

ByDESIGN

An Online Journal of Exceptional Achievement

Joseph Phillip Martinez

Brown Power:
The
Architecture
of Chicanismo
in the Land of
Opportunity

Raza Day
Interest
Workshops:
Exposing
the Latino
Community to the
World of Design

7th
Annual
CASA
Alumni
Scholarship
Gala

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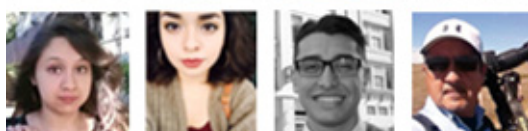
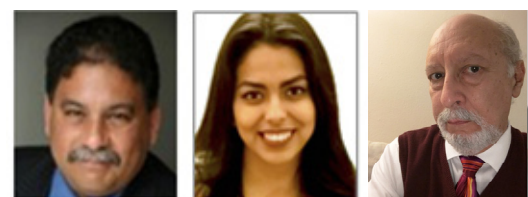
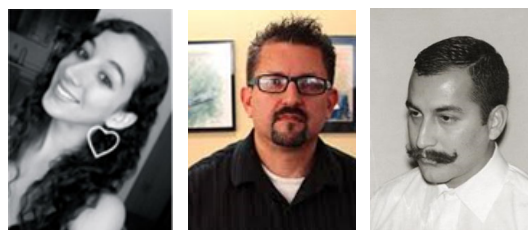
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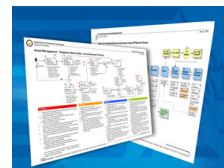
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ANNOUNCEMENTS

Call for Articles

Would you like to contribute an article to ByDESIGN?

As ByDESIGN's readership continues to grow, and the level of interest increases, we often get inquiries on whether we are interested in publishing articles by contributing writers. The answer is 'Yes!'

Options include submitting a one-time article or joining our team of volunteer writers who contribute articles on an ongoing basis. We are interested in content that focuses on the achievements of Persons of Color, Women and LGBT community.

Articles can relate to a variety of topics, so long as they align with the ByDESIGN dictum of extraordinary achievement. Contributing writers can address any of the following:

- Design professions:
 - Architecture
 - Landscape Architecture
 - Urban Planning
 - Sustainable Environmental Design
- Development
- Engineering / Construction
- Public Sector
- Education
- Business / Entrepreneurial
- Technology & Innovation
- Art (in any form)
- Entertainment

Articles can be submitted by professionals, educators, and students. Submittal requirements include:

- Feature articles: 400 - 800 words
- Cover stories: 800 - 1,200 words
- Headshot
- Images for the article
- Contact information

Please send your idea or article to the following for consideration:

Roy R. Hernandez
rhernandez@thirdwavecorp.com

We will get back to you. Thanks!
- BD

ON THE COVER:

The cover photograph of Joseph Phillip Martinez was shot by ByDESIGN's professional photographer Michael A. Hernandez at the César E. Chávez Campus, 1901 Main Street, San Diego, CA, located in the Barrio Logan community. Designed by Martinez-Cutri Architects. The photo was taken on May 24, 2017.

MEMO from the Editor

Brown Power, Chicanismo & Overcoming Obstacles

Roy Rogelio Hernández, Publisher



Cinco de Mayo 2011 was, not accidentally, the date ByDESIGN made its debut on the Web. It seemed like a good date given the motto of the e-zine: “An online journal of extraordinary achievement.”

The date, as most know today, commemorates the battle of Puebla in 1861, where 4,000 retreating Mexican soldiers defeated a larger force of 6,000 better equipped French soldiers; an army that had not been defeated in 10 years.

That event represents an achievement that bolstered a broader political resistance of the time, and came to symbolize unity and pride. This achievement was so utterly unexpected, and thus significant, that it is celebrated 156 years later. Significant achievements often entail overcoming substantial odds. Latinos (as well as People of Color, Women, and LGBT) know what it means to overcome insurmountable obstacles.

In this anniversary issue we publish the definitive treatise on the ‘Architecture of Chicanismo’ by **Joseph Martinez**, who came out San Diego’s Logan Heights to realize an extraordinary career. Starting his practice in a single room of a small house, with \$30.00 in the bank, Mr. Martinez exemplifies the *raison d’etre* of ByDESIGN. Martinez, a Harvard University educated architect has designed projects in the Southwest, Mexico/Latin America, India, the United Arab Emirates, and is the leading proponent of Chicano Architecture in the US.

In the *Perspective* section, we feature a timely satirical cartoon by nationally syndicated cartoonist **Lalo Alcaraz**, who’s insightful caricatures masterfully tell a story with a single image. In the *CASA Now!* section, **Alejandra Aguilar** describes her personal commitment to expose children in the Latino community to the ‘World of Design.’

In the *Notes from the Field*, **Miguel Galarza** provides the final chapter of his multiple part series on rebuilding the lion enclosure at the San Francisco Zoo.

This issue also features the 7th Annual CASA Alumni Scholarship Gala, which has grown substantially. Working in partnership with LiA, CAD/AIASF and CED, our fundraising effort was an extraordinary success. These funds support our unshakable belief that a world class education should not be the privilege of an affluent few.



Joseph P. Martinez, César E. Chávez Campus, San Diego, May 24, 2017
Photo: Michael A. Hernández

Homer Perez, AIA, LEED AP BD+C, of Latinos in Architecture, provides an announcement for the City’s Festival *Perspectivas 2017* Exhibition, and an official call for entries. And **Roy Hernandez** notes in the *Professional Development* section, how a team of Cal students have secured summer internships with a leading technology firm.

And finally, our senior writer **Lauren Hernandez**, now a photojournalist for the USA Today Network, provides a gallery of photos taken at a recent anti-fascist demonstration in Portland, Oregon.

ByDesign thanks all of the contributors to this issue for helping us celebrate the 7th anniversary of ByDESIGN. Our content continues to improve. This issue underscores the truism anything is possible; and everyone can make a difference if they have the will to go for it. When faced with seemingly prodigious odds, our communities can resist and succeed, just like the Mexican soldiers did in 1861.

Perspective

“Because of the horrible direction the US has turned this past year, I will make this promise. I will do my best to try to keep you sane and somewhat amused in 2017 through cartoons and other online chingaderas.”

LALO

Lalo Alcaraz: Artist, Cartoonist, Writer
laloalcaraz.com/

Lalo Alcaraz | Facebook
https://www.facebook.com/lacucaracha

Lalo Alcaraz : POCHO
www.pochocom.com/author/lalo/



Raza Day Interest Workshops: Exposing the Latino Community to the World of Design

Alejandra Aguilar



Design professions are not widely known by the Latino community. As a child I was asked if I wanted to be a teacher, lawyer, or doctor, but I was always interested in architecture. As I grew older, I became aware of the environmental injustices that low income communities of color and our planet suffer from.

I aspired to remedy these injustices, thus I conducted my own research to find a profession that would allow me to solve environmental and social justice issues, which led me to landscape architecture.

It was through my own search for landscape architecture that I came across urban design, sustainable environmental design, city and regional planning, and countless other fields. When I made further inquiries to my high school teachers, advisors, friends, and parents, many had only heard of these majors but were unaware of what they entailed or only knew about architecture. Design is a catalyst of change that can create a better future for our communities and yet many are unaware of its potential

and the existence of many of its fields. By having more representation in the design professions, the wants and needs of our communities can be better addressed because our lived experiences give us a different perspective.

In an effort to expose more young students to the change design can create within our cities, the Chicanx/Latinx Architecture Student Association (CASA) has created and facilitated an informational workshop for 8th - 12th grade students. CASA alumni have been invited to the program to share their experiences of post-grad life and recent projects. In addition, we also incorporated different projects led by established Latino architects who are at the forefront of change and may serve as role models.

“ Fortunately, we have outreached to 120 students over the past two years. Our hopes are that these students envision themselves as designers and share their newfound knowledge, so that one day they may become leaders in the world of design. ”

We also had students illustrate places and spaces that they wished to see in their community. The drawings took the form of gardens, soccer fields, community centers and pools, new restaurants, two-story homes, and more.

Fortunately, we have outreached to 120 students over the past two years. Our hopes are that these students envision themselves as designers and share their newfound knowledge, so that one day they may become leaders in the world of design.

Architecture

- The process of designing spaces that humans inhabit on a daily basis.
 - i.e. residential, corporate buildings, schools, stores, other public spaces.

Landscape Architecture

- Landscape Architecture is the practice of designing everything outside the built environment.
 - i.e. national/public parks, residential gardens, the entire planet is made up of landscapes.

Urban Studies/ City Planning

- Urban Studies is a practice in which you study the social, economic, and political structure of a city and how these factors affect the way in which spaces are designed.
- This field decides how our cities are organized.

Sustainable Environmental Design

- SED is an interdisciplinary field that merges physical, biological and social sciences into the design fields.
- They look into systems and the role they play on the larger urban context.
- Resource Efficiency

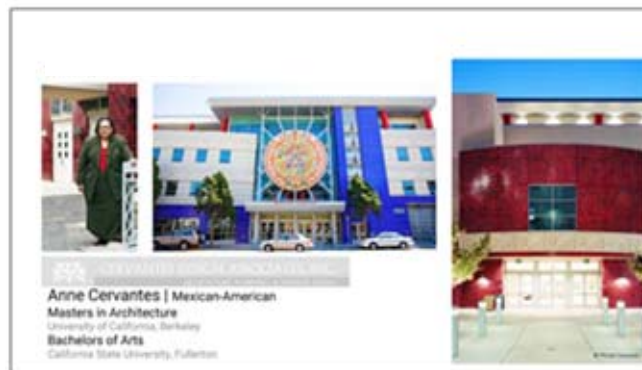
Raza Day Interest Workshops: Exposing the Latino Community to the World of Design

These images are from a presentation provided to the Raza Day* informational workshop for 8th - 12th grade students who attended the CASA Outreach program. A number of leading and successful Latino Design professionals were highlighted.



Raza Day Informational Workshops were held during UC Berkeley's spring break between March 27 and 31st. Additional workshops were held during the last two Raza Day's in November 2015 and November 2016.

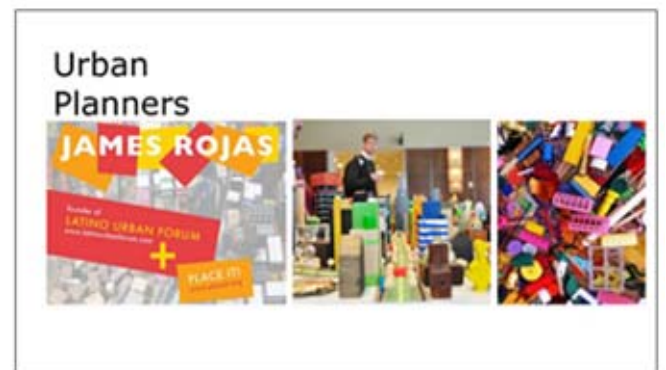
Architecture



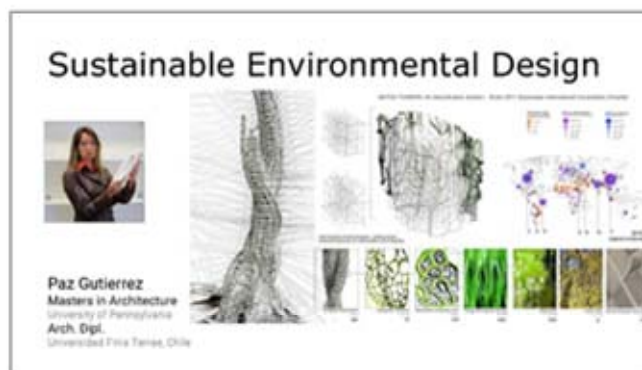
Landscape Architecture



Urban Planning



Sustainable Environmental Design



* Raza Day is a Latino recruitment program started at UC Berkeley in 1976. Started by three students: Maria Cesena, Diane Bosquez and Sergio Hernandez, it was adopted at universities and colleges throughout the US. 41 years later, it is still held nationally. (The first Raza Day posters, and the Raza Day slogan, were designed by Roy Hernandez, the publisher of ByDESIGN.)

About the Author: Alejandra Aguilar is a student at the College of Environment Design, UC Berkeley. She will receive her B.A. in Landscape Architecture & Environmental Planning in 2017. She is an active member of CASA (Chicanx Architectural Student Association), Aguilar has been a previous contributor to ByDESIGN and has been the recipient of a CASA Alumni Scholarship. alejandraaguilar79@berkeley.edu

COVER STORY: Joseph Phillip Martinez

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Volume 23

May 2017

Brown Power: The Architecture of Chicanismo in the Land of Opportunity

Joseph P. Martinez, Architect

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“Good morning, can I speak to Roy Hernandez?” the voice on the phone inquires. “This is Roy,” I respond. The conversation starts like countless other business calls, but this will turn out patently different.

“This is Joseph Martinez, we were at Wurster together!” comes the response with a sense of excitement manifested when two long lost friends are brought together serendipitously.

*“I read your last issue of ByDESIGN! I’d like to talk to you about it.” Fast forward to this article on the leading proponent of Chicano Architecture in the US. **BD***

Tell us a little about you?

Taos, New Mexico is my place of origin - in 1952 my parents came to San Diego for the booming aerospace industry. I grew up in Southeast San Diego; I attended public schools and graduated from Lincoln High in 1966. In the fall of that year, I enrolled at UC San Diego, Revelle College.

What prompted you to become an architect?

At UC San Diego I was heavily involved in El Movimiento. I co-founded Maya-Mecha in 1967, and the following year helped establish the Third World College (now called Thurgood Marshall College). A part of that experience was selecting an architect to do the Master Plan for the college. One of the advisors/consultants we spoke to was Tim Vreeland from UCLA. He gave a magnificent presentation - at the time I was majoring in mathematics and visual arts.

Who are your favorite artists?

Robert Rauschenberg, his Monogram Combine of the late 1950s. It’s a goat with a tire around its girth. Anthony Caro, he gave steel a purpose. Henri Matisse, his colorful paper cuts are bursts of life. And, Fra. Angelico’s Annunciation: Imagine this, you are the pope and you’re looking at a painting of an angel with multi-colored stripped wings. What! Remember, I was 18 or 19 years old and studying art as well as mathematics. The other thing is UC San Diego had recruited a brilliant faculty in all departments. My academic advisor was Newton Harrison: both an artist and a scientist, plus he had charisma! What was truly phenomenal, there were less than 1,000 students at the time.

Who are your favorite architects?

Louis Kahn, Le Corbusier, and Luis Barragan. In the architecture program at Harvard/GSD during the early 70s it was all Kahn and Corbusier. The chairman of the department worked for Corbu, and a lot of the visiting faculty were disciples. But I was also attracted to the sensuality of Barragan’s work, plus he knew about “color”!

What’s interesting, in my early career, I decided I needed to visit their work. I’ve seen five of my six favorite buildings: Villa Savoye and Ronchamp by Corbu, and Kimball, Salk, and Philip Exeter by Kahn. The only one missing is the Gilardi House by Barragan.

Your portfolio has many different styles, can you elaborate?

I look to make buildings that are authentic - locale, client and building type all play a role. When I did the second tower of the Hyatt Regency Hotel along the San Diego Embarcadero, the client did not want a slick modern building; he wanted a classical aesthetic. If you look at both buildings today, there is a certain harmony, and logic, in their composition.



Roybal Comprehensive Health Center / “Clinica de Colores”, East Los Angeles, California (1978)

MODERN PERIOD: Multi-colored tile facades, elevated to monumental proportions with decorative Mayan motifs in order to enhance the public realm

Kiosko-Tenochtitlan, Chicano Park, San Diego, California (1972-1978); Architect Alfredo Larin

CLASSICAL PERIOD: Massive concrete columns capable of supporting a mega-structure or the aspirations of El Movimiento for eternity



COVER STORY: Joseph Phillip Martinez

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Brown Power: The Architecture of Chicanismo Continued

When we're designing downtown projects - we have five residential towers on the boards - first, it's an analysis on how to enhance the public realm. Obviously we want a functional and economically viable project for our clients; however, the streetscape, public places and ground floor venues are what give cities charm and vitality.

For my projects in the Latino Communities, and all of them have been educational, I focus on celebrating the cultural of the Americas. That's 20,000 years of astronomy and mathematics, but also construction and water management - they were basically designing with nature. I'm also amazed with their rituals, customs and ceremonies. Just picture an Aztec Lord at the top of a pyramid with 26,000 people chanting.

At the end of the day, it comes down to rigor, analysis and Vision. For me it's similar to a mathematical proof.

Wow, So what is your biggest thrill?

Actually, it's playing with my three grandsons. I really enjoy stream fishing and my oldest has accompanied me and my son on a few trips. The other part is passing on our culture to the next generation - it's very important to know your ancestry.

What advice would you give aspiring architects?

After practicing more than 40 years, it's still a mega-thrill to go to work in the morning. It takes about 20 years to fully understand how to put a building together - do not confuse this with the design of a building. Stay engaged, keep current on a broad variety of fields - I spend a lot of time at the bookstore reading current articles on communication, leadership, and emerging trends.

I regularly read Bloomberg Businessweek, Harvard Business Review OnPoint, and The Plan Journal. The advantage, in some regards, is you get to read (and hold) the magazine. I've also been known to use my iPhone for certain articles too. Look, for the longest time, I've heard information is power, it's true.

Treatise on the Architecture of Chicanismo

"Coming out of the shadows" has been attributed to those residents who are in the United States illegally, but this phrase can also extend to the practice of architecture. Roughly 80 percent of the more than 11 million undocumented immigrants in the United States are originally from Latin American countries, according to the Pew Hispanic Center. To deport approximately 8.8 million Latinos would most certainly devastate the U.S. economy. Who would harvest the fruits and vegetables? Who would clean the hotel guestrooms? Likewise, the perpetuation of a Euro-centric architecture by U.S. schools of architecture continues a practice of aesthetics isolationism. For the less fortunate and/or disenfranchised, education has always been the great equalizer. After all, knowledge is power.

Under the cover of darkness the infiltration of Chicanismo, a term coined during the late 1960s for self-determination by Mexican-Americans, has made its way into mainstream society: it's everything from Latino cuisine and condiments to Latinos in Major League Baseball, and from inter-racial marriages to Latino journalists and TV personalities. Rest assured, Chicano/Latinos are here to stay, prosper, and contribute to an enriched, diverse America.



Perkins Elementary School, San Diego Unified School District, CA (1985); Architect Joseph Martinez

MODERN PERIOD: The articulation of negative-space (arches, triangles, squares) is intertwined with rich color and complex pattern.

San Diego State University, Calexico, California (1990); Architect Joseph Martinez

CLASSICAL PERIOD: A ceremonial juxtaposition, Kukulcan espousing the oral story of the Indigenous Peoples of the Americas within the Mission Styles academic yard.

Mercado Apartments, Barrio Logan, San Diego (1994); Architect: Carlos Rodriquez and Associates

CLASSICAL PERIOD: Refined sensitivity to scale and proportion, skillful use of colored surfaces, and a robust landscape design palette have re-energized the public realm.

Brown Power: The Architecture of Chicanismo

Continued

Chicano Architecture

Definition: A style first practiced in the southwest United States that represented the architectural aesthetics of the Mexican-American population. Its origins stem from a far-reaching movement, El Movimiento, of the mid-1960s which focused on politics to civil rights, and from self-identity to bi-lingual education.

Over the past 50 years, the Chicano Style has seen three different periods:

(1) Classical:

References drawn from structures depicting monumentality, celestial site planning and pictorial storytelling by various ancient civilizations in the Americas, particularly the Olmecs, Maya, Aztecs and Toltecs in Meso-America, and the Anasazi, Hopi, Navajo and Pueblo of the Southwest;

(2) Modern:

References from 20th century Mexican architects, such as Luis Barragan (1902-1988) and Ricardo Legorreta (1931-2011) where vibrant colors and abstract minimalist forms articulated a sublime composition; and also, architects who focused on sculptural monumentality and colossal scale, including Pedro Ramirez Vazquez (1919-2013); and

(3) Contemporary:

An eclectic assemblage first principles (e.g., sustainability, astronomy, mathematics, etc.), monumental representation, pictorial storytelling, and a refined expression of color, pattern, materials and textures.

The thread weaving through these three periods is the notion that architecture is imbued with spirituality, that is to say, its DNA contains Monumentality (e.g., Procession, Ceremony and Rituals), La Mezcla (e.g., color, texture and pattern), and Light (e.g., sensuality, astronomy and mathematics). For example, the tiny Convocation Center in the academic courtyard at SDSU Calxico Campus neutralized other adjacent Mission Style buildings in a heroic (monumental) act via contrast in

the neo-Aztec style, cultural meaning, and axial and solar alignment. This is no different than the four colossal statues at Tula, Mexico, each four meters in height, that dominate the Allende Valley as a result of its glorious ancient past (Toltec Empire, 900-1150), relevant subject matter (Warriors carved in stone), and legendary folklore.

On a similar note, the elements of La Mezcla reveal themselves in a variety of elegant ways, in particular, the rough-surfaced geometric forms juxtaposed to varying sized apertures thereby heightening the indoor-outdoor experience but also framing views and vistas, and, filtering natural light into diverse spaces and rooms. This is clearly evident at the Emma S. Barrientos Mexican American Cultural Center, Austin, Texas.

Moreover, the masterful landscape palette coupled with the lighting design offers a 24/7 harmonious and serene experience no different than the Gilardi House in Mexico

City. At this residence, a single Jacaranda Tree, with twisted branches and purple flowered leaves, became the generator of form while the light from the very small horizontal slit clerestory dominates the indoor living areas. The organization of the floor plans is exclusively predicated on two elements of nature, the tree and the light.

As often the case, these stylistic periods overlap, and sometimes are intertwined in the same project. Likewise, the Mission Revival Style (Late 19th century) in the southwest, which had its origins from the twenty-one Spanish Missions of California (1769-1833), has continued its presence, but also has seen variations to its aesthetics. This would include such features as bright colored facades, greater ornamentation, and enriched landscape design. No longer plain white/beige finished walls with minimal expression, but more to the point, it's the manifestation of self-determination within the Latino community.

On a similar note, the emergence of "Border Architecture and Design" offers far reaching aesthetic opportunities because of its disparate attributes of politics, economics, technology and cultures.



Chavez Elementary, San Diego Unified School District, San Diego, CA (1997); Architect Joseph Martinez

MODERN PERIOD: A monumental UFW eagle perched on an earth-toned concrete block podium provides a regal composition of Kukulcan over looking a Cosmic Indian in the central plaza espousing the nature of astronomy, mathematics, time-space, and culture.

Brown Power: The Architecture of Chicanismo

Continued

Likewise, the planning of habitation centers has evolved from buildings integral to nature (e.g., sustainability, stone construction) to buildings as objects in an urban-landscape (sculpture), and to buildings that are derived from cultural history and promote the public realm.

Raison d' etre

Without a platform for expression and a dominant Euro-centric aesthetics in the United States, the opportunity for a genuine Chicano Lifestyle, much less an authentic architecture, could not be possible without the tumultuous 1960s (e.g., public discord and alternative lifestyles. Prior to this time, subtle and blatant discrimination in education, employment, and civil rights was the "law of the land." Foreign to the mindset of the Mexican-American community, with its rapidly expanding population, is its minimal attraction to sterile, life-less, white forms and spaces typified by the International Style/Modern Movement (e.g., "Form Follows Function," "Less is More," and "The House is a Machine for Living"). More to the point, for Chicanos, it's bright colors, juxtaposition of forms, textures and materials in space, and pictorial representation inherent to their native culture which ignites their passion for the built and natural environment.

Moreover, this can be seen in a broad historical context, in particular: Legorreta's Camino Real Hotel (1965) in Mexico City with its bright colors and monumental scale; or at the Biblioteca Central de la UNAM (1956) in Mexico City by Pedro Ramirez Vazquez, where pictorial representation of ancient deities carved in volcanic stone, form the base structure; and also, in the tower's decorative tile facades which depict the four histories of Mexico; or at Xochicalco, where the talud-tablero style pyramid of the Plumed Serpent Quetzalcoatl (743 AD) celebrated the meeting of the "Lords of Time"; or at Teotihuacán, a UNESCO (The United Nations Educational, Scientific, Cultural Organization) World Heritage Site in central Mexico, where the colorful pyramids (100 AD) are laid out to match the constellation of Orion, and also its main axis, the Avenue of the Dead, is aligned with the Pleiades.

Sacred Alignment with the Orion Constellation

In the American Southwest, the Hopi Culture (450 AD) constructed for nearly 1,000 years entire city's of stone-village centers in the mesas, cliffs and valleys of New Mexico, Arizona and Colorado. These centers were planned by mapping the cosmos, specifically the Orion constellation. At Chaco Canyon, this UNESCO World Heritage Site most prominent structure is Pueblo Bonito (828 AD), which has a near perfect north-south solar alignment and contains several in-ground kivas that were used for rituals and sacred ceremonies. In addition, the Fajada Butte at Chaco Canyon contains the only singular structure ever devised by mankind to comprehend both the solar and lunar cycles. In South America, the Incan Empire at Machu Picchu (1450-1572) developed advanced methods of water conservation, agriculture, and sustainability. In addition, non-mortar, stone construction of buildings, extremely large mountainside terraced agricultural fields, more than 15,000 miles of transportation infrastructure, and applied mathematics were part-and-parcel to a holistic way of life. This UNESCO World Heritage site was most likely a royal estate or sacred religious site for Inca leaders.

The Origins

In the mid-1960s, "The Revolution" for self-determination and identity, empowerment, collective history, and a new political consciousness served as the catalyst for the emergence of "Chicanismo" in the arts and literature. In literature and poetry, major figures included Rodolfo Anaya, Alicia Gaspar de Alba, Sandra Cisneros and Sabine Reyes Ulibarri -- their insights into crafted stories, spiritually based lifestyles, ethnic identity and discrimination have amplified the story of America. In theater, Luis Valdez and his "Theatro Campesino" established a farmer workers troupe, and further he produced and acted in "Zoot Suit" and "La Bamba".

UETA World Duty Free, San Ysidro, CA (2000); Architect Joseph Martinez

MODERN PERIOD: An all tile structure featuring square-arches: In the plaza it's a brownish red granite colonnade, on the pilaster-façade it's a turquoise tile, and then a free standing, multi-colored tiled screen-wall at the west entry.



Brown Power: The Architecture of Chicanismo Continued

In education, California State Assemblyman Peter R. Chacon authored legislation to advance bi-lingual education, and at the University of California, Santa Barbara, the Plan de Santa Barbara established a framework for Chicano Studies across the southwest. In music, the sounds came from Los Lobos, Malo, Tierra, and Los Alacranes Mojados. In politics, leading the way, it was the Mexican American Legal Defense and Educational Fund (MALDEF), The Southwest Voter Registration and Educational Program (SVREP), and the American G. I. Forum. In the visual arts, muralists Salvador Torres, Victor Ochoa, and others painted their way into international prominence with large scale murals on the pillars of the San Diego-Coronado Bay Bridge, better known worldwide as Chicano Park.

Leading Proponent in Architecture

The leading proponent of Chicano Architecture is Harvard University educated architect, Joseph Martinez (Martinez+Cutri Corporation, San Diego, CA). Martinez is a licensed architect and has designed projects in the Southwest, Mexico/Latin America, India and United Arab Emirates. Some of his seminal projects include: the Convocation Gallery, and campus master plan, at SDSU Calxico (1990), wherein the principle facade draws its

inspiration from an Aztec Headdress, as well as the face of Quetzalcoatl, and further, its alignment across the academic yard is congruent with the front entry lobby of the old Mission Style library; the Logan Heights Library (2010) with its monumental gold granite cube resting on a single 7-foot diameter concrete column; Cesar Chavez Elementary (1997) offering a brownish-red granite facade in the form of the UFW logo which is axially aligned with a 180-foot long Cosmic Indian motif in its central plaza; the Library/Student Union (2009), and master plan, at Southwestern Community College, Otay Mesa Campus containing the mask of the universe and its permanent shadow cast into the plaza for eternity; and, in Barrio Logan, the facades of the San Diego Community College District Cesar E. Chavez Center (2015) tell the story of the Chicano Experience in America, from pyramids to low-rider cars, and from a "Ojo de Dios" to Entropy, while its interior spaces promotes knowledge (e.g., ceiling murals), time (e.g., the Big Book) and sublime spirituality (e.g., Grand Staircase situated in a polished, black granite lobby floor).



National Hispanic Cultural Center, Albuquerque, New Mexico (2000); Architect: Pedro Marquez

CONTEMPORARY PERIOD: A neo-archeological complex filled with architectural references to Northern New Mexico, as well as Meso-America and Latino America thereby creating a divine center augmented by serene plazas and patios and sculptural motifs.



City College of San Francisco, Mission Campus (2007); Architects Cervantes Design Associates, Kendall Young Associates, and ED 2 International, Inc.

CLASSICAL PERIOD: A celebration of Aztec and Mayan motifs elevated to a colossal scale and are complimented by exuberant, colored tiled walls.



Emma S. Barrientos Mexican American Cultural Center, Austin, Texas (2007); Architects CasaBella Architects with Del Campo & Maru, and Teodoro Gonzalez de Leon.

CONTEMPORARY PERIOD: An interplay of abstract geometric forms intertwined with well composed and placed apertures to promote a site specific work of sculpture. Spatially, the variety of indoor-outdoor spaces is culminated in a grand plaza worthy of and venue, intimate to grandiose, thereby exalting the acts of ceremony, ritual and culture often experienced in Meso-America.

Brown Power: The Architecture of Chicanismo

Continued

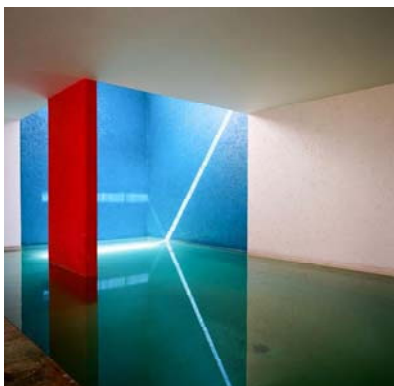
21st Century Demographics - Cause for a Change in Aesthetics

In the second half of the 20th century, the new age craze was sustainable design (e.g., Green Architecture, LEED Certification, California-Title 24, Savings by Design, etc.). However, sustainable design was actually practiced by the Indigenous Peoples of the Americas more than 1,000 years ago. Their advanced civilizations practiced water conservation, recycling, organized agriculture, and passive solar design: all this made for a holistic lifestyle. Today, climate change, deforestation, pollution, and rapid population growth necessitate new policies and strategies for town planning, energy cultivation, information/Big Data, and global communications. Not to be overshadowed, it is inclusiveness, self-determination, wealth creation and upward mobility which will go a long way in securing a harmonious multi-cultural society.

Presently, many states of the Southwest have large populations of Mexican-Americans, including: Arizona (30.2%), California (38.2%), Colorado (21.0%), Nevada (27.3%), New Mexico (47.0%), and Texas (38.2%). In addition, other states have significant populations of Hispanics/Latinos, in particular: Florida (23.2%), New Jersey (18.5%), and New York (18.2%).

By 2050 the U.S. population of Mexican-Americans/Latinos is expected to reach 112 million, double what it is today. Projecting forward to 2100, about 85 years or one-person's lifetime, the white percentage will fall from 72% to 40% and will continue to drop, while the Hispanic/Latino population will be 32% and rising; Asians will constitute 13% and Blacks 15%. Also, around 2050, non-Hispanic whites will cease to be a majority population in the U.S. (Center for Immigration Studies, June 2000, Leon Kolankiewicz).

As such, the over-arching premise: get to know the history and culture of the Americas and further, embrace its first principles of ecology, astronomy, mathematics and spirituality. An illuminating case in point took place in the middle of the 20th century, at the Salk Institute for Biological Studies, La Jolla. It was Anglo-American architect Louis I. Kahn and Mexican Architect Luis Ramiro Barragan Morfin collaborating on-site the proper aesthetics for the central courtyard (Consequential Encounters: Luis Barragan's Influence on Louis Kahn by Patricia O'Leary). Revered worldwide, these two deities of modern architecture created a courtyard which has transcended time-space in order to celebrate "Light" and "Silence".



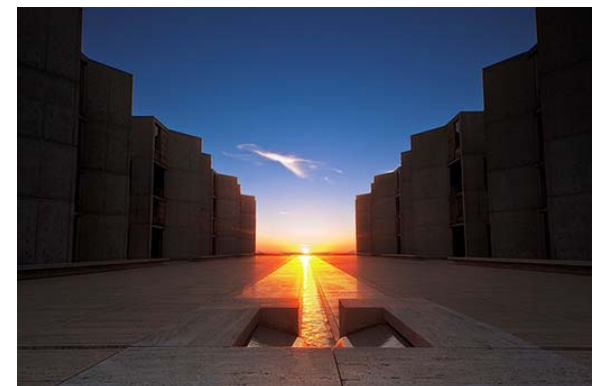
**Casa Gilardi, Mexico City (1977),
Los Clubes Complex, Mexico City
(1968) Architect Luis Barragan**

MODERN PERIOD: Supposition: Works by a genius - Water, a bright red color, and a ray of light constitute the entirety of the Gilardi living room, pure silence. Similarly at Los Clubes, a complex which is scaled to the occupants (horses) and in complete harmony with time-space.



**Camino Real Hotel, Mexico City (1965),
San Antonio City Library, Texas (1995)
Architect Ricardo Legorreta**

MODERN PERIOD: Supposition: A brilliant composition and re-interpretation of ancient design elements, the hotel features a stone wall (pink, mortar-less screen wall), the gigantic cenote (central fountain), and the massive walls made regal (yellow screen wall). Likewise, the "enchilada red" library is a masterful work of sculpture with deep apertures to seduce the bright Texas light.



**Salk Institute for Biological Studies,
La Jolla, California (1965)
Architect: Louis I. Kahn**

MODERN PERIOD: Supposition: It has been well documented, Luis Barragan consulted on the central courtyard. Much has been made on Kahn's invitation after seeing Barragan's work at the Museum of Modern Art in New York. Likewise, Barragan's declaration on-site to Kahn and Dr. Jonas Salk is well known: "If you make this a plaza you will gain a façade – a façade to the sky." Finally, Luis Barragan left his elegant signature on the project: It's written in golden sunlight, on white, gray and blue parchment for eternity.

SIDE BAR

Joseph P. Martinez, Architect

Martinez+Cutri Corporation

ByDESIGN[®]
a quarterly e-zine

Volume 23

May 2017

Leading Proponent of Chicano, and World Class, Architecture



Joseph Martinez is a founding partner of Martinez + Cutri Corporation, a multidisciplinary firm whose practice in the field of Architecture and Urban Design is based on the simple concept that the design of forms in space should be generated by the context of their surroundings, while the principles of design should enhance our culture. Martinez + Cutri offers their clients the best in architectural-engineering services on a person-to-person basis.

Since the inception of the firm in 1980, Martinez + Cutri's work has included educational facilities, mixed-use urban residential developments, convention and public assembly facilities, luxury hotels and waterfront resorts, and industrial/R&D developments. Starting in an old house, and with \$30.00 in the bank, Joseph established his architectural practice.

Professional Experience

- Principal, Martinez + Cutri Corporation
- Jr. Designer, Deems – Lewis & Partners

Teaching Experience

- University of California, Berkeley
- University of California, San Diego
- San Diego State University
- New School of Architecture, Founding Dean

Awards & Fellowships

- Lifetime Achievement Award, Barrio Station, San Diego
- Lifetime Achievement Award, California Rural Legal Assistance
- Centennial Alumnus from UC San Diego
- 100 Portraits, Mexican Heritage Foundation
- Founding Board member of the Mariachi Scholarship Foundation, One Vote and Bahia del Sur
- National AIA Presidential Citation, Normal Heights
- California AIA Merit Award, Prospect Point, La Jolla

Education

- Master of Architecture '75, Harvard University, Graduate School of Design
- BA Visual Arts '71, University of California, San Diego

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Contemporary Chicano Architecture

Barrio Logan Library, City of San Diego and San Diego Unified School District (2009)

A rigorous composition of volumes arranged to celebrate the Community Gallery, a gold granite cube balanced on a solid concrete column.



Southwestern Community College, Library/ Student Union, Otay Mesa, CA (2010)

Description: A collection of volumes and screen-walls within an academic yard featuring abstract ancient pyramids and celestial alignment.



San Diego Community College, Cesar E. Chavez Campus (2015)

A rigorous portrayal of the Chicano Experience depicted on various facades with deep social, political, and cultural meaning. For instance, the red-metal wall can be simultaneously interpreted as the number 20 (i.e., basis of Mayan numerology) or the feathered serpent deity of the Aztecs, Quetzalcoatl, or a shiny, red low-rider car complete with hydraulics (i.e., chrome columns), and under carriage blue lights. The articulation of each façade enriches the pedestrian experience and promotes the public realm. This can be seen in the use of high quality materials -- granite, stainless steel, painted metal panels, and high performance glass -- contained in each incremental façade, and, taken as a whole, form a fine grain composition along the public streets. LEED Silver



World Class Architecture

1. The Overture, San Diego

A 40-story mixed use residential development containing 282 luxury condominiums and 10,500 sq. ft. of street level retail. The 391,300 gsf project is adjacent to City Hall and along the C Street Corridor. LEED Silver

2. 1050 B, San Diego

23-story mixed-use building, consists of 13,451 square feet of street-level retail space with 229 affordable residential rental units. LEED Gold

3. The Hyatt Regency Hotel, San Diego

A 31-story, 4-star hotel containing 750 keys along with a 30,000 gsf meeting hall, and a 30,000 gsf ballroom. The 890,000 gsf development is the tallest hotel along the Pacific coastline measuring 465 feet.

4. The Mark, San Diego

33-story tower containing 233 units with street level retail spaces sits on Market Street, with 2-story townhouses are on Island Avenue.

5. Mi Arbolito, San Diego

This luxury residential project is sited to take full advantage of its prominent location at the northwest corner of Balboa Park.

6. Torre Mexico - Popocatepetl, Deseos Mexico

A 55-story mixed use development containing class A office space, a gran turismo hotel, and 200 luxury residential condominiums. The 1.3 million square foot project is located along Paseo del la Reforma in Mexico City and overlooks the active volcano Popocatepetl. Phase 2 and 3 will feature three office towers and four residential towers.



The Great Escape! (The Final Chapter)

Miguel Galarza



I'll never forget the look on the San Francisco Zoo director's face when I told him we we're approaching 6,000 man hours on the project. After all, 2,080 hours is equivalent to 40 hours a week for 52 weeks, or one complete man year.

Yes, over the last 30 days of two-ten hour shifts Yerba Buena Engineering and its hoard of subcontractors had totaled 3 years of tying rebar, formed concrete panel, poured concrete, fabricated and set steel supports, and installed 1" thick laminated glass - all accident free.

The exhibits were 90% complete, yet they were not ready for the public. The exhibits, although safe for the public to view the tigers, were not in compliance with Title 24. Keeping your eye on the finish line was never a truer word spoken. As the design and construction team raced to the finish line we almost stumble yards from the finish line by failing to pay attention to the minor details. In this case those minor details were the drainage and pedestrian approaches to 2,000 liner feet of tiger and lion exhibits.

With the help of a tremendous Landscape Architect team employed by the San Francisco Department of Parks and Recreation; landscape island and grade separation curbs helped ease the transitions from exhibit to exhibit, all the while achieving positive drainage and complete Title 24 compliance.

Six weeks after the great escape, the San Francisco Zoo opened its new big cat exhibits to the public to the delight of little children and adults alike. Once again the public was able to gaze at these majestic large cats of the San Francisco Zoo. Sadly, the event known as the "great escape" caused the death of one young man, the maiming of another, and the death of an incredible Siberian tiger.

The design and construction of these exhibits were a testimony on, when faced with extortionary odds, success is sometime a matter of believing. Believing in your training, your employees, your subcontractors, your design collaborators, and yes, in yourself. I have hired many young and bright engineering students as interns over the past 15-20 years. If I could share one thought to make you a better intern and/or future employee, it would be to believe in yourself. Believe you are gifted, believe you have the right to be there, believe you're good enough, yes, believe in yourself, and most of all show it. Get out of the shadows, don't be afraid of mistakes, you'll make them, if you're trying.

This December will be 10 years since that momentous day, Yerba Buena Engineering has grown to become the 3rd largest Hispanic construction firm in San Francisco. We are respected by our competitors, and trusted within the construction and contracting community. I was not the largest, most experienced firm when I received that fateful call to come out to the Zoo, yet I knew I belonged, I knew we could build it, and I knew we would shine. Are you looking for ways to shine when you work an internship? Step up your game brothers and sisters, we're counting on you.



Six weeks after the great escape, the San Francisco Zoo opened its new big cat exhibits to the public to the delight of little children and adults alike.

Inspiring 7th Annual Scholarship Gala

By Roy R. Hernández, Photography by Michael A. Hernández



ByDESIGN Presents the 7th Annual CASA Alumni Scholarship Gala, held on the evening of April 28th, was an inspiring and overwhelming success! By any metric, e.g., fundraising, event attendance, program agenda, the dinner/wine, and the venue; the event exceeded all expectations.

The evening's program was the culmination of close collaboration between several strategic partners including: ByDESIGN, CASA Alumni, UC Berkeley's College of Environmental Design, CASA students, Latinos in Architecture, and the AIASF's Center for Architecture.

It is important to note that the success of the Gala was, in large part, due to the strong support CED Dean **Jennifer Wolch** lent the CASA Alumni. Her unwavering support exemplifies a proven commitment to support Students of Color and the Latino community. Her offer to advertise the event in the CED website/CED News, host the event in the gorgeous CED Gallery, cater a delicious dinner, and even provide a wine bar (a first), was spectacular. The realization of the event would not have been possible without her generous support. And we would be remiss if we did not thank **Monica Renner**, Development Associate, Development + Alumni Relations Office at CED, for her assistance in scheduling the event, making the facility arrangements, and assisting at the event until the last chair and table was put away!



Jennifer Wolch and Roy Hernandez welcome approximately 80 attendees (students, family members, professionals, original CASA Alumni, and faculty) to the 7th Annual CASA Alumni Scholarship Gala.

A year ago, CASA Alumni entered into conversations with LiA and CAD/AIASF to establish a Memorandum of Understanding. The objective was twofold: 1) optimize our efforts to cultivate Latino participation in Architecture, Planning and related design fields, and 2) increase our fundraising levels by leveraging CAD's non-profit apparatus. The shared vision with our partners has produced a highly effective and fruitful fundraising collaborative.

We owe tremendous kudos to **Homer Perez**, AIA, LEED AP BD+C, Architect + Green Building Consultant and **Irving Gonzales**, Principal, AIA/ CGBP, G7A, both LiA Board Members, for their commitment to the Latino community and our scholarship for UC Berkeley students.

L: Attendees to the gala help themselves to delicious South American cuisine, a veritable banquet catered by **Dean Wolch**.



R: CASA Co-chairs **Anarosa Robledo** and **Itzel Torres** man the wine bar, providing attendees refreshments. Both played a pivotal role in making the scholarship event an unmitigated success.



L: Gala attendees enjoy their dinner in advance of the premier of the CASA Reunion Video, produced by **Anthony Quiroz**, **eclipse Studio**. The 30-minute film provided a touching historical depiction of CASA in its formative years.



R: CED Students enjoy a moment of comradery over dinner.



Inspiring 7th Annual Scholarship Gala Continued

A special thanks goes out to CAD, our fundraising partner, for providing the avenue to substantially increase our donations. This includes **Jennifer Jones**, CAE, IOM, Executive Director, American Institute of Architects, San Francisco (AIASF), **Kendra Lee Adams**, Sponsorship + Partnership Manager, CAD/AIASF and **Dolma Chuteng**, Finance Manager, AIASF.

Likewise, a sincere thanks to the eighty or so persons who joined us for the evening, including CASA members, UC students, family members, CED faculty, LiA members, and original CASA founding members. It was an inspiring evening. The 7th Annual CASA Alumni Scholarship program was by far the most successful event to date. Attendees expressed a considerable amount of excitement and pride in the event:

It was very well organized. The food and location was excellent! My family truly enjoyed it! **Leslie Valencia**

The event is growing, every time a little more. It is amazing to be a part of CASA and to see it grow and become a part of CED's legacy. **Carlos Ramirez Esquivel**

Very successful event. Was very pleased to see a big turn out and to be part of this program. **Victor Rivas**

I am so happy about the event overall! The food and the space were perfectly accommodating to our party. Everyone was appreciative of the time and effort it took to make it happen. **Kevin Aviles**

Scholarship Recipients

Back Row: Anthony Quiroz (Filmmaker), Roy Hernandez (CASA Alumni), Abraham Aldaraca, Kevin Aviles, Jailene Montano Berber, Prof. Ron Rael (CED), Alejandra Aguilar, Leslie Valencia, Victor Rivas Valencia, Homer Peres (LiA), and Monica Renner (CED)

Front Row: Dean Jennifer Wolch (CED), Adrian Garcia Hernandez, Anarosa Robledo, Albert Orozco, Carlos Ramirez Esquivel, Elizabeth Romo, Itzel Torres, and Karen Gonzales



Top: Roy Hernandez, CASA Alumni Chairman, and Charles Higuera, FAIA, CASA Alumni Board Member, chat with Dean Jennifer Wolch, a supporter since day one.

Above: Homer Perez, our strategic partner, introduces attendees to Latinos In Architecture and recognizes LiA members who attended the event. Thanks for your partnership and extraordinary support!

Top: Original CED CASA members Carlos and Connie Villagran, and Antonio Pizano, both generous scholarship donors.

Above: Roy Hernandez closes the evening by sharing one of his mother's favorite sayings: "We are all the architects of our own destiny." admonishing students to assume responsibility for designing their future professional careers.



Inspiring 7th Annual Scholarship Gala Continued

Scholarship History. Adelante!

The first CASA Alumni Scholarship was held in 2011, in response to the severe impact the Great Recession was having on Latino students attending CED. Seven scholarships were awarded that night totaling \$2,700, ranging from \$100 - \$500. This year, thanks to the collaborative effort between **CASA Alumni, LiA, CAD/AIASF and CED**, nearly \$15,000 were awarded! The average scholarship was \$1,054 versus an average of \$385 in 2011. Our sincerest thanks to all of our generous donors: *“Your support keeps their dreams alive.”*

2017 Scholarships

Our Generous Donors

Platinum (\$1,000 +)

ThirdWave Corporation	3,218
KTGY	2,500
Irving Gonzalez	2,412
SH Cowell Foundation	1,500
Antonio Pizano	1,000
Field Paoli Architects, Inc.	1,000

Gold (\$500 – \$999)

Charles Higuera	500
Oswaldo Lopez	500
Roy Rogelio Hernandez	500
Jennifer Wolch	500
Barcelon & Jang Architecture, Inc.	500

Silver (\$100 - \$499)

Clifton Lemon & Maritza Delgadillo	250
Gloria Ramos	200
Sarah Ishikawa	100
Diana Marquez	100
Connie & Carlos Villagran	100
Sandra Vivanco, Architecture & Design	100

\$ 14,990

Scholarship Recipients

ThirdWave Tech Prize

Itzel Torres	BA Urban Studies 2018	3,218
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Martin Del Campo Graduate Scholarship

Leslie Valencia	MA City Planning, Afford. Housing 2017	2,000
Albert Orozco	MA Arch 2017	2,000

Antonia Escobar Memorial Scholarship

Anarosa Robledo	BA Urban Studies 2017	2,000
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Bob Esparza Scholarship

Alejandra Aguilar	BA L. Arch 2017	1,200
Karen Gonzalez	BA Public Health 2017	1,200
Victor Rivas Valencia	BA Architecture 2017	900
Guillermo Alcauter	BA Architecture 2017	600

Merit Scholarship

Adrian Garcia Hernandez	BA Sustain. Environ. Design 2018	600
Jailene Montano Berber	BA Urban Studies 2018	300
Carlos Ramirez Esquivel	BA Architecture 2017	150
Elizabeth Romo	BA Architecture, Sustainable Design	150
Keith Aviles	BA Architecture 2018	150
Abraham Aldaraca	BA Architecture 2017	150

\$ 14,618

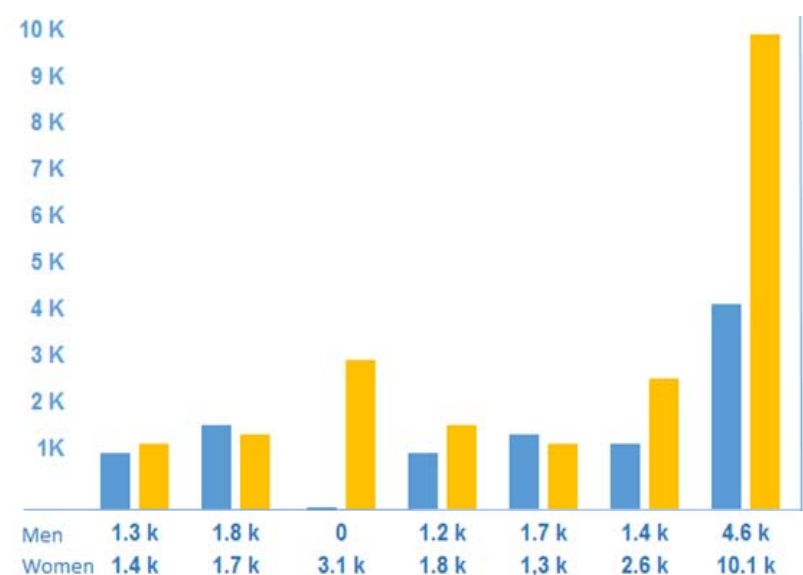
Fundraising by Year

This figure illustrates the dramatic increase in fundraising after entering into our partnership with LiA/CAD/AIASF which provided a non-profit avenue.



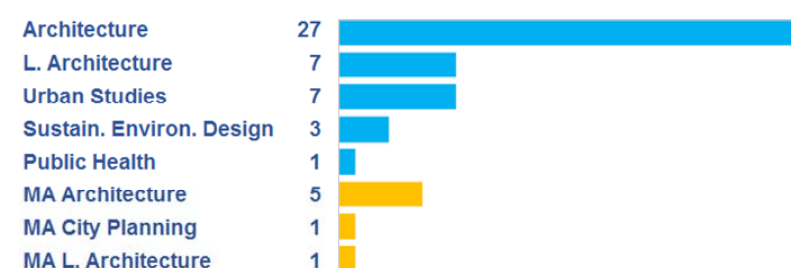
Scholarships by Gender

This chart illustrates the distribution of awards to male and female students. Historically, women have consistently outnumbered male recipients.



Scholarships by Degree

This chart illustrates the distributing of awards by degree. In the future we will endeavor to expand awards to all areas of study at CED.



Inspiring 7th Annual Scholarship Gala Continued

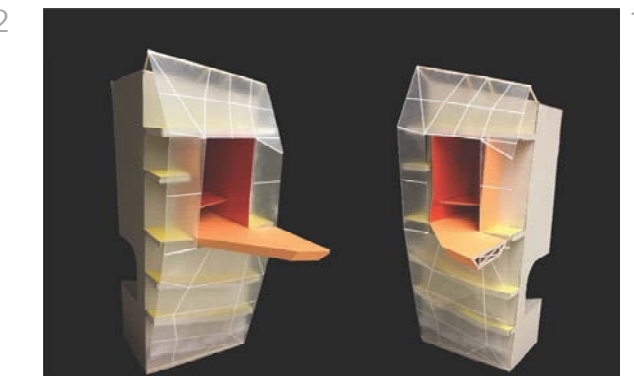
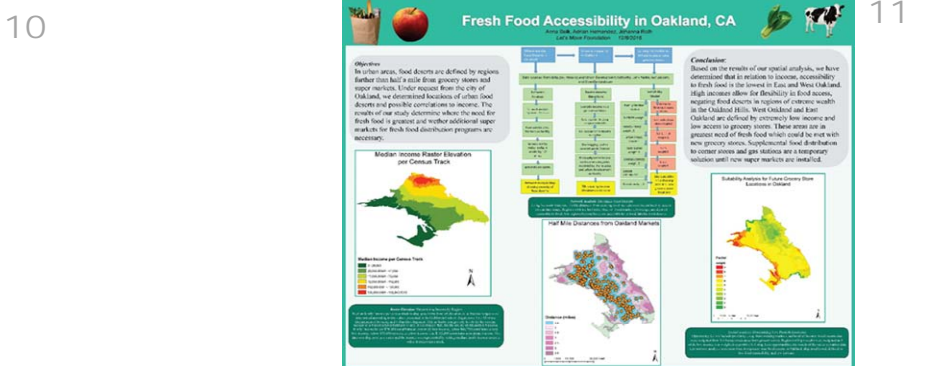
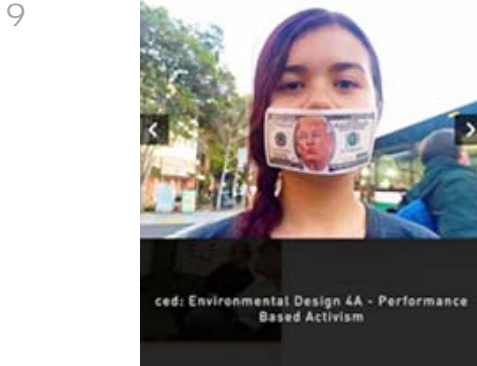
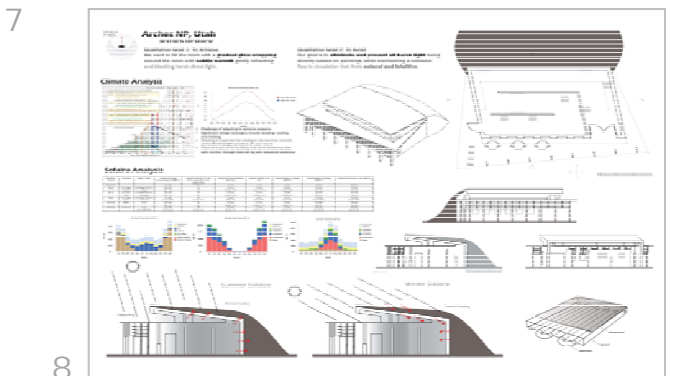
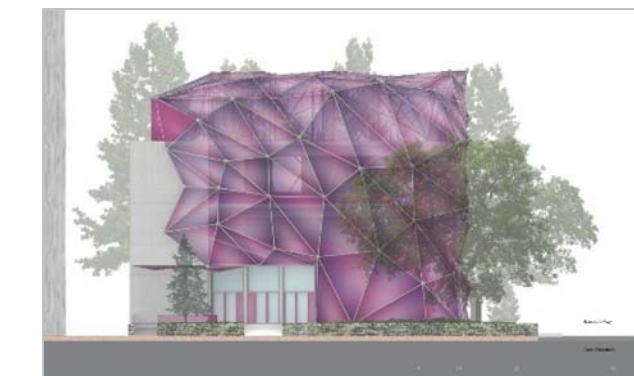
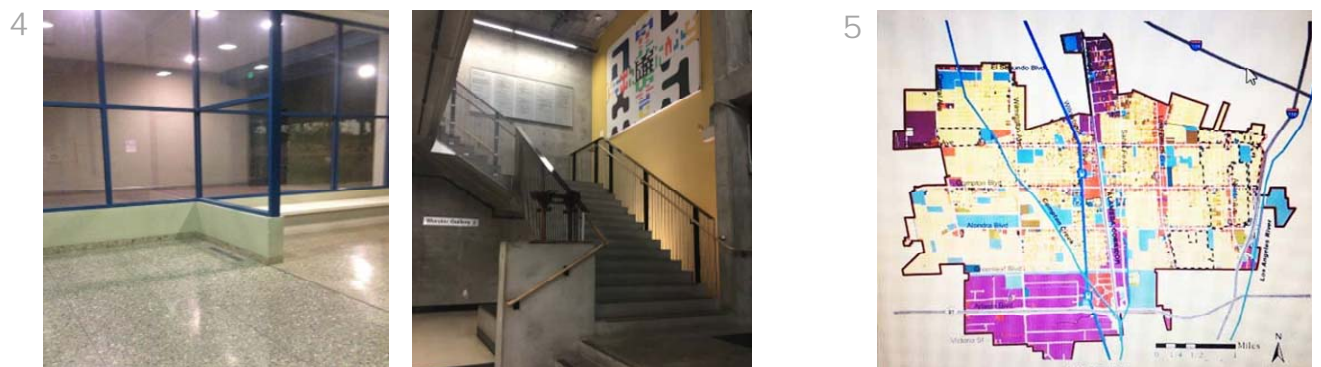
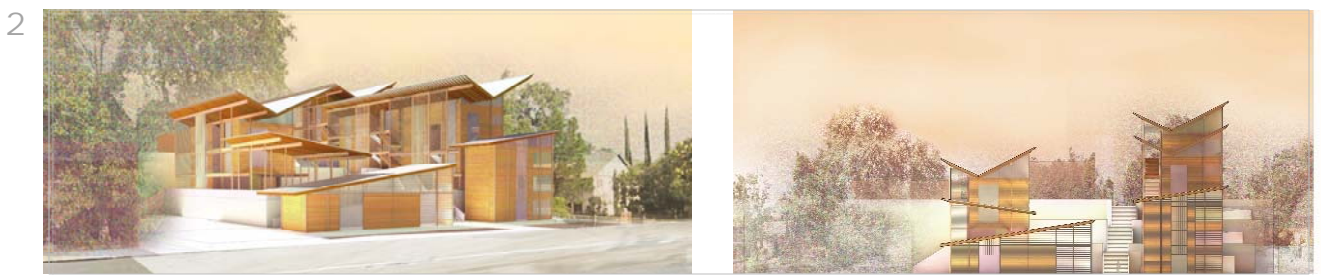
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Scholarship Criteria & Recipients:

- Personal history statement
- Participation with CASA
- Contributions to ByDESIGN, student organizations or community work
- CED academic achievement
- Vision statement
- Student Work: project samples provided here

1. **Leslie Valencia**, MA City Planning, Affordable Housing 2017
2. **Albert Orozco**, MA Arch 2017
3. **Alejandra Aguilar**, L. Arch & Environmental Planning
4. **Karen Gonzales**, BA Public Health 2017
5. **Itzel Torres**, BA Urban Studies, 2018
6. **Victor Rivas Valencia**, BA Architecture, 2017
7. **Guillermo Alcauter**, BA Architecture, 2017
8. **Anarosa Robledo**, BA Urban Studies 2018
9. **Adrián García Hernández**, BA Sustainable Environmental Design / Forestry & Natural Resource Management, 2018
10. **Jailene Montano Berber**, BA Urban Studies 2018
11. **Carlos A Ramirez Esquivel**, BA Architecture, 2017
12. **Elizabeth Romo**, BA Architecture, Sustainable Design 2018
13. **Kevin Aviles**: BA Architecture 2017
14. **Abraham Aldaraca**, BA Architecture 2017



Inspiring 7th Annual Scholarship Gala

Continued

CASA Reunion Video



On June 11, 2016 a reunion of CASA alumni was held at Wurster Hall.

More than 40 original CASA members/ CED alumni filled the main lobby to reminisce and reconnect more than 40 years after graduating from Cal.

That historical reunion was captured on video and **Christine Ynzunza** retained a professional film maker to produce a short film on the early days of CASA for her brother, **Thomas Sanchez**, an alumnus who could not attend the reunion.

The 'CASA Reunion' video, produced by filmmaker **Anthony Quiroz**, of **eclipse Studio**, was premiered at the Scholarship Gala. The impactful film was recognized with raucous applause, and a few tearful eyes.



Above: Introduced by CED CASA Alumni Antonio Pizano, Anthony Quiroz provides an overview of the CASA Alumni Video

Leslie Valencia: *It was very informational and truly captured the entire history.*

Kevin Aviles: *I thought it was great to see how far the organization and CASA community have come along.*

Victor Rivas Valencia: *Incredibly heartwarming.*

Carlos Ramirez Esquivel: *The CASA Reunion video was a great way of showing how CASA came into fruition. The video was inspiring and gave the club greater context. The video really brought you down to the ground floor of the CASA beginning and what it was like to be a part of a strong student driven club.*

New CASA Mural: Semilla de la Resistencia 2017

"Our mural tells the narrative of our community through space, time and structure. We incorporated iconic monuments, landscapes, and a story that is tied together with the prospect of growth. One of the main components that makes the narrative of the mural impactful is the student portrayed to be the seed that allows the tree of resilience to grow. This tree is linked to the student, and together they create an entity that allows barriers to be broken, and explains the sacredness of our identities."

La Semilla de la Resistencia: 2017

*Let us remember that we are the seeds.
Let us remember that with our roots
clawing into the ground, trees and flowers
will grow. We will always rise high, our
bloom coloring the world.
We will grow on concrete, we will grow on
water, we will grow on earth.
We will dismantle
We will demystify
We will destroy.
The barriers, the social constructs,
anything that invalidated our worth.
The identities of our communities and the
unity in our stories are scared.
We are the seeds of resilience, let it be
known. - **Itzel Torres***



Above: Anarosa Robledo and Itzel Torres (CASA Co-chairs) provide a presentation on the new CASA Mural..



Leslie Valencia: *I am extremely proud that the mural is up, and look forward to what the mural will inspire. Hopefully, it will inspire more murals!*

Kevin Aviles: *I am really excited about it! The mural will become a symbol for all people of color within the College of Environmental Design and gives a new generation of CASA the chance to add to its growing history at UC Berkeley.*

Carlos Ramirez Esquivel: *The new CASA mural is great! It tells them that they are seen and not forgotten and that their struggle is our struggle.*

Victor Rivas Valencia: *Its a beautiful piece, I would have loved to see more resilience in the Mural.*

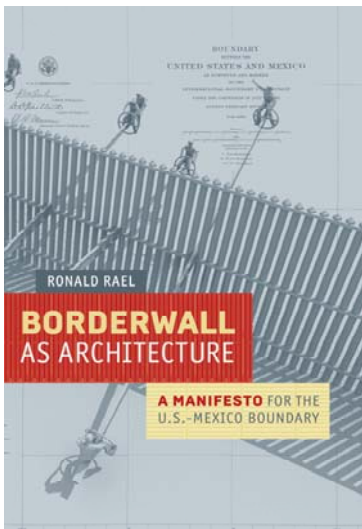
Anthony Quiroz, eclipse Studio. antonio.quiroz4@gmail.com

Inspiring 7th Annual Scholarship Gala

Continued

Guest Speaker: Associate Professor Ron Rael

"Borderwall as Architecture: A Manifesto for the U.S.-Mexico Boundary"



The fourth item in our agenda was distinguished speaker Ron Rael, CED Associate Professor of Architecture. He is the author of *Borderwall as Architecture: A Manifesto for the U.S.-Mexico Boundary* (University of California Press 2017).

This insightful book “advocates for a reconsideration of the barrier dividing the U.S. and Mexico through design proposals that are hyperboles of actual scenarios that have occurred as a consequence of the wall.”

The presentation was characterized with scholarly rigor with a twist of comedic delivery. The audience was thoroughly mesmerized by Professor Rael. Here is what attendees has to say:

Leslie Valencia: *Ron Rael's research is very relevant this year. It has always been an escape for me to think of the border wall in this matter and having been familiar with his research, I enjoyed sharing it to others. It has a very different connotation now, and I am interested in seeing how this research continues to evolve.*

Anthony Quiroz (Filmmaker): *This was a valuable contribution to the overall meeting especially with today's political administration. I believe professor Rael did a beautiful job with insightful and informative dialogue.*

Kevin Aviles: *I enjoyed the presentation by Prof. Rael, the uniqueness of his subject matter is what interests me. While his work is important and challenges views on what a border between two countries can be, it does so in a playful way that does not impose ideas rather than suggest what is possible.*



“ I am extremely grateful to have received the first **ThirdWave Technology Prize** for the CASA Alumni Scholarship. I was in serious need of a computer, since financially I was not able to afford it on my own.

It became extremely stressful to do school work. Now that I have a computer, I will be able to do all the work my classes require. I will be able to work from the convenience of my laptop instead of always having to go to the library, which is stress relieving. This Mac laptop is an investment that opened a bright door to the future. It will allow me to invest in job opportunities that will also help me sustain myself financially.”

Itzel Torres, BA Urban Studies



Professor Rael's presentation and reading from his book kept the full house of attendees engaged and enthralled. His subtle comic timing was refreshing on what was otherwise a serious contemporary topic.

Carlos Ramirez Esquivel: *Ron Rael's book reading was intriguing. I can't say I completely agree but I can see validity to his argument. He looks for what new architecture is being created as a result of a massive Mexico-USA dividing wall. I profoundly enjoyed the conversation with professor Ron Rael.*



“ I just saw the video. I didn't know anything about CASA and it changed how I feel about Berkeley. I feel more welcomed now. I feel like I'm part of something more larger.

I am very happy that I came. It was very fortunate because I didn't know about this. A friend of mine asked me “Are you going to the event?” and I said: What event? “Today at 6:00.” So I just found about this about a half an hour before.

I'm so happy I came! ”

Karla Mendoza Damken, MA Landscape Architecture

Latinos in Architecture

ByDESIGN[®]
a quarterly e-zine

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Perspectivas 2017

Homer Perez, AIA, LEED AP BD+C

LIASF is extremely excited and proud to announce the Perspectivas 2017 Exhibition Official Call for Entries!! Our exhibition is part of the AIASF's Architecture in the City Festive Happening in September.

Apply, apply, and apply! This year we are so thankful to be partnering with the California College of the Arts School of Architecture and occupying the Nave Gallery and outdoor space.

We want as much work and diverse medium as we can accept to fill the Nave and highlight the theme of the Festival: "Secret City". To participate follow this link: <http://aiasf.site-ym.com/group/LiA>.

We look forward to your application and hope to see you at the Grand Opening Reception on September 19th!



LIASF tiene el placer de invitarlos a participar en Perspectivas 2017, nuestra exposición que forma parte del Festival de AIASF Architecture in the City en el mes de Septiembre.

Este año damos un especial agradecimiento a la alianza realizada con la Escuela de Arquitectura del California College of the Arts, quien ofrece el espacio de La Nave y patio trasero de su sede en San Francisco para llevar a cabo Perspectivas 2017.

El tema de este año es "Secret City", esperamos ofrecer gran diversidad de trabajos mostrando la diversidad que hay en la cultura Latina. Para participar sigue el link: <http://aiasf.site-ym.com/group/LiA>. Allí encontraras todos los detalles.

Esperamos que todos participen! Nos vemos el 19 de Septiembre para la inauguración!



Homer A Perez, AIA, LEED AP BD+C,
Architect + Green Building Consultant, homerinsf@gmail.com

Professional Development

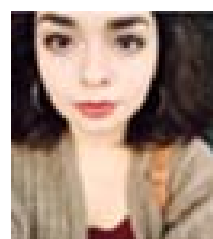
Technology Leader Hires Team of Cal Interns

Roy R. Hernandez

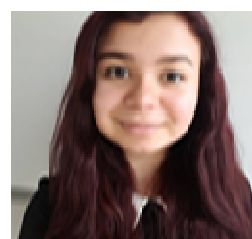
A team of talented students from UC Berkeley's College of Environmental Design (CED) have secured summer intern positions with nationally recognized tech leader ThirdWave Corporation (Los Angeles).

This is the continuation of a program that began in late 2015, which proved to be highly successful. Two CED students hired at that time, Anarosa Robledo and Itzel Torres, did an exceptional job assisting in the development of Enterprise Digital Master Plans for the cities of Berkeley, Santa Ana and Long Beach. Producing graphical business process models articulating tech requirements, the artifacts produced by these students formed the basis for strategic IT Roadmaps. These projects resulted in \$40,000,000 (forty-million dollars) in technology investments to enhance government service delivery, produce cost savings, and improve internal efficiencies.

The Team will receive training in the use of graphic software, process mapping and the patented Rapid Workflow[®] methodology, while receiving a living wage of \$20.00 per hour.



Itzel Torres



Jailene Montano

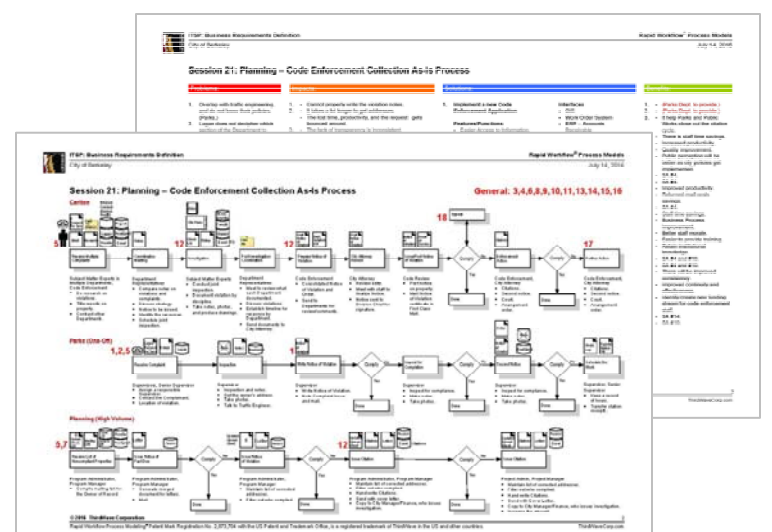


Alejandra Aguilar



Maryell Abela

Sample Rapid Workflow[®] business process model produced by CED interns. Data from these models are used to identify digital strategies and roadmaps, including infrastructure, hardware, software, and professional services.



White Supremacist Protesters Clash with Anti-Fascist Groups in Downtown Portland

Photography by Lauren E. Hernández

"Free speech" protesters clashed with anti-fascist groups in Downtown Portland, Oregon on Sunday, June 4, 2017. Thousands of counter protesters crammed into Chapman Square and Terry Schunk Plaza as part of opposing rallies across the street from each other. More than nine state and law enforcement agencies were in attendance — all in riot gear. Police deployed rubber bullets, flash bangs and pepper spray to crowds that were deemed to have unlawfully assembled.



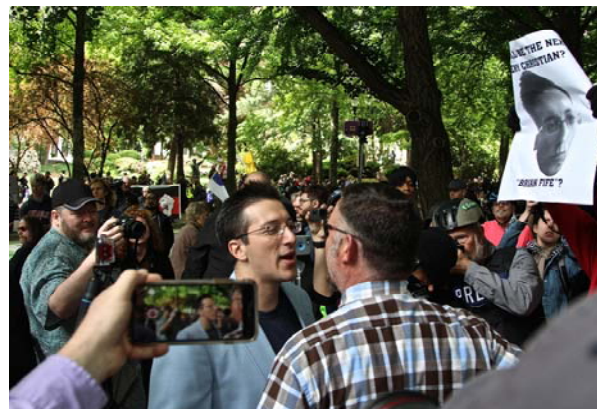
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1. Members of the pro-Donald Trump "Free Speech Rally" raise a confederate flag merged with "Don't Tread on Me" details at Terry Schunk Plaza.
2. Counter protesters rally against pro-Donald Trump supporters at Portland City Hall.
3. Dylan Green, 8, raises the "Don't Tread on Me" flag at Terry Schunk Plaza as part of a pro-Donald Trump "Free Speech Rally." He attended with his father, who supported the rally's Alternative Right organizer Joey Gibson.



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4. Alternative Right speaker Kyle Chapman argues with a counter protester.
5. A member of the pro-Donald Trump "Free Speech Rally" arms himself with tactical gear at the Terry Schunk Plaza.
6. A Department of Homeland Security officer creates a barricade between "Free Speech Rally" protesters and labor group protesters.
7. Oregon State Police ride on a patrol vehicle between "Free Speech Rally" protesters and labor group counter protesters.
8. Department of Homeland Security officers taze a man after repeatedly ordering the man to not skateboard through the street.