

ByDESIGN

An Online Journal of Exceptional Achievement

ANNE CERVANTES Architect & Accidental Activist

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You'll Like It
By Charles
Higuera, FAIA

The Next Generation
of Mentors
By Abel Morales

VOLUME 14 FALL

October 2014

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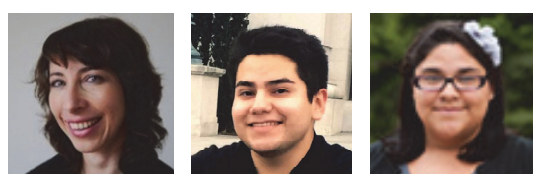
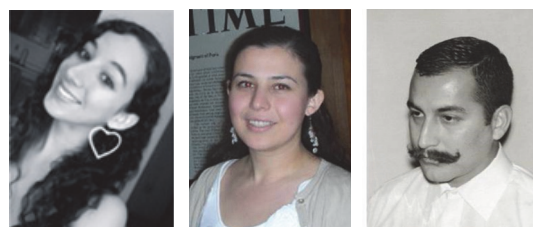
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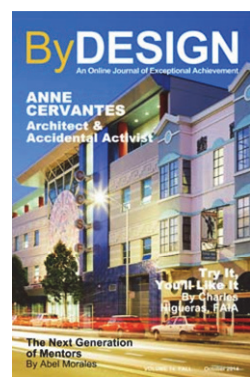
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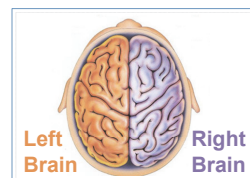
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Congressional Hispanic Caucus Institute, Student of the Month

contributed by Susan Hagstrom

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ANNOUNCEMENTS

Image Gallery

Do you have awesome photographs of any subject matter, computer generated images, 3D architectural models, or artwork you would like to share with our readers? If you do, we'd love to see them.

ByDESIGN is kicking off an image gallery where readers can contribute and publish their work. Send us your outstanding images (JPEG, PNG or GIFs) with the date and title of your work and we will publish them.

Inbox

Emails From Our Readers

August 8, 2014

Outstanding work, but would it have been anything less? No way. Your brilliant magazine is inspiring.

Edward Rickter

Architect / Developer
Long Beach, CA

August 10, 2014

Thank you so much for allowing me the opportunity to be interviewed and be part of the summer 2014 ByDesign. I'm honored to have been given a the opportunity to be part of the publication. Also thank you for the work that you do in promoting Latinos and telling their stories.

Edgar Lopez, AIA

City Architect, City of San Francisco, CA

August 13, 2014

Thank you for the e-newsletter. Getting more and more professional. Good work, I enjoy reading it.... and I'm proud to see others doing superb works.

Antonio I. Risianto

Principal, Triaco - 3CoArch
Bali, Indonesia

ON THE COVER:

The cover photo was shot at the SF City College on October 22, 2014 by freelance Los Angeles based photographer Michael Anthony Hernandez. He received a BA Fine Arts from the Pasadena Art Center. dearlhernandez@gmail.com

The Architect as Community Activist

By D. Oswaldo Lopez, AIA, LEED GA



Over the course of the development of our publication, it has become truly amazing to see the diversity of interests, stories and experiences of those who have gone forward in their careers as design professionals.

Some have chosen to practice architecture in the traditional sense as service providers or have spent their efforts in the pursuit of expanding the role of our profession in academics and research.

Our professions are unique in that sense. Design professionals have the ability to venture into many avenues as leaders addressing the challenges of our environment for the betterment of society.

In this issue, we explore the architect as activist and the remarkable work of Anne Marie Cervantes, AIA a tireless architect/activist who devotes her time and energy in the preservation of the history and advocacy for the Latino community of San Francisco - among her many activities.

As a recognized activist on social causes, Anne's career epitomizes the definition of community professionals who maintains her ties to her community.

We take great privilege in sharing Ms. Cervantes' career experiences, work and advocacy. For in the final analysis her work not only transcends the idea of architect as traditional service provider but as a professional who sees herself as an integral part of community development, preservation and advocacy for those who may have limited voices but have the courage and conviction to continue to strive for justice and acknowledgement within the democratic concept we call civil society.



Anne Marie Cervantes, AIA
Cervantes Design Associates
San Francisco, CA
October 22, 2014
Photo: © 2014
Michael Anthony Hernandez

CONNECTIONS

LiA SF Perspectivas 2014 Exhibition

By Iara Bachmann, Senior Designer Brayton Hughes Design Studios



Latinos in Architecture (LiA), a committee of the American Institute of Architects (AIA) San Francisco Chapter, launched this year its Perspectivas exhibition as an annual evolving event of the committee and its membership.

Perspectivas is an opportunity to exhibit and recognize built and unbuilt design work of Hispanic Design Professionals and Related Fields of the greater San Francisco Bay Area community at large.



Exhibition organizers from left to right: 2014 LiA Co-chair, Homer Perez, Founding LiA Co-Chair Iara Bachmann, Diana Montoya (LiA), Jorge Garcia (Alter Space), Nora Enriquez (LiA), and Kevin Krueger (Alter Space)



LiA SF Perspectivas 2014 Exhibition

Continued

Iara Bachmann co-founder and chair of LiA SF together with Homer Perez co-chair, generated the idea and created the opportunity for the exhibit to start this year.



“Perspectivas 2014” showcased the work and talent of architects, urban planners, interior designers, artists, and related fields practicing in the San Francisco Bay Area.”

work and talent of architects, urban planners, interior designers, artists, and related fields practicing in the San Francisco Bay Area. The body of work not only addresses and defines space and meaning of home in San Francisco, but also how it relates to the urban fabric.

They recruited Diana Montoya and Nora Enriquez - both architects with exhibition experience - to assist with the design and implementation of the exhibition.



The exhibit this year concentrated in showcasing related architectural fields with a broad portfolio of work creating a dynamic and unique vision of our multicultural and multidisciplinary city of San Francisco.

Alter Space gallery, 3M, Field Paoli and Moss Retail sponsored the event and made this first step for LiA come through.

This exhibition was part of the 2014 Architecture in the City Festival a program facilitated by the AIA San Francisco and the Center for Architecture + Design.

"PERSPECTIVAS 2014" THE MEANING OF HOME AND THE URBAN FABRIC showcased the

Printed floor graphics designed by LiA's Iara Bachmann and provided by 3m and Moss Retail welcome all to the exhibition.

September 6th the opening night, was a great success for LiA SF, reaching more than 600 people.



Top: Perspectivas Exhibition Opening Reception attendees absorb and enjoy the body of work.

Bottom: Wayne Barcelon, LiA Member and Exhibit Contributor engages with attendees alongside Jorge Garcia of Alter Space Gallery.

Top: An inquisitive attendee investigating the works of Osvaldo Ruiz.

Bottom: The Alter Space Gallery allows plenty of space for interaction, exploration, and discussion

Top: LiA members and friends enjoy the works of Lorena Fernandez-Fernandez.

Bottom: Opening Reception attendees investigate the diversity of projects and public works of Perspectivas 2014.

Event Attendees

Raul Anziani, Field Paoli
Larry Barcelon, Barcelon and Jang
Argelia Barcena, KMD Architects
Jose Brunner, A+D Architecture and Design
Lorena Fernandez-Fernandez, ByLorena
Irving Gonzales, Gonzales Architects
Gino Castano, Paletteur
Bruno Lopez, Kendall Young Assoc.
Oscar Melara | Book & Wheel Works

Paul Molina, Paul Molina Architect
Alejandro Pimentel, SF Dept. of Public Works
Mauricio Soto, Studio for Lightweight Design
Reinaldo Soto, Stantec Architecture
Sandra Vivanco, A+D Architecture and Design
Pablo Pardo, Circa
Alex Garcia, Artist
Osvaldo Ruiz, Artist

About the Author

Iara Bachmann is a Sr. Designer at Brayton Hughes Design Studios, Architecture & Planning in San Francisco. She received a Master in Architecture from the University of Texas, Arlington, a Bachelor of Science in Interior Design from Texas Christian University, Fort Worth and studied at the École des Arts Décoratifs, Interior Architecture, Geneva, Switzerland.
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CASA Students Study Abroad

7 Countries in 42 Days: My Summer Studies / Travels in Europe

By Matthew Almendarez

ByDESIGN®
a quarterly e-zine

Volume 14 October 30, 2014



July 4th. The day that many families across America were beginning to prepare for a day full of festivities. It was the day my family was heading over to my sister's to begin their celebration of Independence Day. It was also the day my flight left for Stockholm. I was nervous going to the airport that day. After saying goodbye to family and friends, the drive to LAX seemed so surreal. The thought of *leaving* seemed unreal. As I said goodbye to my sister before entering the security line, it finally hit me: I was on my way to Europe.



This past summer, I studied abroad in four different countries in Europe: Sweden, Denmark, Germany and Switzerland. I participated in the Sustainable Cities of Northern Europe program offered by UC Davis, and I was able to see several sites that focused on green design and renewable energy.

Our first destination was Stockholm, the capital of Sweden, where we were able to experience their own line of transportation systems, visit several eco-villages within the city and be able to do what the Swedish do everyday: eat Swedish ice cream. It was amazing to have had the opportunity to visit urban districts such as Hammarby Sjostad and Stockholm Royal Seaport because they exhibit the definition of what it means to be sustainable. These villages focused on energy conservation and energy efficiency with storm water drainage systems and a district-wide waste treatment system designed to separate waste accordingly to be more sustainable. They have focused on "meeting the large demand of apartments while reducing urban sprawl of the 20th century." It was also interesting to learn what Stockholm buses ran on - biogas made from human waste. Yeah, I know. But it's a lot better for the environment, producing less carbon footprint than fossil fuel.



Our next stop of the program was Malmo, a southern city in Sweden. As a class, we were able to experience how the city had learned to reduce car usage and increase bike usage. Biking was such an amazing experience since we were able to see more of the city than walking alone. We were able to visit other eco-districts in Malmo, such as the Western Harbour front that flourished with the Turning Torso and other high-rise residential and commercial buildings. Biking allowed us to visit the Augustenborg, a neighborhood that has endured transformation with green roofs, a stormwater drainage system and a new waste treatment system, serving over 15 recycling centers for over 1,800 inhabitants. Treating food waste has also become a priority, as it has been treated to make biogas.

“ I participated in the Sustainable Cities of Northern Europe program offered by UC Davis, and I was able to see several sites that focused on green design and renewable energy. ”



Stockholm Royal Seaport advanced recycling center installed in a residential complex, Stockholm, Sweden



Visiting the eco-village of Hammarby Sjostad, a sustainable waterfront residential neighborhood in Stockholm, experimenting with a centralized district heating system, recycling, and food waste collection for biogas production.

7 Countries in 42 Days: My Summer Studies / Travels in Europe

Continued

Copenhagen, Denmark was our third destination in the program. Traveling to the city was a breeze, it only took 30 minutes from Malmo. In the week there we got to know the city by bike. We visited Amagerforbraering waste to energy treatment plant, where BIG architects have a plan to redevelop the plant to become an environmentally-friendly incinerator as well as a ski slope for the residents of Copenhagen.

We also attended a lecture by Biana Hermansen from Gehl Architects, who lectured on how we should design to “redevelop human habitat.” This inspired me to rethink about design. She noted many cities have been unsustainable because we don’t design them for humans but for other objects that take up space; we need to learn to design with humans in mind. The era of bicycle urbanism has done that, eliminating the need for infrastructure for objects. As Hermansen mentioned, she preferred seeing a “city full of faces (on bikes) than a city full of objects (like cars).”

In Denmark we were also able to visit a co-housing project in the little town of Trekonner. We had the chance to cook as a community, picking fruits and vegetables from the families' community gardens and making a dinner for 35 people. It was an experience like no other, getting to know strangers that soon became family to all of us. The co-housing project is something many overlook because of the lack of privacy; but in reality, co-housing projects did offer the right amount of privacy, and still offered the benefit of being able to get to know one another.

After Denmark, we traveled to Freiburg, Germany, where we explored Germany’s search for



Sightseeing in the cities of Amsterdam (top left), Copenhagen (top right), and Freiburg (bottom left) allowed for many opportunities to sketch (bottom middle) and have fun!

renewable energy. We visited the Black Forest to understand windmills and their energy saving, and we had the chance to visit the Fraunhofer Institute for Solar Energy Systems. Understanding the importance of renewable energy was moving, as Germany’s goal was to move away from fossil fuels and use solar and renewable energy as their main source. Our program ended in Switzerland, where we stayed for two days in Luzern to explore the city, hiking up Mount Rigi to experiment with public transportation such as boats, cable cars, and cog trains.

“ Studying abroad has inspired me to rethink the art of design. (It) pushed me out of my comfort zone and encouraged me to dream big, to become an architect. ”

I explored the cities of Barcelona, Paris and Amsterdam and got to visit some of my favorite buildings/structures in the world, such as La Sagrada Familia, Casa Batllo, Parc Guell, Barcelona Pavilion, Villa Savoye and so many more.

Being able to visit these sites, let alone given the chance to study and travel around Europe, has pushed me out of my comfort zone and has encouraged me to dream big to become an architect. Studying abroad has inspired me to rethink the art of design. It is not just about the walls of a building that make it a building, but the space that people occupy it. Learning to put nature first when it comes to design as well as the human habitat can potentially push one forward to building a sustainable living, which can ultimately improve our world’s built landscape.



About the Author

Matthew Armendarez is a student at UC Berkeley, College of Environmental Design where he is getting a BA Architecture. He is a member of CASA and has been the recipient of numerous scholarships. His work has been published in Cal Literature & Art Magazine (CLAM) and ByDESIGN. matt.armendarez93@berkeley.edu

Architect & Accidental Activist

By Lauren E. Hernández, Staff Writer



Anne Cervantes' personal and business philosophy is identical; lending a voice to the community that would otherwise be silenced during design projects. Cervantes boasts over 29 years of experience with 24 years of involvement in public policy work to ensure that minority and women-owned businesses are given equal opportunity to obtain public contracts.

Her commitment to community involvement drives her professional endeavors. Cervantes is a trailblazer with her exhaustive community, business and political involvement, examples include being the first Latina on the AIA's Board, sitting on the Land Use Advisory Board for the Port of San Francisco, and being recognized by Mayor Willie Brown for her many contributions to the City of San Francisco. (See Side Bar for a more complete list of her accomplishments.) Cervantes' work is focused in the Mission District of San Francisco, a predominately Latino community where she renovated the city college's Mission campus, organized countless festivals and carnivals and founded an after-school and summer mentor program for girls. Cervantes welcomes community input so that she can better serve its wants and needs. Cervantes uses a community design process in public building and spaces so they can be owned by its users.

Can you tell us about yourself and family background?

My parents, both from large families and born in the United States, were small children in the Depression. They were the youngest of large families, half being born in Mexico and the other in the US. Of the second generations of these large families only four of my cousins received Bachelors of Arts degrees and only two postgraduate degrees, of which I am one. My parents encouraged me to attend college, but I didn't know how to become an architect. If it wasn't for an Iris-Chilean Architect in my undergraduate program and Affirmative Action I would have never received a Graduate Fellowship to pursue my dream career. I entered UC Berkeley's Option 3 program with an undergraduate degree in arts. Affirmative Action provided the finances; I still had to compete with people with degrees from Ivy League Schools.

What interested you in studying architecture?

My first interest in design was at seven. I recalled my grandfather, a carpenter, was fixing an old car on the front lawn of my grandparent's old Victorian. I stood in awe looking at a 1950's Studebaker, charcoal grey, with its front hood shaped like an airplane engine made of chrome, the suicide doors, and the fold in the windshield. The beauty of this car left its imprint in my mind.

Memories of reviewing floor plans from the model homes we visited with my parents when they were looking to purchase a home. My father, a veteran, was able to secure a GI loan to move from the barrios he and my mom grew up in.

Lautner's Elrod House's cantilevered infinity pool with a view of Palm Spring's valley and his ability to integrate a new stairway into exposed outcrop of rocks into his design.

The LA Times Home section where I first saw the work of Ricardo Legorreta and Charles Lautner. Legoretto's modern work captured the feeling of Mexico's traditional architecture. Legoretto's work left such a lasting impression that once I arrived at Berkeley I went to Mexico City to ask if he would be interested in lecturing at UC Berkeley. I was able to do this because of Dean Esherick's support..

The work of Paolo Soleri and his quest to build a utopian city out in the middle of the Arizona desert. My Chilean Architect/ Professor, encouraged me to apply for an National Endowment of the Arts funded grant to work on Soleri's project for three months. I was successful, and that summer I learned about the work and relationship between architecture and ecology, and the philosophy of Tielhard de Chardin, "The Phenomenon of Man" (which Soleri's work is based on). That fall Paolo Soleri wrote me a letter of recommendation to attend graduate school in architecture.



Anne Cervantes (4th from the left) receiving a commendation from the City of San Francisco with other committee members.



© Michael A. Hernandez



© Michael A. Hernandez



© Michael A. Hernandez



City College San Francisco, Mission Campus: Located in the heart of the Mission District, CCSF has become the cultural icon of the Latino Community. It has a new four story building addition with below grade parking and a renovated four-story Streamline Modern building. A joint venture between CDA/KYA, a community driven process worked with a community working group composed of District teachers, local business leaders, and students. The school has a total of 220,256 square feet with a costs of \$74,000,000.

COVER STORY: ANNE CERVANTES

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Architect & Accidental Activist Continued

Who've been your mentors throughout your professional career?

At the start of my career it was Martin del Campo, who taught at UC Berkeley's CED's architecture program.

Most of my career, it has been Frank Fung, RA, a UCB graduate in Architecture from the CED and business owner. From Frank I learned that economic and political empowerment cannot exist without the other and to choose my battles carefully.

What's the hardest part of being a sole practitioner? What's the greatest joy of being a sole practitioner?

Access to capital is the hardest and finding solutions to challenges dropped at my doorstep. The challenges have forced me to take risk from which I have learned.

Does what compelled you to study architecture still hold true for you as a practitioner?

My definition of what an architect does has evolved with time. My professional work and community involvement is the implementation phase of my graduate studies' thesis. At Berkeley we learned to develop a methodology and approach to solving design problems. These are the best tools I am equipped with. Thank you professors Sandy Hirschen, Claire Cooper Marcus and Sara Ishikawa.

How do you use the Community Design Process in your practice of architecture today?

Cervantes Design Associates' philosophy, as a community based architecture firm, is to reinvest in community through volunteering, pro-bono projects and donating to non-profit organizations. We utilize the community design process to engage community to provide input into the public buildings and spaces we design so that the community can have ownership of the building.

This is important with public sector infill projects in dense neighborhoods. As architects, we can design the most beautiful sculptured buildings and public spaces, but if the public can't relate to the architecture, then it becomes a fascist and egotistical piece of architecture. Architects need to understand how to design into the context of the urban environment and understand how people will engage as a pedestrian. When architects don't do this, the architecture becomes a vocabulary foreign to its existing community.

New modern concrete glass buildings in the Mission District built by developers and architects not only disengage with the public, but also contribute to the ongoing gentrification of San Francisco's Mission District. The developers and architects are designing for the Tech Industry and not for the families that have lived in the Mission for three and four generations. The urban cores were abandoned in the 1950s through the 1990s during the flight to the suburbs; the low-income families stayed and created a sense of place with little resources.

“As architects, we can design the most beautiful sculptured buildings and public spaces, but if the public can't relate to the architecture, then it becomes a fascist and egotistical piece of architecture.”

Now there is interest in living in San Francisco from the hipsters and techies, which is a generation of narcissism.

I see myself as an accidental activist who can't stand by and see social injustice. This is why I am committed to assisting people and organizations in the Latino Community. It is important for all people to have a say in the environments they live and work in, rather than being dictated to what their environment should be.



Visitacion Valley John King Child Development Center, Child Care (Above) 500 Raymond Avenue, San Francisco CA 94134. Interior photographs of the reception area.

Supershop 9 Communication Graphic Communication Studio. Venice High School (Left) 13000 Venice Blvd, Los Angeles, CA 90066. California Gov. Arnold Schwarzneger visits the Super Shop 9's Graphic Communications program.

Architect & Accidental Activist Continued

“ If one does not decide on the path of a traditional career in architecture, know that attending Berkeley you will leave with problem solving skills that you will utilize through your lifetime ”

You've been an activist on many causes in San Francisco; which has been the most significant?

I became involved with the City of San Francisco in developing a City wide Latino Context Statement. This planning document is used to augment the Historic Resources Reports for each neighborhood and will assist in the creation of a Latino Cultural Corridor in San Francisco's Mission District .

Over many years of involvement in San Francisco's Latino Community, working with community groups, organizations, and numerous boards, I have worked so Latinos have a voice in providing input into public policy. I saw a need to educate the new residents causing the massive displacement of Latino families and businesses in San Francisco's Mission District, ground zero for gentrification and displacement.

In 2012, the San Francisco Latino Historical Society (SFLHS) was established to document and preserve the Latino experience. It was created to address the underrepresentation of the Latino experience in the historical record and to educate future generations about the long historical presence of Latinos in the City of San Francisco.

In partnership with San Francisco Heritage, SFLHS, I applied for a grant to the SF Historic Preservation Fund, to develop a citywide Latino Context statement. It will be used as a planning document to augment the Historic Resources reports. This report, due to be completed in the fall of 2015, will define the physical and cultural landscapes important to them.

With the impact of gentrification of San Francisco's Mission District, I assisted Supervisor Campos's Office and San Francisco's Calle 24 Merchants & Neighborhood Association in drafting legislation for the development of a Latino Cultural District. It was passed by San Francisco's Board of Supervisors and signed by Mayor Lee. The next step is to assist the Calle 24 organization with interim controls, providing input in the use

of land, establishment of a special use district and development of design review guidelines to keep the character of the cultural corridor.

You have been a mentor, employer and advisor to CASA students at UC Berkeley's for decades. Why?

To “pay it forward.” As a product of Affirmative Action, my commitment to mentor CASA students stems from giving back to the Community for the work that people did to allow me to attend the University. It's important to share with our youth the importance of political and economic empowerment in the shaping of our neighborhoods. It's the Communities' voice that shapes and protects our neighborhoods from becoming freeways, junk yards, and slaughterhouses.

What would you wish aspiring architects to know to create momentum for a successful career?

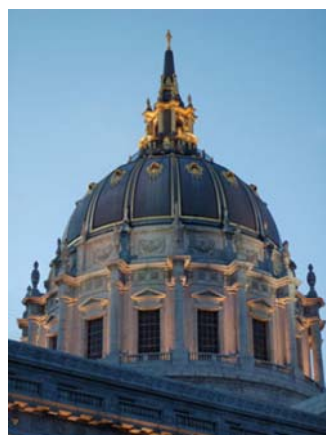
While in school, know that teachers are there to teach you. Teachers are not there to determine whether or not you will be an architect, landscape architect, or planner. Remember you are paying the fees. Do informational interviews with established architects, landscape architects, and planners to find out about their career paths. Network with career professionals to search for a mentor. And do internships while in school to get practical experience.

If one does not decide on the path of a traditional career in architecture, know that attending Berkeley you will leave with problem solving skills that you will utilize throughout your lifetime.

Cervantes' love of design married with her inherent political activism has fueled her career for three decades. Her approach to community based architecture was established by utilizing problem solving tools taught at UC Berkeley coupled with her engagement of the community's concerns. Cervantes said she credits her inspiration to do business and community work to her belief system. She has offered free services to non-profit organizations, provided a collective voice and opportunity for community involvement in public policy and sustained a mentor relationship with CASA students. Cervantes has shown through her extensive work that her primary focus is improving the quality of life of the community through exceptional design and public activism.



San Francisco Redevelopment Agency, Treasure / Yerba Buena Island Reuse Plan



City & County of San Francisco, City Hall Historic Renovation

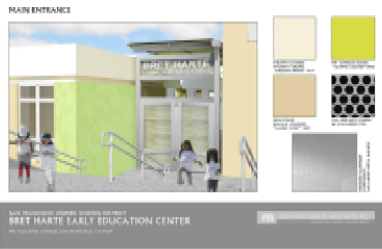


Port of San Francisco, Ferry Building Historic Renovation Master Plan & Feasibility Study

About the Author: Lauren Hernández is a Los Angeles-based freelance writer. Her articles have appeared in ByDESIGN for three years, Mountain View Patch, Los Altos Patch, San Jose State Spartan Daily, and the Santa Monica Mirror. dearlhernandez@gmail.com.

Community-based Architecture & Planning

By Roy R. Hernández



Bret Hart Early Education Center, SFUSD
San Francisco, CA



Geary Courtyard
(HKIT Architects)
San Francisco, CA

Ms. Cervantes was the Project Designer/ Architect for a 14-story, mid-rise multi-family housing project.



St Luke's Clinic
Cupertino, California



United Concilio West
Community Center & Offices

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Anne Cervantes is the principal and founder of Cervantes Design Associates, Inc, an architecture and planning firm that uses a community-based planning process in many of their design projects. Established in 1993, the firm has expertise in adaptive reuse, historic renovation, new construction, master

planning and developing economic feasibility studies for educational facilities, public buildings, and multi-family housing for the non-profit sector. Design professional, entrepreneur, historian, community activist, and mentor, the following is but a fraction of Ms. Cervantes' diverse accomplishments.

Planning / Commercial Experience

- Port of San Francisco, Ferry Building Historic Renovation & Master Plan
- SFRDA, Treasure/Yerba Buena Island Master Plan & Feasibility Study
- SFRDA, Mid-Market Area Plan
- SFIA, Interfaith Chapel

Arts / Cultural Center Experience

- San Francisco Art Commission Needs Assessment Report: Mission Cultural Center, South of Market
- Cultural Center, Bayview Opera House, Western Addition Cultural Center

Educational Facilities

- City College of San Francisco, New Mission Campus Renovation and New Construction
- SFUSD, Rooftop Elementary School Modernization
- SFUSD, Health Programs Services Administration Building Modernization
- SFUSD, Sunnyside Elementary School Window Replacement
- SFUSD, Interim Accessibility Modernization (10 Schools)
- SFUSD, Dream Schools Modernization (5 Schools)
- SFUSD, Benjamin Franklin Middle School Modernization
- SFUSD, Luther Burbank Middle School Modernization
- SFUSD, Hillcrest Elementary Modernization
- SFUSD, Horace Mann Middle School Modernization

Awards & Citations Professional

- 2008 California Construction, Best of Awards, Excellence in Higher Education, CCSF Mission Campus
- 2000 State of California, Lt. Cruz Bustmante, Letter of Commendation commitment to fight Breast Cancer
- 1999 United States Hispanic Chamber of Commerce, Western Regional Latina Business of the Year
- 1997 San Francisco Port Commission's Resolution Acknowledging Service – Land Use Advisory Board
- 1997 San Francisco Human Rights Commission, AI Borvice Award for Best Performing Contractor
- 1996 Asian Architects & Engineers, Recognition for work on the Catellus / CCSF Development Agreement
- 1993 San Francisco Port Commission's Acknowledgement for work on the Land Use Advisory Board
- 1993 American Institute of Architects, SF, Citation 24th Corridor Study
- 1992 American Institute of Architects, SF, Citation 24th Street Charrette
- 1991 American Institute of Architect, SF, Citation
- 1989 & 1990 American Institute of Architects, SF Citation Minority Resources Committee Chair
- 1988 American Institute of Architects, SF, Citation Recognition Minority Resources Committee

Boards and Commissions

- City of San Francisco Economic Summit, Mayor Willie L Brown, Executive Committee
- City of San Francisco Mayor's Women Summit, Mayor Willie L. Brown, Executive Committee
- City Hall Preservation Commission
- City & County of San Francisco's Department of Building Department's Board of Examiners
- Mexican Museum, Board Member & Past Exec. Board Member
- American Institute of Architects
- San Francisco Planning and Urban Research
- San Francisco Port Land Use Advisory Board
- San Francisco Hispanic Chamber of Commerce
- UCSF Campus Expansions Advisory Board
- Galeria de la Raza, Mexican Museum
- Latino Democratic Club
- Arts Democratic Club
- Co-founder of the Society of Hispanic Architect, Planners, and Engineers
- Chicana/Latina Foundation Madrina

Scholarship

- Master in Architecture, University of California, Berkeley
- Bachelors of Arts, California State University, Fullerton
- National Endowments of the Arts grant recipient to work on "Arcosanti," a utopian city in the Arizona desert with Paolo Soleri

Try It, You'll Like It!

By Charles A. Higuera, FAIA



Full disclosure: The design professions are vulnerable to all manner of external factors, certainly the economy can create impact, but also regulatory - laws that are passed making practice difficult - and as well, threats from allied professions that would seek to usurp traditional professional realms of responsibility and market-share.

Add to that the long road to earning role and responsibilities and compensation commensurate to your expectations AND equivalent to your friends in other fields who earn those considerations much earlier in their careers. All of which may cause you pause to wonder whether a career in such often volatile fields makes any sense at all. In this article I will address the reality of a departure away from the design professions.

The course of study one pursues in college is often only tangentially related or relevant to the career one eventually pursues.

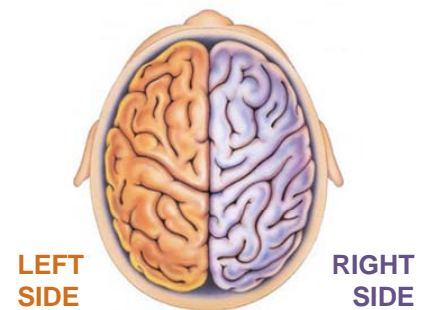
At our son's senior year parent event, we were asked by our hosts how many of us parents were working in a field that we had studied in college; roughly 1/4 raises their hands. This moment reinforced the fact for me that 18-22 year olds are at best, guessing what their career/life's work will be. Is there some failing here? Not at all! Thankfully - and hopefully - the total college experience provides enough value to not regret not having had a linear progression from college to life-long career.



The evidence of finding your bliss away from your course of college study is even more true today and will, I fully expect, be yet again more true into the future. The new economy that is resulting from a shift from manufacturing to knowledge based will create opportunities not previously possible or imagined.

As you near graduation or after graduation, you will become more aware of the jobs your friends are taking

and how that begins to challenge your perceptions of what you want to do. This can be daunting and exciting at the same time.



Take heart - the study of architecture and related design fields is an incredibly valuable training for just about every other field of endeavor. Based though I am in this opinion - I truly believe that our education, which demands thinking from both left and right sides of the brain is the thing - developing reasoned, critical thinking skills for problem solving, calling on creative instincts and ideas, considering impacts, both micro and macro, all within a context of a team-building effort and aiming to a consensus outcome. Where else is such dynamic learning/training possible?

Should you decide not to pursue a career in architecture, landscape architecture, or planning, you will nonetheless be well-skilled to transition successfully to any field you should select. While another profession's gain would be our loss, you will no doubt continue throughout your life as a staunch advocate for great design and elevate the consciousness of those with whom you interact -- no small task and so incredibly valuable.

That all said, do give the allied design professions a try before you choose to depart -- it may be the best career decision you'll make - and offer you the chance to proudly raise your hand when asked of your career trajectory at your child's senior year parent's event.

“ Take heart - the study of architecture and related design fields is an incredibly valuable training for just about every other field of endeavor. Should you decide not to pursue a career in architecture, landscape architecture, or planning, you will nonetheless be well-skilled to transition successfully to any field you should select. ”

Charles Higuera, FAIA

(Note: My next article will address what's necessary to stay the course and dedicate yourself to the design professions.)

The Next Generation of Mentors

By Abel M. Morales



An hour into my interview the firm's Principal and Senior Associates asked me why I sought a position at their firm. I

responded, "I seek new mentorship, a new challenge, and want to work with the best."

My answer was based on my experience in an industry that has been embattled over the last 6 years. By seeking the right kind of mentorship, I took agency in defining my career, my work experience, and my professional development. I have actively sought to recruit seasoned mentors, mentees, and colleagues into my network in order to build dynamic and meaningful relationships in architecture.

Obtaining the right guidance is paramount for an emerging professional's success. Choosing the right or wrong mentor(s) can affect your career trajectory, leading either to inspiration or disillusionment with the profession. This is crucial for Latino/a designers, as only 3% are licensed nationally, according to The Society of Hispanic Professional Architects. The question: How can we build a sustainable network of inter-generational mentorship in order to create an armature of empowerment for Latino/as in the field? It is by engaging in discourse about the current state of mentorship, and by critically analyzing it through a framework of new pedagogical theory, that we

can begin to identify strategies and opportunities for mentorship that can benefit the next generation of Latino designers.

Defining Mentorship

Mentorship is a pillar of our profession. If architectural expression is the fruit of our professional family tree, mentorship is the branches, trunks and roots. Our profession has relied on this vital cycle of learning to pass on knowledge and expertise to the younger generation, to secure this unbroken chain. Traditionally mentees seek advice, expertise, and gain new skills by learning from an older, seasoned designer. The protégé is stereotypically the young enthusiastic learner, while the 'older' mentor has the majority of wisdom, experience, and talent the protégé seeks to learn from. The traditional mentor does not need the protégé's knowledge-only their hard work and energy, not to mention the billable hours.

The term "mentor" was originally coined by Homer in The Odyssey. Socrates then theorized about the state of mentorship, though it was his student Plato who actually put pen to papyrus to record Socrates' teachings.

“ **Mentorship is a pillar of our profession. If Architectural expression is the blossomed flower of our professional family tree, mentorship is the branches, the trunk, and the roots.** ”



Juan and Fermin working together on a site map analysis. First Graduate Summer Studio.

Our own American concept of mentorship maintains this pervasive tradition, albeit with a puritan work ethos. This traditional "top-down" approach is ingrained in our cultural consciousness, and as Edward Clapp, Ed.D., Harvard Graduate School of Education, argues, is a problematic framework in which to view the concept of successful mentorship.

The Rise of the Protégé

Today's young designer has insight and knowledge that a mentor does not. Designers fresh out of academia are extremely adept at new technological advancements, and often have an impressive amount of software skills in his or her repertoire: Revit, Rhino, laser-cutting, and 3D printing to name a few. In addition to those cutting-edge skills, young designers have the fearless approach for conceptual development that is unhindered by budgetary and pragmatic concerns.



Left: Daniel Malagon (intern, CASA alum) showing Bruno and Nicolas some techniques for mapping. First Graduate summer studio, The Bay School, Presidio, San Francisco 2010.

Right: Carla Arechar helping rising 10th graders get excited about design.



The Next Generation of Mentors

Continued

I argue that the youth are the driving force behind some of the best ideas in design because they are in touch with the avant-garde, and they "[possess] generational specific knowledge and expertise" that our generation is not as privy to (Clapp, 2010). Without an empowered new generation of designers we risk stagnation in our creative endeavors. In order to empower young designers we must create a new dialogue about mentorship, and re-think the traditional approaches of knowledge-sharing.

“ Without an empowered new generation of designers we risk stagnation in our creative endeavors. In order to empower young designers we must create a new dialogue about mentorship, and re-think the traditional approaches of knowledge sharing. ”

Omni-Directional Mentorship

My experience in architecture for the last decade has emboldened my view that mentorship is about reciprocity: that in return for the sage advice given by our predecessors we must become mentors ourselves, actively engaging in knowledge sharing with the next generation.

Mentorship for the next generation of young Latino designers must be an empowering process, where knowledge of new technologies and fresh new ideas should be fostered.

In the essay "Omni-Directional Mentorship," Edward P. Clapp creates an argument for a multi-directional model, one which is dynamic, reciprocal, and is the optimal creative environment "wherein all leaders are learners, and all learners are leaders."

As a young instructor, I witnessed complex design concepts spring from the grey matter of rising 8th and 10th grade students, giving the undergraduate design student a run for their money. It is through the youth that we can begin to plant the seeds of empowerment.

Omni-Directional Mentorship in Action

In 2010 I was approached by the non-profit educational organization First Graduate to create and teach a four week architectural summer camp for rising San Francisco 10th graders at the Bay School in the Presidio. On that first day 25 students, who would be the first in their family to go to college, walked into a light-filled makeshift studio with a view of the Golden Gate Bridge. We had a month to teach our inexperienced youth how to think, design, and express their visions at a college level.

We created a fully collaborative environment that propagated a culture of curiosity, and opened up a whole new world of design thinking to these youth.

As Clapp explains, "At its core, Omni-Directional Mentorship is a cultural practice." In order to create this environment I recruited three recent Latino architecture graduates from UC Berkeley: Mario, Carla, and Daniel. Together we created design curriculum, studio content, assignments, and acted as consultants for the students.

The program's pedagogical approach was to teach students the basics of architectural design through traditional analog methods: site analysis; research; image boards; conceptual design; drawings in plan; section; elevation; and finally, physical model building and 3D SketchUp. At the end of a four-week studio the students presented their design for sustainable museum for the indigenous Ohlone to their peers and family. I was impressed by the innovation and complexity of their concepts, developed in a very short time. I realized that teaching gave me the opportunity to view my profession through a fresh lens. It was through their ideas, unhampered by the typical pragmatism prevalent in the professional field, untainted by the grind of the mundane, that my own



Bay School Presidio First Graduate Architecture Summer Studio site visit with Mario Ochoa (intern)



Abel Morales with students in the final crit First Graduate Studio 2010.



The Next Generation of Mentors

Continued

enthusiasm for design was re-invigorated. I was reminded of how important intuition is in the creative process, as their ideas came rapid fire during many of our studio sessions. Those ideas contained the aforementioned "generational specific knowledge" (Clapp, 2010).

This past summer I had the opportunity to volunteer for a youth architecture summer program co-opted by UC Berkeley's CED and the American Institute of Architects, East Bay Chapter (AIA EB), and rising 8th grade students from East Oakland Learning Academy. Jeremiah Tolbert, AIA EB President, co-created an intensive four-day studio session. The youth rose to the occasion, taking advantage of their resources and staff mentorship to generate interesting and complex ideas. At final presentation day the students had plans, elevations, physical models with inspiration boards, and presented their designs for a cultural center to their families. Mind you, these were 8th graders. We turned the traditional top-down approach on its head allowing the youth to have sole authorship in the design of their projects, and we, the volunteers acted as consultants.



Final critique, First Graduate students presenting their designs for a museum for the indigenous Ohlone. Summer Studio 2010.

In conclusion, the next generation of Latino architects will fill the space that is given to them. Give the youth the opportunity, foster their talents, keep expectations high, and they will deliver. Being a part of groups like Chicano/Latino Architecture Student Association (CASA), among others, can create the opportunities to build an "omni-directional" network of mentorship. Be active and purposeful in choosing your mentors and colleagues, volunteer and mentor the youth in your community, and you will be a part of the success of the next generation of rising Latino designers.

I ended up getting the job that I interviewed for at the beginning of

this article and now work at the award-winning firm MBH Architecture as a Job Captain.

I work alongside five other CASA alumni for clients such as Tesla, Apple, and Yard House, among others. I am currently on the path to licensure, with robust support from MBH, my peers, and family.

Opportunities for Volunteering

AIA EB will be creating a week-long summer camp in the summer of 2015 at UC Berkeley's Wurster Hall. Some students from the 2014 summer camp will be given scholarships to attend, and hopefully they will be inspired to consider architecture as a future career path.



Students from East Oakland Learning Academy present their designs and models while Jeremiah Tolbert (AIA East Bay President) facilitates discussion. CED 2014

Special Thanks

I'm taking this opportunity to thank my mentors: Prof. William Di 'Napoli, Prof. Gary Black, Aran Kaufer, Anne Cervantes. Roy Hernandez, for the opportunity to write this article. My muse/editor: Liliana Herrera. Former students and interns: Mario Ochoa, Carla Arechar, Daniel Malagon, and Braulio Soto. Colleagues: Diana Marquez, Fabiola Lozoya, Pedro Baires, and Jeremiah Tolbert (AIA EB President). First Graduate, Ines Barbosa. ByDesign and especially to CASA UC Berkeley.

About the Author

Abel Morales is a Job Captain at MBH Architects, San Francisco. Previous professional experience includes: CCS Architecture, Task Design (Principal & Co-founder), SolarCity, and Weisbach A+D. He is an alumnus of the College of Environmental Design, UC Berkeley where he received a BA Architecture. He currently lives near Lake Merritt, Oakland. abes.m2@gmail.com

CASA NOW! Website Goes Live

By Vanessa Hernandez



CASA Now! page is up and running. On this webpage we are consolidating all our information from announcements, reminders, and articles about our activities during the year.

Having the CASA Now! page will allow us to stay connected to alumni and active members. By having our semester events on the page it will help us inform alumni of events that they could commit themselves to and participate in. It will also help the current members to have a page with all the information about our events but also become familiar with the alumni page. The page also provides current student a professional space to bring forth dialogue about the design professions and the narrative of Latino students in these fields.

As students it is critical to document our experiences in higher education and future endeavors in the design field to encourage other individuals to pursue design careers. It is also important to document these narratives to understand the trails of Latinos in these professions and provide networking and support for students. It is CASA's goal to continue to be a resource to student and having a space like the CASA Now! webpage will help us to stay connected to design professions, alumni, and students.




About the Author

Vanessa Hernandez is an Urban Studies Major, Class of 2015, at the College of Environmental Design at UC Berkeley. She is currently the Chair of CASA and is also involved in other extracurricular activities for which she has been recognized. Vanessa can be reached at vanessahj@berkeley.edu.



Chicano(a)/Latino(a) Architecture Student Association Providing Student Outreach, Support & Professional Networking

CASA News

-  9.5.12 Raza Center Hold Resume Writing Workshop (read more)
-  3.5.12 RAZA Dodeball Tournament Day (read more)
-  2.19.12 24 Hours of Reality (read more)
-  1.1.12 Disney Imagineering Competition (read more)
-  2.19.12 CASA Does Parking Days (read more)
-  1.1.12 CASA and CASA Alumni Design Web



CASA Members Hold Portfolio Workshop with CED CASA Alumni

Grecia Crespo, November 7, 2013

On November 7, 2013 C.A.S.A. had the honor to host a portfolio workshop led by three of our very own alumni, Albert Orozco, Ivan-Nicholas Cisneros, and Roy Hernandez. Our members were able to receive tips and tools on how to build their own portfolios. Information ranged from designing two different portfolios, one for professional purposes and one for design purposes, to the little secrets of design principles. Alumni also highly encouraged us to document the process of our design work so that we would have a clear understanding of how to include this work in our own portfolios. By the end of the meeting it was clear that we as designers had

Upcoming Events

- 9.5.12 Parking Day a Big Success
- 9.5.12 Portfolio Workshop
- 9.5.12 Thanksgiving Social
- 9.5.12 CASAalumni Awards
- 9.5.12 Parking Day a Big Success
- 9.5.12 Parking Day a Big Success
- 9.5.12 Portfolio Workshop
- 9.5.12 Thanksgiving Social
- 9.5.12 CASAalumni Awards

Staying Connected



About the CASA Now! Webpage

CASA Now! is a page in the CASA Alumni website. It was built using a state of the practice architecture and web development technologies. The web page provides a Content Management interface allowing students to easily update the content without having any programming experience. The page uses Microsoft .Net / AJAX programming with a MS SQL Server database on the back end, which will allow storing thousands of news articles, archiving the historical record of CASA at UC Berkeley's College of Environmental Design. Designed by students, CASA Now! was programmed on a pro bono basis by ThirdWave Corporation (Los Angeles), which developed, hosts and maintains the CASA Alumni website at no charge.

Developing the Next Generation of Latino Leaders

Vanessa Hernandez - April 2014 Jr. Alumni of the Month

Submitted by Susan Hagstrom, Director, Office of Undergraduate Advising,
UC Berkeley College of Environmental Design



This article appeared in the Congressional Hispanic Caucus Institute (CHCI) website in the Newsroom page. It featured UC Berkeley student Vanessa Hernandez and is reprinted with permission from the publisher.

Vanessa Hernandez is fascinated by a systems approach to living – how people, housing and transportation interact with each other on a large scale in the context of a city. Her passion is in city planning is no surprise given this young leader grew up in Los Angeles, one of the nation’s largest metro areas. “I’ve always had a personal interest in large scale maps and how people interact with their landscape,” says Vanessa. This is one of the reasons why she chose to focus her degree in Urban Studies at the University of California, Berkeley.

Her path to college was not easy. As a student at Downtown Magnets High School, Vanessa struggled with her grades after losing a family member that she was very close to. Fortunately, she had many people in her life that encouraged and motivated her to try new things. From introducing and supporting her participation in CHCI’s R2L Los Angeles event – which led to her acceptance in the inaugural R2L NextGen in 2011 – to considering college, specifically Berkeley, as an option after graduation, Vanessa is filled with gratitude for the many people along the way who kept her motivated.

Her R2L NextGen experience opened up many new experiences for Vanessa, including her first time flying, traveling without family, and visiting Washington, DC. “There were a lot of firsts for me on this trip and I am thankful to CHCI for the opportunity to interact with Latino leaders on a national level,” says Vanessa. The program also reinforced the importance of creating positive change in her community.

“One of the most memorable experiences during the program was the issues debate where I got a flavor of other perspectives on policy issues such as housing, immigration and education. It was here where I first came to understand how divergent perspectives contribute to the well-being of our community,” explained Vanessa.

“ I believe it is important to give back to our community, on campus, off campus and at home. I feel personally responsible for taking the knowledge that I gain at school and applying it to my community to uplift others. ”

Now as a second year student at Berkeley, Vanessa is trying to maximize her experience as an undergraduate. In addition to taking classes full-time, she is also involved on campus by serving as a Professional Outreach Coordinator for the Chicano Architectural Student Association (CASA) and a Raza Caucus Facilitator, as well as interning at the UC Berkeley Recruitment and Retention Center. “I believe it is important to give back to our community, on campus, off campus and at home. I feel personally responsible for taking the knowledge that I gain at school and applying it to my community to uplift others,” shared Vanessa.



Furthermore, Vanessa has incorporated her learning’s from CHCI’s R2L NextGen program into her professional aspirations. Upon graduating from Berkeley in two years, she aspires to return to Los Angeles and work for a non-profit entity or local government agency where she can focus on affordable housing issues and city planning. “In large cities such as Los Angeles, it is so important to understand how the lack of affordable housing can affect the ecosystem of a community. I want to be able to make a positive impact in this area for my *comunidad*.”

Vanessa feels a heightened level of responsibility to return to her community to apply the knowledge that she will continue to gain from her undergraduate career at Berkeley. She credits CHCI for helping her understand that the issues the Hispanic community faces are interdependent and rarely exist in a vacuum. “This is why I choose to study Urban Studies, to literally help shape our communities. I want to help raise other people up because when our communities thrive, we all thrive.”

CHCI is proud to have Vanessa a part of the CHCI *familia!*



About CHCI

The Congressional Hispanic Caucus Institute (CHCI) was established in 1978 to develop the next generation of Latino leaders. In 2013 they awarded 127 cash awards to needy students bringing the total investment since the scholarship program began in 2001 to \$4.8

million, including over \$800,000 worth of laptops and software to community college and first year undergraduate recipients. www.chci.org/donate.