

#### MEMO from the Editor

**Roy R. Hernández**  
(UCB CED BA Arch 76, M. Arch 78)

Recognition, dreams, diversity, and support for students that have overcome obstacles to attend the College of Environmental Design; these are all themes addressed in this issue.



The New Year offers a new beginning, ongoing challenges, unforeseen opportunities and continued change. The work of CASAalumni and the ByDESIGN newsletter are no different. The masthead has been redesigned, the size of the e-zine doubled, and this issue of ByDESIGN goes online on the CASAalumni website. The new year will also witness us shore up our scholarship fundraising efforts to support the success of CASA students!

CASAalumni will continue collaborating with CASA students and CED administrators to overcome challenges and facilitate progress – by design.

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Albert Orozco (BA Arch 12)

#### COMMENTARY, Architecture, Jobs and the Economy

**D. Oswaldo Lopez, AIA, LEED GA**  
(UC Berkeley, CED, School of Architecture, BA Arch, 76, M. Arch 78)

I feel fortunate. This year I had opportunities to travel to many places on business, from Japan, Singapore and Panama to Hawaii, Las Vegas, Austin, San Antonio, Chicago, and Denver. I anticipate 2012 will be even busier than this past year.



I always look to my architectural education at UC Berkeley as being an important part of what I do. Architecture is still by far one of the best professions to thrive as a creative person. Whether it is Law, Business or Medicine, Architecture plays a large part along with other professions, in the process of solving human problems.

Our environment is challenged now more than ever. This is where Architects must lead and solve increasing problems of poverty, climate change, and affordable shelter so as a civil society we can advance for the benefit of future generations.

Today's economy and unemployment is headline front page news every day. It seems we are reminded of it every millisecond. So should as a new or soon to be future graduate in the field of architecture be concerned? Of course, it's only human emotion to feel that way. So how to do I get a job? Where do I look? How do I get started as a young inexperienced architectural graduate?

The economy and the world need new ideas and it will need well educated professionals to create them. I can't tell you where to look for "a job"; there are plenty of other resources to show you how to do that. What I can tell you is to not give up on your creativity once you leave Wurster Hall. Why? Because you will soon learn and be required to use your creativity more than you ever did in your design studios. Once this becomes apparent you will need to decide on what is the best course and career quest you might decide to pursue or may have never anticipated pursuing. However, you must prepare. Your education is now an important part of who you are and will be.

As one former employer once told me as a young architect "Don't let your education get in the way of your career"; after considerable contemplation it finally dawned on me what he meant. Your education is the foundation on which you start your career and use to make some of the decisions in life. A career is also what you will do to enlighten those ideas and thoughts you learned as a student as well as understand the world and your place in it.

Today you have new and exciting tools that older alumni would have envied during their school years. Those tools being new technology, data information mines, smart phones, 3D computer modeling, "the cloud" and a new dynamic global economy.

Gosh, to be a young graduate again.

#### ANNOUNCEMENTS

**Bob Esparza / Martin Del Campo Awards Planned for February '12**

The CASAalumni Martin Del Campo / Bob Esparza Awards are planned for February. Scholarship fundraising will be carried out during the month of January. An online donation page will be launched on the CASAalumni Website to facilitate support of CASA students. Details to follow.

#### CASA Students Invited to Design First Wurster Mural Wall

In the entry lobby of the new Wurster Gallery, there is a large concrete wall that will become the site of the CED Student Mural.



This wall is one of the most high profile areas of the 1<sup>st</sup> floor, given the popularity of the Gallery and its constant utilization for exhibits, studio and thesis reviews, receptions, and panel discussions. There will be an annual student mural competition, so that the wall will be constantly changing to reflect the design ideas of new cohorts of CED students.

To inaugurate the Mural Wall, the college wanted to honor the history of murals done by CED students during the 1970s, particularly the mural on the 5<sup>th</sup> floor elevator lobby. So Dean Wolch invited CASA students to submit a design for the first mural to be installed on this wall. Their submission will be reviewed by the dean and department chairs. Upon approval of the design, CASA students will be supplied with materials to install the work. CASA representatives hope to complete the mural during the Spring 2012 semester.

The CED community is looking forward to what we expect to be a bold mural design by CASA!

Jennifer Wolch, Dean  
College of Environmental Design

#### Bill Gates Announces 2012 Scholarship Program for Minority Students

The Gates Millennium Scholarship Program (GMS) will select 1,000 students next year to receive a good-through-graduation scholarship to use at any college of university of their choice. Scholars will also be provided with personal and professional development through their leadership program along with academic support throughout their college career.

The program, funded by the Bill and Melinda Gates Foundation, was established to provide low-income minority students with an opportunity to complete a college education in any discipline area of interest. The deadline for submitting an application is Wednesday, January 11, 2012.

To apply, visit [www.gmsp.org](http://www.gmsp.org).

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

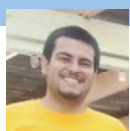
**Leslie Valencia**  
BA Arch 2012

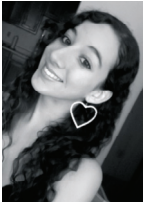


**Pablo Hernandez**  
BA Arch 2012



**Isaac Alcantar**  
BA Arch 2012





"Hello, this is Ramon" a genuinely amiable voice announced on the phone. Almost instantly, Ramon Ramirez's passion for art becomes evident as he meticulously selects appropriate words to describe his profound attachment to design. The flourishing artist's infatuation with art can be observed in his Pico Rivera Studio, which is impregnated with a collection of books, magazines and clippings strewn throughout his workspace.

Ramon's "laboratory for learning" serves as his inspiration, as well as his artistic outlet to acquire what he has strived for since he was a student: diversity in every aspect of life and the ability to express his inherent artistic talents in any way he wishes.

The East Los Angeles native first displayed an enthusiasm for art when he was a young boy. Being a slightly mischievous young child, Ramon was kept in doors at times, which gave him the opportunity to draw to his hearts content. Ramon's inherent passion for art became strikingly apparent in high school, where he spent his lunch period drawing on classroom chalkboards throughout campus instead of having a meal with his peers. The dedicated student was first introduced to UC Berkeley when a college counselor suggested the prominent university would give him the opportunity to explore his artistic abilities and perhaps even architecture.

"I had never really been outside of the Los Angeles area. I visited family in Mexico but that was the extent of my travelling, so when I showed up on campus, it was an extreme shock," Ramon recalls of his acquaintance with UC Berkeley, which initially broadened his knowledge and life-long appreciation of diversity. Although Ramon's first semester was strenuous and required his previously sheltered lifestyle to adapt drastically, he found solace in joining the Chicano Architectural Student Association (CASA). During his time at Berkeley, Ramon served as CASA Co-Chair for a number of years, tremendously attracted to the mentorship atmosphere as well as the unceasing supply of advice provided by fellow students in the undergraduate and graduate programs.



Ramon's presence in CASA subsequently led to his future involvement in design / art education as a teacher at East Los Angeles College, Woodbury University, and University of California at Berkeley. "I love the mentorship aspect of it, and I love shaping young minds intellectually" remarks Ramon with fervent excitement, "I don't know if I would be interested in teaching had I not seen the mentorship that I was seeing close-up [in CASA]."

A renaissance man in every sense of the term, Ramon's interests and brilliance are as vast as a sweeping valley - boundless. "I understand how to read buildings, construction documents, architectural plans," maintains Ramon, "[but] I would say public art is my main interest, I really like painting and studio art as well." Concurrently, Ramon is producing mural in North Hollywood, in negotiations to do a gallery in Glendale, and is a finalist for a mural at the Los Angeles International Airport (LAX), currently undergoing a multi-billion-dollar reconstruction.

Armed with three degrees from UC Berkeley, two of which are Masters (Master of Arts in Visual Studies and Master of Architecture) and one Bachelor of Arts in Architecture, Ramon has participated in nearly fifty art exhibitions and received thirteen recognition awards throughout his career. Ramon expresses his inspiration for partaking in various forms of art in design as the band Pearl Jam, who are known for their control over their musical subject matter. "I don't want to be known as the guy who does this and that's all that he does. I think that in art world, I've been told that my art is too diverse. And in the architecture world, I've been told that my projects are too diverse. But I actually think that they are pigeon-holding themselves; my goal is to continue doing what I want to do in the creative field... I always tell people that I'm never going to retire. I'm just going to die one day. I'll hopefully be 80 years old with a paintbrush and just keel over. There's no retirement in sight for me."

**About Ramon Ramirez**

**Architectural Experience**

**Ramon Ramirez Design Studio,**  
Pico Rivera CA (2001 – 2012)  
**Osborn Architects,**  
Glendale CA (Mar 98 - Oct 01)  
**Barrio Planners Incorporated**  
Los Angeles CA (April 97 - Mar 98)  
**Fernau and Hartman Architects,**  
Berkeley CA (Jun 95 - Jan 97)  
**Herman Stoller Coliver Architects,**  
San Francisco CA (July 91 - Aug 94)

**Teaching Experience**

**East Los Angeles College**  
Assistant Professor, Dept. of Architecture  
2001 - 2011:  
Arch 121: Freehand Drawing  
Arch 170: Intro to Architectural Drafting  
Arch 171: Architectural Detailing  
Arch 212: Architectural Rendering  
Arch 201: Basic Architectural Design I  
Arch 202: Basic Architectural Design II

**Teaching Experience: continued**

**Woodbury University, Burbank CA**  
Adjunct Faculty, Dept. of Architecture  
Fall 2002 - Spring 2011  
Design Communication 1: Arch Drawing  
Arch 2701: Experimental Urban Drawing

**University of California, Berkeley**  
Graduate Student Instructor, Dept. of  
Architecture, Fall 94 - Spring 96  
Env. Design 11A: Drawing/Composition  
Department of Visual Studies, Instructor  
Visual Studies 298: Altar Installation  
Visual Studies 299: Mural Production

Read the full interview at:  
[casa-ucberkeley.com](http://casa-ucberkeley.com) and click on  
ByDESIGN Newsletters



UNTITLED (RENN TUEFEL RENN) acrylic, collage, oil-stick on birch plywood 2011



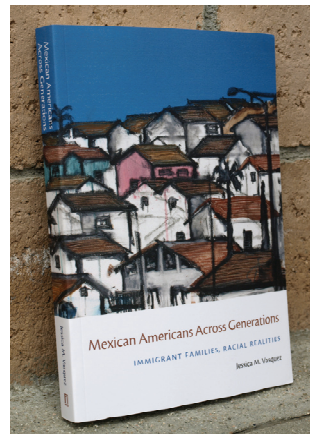
BACK VIEW, oil / oil-stick on canvas 2005, collection of Krystal and Michael Hamner, Monterey Park CA



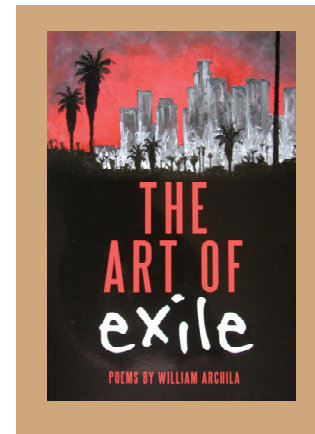
Installation / gallery view at University of North Carolina at Charlotte 2008



L: CORONA 2 - NH acrylic, charcoal, oil-stick on paper; R: ORGANIZA TU RABIA acrylic and oil-stick on canvas 2010



Book Cover by NYU Press with painting by Ramon Ramirez 'Monument M'



L: Book Cover by ASU Bilingual Press with painting 'Back View', R: UVAS TODAVIA NO acrylic, oil-stick, spray enamel on fiberglass surfboard 2011



**CASA Now! CASA Students Attend NOMA Conference**

**Jennifer Wolch, CED Dean, Albert Orozco & Cecilia Cardenas, CASA**

CASA Co-Chairs Cecelia Cardenas ('12) and Albert Orozco ('12), along with two other students, were sponsored by the CED Dean's office to attend the NOMA (National Organization of Minority Architects) national conference on October 20-22 in Atlanta. Over 18 applications for this travel grant were submitted by CED graduate and undergraduate students.

To prepare them for the conference, the students participated in a portfolio review (organized by the CED undergraduate student services office), received business cards, and had their resumes reviewed by former Career Center employee, now CED Undergraduate Advisor, **Rachael Klein**.

Reflecting on his experience at NOMA, **Mr. Orozco** reported that: "The National Organization of Minority Architect Conference in Atlanta was an inspiring, cultivating, and empowering experience. It was great being in a space, with so many successful minority Architects and to see that they are doing so many great things for their communities. I hope that other CED students are able to take part in this experience because the people you meet will make you see design through a different lens."

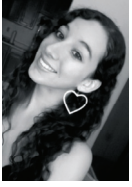


**Ms. Cardenas** also appreciated the experience:

"Being part of the 2011 NOMA Conference in Atlanta, GA was an eye-opening experience. Seeing and being part of this larger group of minority architects was truly inspiring. I am thankful for the opportunity that the grant has provided me with, and believe that grants like these are extremely necessary so that students that are passionate about architecture are exposed to exceptional workshops such as the ones at NOMA, as well as the networking experiences."

In addition to the student attendees, Architecture Department Chair **Tom Buresh** served on the graduate admissions panel where he gave a presentation on the CED Architecture program. He also discussed the admissions process and participated in portfolio reviews of prospective applicants to graduate school. This event involved a significant number of minority students from many undergraduate programs across the country.

CED was pleased to be able to introduce two of our leading CASA students to NOMA, an organization that has been and continues to be so vital to the advancement of quality and diversity in the profession.



A lecture room in Wurster Hall swiftly became occupied with eager exchanges and heightened excitement as a group of thirty-six CASA Alumni, family, students and CED administrators entered the room. The aroma of fresh fruit permeated the area, merging harmoniously with the students' bursting enthusiasm and reminiscent tales of past mentors and role models.

CASAalumni held an awards ceremony on September 19 to distribute awards for a recently established scholarship fund in the name of two influential figures in CED: Martin del Campo, AIA and Bob Esparza. Del Campo was a distinguished professor at UC Berkeley and San Francisco-based architect for fifty years who gained recognition from the unceasing mentoring he offered architecture students. The distinguished architect's firm played a prevalent role in some of the region's largest projects (i.e. the San Francisco International Airport). Esparza was one of a handful of students who founded CASA in 1971, ultimately building an association that values academic excellence, providing architecture students with assistance and support.

Students exhibiting an extraordinary commitment to architecture, active membership in CASA, as well as exceptional contributions to academic excellence at CED were honored at the awards ceremony. Students receiving acknowledgements included Albert Orozco, Carla Arecha, Cecilia Cardenas, Luis Ochoa (not present, currently studying abroad in Copenhagen), Leslie Valencia, Issac Alcantar, and Matt Mojica.

Dean Wolch expressed her ongoing support of CASA / CASAalumni by attending the ceremony and announcing her positive outlook on the future of the association. Tom Buresh, professor and Chair of the Department of Architecture, demonstrated his support for CASA members as well. CASAalumni were incredibly honored to have Bob Esparza's family, including his mother, brother, three sons and their families, attend the scholarship ceremony (some of whom traveled from Seattle, Washington to attend the event).

Upon culmination of the award ceremony, all guests were invited to indulge in an arrangement of refreshments and vibrant conversation. Three generations of CASA members inhabited the lecture room, setting the stage for CASA to progress and expand at UC Berkeley. Roughly forty years following its institution as a student association aimed at assisting women and minority students succeed at CED, CASA currently thrives and exhibits a significant amount of promise for the future.

*"CASAalumni are immensely proud of CASA students, their hard work and commitment to fulfilling their dreams. And we are thrilled to have the Esparza family join us on what we hope will be an ongoing event at CED. A special thanks to those who contributed to support the brightest students from our communities."*

*Roy Hernandez  
M Arch '78, BA Arch '76*



Oswaldo Lopez, Issac Alcantar, Cecelia Cardenas, Tom Buresh (Arch. Chair), Carla Arechar, Leslie Valencia, Albert Orozco, Dean Jennifer Wolch, and Roy Hernandez.



Eric Esparza relates his father's role and commitment in establishing CASA at CED in 1971, and nurturing it's growth.



John Esparza (Bob's youngest brother), I. Alcantar, C. Arechar, C. Cardenas, L. Valencia, A. Orozco, Erik M. Esparza, Ernestine Esparza (Bob's mom), Antonio Esparza (Bob's youngest son), Mateo Esparza (Bob's third son).



Cecilia Cardenas (CASA Co-chair) Erik Esparza, and Albert Orozco (CASA Co-chair) discuss the roots of CASA.



Albert Orozco, Martin Del Campo prize recipient.



Cecilia Cardenas, Martin Del Campo prize recipient.



Carla Arechat, Martin Del Campo prize recipient.



Sara Ishikawa, former CED Professor at UC Berkeley and founding member of the CED Alumni of Color.



Oswaldo Lopez, CASAalumni, presents the Bob Esparza scholarship / prize to architecture students Leslie Valencia and Issac Alcantar.



Jennifer Wolch and Tom Buresh support the CASAalumni awards, and share a light moment with Roy Hernandez, CASAalumni.

**Donors & Recipients**

R. Roy Hernandez, CEO ThirdWave Corp. UC Berkeley, M. Arch. 78, BA Arch 76 Honors **\$1,000**

Carlos Rodriquez AIA, Rodriguez Associates UC Berkeley, M. Arch. 78, BA Arch 76 Honors **\$1,000**

D. Oswaldo Lopez, AIA, LEED GA UC Berkeley, M. Arch. 78, BA Arch 76 **\$600 + \$200 Refreshments**

Ramon Ramirez, UC Berkeley: M. Arts Visual Studies 97, M. Arch. 97, BA Arch 93 **\$100**

**Bob Esparza Awards**

Cecilia Cardenas **\$500** BA Arch 12  
Luis Ochoa **\$500** BA Arch 11

**Martin Del Campo Awards**

Albert Orozco **\$500** BA Arch 11  
Carla Arechar **\$500** BA Arch 11

**CASAalumni Merit Awards**

Leslie Valencia **\$300** BA Arch 12  
Issac Alcantar **\$300** BA Arch 12  
Matt Mojica **\$100** BA Arch 11

**On receiving the CASAalumni award**

**I. Alcantar:** it means a lot. It's nice that alumni come back and recognize students, it motivates us a lot. I plan on doing the same thing when I graduate, 20, 30 years later, coming back to recognize students who are working hard to get a degree in architecture.

**C. Arecha:** I'm really happy, not just because of the award, but also because alumni are supporting students. When I came here as a freshman we didn't have the support. We now have someone to look at as examples.

**C. Cardenas:** I feel very honored because alumni have always been involved, but this year I felt it way more. It feels nice to have a support system. Sometimes you're in the college and you don't know who to turn to. You have CASA, you have Latinos, but its nice to know someone in the profession. Its nice to have Roy and Oswaldo have come together and contributed money to this. I just want to say thank you.

**A. Orozco:** I'm really excited because we now know we have support from alumni. We're all hardworking students and I'm happy that our alumni are stepping up.

**L. Valencia:** It feels really nice coming from the background I'm from: a low income Latino family. Even if it's a little bit, it's helpful and makes a huge difference.

**What are your thoughts on this event acknowledging CASA achievements?**

**Eric Esparza**  
I think its outstanding; events that help students to learn, reach out, network and associate with alumni for opportunities. I would love to be a part of it, keep it growing and donate myself, in the name of my father. We love CASA, CED and the university, it was a great opportunity for him to learn and pass it on to his children.

**Tom Buresh, Professor / Arch. Chair**  
The most positive aspect is for our students to see people that have succeeded in the field they have chosen, and see the path that they might take. I can't tell you how important it is to young people that they see an example ahead of them.

**Jennifer Wolch, CED Dean**  
I think they are extremely important. I am really delighted that I was able to be here for the CASA awards. CASA has been here for 40 years and is really important to the college. I am delighted that it is getting more organized and alumni are getting organized now; I think that its hard to overstate how important it is for students to have alumni to look up to that they can relate to directly, and that take an interest in their work and careers. I think that the college is a big place, and UCB is a big university; it's very important to have these sources for guidance and support.

**What do you plan on doing with the scholarship?**

- I will use it towards rent and school supplies. **C. Arechar**
- Right now I'm taking studio, so most of it will go towards supplies. One of my biggest goals is to go to grad school, so I'll save it for grad school as well. **C. Cardenas**
- I plan on using it for school. Its really going to help me out because architecture supplies are expensive. **A. Orozco**
- It gives me more time to look for a job, so I won't be so stressed out. **L. Valencia**

## From the Classroom: CED Undergrads Prepare Baja California Art / History Exhibition

Michael Dear, Professor of City & Regional Planning, UC Berkeley, College of Environmental Design

In the fall of 2011 Cal undergrads joined Michael Dear, Professor of City and Regional Planning, to work on an exhibition that had been commissioned by the Centro Estatal de las Artes (CEART) in Mexicali, the state capital of Baja California. Their goal was to prepare materials for use in a history and art show on the subject of the U.S. - Mexico border entitled *Trazando la Línea / Tracing the Line*, due to open in the Spring of 2012 in Mexicali.

As background, students began by investigating the origins, present and future of the border. Subsequent research projects focused on identifying, collecting, and preparing materials for the exhibition, including architectural renderings; historical documents such as the 1848 Treaty of

Guadalupe Hidalgo; contemporary photographs, children's drawings of a border-free world; and land-use proposals for cross-border development.

A timeline of principal historical events affecting Baja California was also prepared, as well as exhibition didactics in Spanish and English. The exhibition was divided into five galleries:

- " Before 1846: Prehistory, the Spanish Conquest, Mexican Independence, and the 1846 - 48 Mexican-American War.
- " 1848 - 1892: The First and Second Boundary Surveys which measured and marked the boundary line.
- " 1891 - 1924: Border unrest and the Creation of the US Border Patrol.
- " After 1924: Baja California today.
- " The Future of Baja California's Borderlands.

Most of the materials selected for the exhibition have never before been displayed in Baja California.



Left: Exhibition poster. (Credit: Nick Almquist)  
Top: Course instructor / exhibition curator Michael Dear (center) with collaborator Gustavo Leclerc (left) and co-curator Héctor Lucero (right).  
Right: Ancient monument number 3 in El Paso now cut off by new boundary fortifications on U.S. side. (Credit: Michael Dear)

The majority of the items were chosen from university and national archival collections in the USA and Mexico, including the Bancroft Library of the University of California at Berkeley, the Mapoteca 'Manuel Orozco y Berra' Archives in Mexico City, and the archives of the bi-national International Boundary and Water Commission in El Paso and Ciudad Juárez. Also important was the selection of artworks from contemporary artists in Baja California and the USA, many of whom work on both sides of the border, who were commissioned to envision a world without borders.

Students in the class often drew of their personal experiences of living in Mexico, crossing the border, and (on occasion) family experiences of immigration to the U.S. They prepared innovative ways of presenting the exhibition materials including photo-essays, video presentations, maps, loteria cards, and art installations.



## ByDESIGN<sup>©</sup> a quarterly e-zine

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### ByDESIGN Goes Online!

Roy Hernandez, CASAalumni

This issue of ByDESIGN has the quarterly e-zine going online! A main menu tab was added to the CASAalumni Website, "ByDESIGN Newsletters," so visitors to the site can view this and previous issues archived in the site.

Another feature of the new page is that we are also posting the entire interviews done in the "Professional Profile" section of the newsletter, which have typically been much longer than can be accommodated in the newsletter.

Posting ByDESIGN will allow anyone visiting the website to stay abreast on past and future developments with CASA students, the College of Environmental Design and CASAalumni.



### About Michael Dear

Michael Dear is professor of City and Regional Planning at the University of California, Berkeley, and Honorary Professor in the Bartlett School of Planning at University College, London (England).

Michael's current research focuses on comparative urbanism, and the future of the U.S.-Mexico borderlands. He was founding editor of the scholarly journal *Society and Space: Environment & Planning D*, and is a leading exponent of the Los Angeles School of Urbanism.

His books include: *From Chicago to LA: making sense of urban theory*, *Postborder City: cultural spaces of Baja California*, and *The Postmodern Urban Condition*, which was chosen by CHOICE magazine as an "Outstanding Academic Title" in 2000. His latest edited volume is entitled *Geohumanties: Art, History, Text at the Edge of Place*. Michael has participated in the Fulbright Specialist Program, been a Guggenheim Fellowship holder, a Fellow at the Center for Advanced Study in the Behavioral Sciences at Stanford, and Fellow at the Rockefeller Center in Bellagio, Italy.

He has received the highest honors for creativity and excellence in research from the Association of American Geographers, and numerous undergraduate teaching and graduate mentorship awards.

### CASA Architecture Students, Study Abroad

#### Guardian of the Sea, Spain

Edgar R. Toledo (BA Arch '12)

The Archaeology Museum and Residency Complex project consisted of a thorough analysis of Guardamar del Segura, a small tourist area in Spain. It included research on ruin preservation, building codes, restrictions, culture and history.

We were provided access to the city's Phoenician and Muslim ruins, and tourist center tours, to learn about the historical value of the city as "a guardian of the sea." The travel, in-depth research, and communication with experts in fields other than architecture, provided a great exposure to practical and technical methods of approaching design. The program abroad opened my eyes to a different approach to design in which social, cultural and historical values shape design.



#### City & Regional Planning, L. Arch. University of Copenhagen

Luis Ochoa (BA Arch '12)

This semester I had the opportunity to attend a semester in a study abroad program at the University of Copenhagen, Denmark. I took a class in Terrain and Technology in the City & Regional Planning / Landscape Architecture program.

The coursework consisted of a proposal for the reinterpretation of a design proposal by BIG architects and PK3 landscape architects for a housing project in Copenhagen. The design task was to redesign the two upper corridors of the project area!

