

ByDESIGN

An Online Journal of Exceptional Achievement

Oswaldo Lopez, AIA

From Simple Beginnings to
Playing in the Big Leagues

Becoming a Design Professional

Charles Higuera, FAIA,
shares some words of wisdom

Book Announcement
“Imperfect Union”
Illustrated by Lalo Alcaraz

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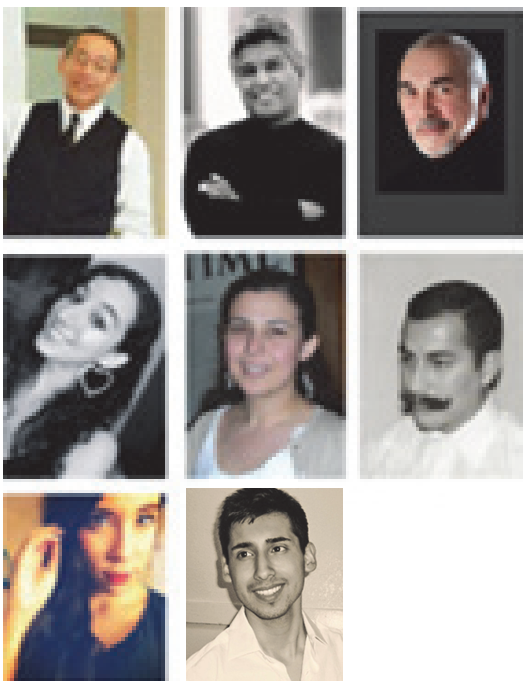
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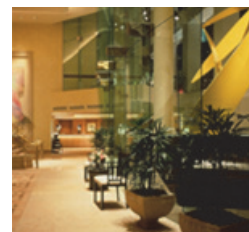
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ANNOUNCEMENTS

Del Campo, Esparza, Escobar Prizes Scheduled for April

The fourth CASAalumni awards will take place in April. For those not familiar with the event, awards are given in memory of a professor, a student, and a grandmother, who through their own special character, provided unselfish support and encouragement to students from economically challenged communities studying at CED.

The goal of the prizes is to help level the economic playing field for low-income students studying Architecture, City & Regional Planning, Urban Design and Landscape Architecture at UC Berkeley. Approximately \$10,000 raised from generous contributors were awarded in the last year.



We encourage everyone to support the brightest students from our communities. For more information go to: <http://casa-ucberkeley.org/Donate.aspx>

Call for Articles: Would you like to publish an article in ByDESIGN?

ByDESIGN invites students, faculty from other universities, design professionals and business persons to contact us if you would like to publish an article in ByDESIGN.

ByDESIGN is the first online publication dedicated to showcasing the academic and professional accomplishments of minority and women professionals in various fields.

Get on the ByDESIGN Mailing List!

Starting with the summer issue, ByDESIGN will be automatically transmitted using the Directory database in the CASAalumni Website. If you would like to continue getting it emailed to you, please register at the site if you have not already done so. Share this e-zine with others. Thanks! *BD*

Inspirational Stories, from East LA

By Roy R. Hernández



I saw the future of Latinos last Friday, and it looks bright.

I was invited to participate on mock job interviews for seniors at the Oscar De La Hoya High School in East LA, a magnet school impressively managed by Green Dot Public Schools. My intent was to coach, and perhaps, inspire students.

What I thought would be a routine high school event had an unexpected effect on me. Kim Hammer, Green Dot Development Manager, a woman with the energy of a high voltage power line, escorted me to a room of well attired students awaiting their interviews. I interviewed two articulate and confident students. Undaunted by poverty, and undeterred by growing up in East LA, these students have a boundless will to achieve their dreams.

On a tour of the school, founded on 2003, I witnessed neat classrooms that shouted of school pride. Principal Ybarra proudly noted that the school is 98% Latino, hosting 604 students with a graduation rate higher than LAUSD's 61% and the State of California's 54% – an impressive 93%! I also met the photographer of the event, Leticia Burgos, a young woman who did not graduate from high school, yet overcame numerous obstacles to emerge with a commitment to succeed. Currently attending college, one of her many goals is to matriculate from UCLA. To my surprise, I received the following email the day after our conversation:

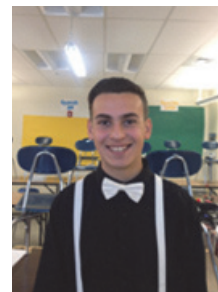
"I want to thank you for taking a little time aside and sharing your story with me earlier today. Although I know it was intended for the kids at Oscar De La Hoya High School to benefit from, it was very moving and heartfelt, which is why I was inclined to share a little bit about myself as well. I want you to know how you were not only an inspiration to them, but also to me."



Listening to the many stories of so many accomplished people over the course of two days was somehow ingrained into my senses. It was as if I had been placed there by a higher power in order to witness both their triumphs and failures. Although inevitable crossroads deviated them from their initial plans, they welcomed change - and with improvisation, became responsible for their success.

However it was YOUR story that compelled me to feel suspended in time, even if for a brief moment. Your story had such an impact on me, not only because of your accomplishments, but because of the fine-tuned balance of them - expressed with such genuine humility. For me, that's what made you stand out from the rest. Looking back, it is what had a profound effect on me."

One goal of ByDESIGN is to inspire our future leaders. But in this case, it was they (and this email) who inspired me about the possibility of a better future and the contributions we can all make!



Oscar De La Hoya High School 1114 S Lorena St Los Angeles, CA 90023
Kim Hamer, Development Manager kim.hamer@greendot.org

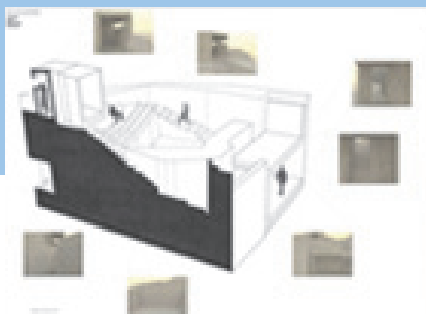
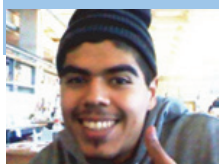
Giovanni Alvarez, one of my interviewees. Bow tie? Nice touch!
Photos: letitbe76@sbcglobal.net

This sign is above all classroom doorways: "The Road to College Starts Here. . ." The expectations of this school are clear.

On the Boards

CED Student Work posted in the CASAalumni Website

Ramiro Andrade
Arch, '13



David Gosh
MA L. Arch. 14



Caillin E. Notch
BA CRP 14



COVER STORY: Oswaldo Lopez, AIA

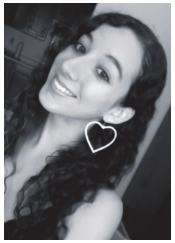
U.C. Berkeley, CED, B.A. '76, M. Arch '78

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From Simple Beginnings to Playing in the Big Leagues

By Lauren E. Hernández



Hailing from his early upbringing on a ranch, Oswaldo Lopez has followed his inherent curiosity toward several career paths. Lopez's ambition to reinvent himself acts as a motivation to continue making great strides in the design world, and he does not plan on slowing down anytime soon.

The CED alumnus spoke with ByDesign to provide a glimpse into his journey from a young man intent on entering the architecture field as an undergrad to that of former Senior Director for Hilton Worldwide, The Americas. Ultimately, his work has shaped the urban landscape with monumental projects in major cities across the international stage.

1. Can you share a little bit about your personal background?

I grew up on a ranch where my father was a ranch laborer until I was about 10 years old. When he sustained a serious injury while working on the ranch we moved to the city of Santa Barbara to be near relatives while he recovered. My father and mother instilled that education was important to me and my siblings at an early age since they only had limited high school educations. I attended local schools and then subsequently entered Cal already knowing I wanted to be an Architect. My sister is now a registered nurse and hospital administrator in Santa Barbara and my brother is a tenured Professor of Sociology and Ethnic Studies at Chico State University who is now on his fourth book. So my parent's lessons work on us.

2. Your career has followed several paths - and has spanned a variety of areas from design and construction, affordable housing to community redevelopment. What were the most valuable lessons you learned in each step along the way?

I think everyone's path is different. My path was a result of curiosity and interest in those areas. My experiences in each of those areas have reinforced my belief that you need to be exposed to a lot to be effective so I continue to learn, seek and re-invent. It's what still motivates me.

3. It is not uncommon for architecture and design graduates / professionals to spend many years (even decades) doing the same thing in small or large firms. You explored different paths, with a major focus on real estate redevelopment, why?

Curiosity and interest, I found that I was good with the financial, legal and political obstacles of redevelopment and learned how those forces shaped the environment, some more than others. So I wanted to influence that. Redevelopment was both a frustrating and rewarding process. In the end, I think the rewards eventually outweighed the frustrations.



ON THE COVER: Lobby of the Inter*Continental Hotel in downtown Los Angeles, while Oswaldo Lopez worked at Metropolitan Structures.

4. You established your own affordable housing development firm at a relatively young age. In retrospect, how would you describe the experience and what advice might you give other design professionals of color about going into business.

It forced me to understand first and foremost how to run a business. Securing financing, hiring and firing people and all the other factors related to a business. Making mistakes and learning from them. They say failure is the greatest teacher of success. It's not fun when you fail but you do learn and grow from the experience.

“ My experiences have reinforced my belief that you need to be exposed to a lot to be effective, so I continue to learn, seek and re-invent. It's what still motivates me. ”

Learning the business aspect of our professions is one of the most rewarding experiences of growing as a professional and person. For design professionals of color it is essential to know the business aspect of what we do.

5. From the late 1980's to the early 1990's, you were the Development Director on some of the largest buildings to tower over downtown Los Angeles, i.e., California Plaza. How did you get into what some would categorize as the "big leagues" of commercial, residential, retail and hotel development?

I worked on the project during the initial first phases of construction representing the minority owned firm of Edward C. Barker AIA and Associates another former Cal graduate. The first part of the project was a 48 story commercial high rise office tower with a million square feet and the construction of the Museum of Contemporary Art (MOCA) designed by Arata Isozaki. The office tower was designed by the Canadian architect Arthur Erickson FAIA. I was eventually singled out by the development company leading this proposed \$1.2 billion dollar multi-phased project to be its Development Director for both the residential high rise tower phases and the new hotel development for the project. I guess you can say that is how I came into the "big leagues." Our partnerships consisted of some of the largest names in real estate development, insurance companies, international investors, hotel operators, and the redevelopment agency. The project was also the largest urban redevelopment project in North America at the time so it had a lot of visibility.

6. What professional and personal skillsets do you think are required to be effective in working in the "corporate" environment from that of "non-profit" (i.e. affordable housing, community design) environment?

I think the skillsets are similar. In the corporate environment if you lose, you're out pretty quickly, especially on highly visible projects with a lot at stake. So it's pretty straight forward. In the non-profit environment access to funding is a huge obstacle. You can have tough times in both environments but my most challenging where in the non-profit world where the battles are different sometimes. I recall doing one of my first affordable housing projects after the Rodney King riots in one of the worst gang ravaged neighborhoods in LA. There was a slum lord apartment owner next door who fought my approvals at every instance.

COVER STORY: Oswaldo Lopez, AIA

U.C. Berkeley, CED, B.A. '76, M. Arch '78

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From Simple Beginnings to Playing in the Big Leagues

Continued: By Lauren Hernández

He would speak at every public hearing stating I was just building affordable housing apartments for illegal immigrants. Yet, he was receiving HUD Section 8 subsidies for overcrowded apartment conditions and had some of the worse code violations on record. On another project, which my company was not involved, the non-profit's affordable housing project was set on fire by gang members because the general contractor refused to give them "shake down" money.

7. Part of your recent career consisted of being named a Senior Director for Hilton Worldwide, for The Americas where your projects received numerous awards from the hospitality industry. What were your responsibilities and what kinds of projects did you oversee domestically and internationally?



I started my work with Hilton in Hawaii, and then named to the hotel team for the Waldorf Astoria and Conrad Hotel collection.

My projects in Hawaii varied but my most important one was the development of a new luxury time share tower in Waikiki, The Grand Waikikian, which won the 2010 American Development Resort Association award for Project of the Year. We competed against all the big names in the industry Disney, Marriott, Hyatt, etc. It was a great honor and I remember during the awards show how they describe the project in terms of its placement within the environment of Hawaii. Hawaii has some of the strictest measures for development. When the award was announced, I was proud first and foremost for my team of project managers, architects, interior designers and contractors and the hard work and dedication they contributed to the project. We also received best resort architecture and best interior design awards. After my work in Hawaii, I was named Senior Director for The Americas with projects in the U.S., Canada, Central and Latin America working on hotels and resorts. I had the honor of working on the development and construction of the first Waldorf Astoria in Latin America which just opened last year in Panama.

8. You have held numerous executive management positions in large organizations over the course of your career. As you look back, what do you think are your most significant projects in terms of their scale and impact on the built environment?



One California Plaza in downtown LA consists of some 953,367 square feet spread over 42 floors above ground and 5 floors underground.



The American Resort Development Association awarded the Hilton Grand Waikikian its Ace Project of Excellence Award on March 17 at the ARDA's 2010 Convention & Exposition in Las Vegas. The 331-unit timeshare hotel opened in December 2008.



MOCA, a civic art museum in downtown LA, provides 24,500 square feet of exhibition space. It was completed in 1986.

It had to be the redevelopment of a deteriorated and abandoned 60 room hotel that was built in the 1920's into an environment for teen mothers and their babies. I had just finished building the new Hotel Inter*Continental Hotel in Downtown Los Angeles and was launching my own company. The non-profit organization I partnered with had the idea but not the expertise to do it. It was a good opportunity for us to change the environment in a positive manner. I had the skillset and they had the vision.

What I didn't want was building an "institutional" style housing project that looked like a juvenile hall. There is a "coldness" to that style of architecture that reinforces the hard edge of these girls who already faced the challenge of

“ Continue to be curious . . . An education is just the beginning of the journey.”

having become pregnant at a young age, are ostracized by family and society and face challenges of caring for a baby. I raised a number of contributions in both goods and services from my business partners and associates in the hospitality industry and built an onsite computer lab for teaching new skills and high school completion courses, a full time day care facility and a three meal a day state of the art dining facility. The rooms look and feel as if you could be staying at a Marriott Hotel. After 20 years the program and project is still going strong. I am very proud of that project.

9. You don't seem like a person who's resting on your laurels; what are you working on these days?

I guess you can say I am in the process of re-inventing myself again. I am actually conducting this interview from my hotel room in Banff, Canada where I am a consultant to the largest real estate company in Canada. I am overseeing some of the work for their hotel portfolio which includes some of the most historic and iconic hotels in Canadian history. Next week, I'll be in Quebec. I am also acquiring a hotel property in Colorado and advising an associate in Panama who is building a new eco-friendly resort hotel and community in one of the most beautiful places I have ever been or seen.

10. What words of advice would you give students graduating from design schools today, as they start out on their professional careers?

Follow your passions. But continue to be curious and interested in learning. The world is a large place. Your education gives you a foundation but your career is what you become. Your education is just the beginning of the journey.

Graduates Pursue Their Dreams

By Roy R. Hernández

Much has been said about the economy in recent years, and the difficult job market in all sectors of industry. Employment has been acutely challenging for seasoned professionals and graduating students alike in the design and construction industries since the “Great Recession” began. Recessionary periods are not a new phenomenon, although the recent one was unprecedented, excluding the Great Depression. That’s the bad news.

The good news is that the College of Environmental Design at UC Berkeley is one of the premier, most well respected, design schools in the world. And while a degree from any school does not guaranty a job, graduating from a school of the caliber of CED does raise the likelihood of success when embarking on a career. The following graduates underscore this point. Congratulations, we’re proud of you!



Celeste Rodriguez

Junior Designer

HKS, Los Angeles

MA Arch, USC 2012, BA Arch, UC Berkeley 2010

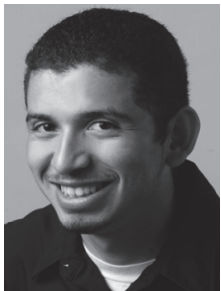
HKS

How I Got The Position: I got hired through the USC career fair. I got an email from the person I talked to a representative of HKS a few weeks after the career fair asking me to submit my portfolio, which led to a phone call offering me a summer internship. The internship later lead to a full time position.



My role and responsibilities: My responsibilities include working on special projects with quick turnarounds. When needed, I provide support for teams to help in meeting deadlines.

What I like most about my job: I can’t say that there is one thing that I like most about my job. There are many. The amount of exposure I am getting, the rapid pace, the resources available through the company, the amount of high profile projects I have been able to be a part of, and the freedom to actually design.



Luis Ochoa

Community Improvement Assistant

City of Salinas, Community & Economic

Development Dept,

BA Arch, UC Berkeley 2012



How I Got The Position: After graduating, I started working for S. Munoz and Associates generating 3-D visual models, renderings, and architectural drawings. While submitting a project for review to the Planning Department, I asked them if they hired interns. I talked with the Planning Supervisor, and he gave me an opportunity. While interning for them, I was offered a part-time position in the Housing Department and that is how I obtained the position of Community Improvement Assistant.



My role and responsibilities: For the Planning Department, I am responsible for inputting all rezones and General Plan Amendments into their server. I help at the counter answering questions clients might have regarding zoning and building inquiries. For the Housing Department, I help with the processing and documentation for housing programs and projects that the City of Salinas has for its residents. These projects range from a single residence to housings projects up to 80-90 units.



What I like most about my job: The aspect that I enjoy about my job is that they are very engaging and interactive positions with planning and housing staff, as well as the general public. That makes work unique and exiting; everyday there are new things to learn.



Andrea Lino, Draftsperson

BA Architecture 2010

Kappe+Du Architects

www.kappedu.com/contact.html

How I Got The Position: I applied at Kappe+Du Architects for an internship and consequently worked for a month and half as an intern. I was then given the opportunity to work full time as a draftsperson.

My role and responsibilities: My responsibilities include preparing construction documents, conducting field measurements for commercial and residential projects, and analyzing building codes to check for ADA compliance.

What I like most about my job: What I like most about my small firm is the personal connection I have with my co-workers.



Gerardo Guzman, Designer

BA Architecture 2010

Zimmerman+Associates

[www.http://zmanarch.com](http://www.zmanarch.com)

How I got the position: I cold-called the principle which led to an internship in my senior year and a full-time position upon graduation. I was an Intern from the summer 2010 to the summer of 2011. I started my Full-time position in the summer of 2011 to the present.

My role and responsibilities: Day-to-day I work on Construction Documents, currently with a single-family house about to go to permitting and a 41-unit senior co-op going to permit in a few months. I have also done some schematic design, design development, and construction administration as well as graphic design for our website.

What I like most about my job. Firstly, I enjoy the small size of the firm (5 people) and being able to work closely with everyone. There is great communication and I have learned a tremendous amount simply from being able to talk to my co-workers at a moment's notice. That same small size has allowed me to work on all phases of a project; something I can't imagine I would be doing this early in my career if I were at a larger firm.



Zimmerman + Associates



Silvia Robertson, Architecture Intern

BA Architecture 2010

City of San Francisco

www.sfgov.org

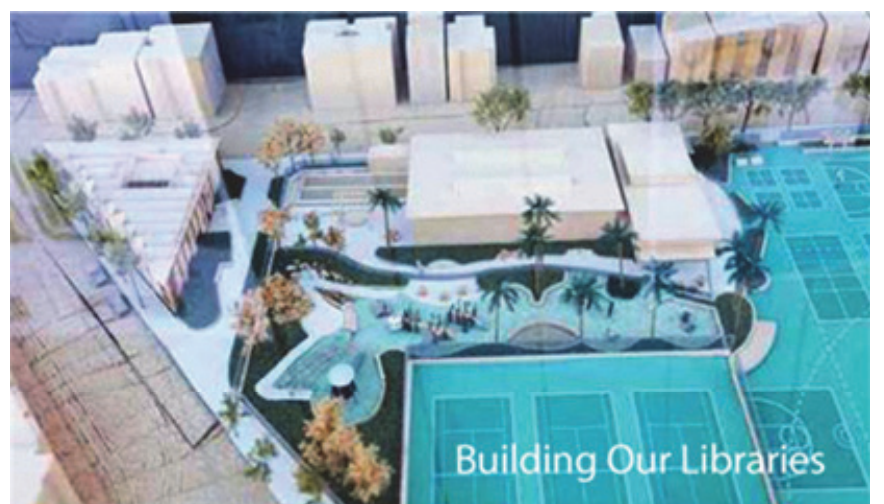
How I Got The Position: Submitted: cover letter, transcripts, and resume. Had interview regarding: Portfolio projects, past experience, software proficiency, career goals, and design style. I was offered this job because I had some real world experience, knew the software, and was someone that wanted to learn and took initiative.

My role and responsibilities: Construction Specifications, Detail construction drawings, 3D modeling using Sketch Up and Revit, Presentation Drawings, Site visits, and design.

What I like most about my job: Specialized and knowledgeable professionals, learning about budgets, public building construction, and the construction administration process.



City & County of San Francisco
Department of Public Works



AREndurance: The Art of Being an Intern (Part 2)

By Diana B. Marquez, Staff Writer



Back on 2008, when I submitted the request to take my first ARE, I didn't realize that almost 5 years later, I would still be studying for them and learning new strategies to tackle each one. I expected that it would be just like in college: I would do the readings and practice exams after work, and I would come home with a passing grade.

Again, I was mistaken. After failing my first two tests, I started asking other people who had been testing for longer for advice. That's when I realized that my strategy was not working.

The study materials that I was using were the Ballast "ARE Review Manual (Architect Registration Exam)" as well as Kaplan's Study Guides. I would read them over and over again until I thought I was ready. I wasn't.

What I didn't realize then is that I was relying too much on these study guides and not focusing enough on the vignettes.

As I sit here, in the midway of my ARE test-taking career, I can provide some advice for those who are just starting to do so:

1. The Ballast and Kaplan Study guides are only guides. They do not contain everything that you need to know for the exams. You do not need to memorize both of them, but you do need to use them. Find the one that you feel comfortable with and start reading that one (I recommend Kaplan, it's longer but easier to read). During this first time reading the material, keep a notepad right next to you. In this notepad you will be writing any concept that you do not understand. Try not to get too "stuck" reading and memorizing, the concepts will stick eventually, so if something seems too complicated, just write it down in the notepad and move on.
2. The second step is to read the second study guide (Kaplan or Ballast). You should add any concepts and terminology that you do not understand to the list. At this point, your list might become 7-10 pages long. That is ok, that means you are being thorough.

“ What I didn't realize then is that I was relying too much on these study guides and not focusing enough on the vignettes. ”

3. After having read all the study materials and made the list, it's time to take a break from those and practice the vignettes. The vignettes will mostly test your ability to solve a problem in their very old, very limited software. Don't underestimate this software. While you take this break from the study guides, I would practice vignettes over and over until you can finish the vignette in 75% of the time allowed on the exam.
4. Every time you finish a practice exam, PDF your solution and post it on the ARE Forum online (www.areforum.org). Engage in conversations with other members of the forum, it will help you and the other members understand the problems better.
5. Once you get to a 75% time on the vignette, go back to the list of concepts that you did not understand. Take out this list and research all the concepts and write them down on your notepad. This will allow you to review the concepts in the study guides without having to read them again. Study these concepts until you feel confident to be tested on them. Feel free to make study cards, questionnaires, or anything that will help the concepts stay in your head.
6. After you master the concepts in your list, go back to the vignettes and practice them, post to the ARE forum and again communicate with the users that give you feedback. This time, aim to finish your vignette in 50% of the time allowed.
7. Once you get to a 50% time cap, it is time for you to take the exam. Take a day off to relax, sleep well and have a good meal before the exam. Most of them are longer than 4 hours, so preparing your body and mind is the best thing you can do at this point.

Also, keep in mind that all the exams take time to prepare. Once you have decided to take one, prepare yourself to devote a big portion of your time to studying. It is tiring and time-consuming, but it is definitely worth it.

“ It is tiring and time-consuming, but it is definitely worth it. ”

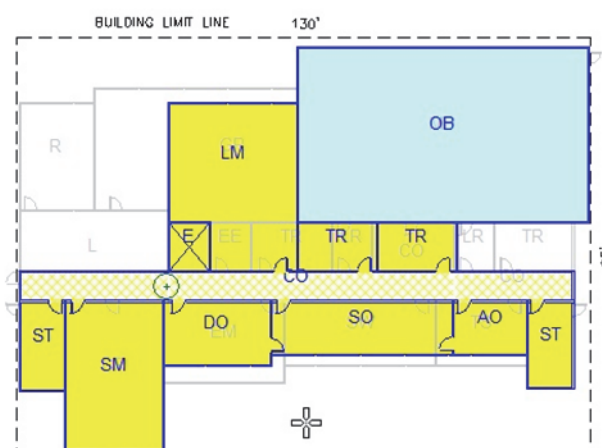
About the Author

Diana Marquez received her BA in Architecture from CED at UC Berkeley in 2006. She was the president of CASA from 2004 - 2006. Ms. Marquez currently works as a Job Captain at CSDA Architects in Los Angeles. She also volunteers helping high school students prepare for college by reviewing and editing their college admission essays. (dbmarquez@gmail.com)

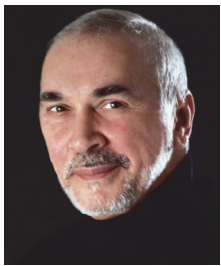


(L) The first image is the "Building Layout Vignette" in the Schematic Design ARE.

(R) This second image is the interior Layout Vignette in the ARE exam.



The Agenda By Charles A. Higuera, FAIA



The goal of this continuing column "Becoming a Design Professional" is to offer insights and advice on a variety of factors, earned from the experiences of each issue's article's author.

The goal of this continuing column "Becoming a Design Professional" is to offer insights and advice on a variety of factors, earned from the experiences of each issue's article's author. How best to approach the university experience and the post-university life will be the spectrum of these articles. Although architecture will generally be the place from which these articles emerge, the lessons are inevitably as relevant to landscape architecture and planning.

While it is true that a career path is as much an organic process as it can be planned, it is essential towards one's purpose and satisfaction to assemble an Agenda for the development of aptitude, attitude and ambition. They are together, the essence of what establishes and realizes a particular career trajectory. Aptitude is the capacity to contribute particular skills and experience; attitude is the ability to engage the work with great passion and élan; and ambition is what you see in your mind's eye as your professional purpose. These elements will be further explored in a future article as well as themes that will be evident in other articles.

Given an average working life of over 40 years, your personal Agenda will shift and change over time, and attending to it requires a particular awareness that can often be distracted if not derailed. It is not unusual that among architects the loss of attention can result from the tendency for projects to take many years to start and finish; architects often measure their progress and sense of accomplishment from their tenure with the project.

“ Since we do not work in a vacuum, where you choose to work is the critical backdrop to your Agenda. There must be a fit. ”

And it is true that the experience gained from seeing a project through is a confidence, portfolio and résumé builder. But unless that project experience is a positive one, i.e. (at a minimum) provides the opportunities to both refine and expand skill-set, the time spent may not be in service to the Agenda.



“ There must be a fit. "Fit" is no small matter. ”

"What-to-do?" can become a nagging, frustrating question.

Since we do not work in a vacuum, where you choose to work is the critical backdrop to your Agenda. There must be a fit. "Fit" is no small matter. You must be in full appreciation of whether or not the firm/practice is a proper host environment for your Agenda. There is a fair amount of due diligence that you can perform, but the best insight available is from people who work or worked in the place. The truth is that until you are fully ensconced in a place, it is difficult to truly know whether the fit will occur. It doesn't happen immediately and it requires resiliency and the willingness to adapt within your Agenda - don't expect the place to change to fit you

So remember, when pursuing your career, "having an Agenda" (and applying it in a professional manner) is not a bad thing - it's a necessary thing!



About the Author:

Charles A. Higuera, FAIA is a Project Manager for the City and County of San Francisco, Department of Public Works and is currently responsible for the City's Justice Facilities Improvement Program. He received a M Architecture in '81 from the College of Environmental Design, UC Berkeley and a BA Architecture in '79 CED, UC Berkeley.

Imperfect Union

Illustrated by Lalo Alcaraz, Nationally Syndicated Chicano Cartoonist
By Roy R. Hernandez



Lalo Alcaraz received a BA with Honors in Art and Environmental Design in 1987 from San Diego State University, and a MA in Architecture in 1991 from the College of Environmental Design at the University of California, Berkeley. However significant achievements and fame did not come from the practice of architecture, but rather from his irrepressible artistic talents.

As the creator of the first nationally-syndicated, politically-themed Latino daily comic strip, "La Cucaracha," Alcaraz is the rarest of talents in a contracting industry with few Latinos. His comic strip is seen in scores of newspapers including the Los Angeles Times (home of "Doonesbury" and "The Boondocks"). His exhaustive body of work has appeared in many leading magazines, periodicals, publications and network/cable television in the US, Mexico and Europe.

His prolific work has received numerous awards and honors from nationally recognized publishing and journalism organizations, government officials and foundations. Alcaraz' impressive creative talents span that of an artist, political themed cartoonist, co-host of a popular satirical radio show

(The Pocho Hour of Power on KPFK Radio), teacher at Otis College of Art & Design in Los Angeles, author / illustrator of numerous books, publisher of the Chicano humor website Pocho.com, and co-founded of the political satire comedy group Chicano Secret Service.

Lalo is currently working on his first children's book filled with comics and humor. He is also illustrating a graphic novel format US history book written by author and collaborator Ilan Stavans, titled "Imperfect Union," slated to be published in late 2013.



We will have an exclusive interview with Lalo in a future issue of ByDESIGN. In the meantime we wish him the best and anxiously await seeing his new book in bookstores and the Lalo Store! (<http://laloalcaraz.com/>)

Alcaraz was born in San Diego and grew up on the border. He is married to a hard-working public school teacher; they have three extremely artistic children.

CASA Now!

Three CASA Board Members Develop "Set Design" Course Students Immersed in Professional Design Practice

By Joaquin Ugalde



Last semester, the College of Environmental Design offered grants to student organizations interested in developing a project that would benefit the campus community. CASA acted upon this by developing a course that could compliment the design education offered by CED.

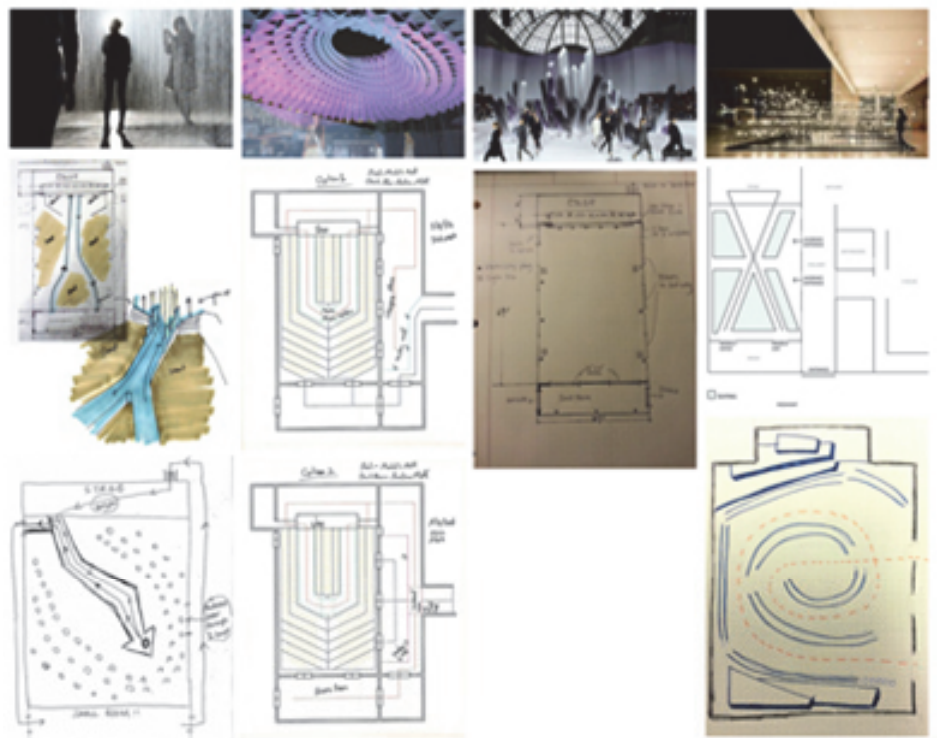
We determined that although our education was rich in architectural theory and other abstract design concepts, there was a real need for students to immerse themselves in principles related to the professional practice of design.

By collaborating with Fashion And Student Trends (FAST), a campus organization that hosts a runway show every semester featuring student clothing designers and models, CASA secured a commission to design and construct an installation that would be utilized for the set of this spring's runway show.

Now in its first month of instruction, and with a total of 20 participants, the course is titled "Set Design." It was developed specifically to undertake this commissioned project, and is facilitated by three CASA Board Members: Abigail Munoz, Isvet Paz, and Joaquin Ugalde. In addition, Associate Professor Ronald Rael serves as the course CED faculty sponsor.

Thus far, students enrolled in the course have had the opportunity to meet with the client (FAST), visit the site venue for the event and installation (Chevron Auditorium at International House), research installation precedents,

CALSETDESIGN



investigate potential materials and fabrication techniques, as well as develop proposals for circulation and seating. In the coming weeks students will finalize a design proposal and begin constructing the installation in early April. The runway show will take place on Sunday May 5th, 2013 and is open for attendance to the public.

About the Author:

Joaquin Ugalde is currently a student at CED, UC Berkeley and will receive a BA in Architecture in 2013. He is the Co-chair of CASA. jugaldejr@berkeley.edu