

MEMO from the Editor

Roy Hernández (BA 76, MArch 78)

As CASA student members embark on a new year of school, a number of exciting developments are underway at CED.



This issue showcases exceptional student work, CASA Alumni professional accomplishments, a new and exciting collaboration between the Dean of CED with CASA Alumni and students, and a continued commitment to support CED as an inclusive and exceptional educational institution for all students.

A final note: the CASA Alumni Website is currently being re-branded with a forward looking vision. It will promote professional networking and showcase the contributions CASA Alumni/students continue to make to the practice of architecture, education and the built environment. CASA Alumni, friends and design students/professionals from other universities are encouraged to sign up!

CASA Now!

Cecilia Cardenas (BA Arch 12)
Albert Orozco (BA Arch 12)



As the 2011-2012 Co-Chairs, we recognize the struggle for undergrads to acquire employment upon graduation. Since 1973, CASA has focused on helping undergrads within the CED, but the next step is to make a transition into the profession. This year we will focus on professional development and networking, two vital skills for undergrads to acquire before going out into the field. We look forward to working with CASA members and strengthening our bond with more alumni this year.

COMMENTARY, Message from the Dean

Jennifer Wolch, Dean, College of Environmental Design

I am delighted to be part of CASA's new on-line magazine, *ByDESIGN*. CED is very proud to be able to serve as a web host for *ByDESIGN* and to let all CED alumni and students know about the magazine.

Over the past year, the College has made important strides designed to build the diversity of our undergraduate and graduate student populations. Our efforts include a college-wide review of graduate admissions criteria, a Diversity Retreat for faculty and staff, and the appointment of the first College Diversity Officer, Yeri Caesar-Kaptoech. Ms. Caesar-Kaptoech responsibilities involve working with student/alumni organizations such as CASA, CASA Alumni, CED Students of Color, and CED Alumni of Color, supporting their professional development events, organizing welcome orientations for CED's incoming graduate students of color, and working on the recruitment of talented students to CED.



At the undergraduate level, our Office of Undergraduate Advising has established the Admissions Ambassadors program. Admission Ambassadors, who are current CED students, develop a recruiting toolkit and visit high schools and community colleges where they speak directly to students, answer their questions, and encourage them to think about applying to Cal.

In the coming academic year, the college is sending several students to the National Organization of Minority Architects conference in Atlanta. There, Architecture Chair Tom Buresh and one of our top graduate students will serve on a panel focused on strategies for submitting a winning application to graduate school, and give student participants advice about how to enhance their portfolios.

We are also using our student support resources strategically, to insure diverse incoming classes. As part of this effort, I created a CED First Year Fellowship Program for Professional Masters Students. This fellowship, which provides a stipend and in-state tuition support for one semester, seeks to increase the representation of candidates who have been educationally or socially disadvantaged or whose research or career direction focuses on problems related to disadvantaged segments of society.

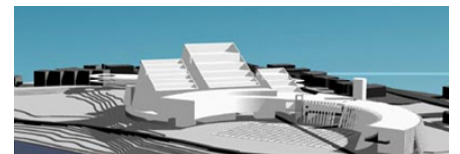
We are planning events that highlight the important creative ideas and thought leadership among environmental designers of color. We expect to host Phil Freelon, a widely recognized architect who recent work includes the co-design (with Max Bond and David Adjaye) of the Smithsonian National Museum of African American History and Culture.

Despite the significant financial challenges facing public universities, the University of California, Berkeley remains committed to both excellence and access. As a proud part of this university, CED is redoubling its efforts to create opportunities for students from diverse backgrounds. We look forward to working with members of CASA – past, present and future – on this critical mission.

ANNOUNCEMENTS

CASA Alumni to Award Martin Del Campo / Bob Esparza Prizes Honoring CED Latino Mentors

CED CASA Alumni have established an Undergraduate / Graduate Prize. Several \$500 awards will be given in memory of two leaders: Martin Del Campo, AIA, a pioneer Hispanic Architect and role model who mentored many CED CASA students and alumni (see sample projects below.); and Bob Esparza, one of the original CASA student founders.



Del Campo & Maru, Mexican American Cultural Center, Austin TX



*Del Campo & Maru / SOM
New Passenger Terminal SFO*

Prizes will be awarded to CED architecture undergraduate students enrolled full-time in at least one semester of the current year. Eligible students should:

- Post two student projects on the CASA Website in your CED Projects/Activities section. Samples can include creative student work in the areas of art, visual design, or architectural graphics / design. Projects can be general education or CED class projects, internships, or from study abroad programs.
- Submit a 500 word narrative addressing your: 1) background, 2) reason for studying architecture, 3) participation with CASA, 4) contributions made to CED (if any), and 5) where you see yourself in 5 years. Email your write-up to the "Contact Us" link on the CASA website.
- **Submittals are due August 31.**

Prizes will be awarded in September; recipients will be chosen based on demonstrated creative achievement, professional promise, and written statement. Prizes will be awarded to 4 students displaying exceptional work. Decisions will be made at the sole discretion of the CASA Alumni Board and be final. All CASA members are encouraged to apply.

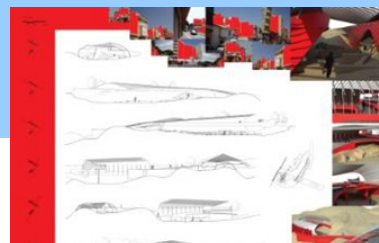
Alumni interested in contributing to this Prize to support CASA students should contact Roy Hernandez at rhernandez@thirdwavecorp.com.

100% of the proceeds will go directly to the students.

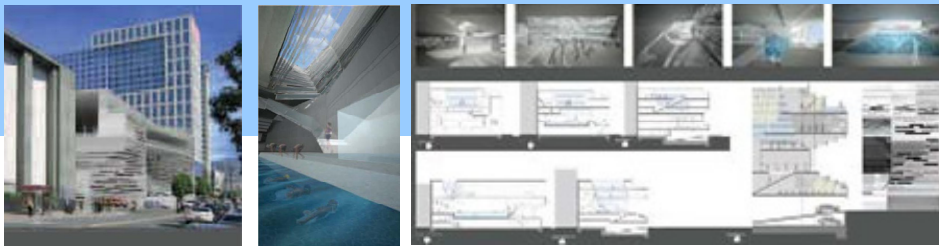
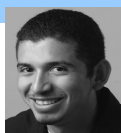


On the Boards, exceptional CED Student Work posted on the CASA Website

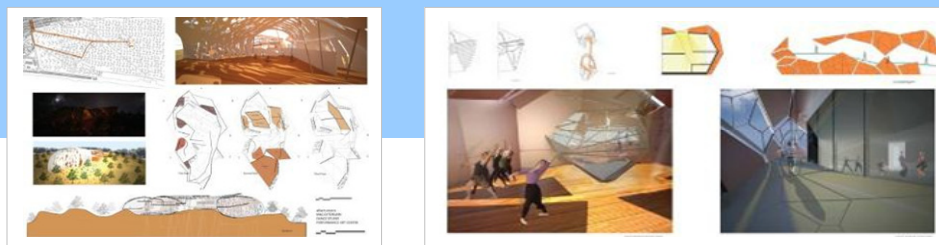
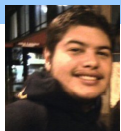
Cecilia Cardenas
BA Arch 2012



Luis Ochoa
BA Arch 2012



Albert Orozco
BA Arch 2012



A delicate yet assertive voice introduces himself as Carlos Rodriguez. Each word is precise and with purpose - reminiscent of his extensive body of work, which has received remarkable acclaim. Rodriguez does not boast of his more than thirty years in the field of architecture, but instead offers a vast array of anecdotes on his journey from a creative, eager seventeen-year old entering UC Berkeley's prestigious College of Environment Design (CED) to the professionally recognized architect.

Rodriguez was first introduced to architecture when his older brother David attended UC Berkeley. Enticed by Cal's worldwide recognition and keen on gaining as much knowledge as possible, Rodriguez undertook his undergraduate education with a serious focus. Equating his academic studying to that of a sponge, Rodriguez spent his first six months at CED absorbing all that the institution could offer, which included tools that continue to aid his professional career today. "CASA (Chicano Architectural Student Association) was very instrumental in guiding me...because it supplied a peer group that provided support during those early years."

Rodriguez's reflections of Berkeley abound with praise like that of a café on a balmy night, constant and undeniably fervent. Eduardo Martinez, a lecturer and mentor of Rodriguez suggested that the dedicated student work for a small firm to procure the technical features of architecture that were not commonly focused on in CED. His first job was with a small five-person architectural firm. "I was exposed to the design portions of architecture," recalls Rodriguez excitedly "and the technical aspects [such as] construction administration and working with consultants."

Despite the assistance provided at CED, including student associations, key aspects of the architecture profession were acquired through experience in the field. "One item that is not immediately known to graduates in the field of architecture," observes Rodriguez "is that the field is specialized." Rodriguez demonstrates an overwhelming passion and knowledge for architecture, which is evident in his analysis of the current state of the profession. Rodriguez spent his first five years in the field learning production drawing, how to work with consultants, construction administration as well research needed to complete technical drawings. Emphasizing the fact that many architectural graduates might end up in an area they did not expect, Rodriguez delves into his own experience working in a more technical area of architecture as opposed to a creative one, which he inherently gravitates toward. "I was pigeonholed in production drawing, so if you're productive and making money for the company, there was no incentive by management to put me in the design department."

Granted, there are obstacles of the field that all architects confront, however Rodriguez maintains there are two barriers that one must overcome. The first hurdle to accomplish is having the confidence in oneself to succeed. Secondly, one must become familiar with the field in every possible aspect, which incorporates "learning the aspects that makes a business successful." Carlos Rodriguez is a superb example of how enthusiasm and dedication can lead to remarkable accomplishments, as well as extensive recognition in the world of architecture. Rodriguez leaves the future graduates with knowledge only an accomplished professional can bestow among young prospective architects. "It's really important for graduates today to envision what they want to be," declares Rodriguez with the profound insight he is renowned for, "if you have a vision of what you want, you can work toward it."

Carlos established **Rodriguez Associates, Architects & Planners** in 1995, and has been honored with more than 60 industry awards for design excellence. The following is a partial list of industry recognition awards he has received since 2008.

1. Brighton Place Apts.: Award of Merit, Gold Nugget Award, Best On the Boards Site Plan – 2011.
2. Orange Ave Apts.: Award of Merit, Gold Nugget Award, Best Renovated / Restored Building – 2011. Redevelopment project for 12 affordable housing apartments.
3. Los Vecinos Apts.: Governor's Award, State of California, Leadership & Innovations to Protect the Environment & Economy, Gov. Schwarzenegger's Summit For Global Warming – 2010. 42 affordable apartments, one of the first LEED Platinum Certified residential projects in the nation.
4. Los Vecinos Apts.: Grand Award - Gold Nugget Award, Green Sustainable Community of the Year – 2010.
5. Los Vecinos Apts.: ED+C Excellence in Design Award, Residential Category – Environmental Design + Construction Magazine – 2010.
6. Los Vecinos Apts.: Award of Merit, Gold Nugget Award, Best Affordable Project Under 30 DU/Acre – 2010.
7. Los Vecinos Apts.: San Diego E.A.R.T.H. Award, San Diego Earth Works – 2009.
8. Los Vecinos Apts.: Platinum Level Certification, Leadership in Energy / Environmental Design (LEED) 2009.
9. Los Vecinos Apts.: Outstanding Multifamily Project Award, LEED – 2009.
10. Springbrook Apts.: Award of Merit, Gold Nugget Award, Best Affordable Project Under 30 DU/Acre – 2010.
11. Seniors on Broadway: Award of Merit - Gold Nugget Award, Outstanding Senior Housing Community – 2009, 42 affordable apartments, one of the first LEED Platinum Certified residential projects in the nation.
12. Seniors on Broadway: Award of Merit, Gold Nugget Award, Outstanding Low Rise Apt. Project Up to 3 Stories – 2009.
13. SOLARA: Grand Award, Gold Nugget Award, Best Affordable Project Under 30 DU/Acre – 2008.
14. SOLARA: Award of Merit - Gold Nugget Award, Best Sustainable Residential Neighborhood Attached – 2008.
15. SOLARA: Planning Excellence Award, Green Building Award of Merit, American Planning Association, San Diego Chapter – 2008.
16. SOLARA: ULI Award of Excellence Winner, Urban Land Institute – 2008.
17. SOLARA: League of Cities, Helen Putnam Award – 2008.

Website: www.ra-architects.net



Carlos Rodriguez, AIA (BA 76, MA 78), David Rodriguez, Project Manager (BA 74) receive Gold Nugget award, San Francisco's PCBC Conference.



Rodriguez and Associates Architects & Planners Staff Meeting.



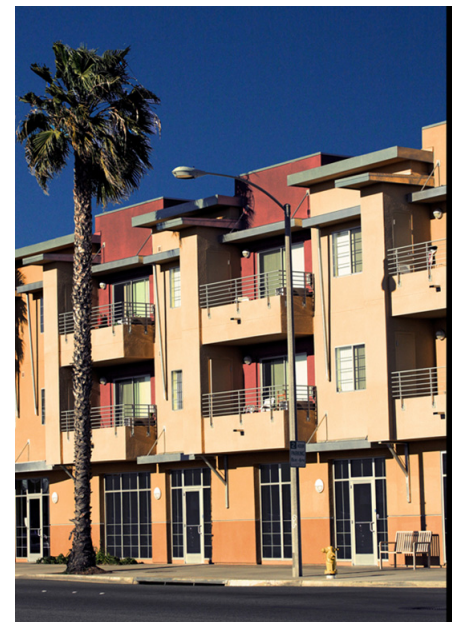
Award Winning Laurel Bay Mixed-Use development San Diego's Bankers Hill neighborhood, 150 market rate apts., 10,000 SF retail, 10,000 SF office space.



450 Orange Ave., Coronado, CA Affordable Housing – Urban Infill Site.



Los Vecinos Affordable Apartments, Chula Vista, Ca. - LEED Platinum Certified Residential Project.



Seniors on Broadway, Chula Vista, CA Award Winning Mixed Use Development

CASA Architecture Students, Summer Study Abroad in Spain

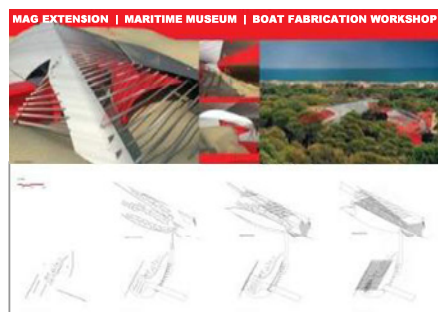
Free facades & the color red

Cecilia Cardenas

I will always remember my study abroad experience in Spain as a very fortunate one. I am so thankful to God for granting me the opportunity to travel and to learn. Committing to an architecture studio in a culture so different to my own was exciting. In the relaxed Spanish atmosphere, not only did I learn about the importance of religion, food, and siestas, but also about myself.

I feel that I have taken a lot from travelling and studying abroad; life lessons really. Despite the relaxed Spanish culture, the UC Berkeley studio culture maintained its intensity.

I am very proud of the work that we all produced in such a limited time in a town with limited resources.

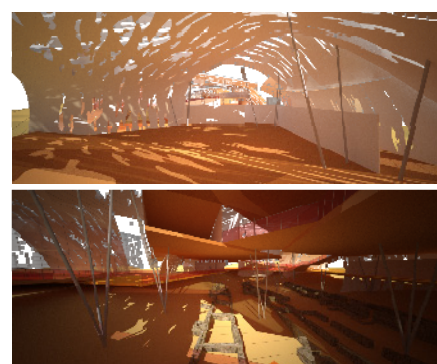


Castle ruins, dunes & ocean

Albert Orozco

My experience in Spain can be summed up in one word: AMAZING! Being a foreigner in a culture opened my eyes to different customs, architecture, and most importantly - design solutions. I stayed in Guardamar del Segura, a small beautiful seaside town. There, and other places I visited in Spain, I learned to design to the comfort of the person, and how design can encompass a whole community, not just a space.

Our Spain 101 studio encouraged us to produce a design incorporating dunes near the beach to connect the city, dunes, and ocean. My design solution introduced a shading system to protect the ruins in the dunes while creating an experience of enclosure within the town.



Traveling back into the past

Carla Arechar

My experience while in Spain was like traveling back into the past. It was overwhelmingly impressive being able to see and touch the buildings I had studied in Architecture 170. Some of the structures were much bigger and others were smaller than what they seemed on paper.

While traveling I thought about how fortunate Spaniards are to live in such a rich and beautiful country where ancient structures manage to work with nature and use minimum modern technology. For example, in the Alhambra, Granada, natural fountains function up to this day with no maintenance. I am grateful for having had such an opportunity and highly recommend those who can travel to do so. After this experience I believe, like Professor Salazar that "One cannot be a good Architect without having traveled around the world."

