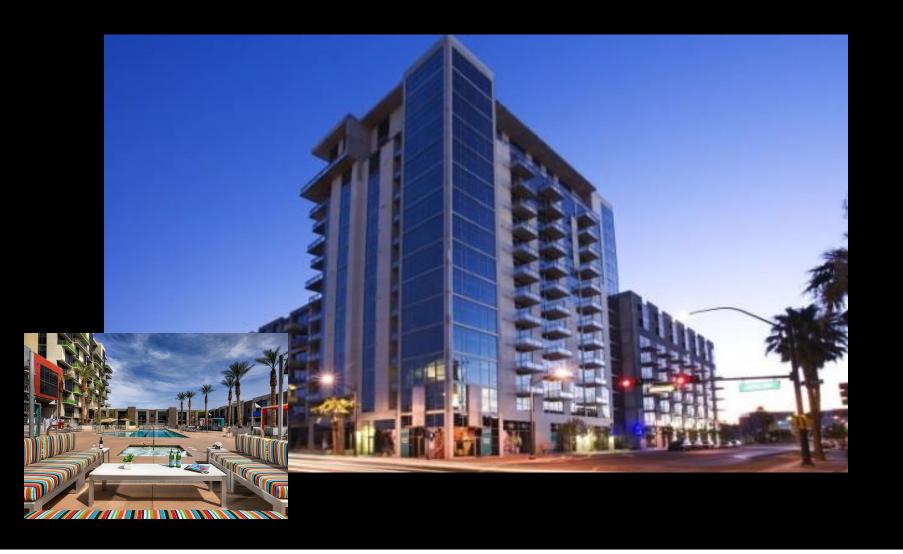
























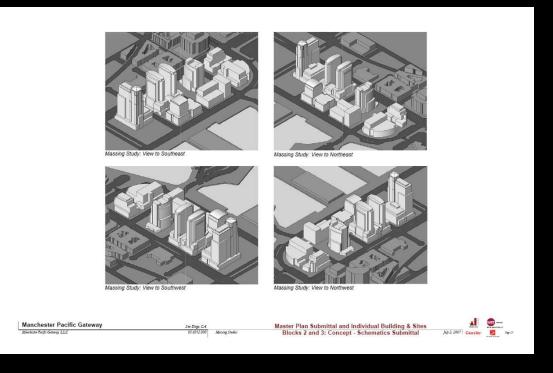








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Manchester Pacific Gateway

San Dign, CA

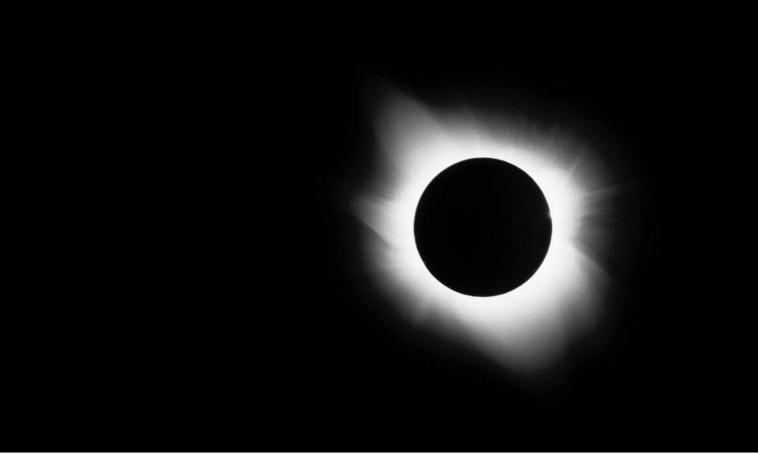
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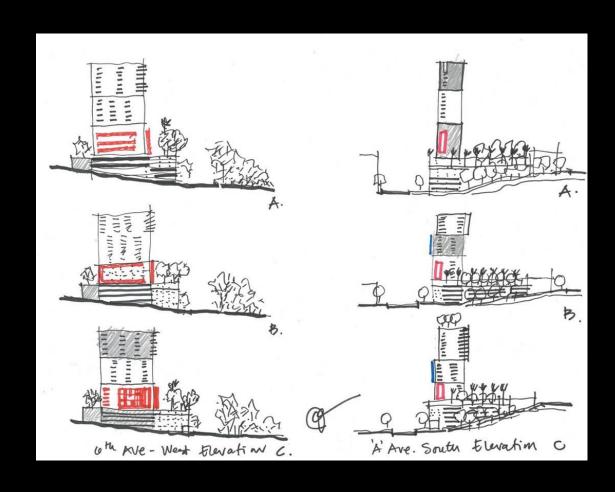
Master Plan Submittal Blocks 2 and 3 Concept - Schematics Submittal 2, 2007 Gensler



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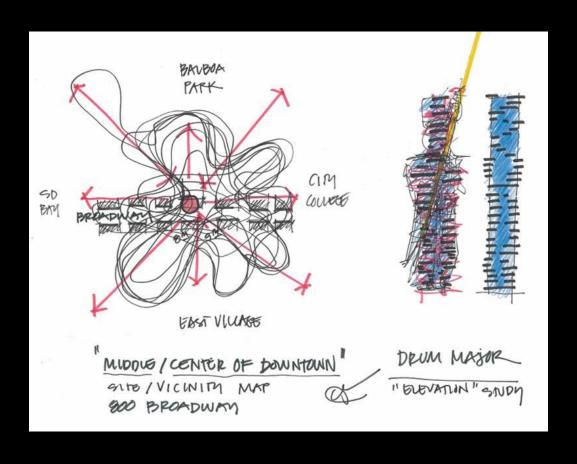






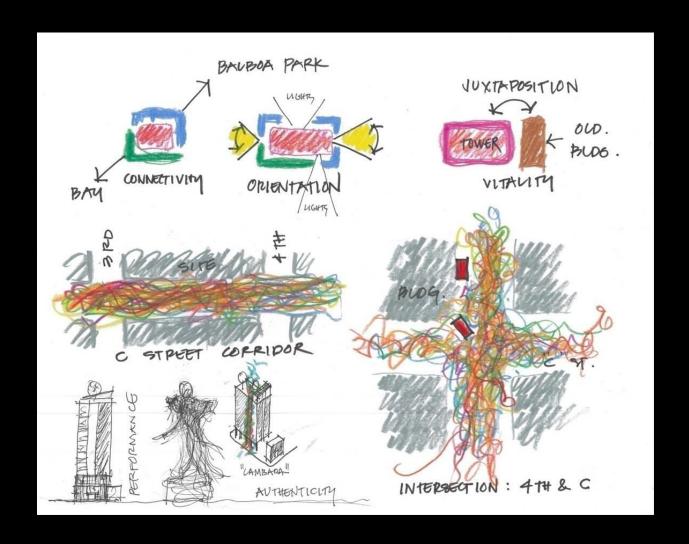


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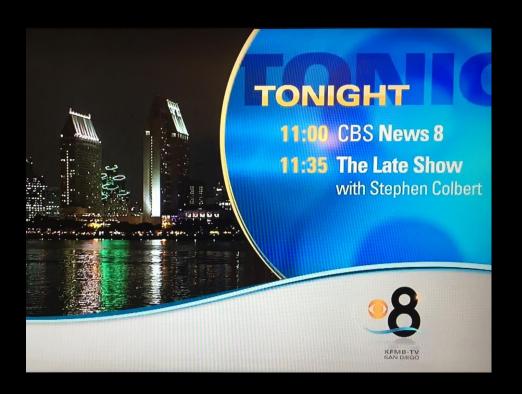
You are the Catalyst for Change !!!!

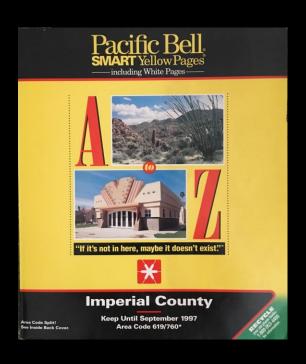


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Over Arching Premise:

IN LAK'ECH
Tu Eres Mi otro Yo
You are my Other Me



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