



ByDESIGN Presents:
CASA Alumni Scholarships
April 28, 2017

CASAalumni

College of Environmental Design, UC Berkeley



Martin Del Campo . Bob Esparza

& Antonia Escobar Scholarships

A c a d e m i c & C r e a t i v e E x c e l l e n c e



CASAalumni



Your Hosts

- Jennifer Wolch, Dean CED
- CASAalumni Board
 - Roy Hernández
 - Charles Higuera
 - Oswaldo Lopez
- Itzel Torres & Anarosa Robledo
CASA Chairs, CED

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A c a d e m i c & C r e a t i v e E x c e l l e n c e

AGENDA

6:00 – 6:30 'CASA Reunion 2016' Video

Anthony Quiroz, eClipse Studio

6:30 – 6:45 New CASA Mural Presentation

Itzel Torres, Anarosa Robledo

6:45 – 7:15 Scholarships Ceremony

Roy Hernandez, Oswaldo Lopez,
Charles Higuera

7:15 – 7:45 Guest Speaker

Ron Rael, Associate Professor of
Architecture, CED

7:45 – 8:00 Conversation, Pics & Selfies



'CASA Reunion 2016' Video

Anthony Quiroz, eCclipse Studio



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New CASA Mural Presentation

Itzel Torres, Anarosa Robledo



CASAalumni

College of Environmental Design, UC Berkeley

La Semilla de la Resistencia

— Itzel Torres & Anarosa Robledo —

The Start



Adelante y Nunca Pa'Traz, Huelga de Estudiantes: 1977, 5th floor lobby Wurster Hall

The mural was created in the 1970s by CASA members in Wurster Hall.

The mural was conceived upon ideas of reform and activism of the era.

This set in motion the catalyst to create a new mural.

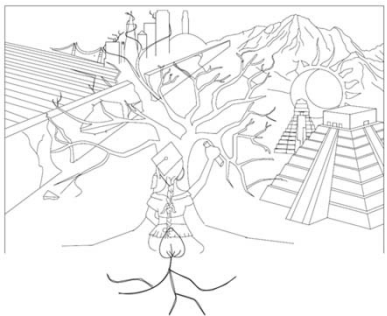
The Proposal

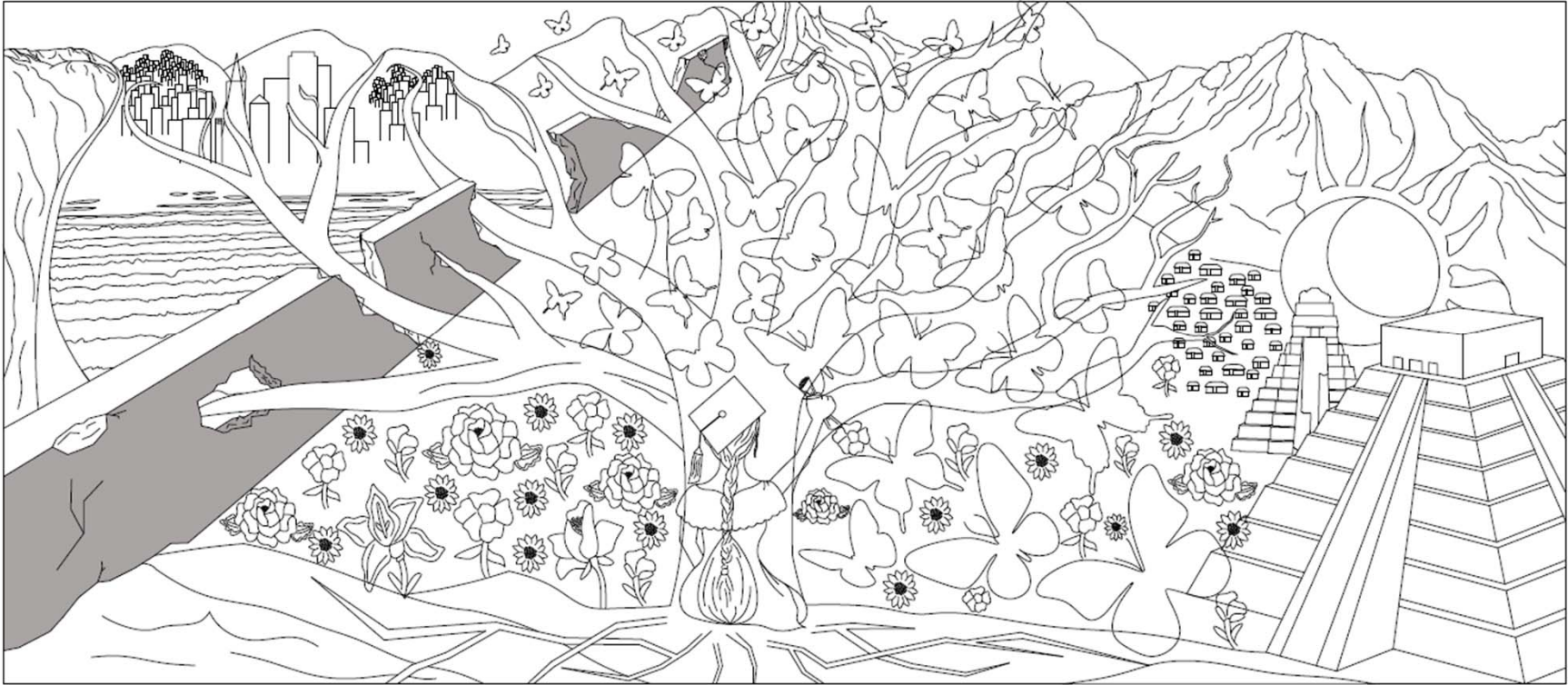
The Diversity Platform Committee Proposal

The College of Environmental Design's Diversity Platforms Committee seeks faculty, student, staff, and alumni proposals to fund projects, events and programs that promote and enhance the critical examination of the intersections between:

- Race and ethnicity
- Gender and sexual orientation
- Power and privilege
- Poverty and inequality
- Race and ethnicity
- Gender and sexual orientation
- Power and privilege
- Poverty, inequality and restorative justice, and
- Other aspects of human identity and relations within the built environment.

The Process





Semilla de la Resistencia Mural Design

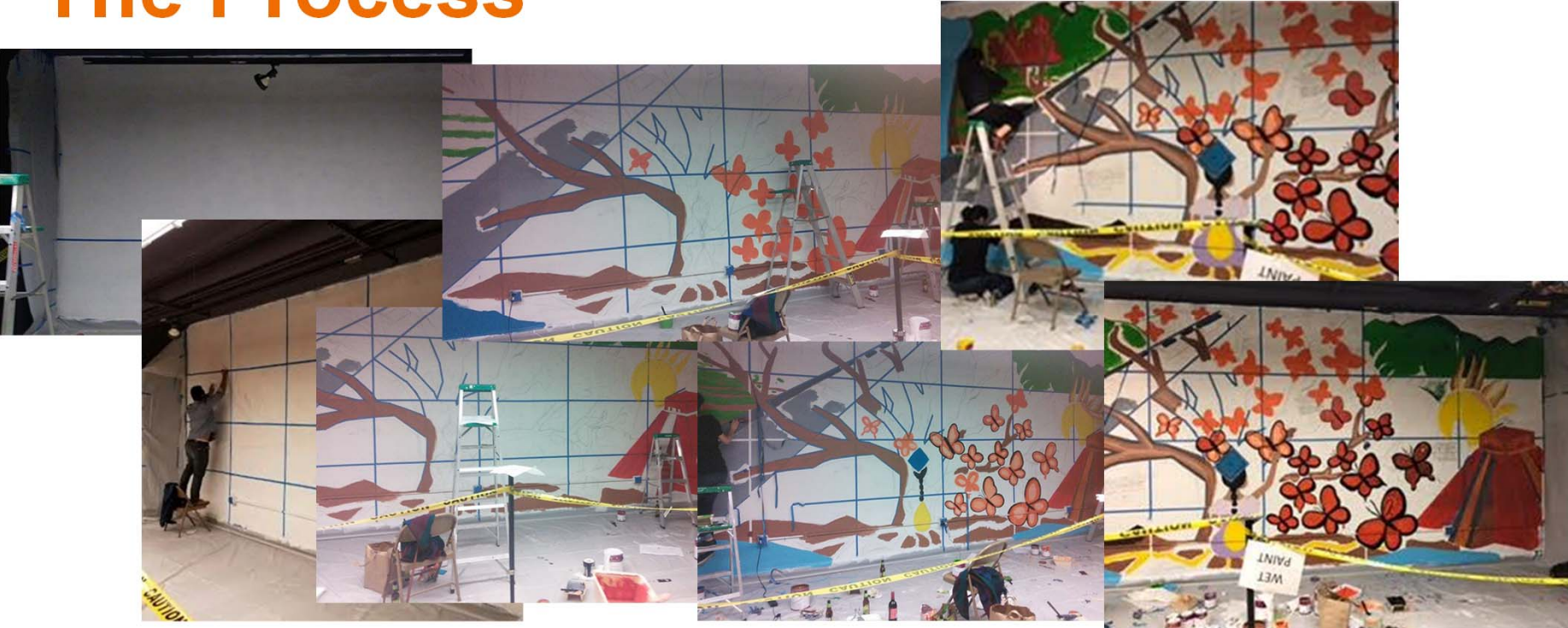


Semilla de la Resistencia Mural: 2017, 1st floor lobby Wurster Hall (in progress)

The Process



The Process



The Symbolism

La Semilla de la Resistencia. 2017

Our mural tells the narrative of our community through space, time and structure.

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



The Future



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

CASAalumni Scholarship Awards



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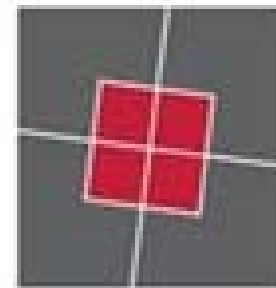


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A c a d e m i c & C r e a t i v e E x c e l l e n c e

Thanks to our Non-Profit Fundraising Partners!



Center *for*
Architecture

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Thanks to our generous donors!

Platinum (\$1,000 +)

ThirdWave Corp	3,000
KTGY	2,500
Charles Higuera	2,000
Field Paoli Inc.	1,000
Antonio Pizano	1,000

Gold (500 – 999)

Oswaldo Lopez	500
Jang Architecture	500
Roy Hernandez	500

Silver (\$100 - \$499)

Maritza Delgadillo	250
Michael Dear	250
Jennifer Wolch	250
Ronald, Gloria & Abo	200
Diana Marquez	100
CAD	100
Carlos Villagran	100
Sara Ishikawa	100

\$12,350 Total

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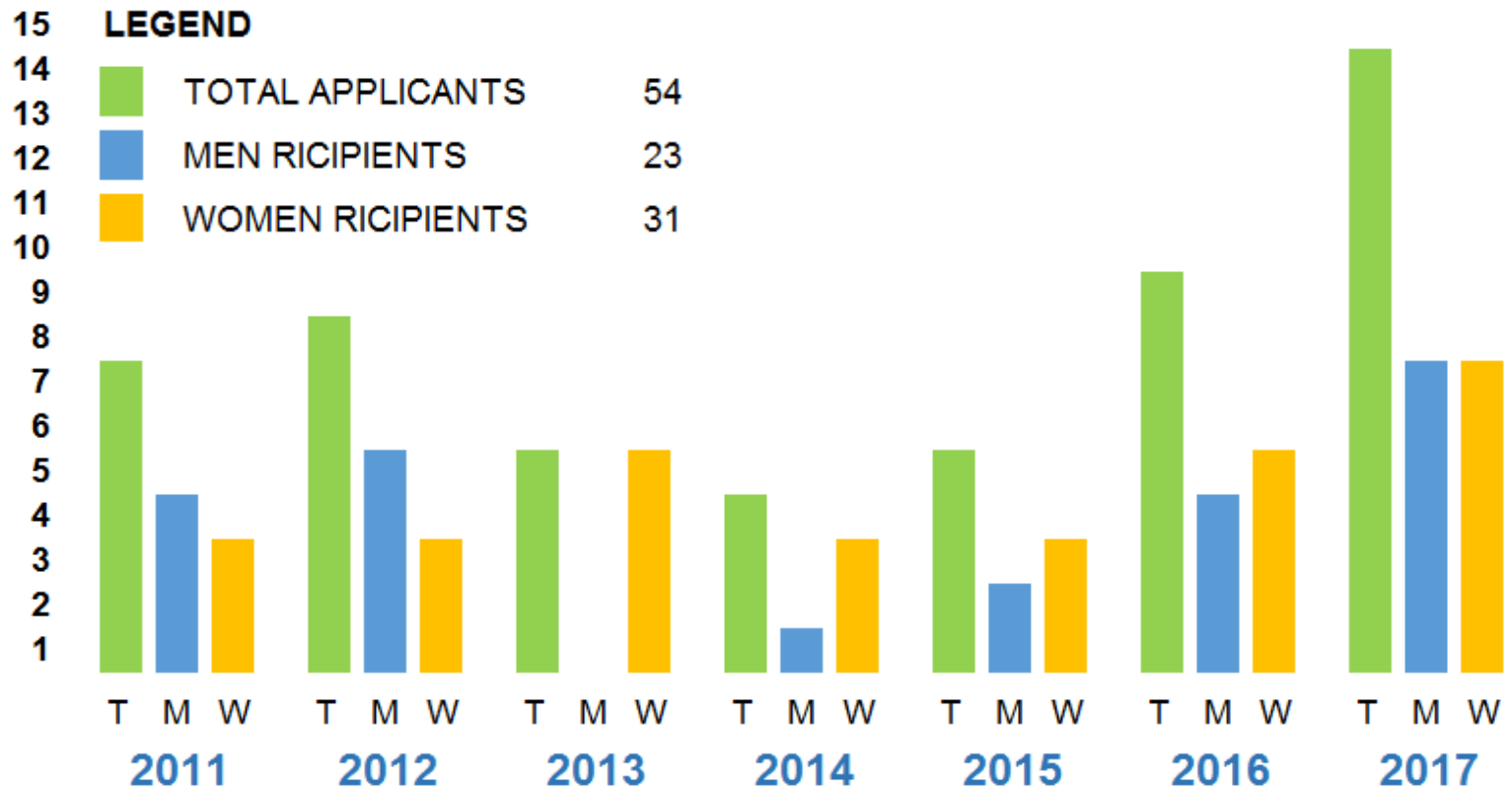


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54 Scholarships Awarded Over 7 years



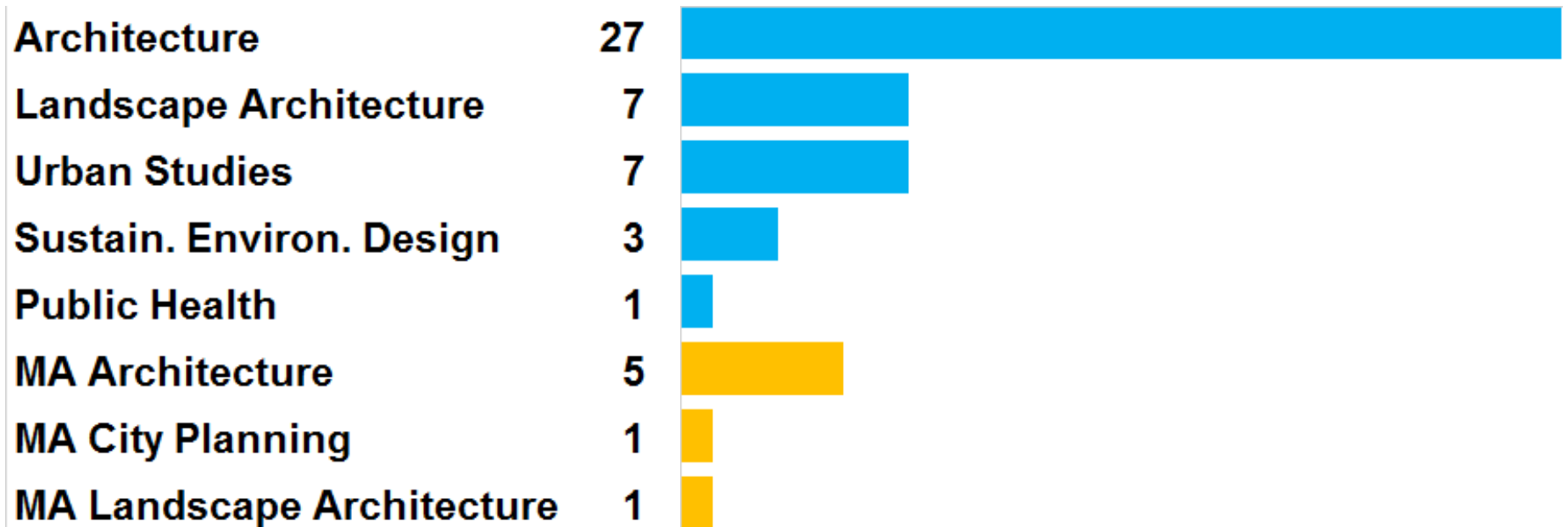


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A c a d e m i c & C r e a t i v e E x c e l l e n c e

Scholarships Awarded by Degree



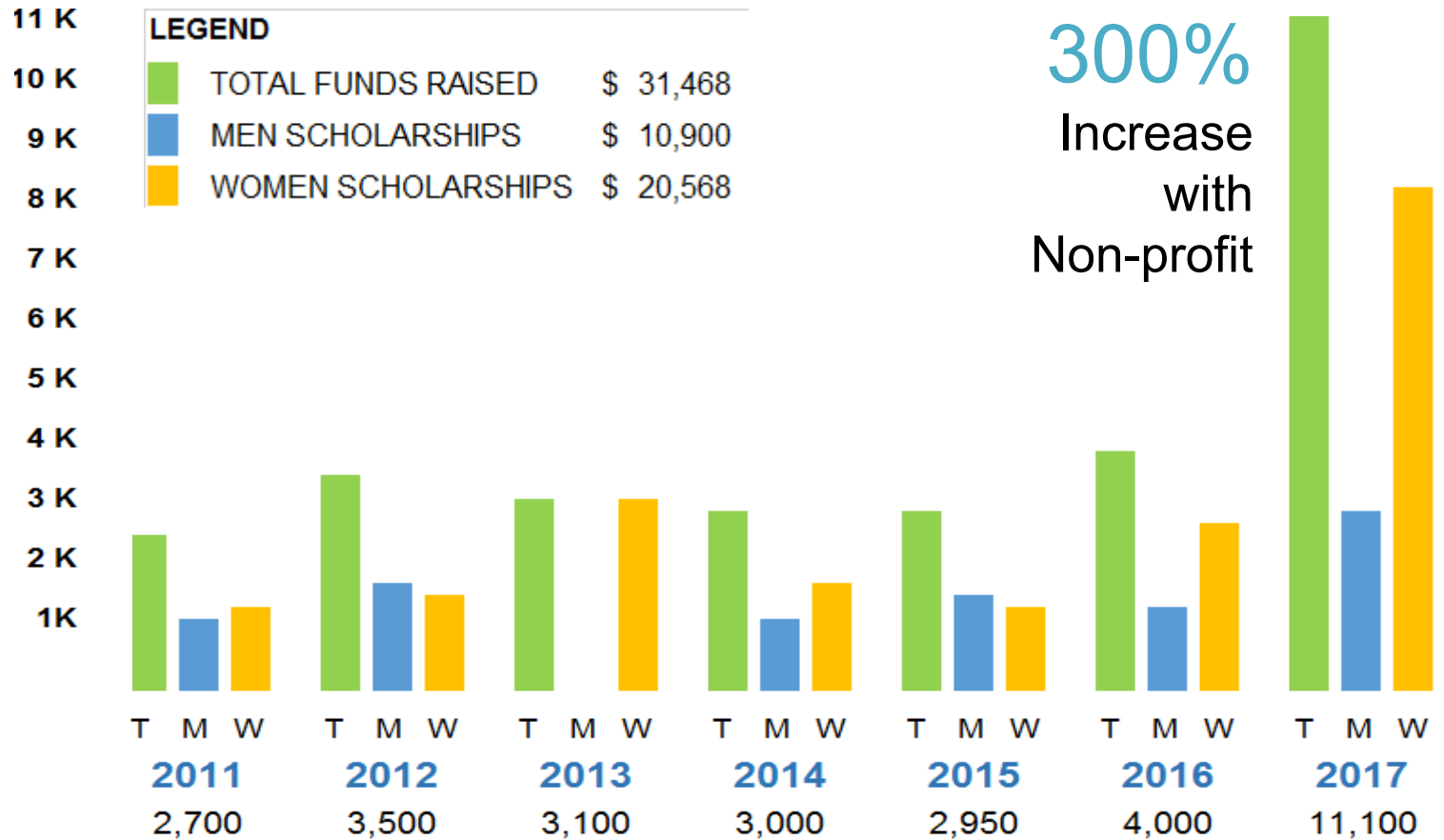


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A c a d e m i c & C r e a t i v e E x c e l l e n c e

\$31,468 Scholarship \$ Awarded Over 7 years





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Abraham Aldaraca
BA Architecture '17

Merit Award
\$100

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A c a d e m i c & C r e a t i v e E x c e l l e n c e

Good Food

Arch 100B

Prof. Christopher I. Callott
Architecture

The project had to do with bringing food and technology together and what I identified that as was culture and tech companies and so using a diagonal atrium I combined these two different worlds as a place for learning. This was a strategy in order to learn from both worlds and can enjoy without having the hassle to be everywhere. The building also caters to the needs of education for healthier food options and catering spaces for small business owners and truck drivers who sell on streets.





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Kevin Aviles

BA Architecture, 2018

Merit Award

\$100

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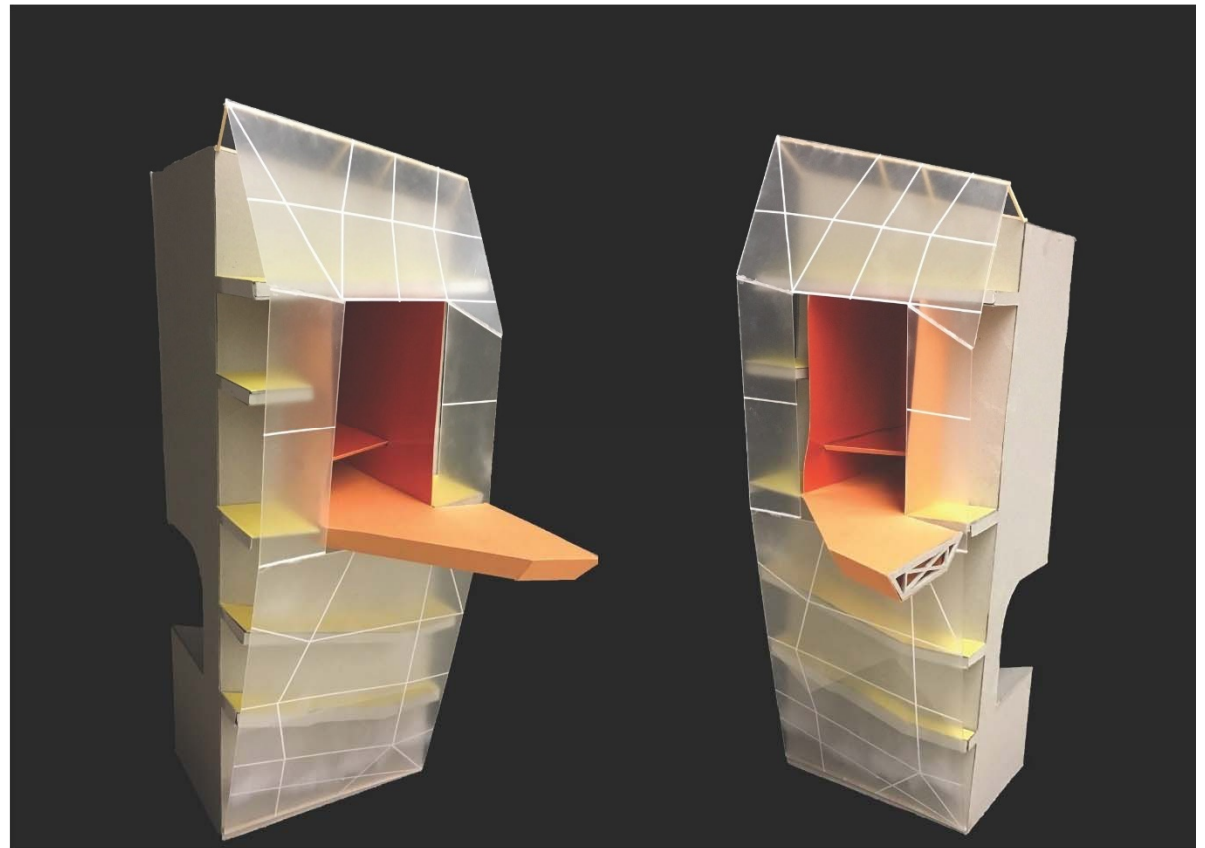
A c a d e m i c & C r e a t i v e E x c e l l e n c e

**Precedent Research/
Design Study - Plasencia
Auditorium and Congress
Centre by SelgasCano**

ARCH 100B

Prof. Eleanor Pries, Architecture

I wanted to show the significance of the design intentions by SelgasCano. They tried to create a building with interdependent systems that create nested layers of different function and performance qualities.

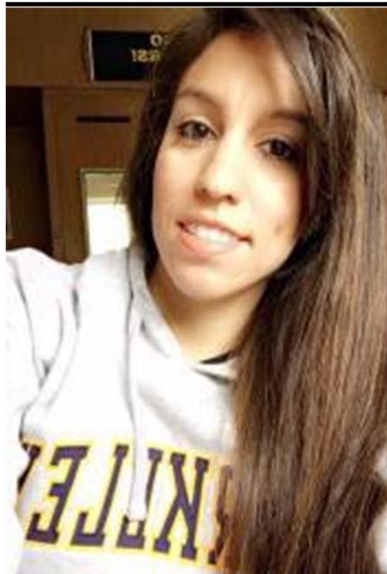




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A c a d e m i c & C r e a t i v e E x c e l l e n c e



Elizabeth Romo

BA Architecture, Sustainable Design
2018

Merit Award

\$100

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Academic & Creative Excellence

Ethnography Project, Roses in Concrete

Arch 110AC - Social & Cultural Processes in Architecture
Prof. Galen Cramz

We chose the Roses in Concrete Community School (K-8) located in East Oakland, which embraces all cultures. The name originates from a book of poetry based on the writings of Tupac Shakur.

Issues include parking during drop offs and pick-ups. The school currently tries to address these issues by having a curbside service where staff members welcome students at the entrance of the school. However most parents either do three point turns or illegal u turns in order to get to the drop off zone due to the flow of traffic from Highway 580.

ROSES IN CONCRETE COMMUNITY SCHOOL
EARL KHO ELIZABETH ROMO ESTHER MANDE

INITIAL DESIGN
DUAL ENTRANCES

REDESIGN
PHASE 1: SIDEWALK ART PIECES
PHASE 2: EXPANSION AND RENOVATION

INTERVIEWS & TAXONOMY

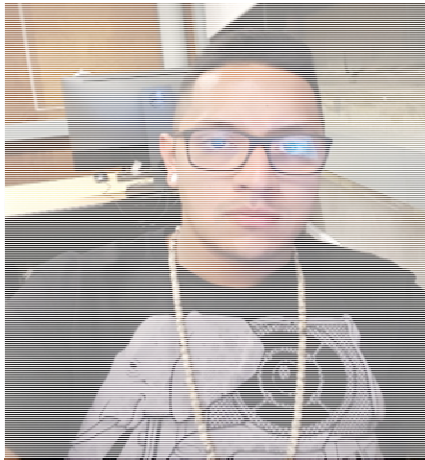
170245_CASA_Alumni_Scholarship_Application



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Carlos A Ramírez Esquivel
BA Architecture, 2017

Merit Award
\$200

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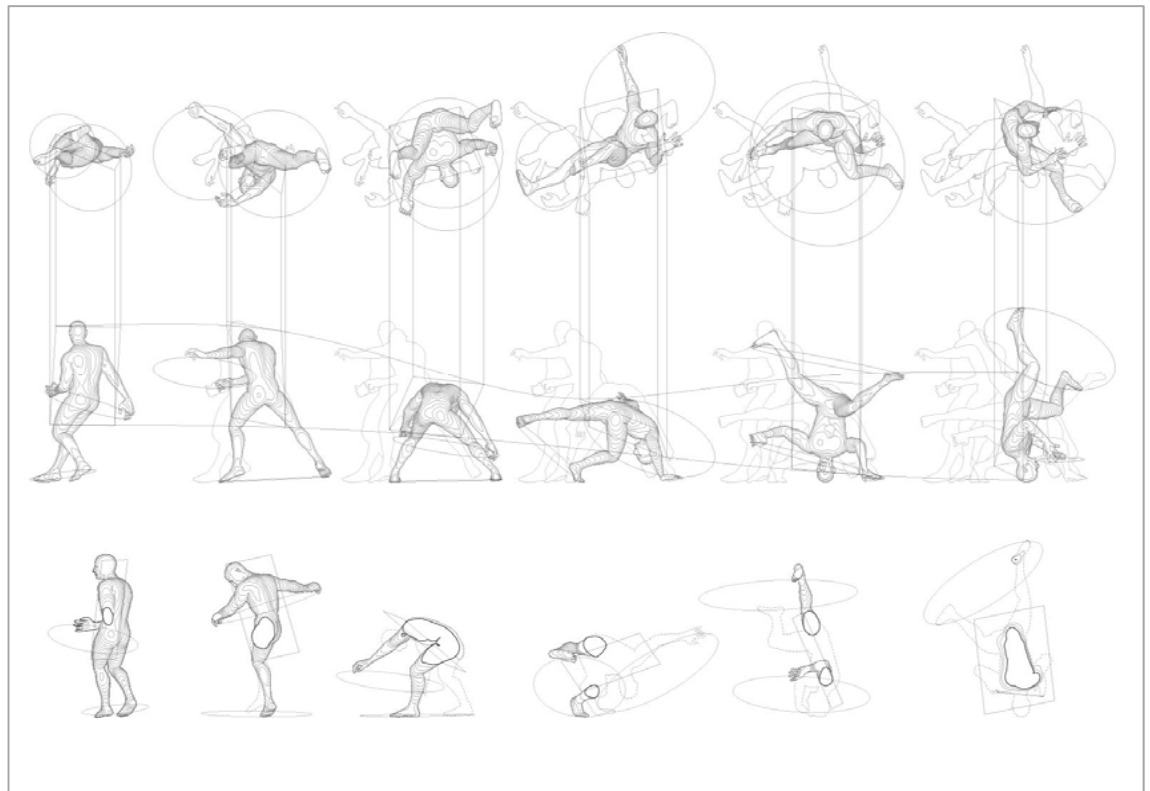
A c a d e m i c & C r e a t i v e E x c e l l e n c e

Human Figure

Arch 100D

Prof. Kyle Steinfeld

The goal of this project was to generate a human figure in the process of some activity and transform it into a series of drawings that depict the action. It is meant as a catalyst for generating the projects to come. It is also a study of the human body.





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Jailene Montano Berber

BA Urban Studies 2018

Merit Award

\$200

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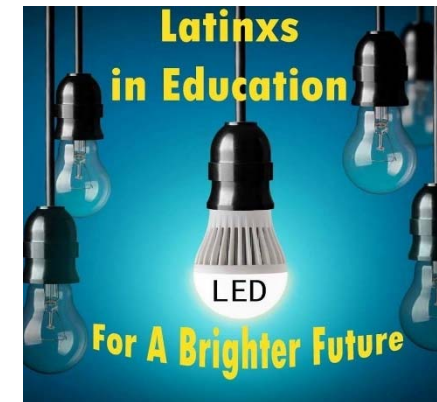
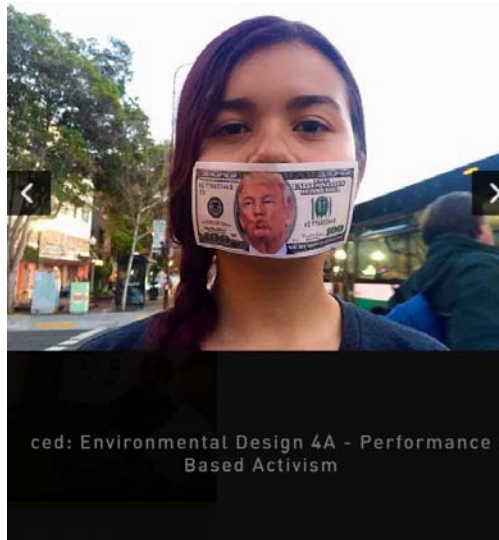
A c a d e m i c & C r e a t i v e E x c e l l e n c e

Performance Based Activism

Environmental Design 4A

Mitchell Squire, Visiting
Associate Professor

Using artist Sharon Hayes' work as a precedent, this assignment combined body, speech and public space to stage "speculative protest actions" as a way to investigate: 1) the figure of the protester; 2) the speech act of the protest sign; and 3) the contemporary political construction of public space and public speech.



Started a new organization, Latinxs in Education (LED).

Rising from our passion for education and the need to address the marginalization of people based on race, gender, sexual orientation, or religion. LED's mission is to help disadvantaged K-12 students, along with their families, encouraging university students to pursue careers in education.



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Adrián García Hernández

BA Sustainable Environmental Design /
Forestry & Natural Resource
Management, 2018

Merit Award

\$500

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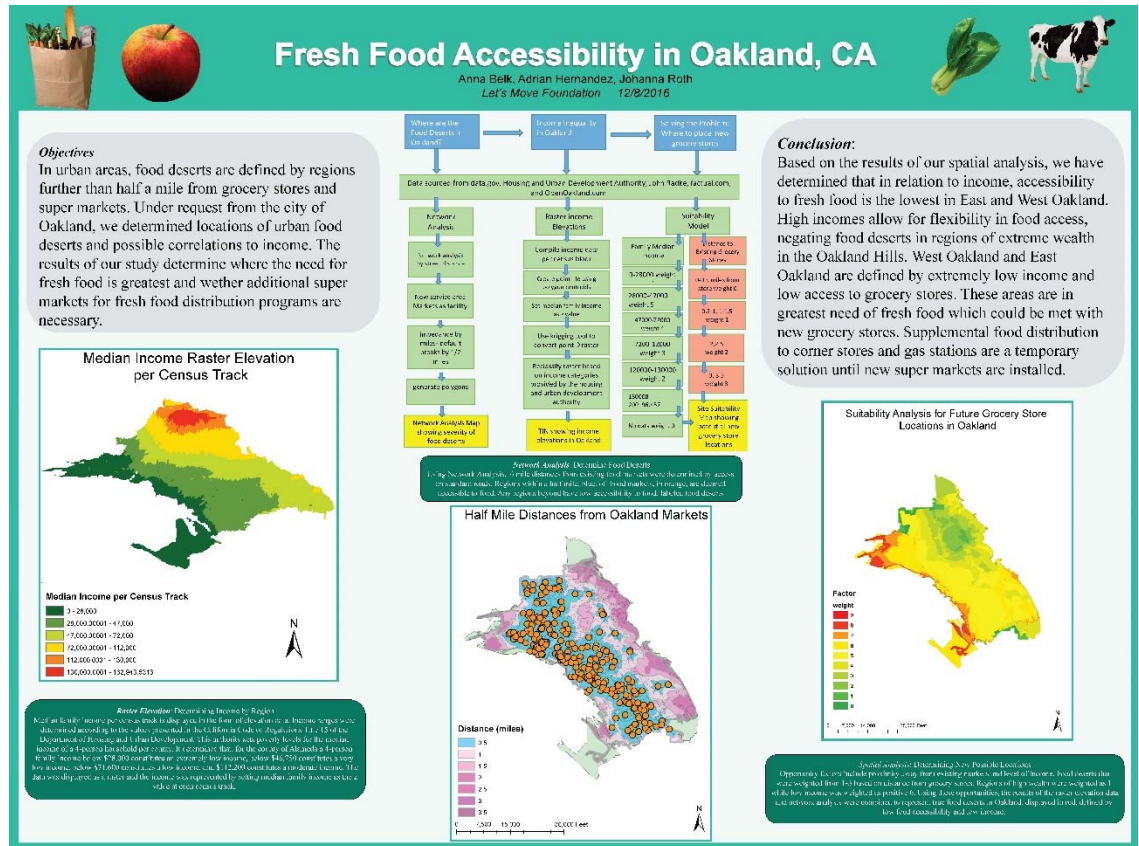
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Academic & Creative Excellence

Fresh Food Accessibility in Oakland CA

Landscape Architecture C188
Geographic Information Systems
Prof. John Radke

This project centered on analyzing geographic data regarding the distribution of markets in Oakland to determine what areas would be considered food deserts. We hoped that it would be helpful in determining what areas of the city are underserved by our food system.





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Guillermo Alcauter
BA Architecture, 2017

Bob Esparza Scholarship
\$500

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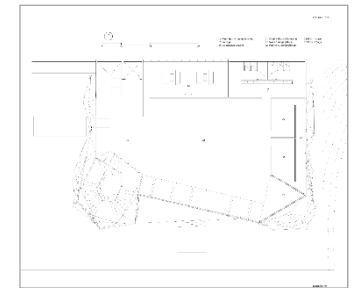
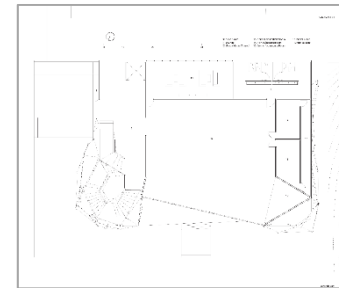
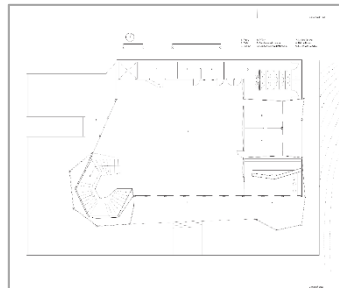
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A c a d e m i c & C r e a t i v e E x c e l l e n c e

Library Intertwinement

Arch 100a Fundamentals of
Architectural Design
Prof. L. Iwamoto / D. Price

After analyzing the program I decided to pursue an intertwinement of not only physical space, but of program as well. These intertwining forms create resource spaces (lobby, admin, media, reference studies) within them to allow for accessibility of resources throughout. The lobby contains circulation, the walls of admin are perforated, media is surrounded by the CD/DVD collection, and reference studies is surrounded by book shelves. This arrangement makes the library more manageable and efficient. making each floor like a mini-library.

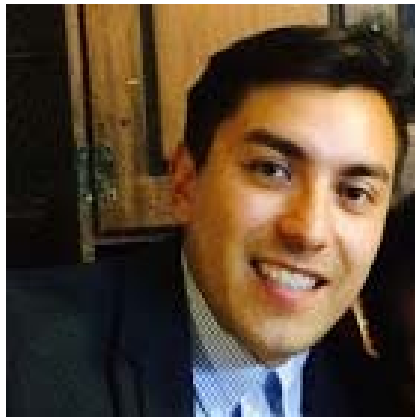




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Victor Rivas Valencia

BA Architecture, 2017

Bob Esparza Scholarship

\$1,500

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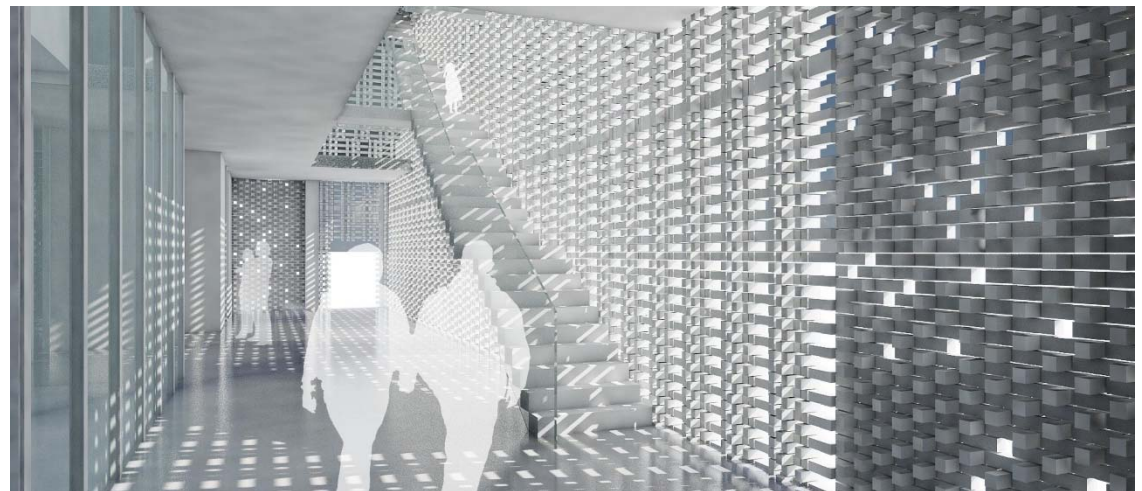
Cultural Center

Arch 100C

Prof. Nezar Alsajad

Design for a cross culture, cultural center. We were given the task to combine the Kuwait culture and the San Francisco culture in a relatively old money wealthy community in Pacific Heights.

My approach was to bring in a common material like the clinker brick from the existing neighborhood and reinterpreting that and the Mashrabiya as an interactive wall that illuminated the building and offers a method of luring pedestrians and neighbors into the building.





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Karen González

Public Health, 2017

Bob Esparza Scholarship

\$1,500

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A c a d e m i c & C r e a t i v e E x c e l l e n c e

Environmental Audit: Barriers and Open Opportunities of Four UC Berkeley Buildings

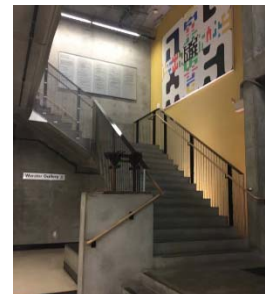
Community Planning & Policy for Disability, City and Regional Planning 120

Professor Pineda, City and Regional Planning

The Environmental Audit was to observe barriers that prevent people with whole range of disabilities and different situations to pinpoint the issues that can be changed or need to be modified. In addition, my partner and I have also included examples of universal design for a more accessible space that can be used by everyone including people with disabilities.



Barrows Hall



Wurster Hall



Haas School of Business (Cowell Hospital)



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Alejandra Aguilar

Landscape Architecture &
Environmental Planning, 2017

Bob Esparza Scholarship

\$2,000

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San Francisco Park

LA 102

Professor Karl Kullman

Design a space for an old abandoned Reservoir in Russian Hill, San Francisco.

My design focused on commemorating the old reservoir by making it into a shallow pond/seating area for the community to enjoy. I also took into account the various bird species that inhabit the area, and used trees that provide food and shelter for native birds. Therefore, creating a natural getaway from urban life and connecting residents to the other species that coexist in the same space.

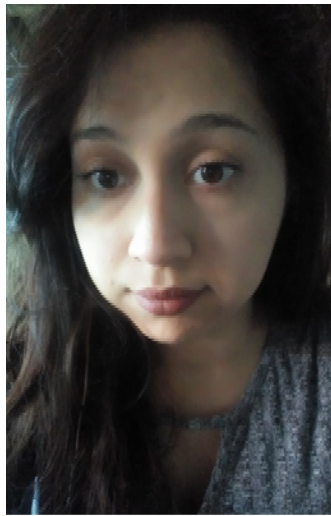




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Ana Rosa Robledo

BA Urban Studies 2018

Current CASA Co-chair

Bob Esparza Scholarship

\$2,000

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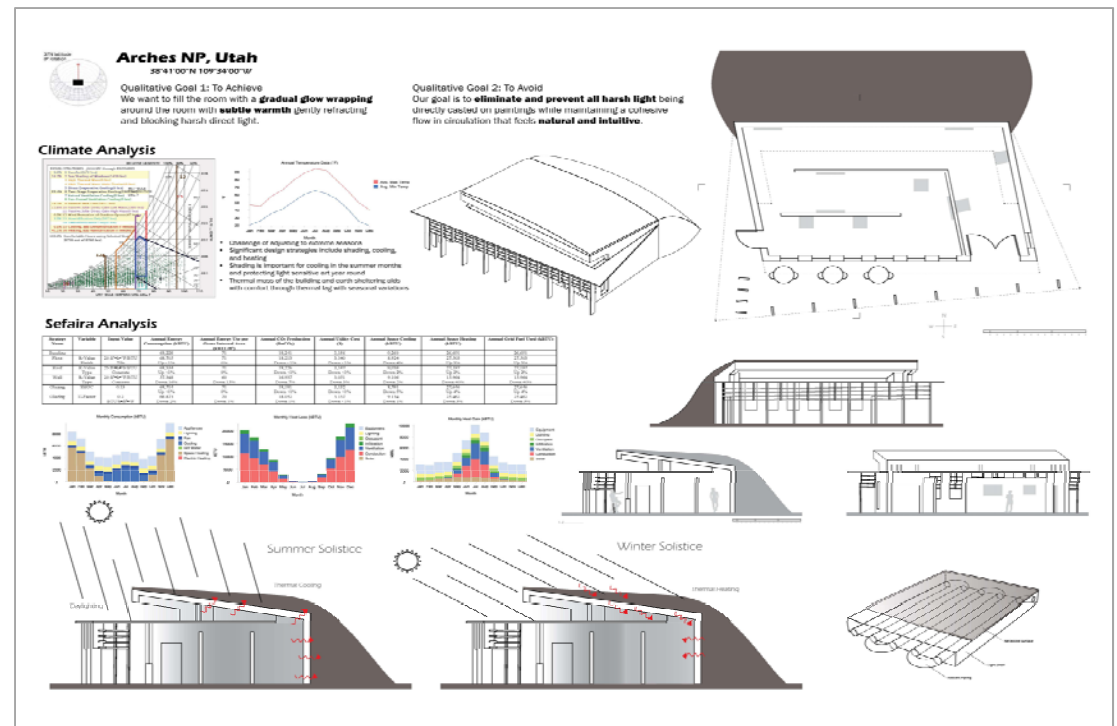
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Naturally Lit Museum in Arches NP, Utah

Arch 140 Energy & Environment
Prof. Gail Brager, Architecture

The purpose of the assignment was to create a museum with light sensitive art in a randomly assigned area and working with climate, topography, and the sun angle to design accordingly.

Our intentions with the space was to allow for flow and create a warm glow wrapping around the room without direct lighting to protect sensitive artwork. The design techniques were a greater glass surface directly south and creating a light shelf that extended into an overhang.





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Albert Orozco

MA Arch 2017

Martin Del Campo Scholarship

\$2,000

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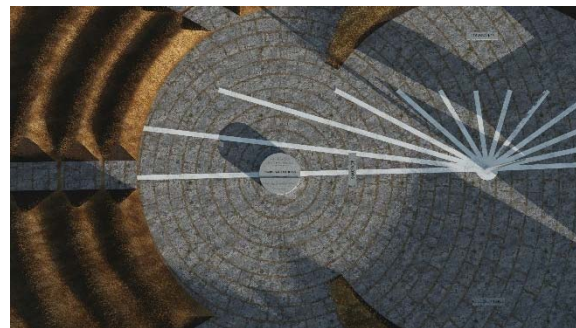
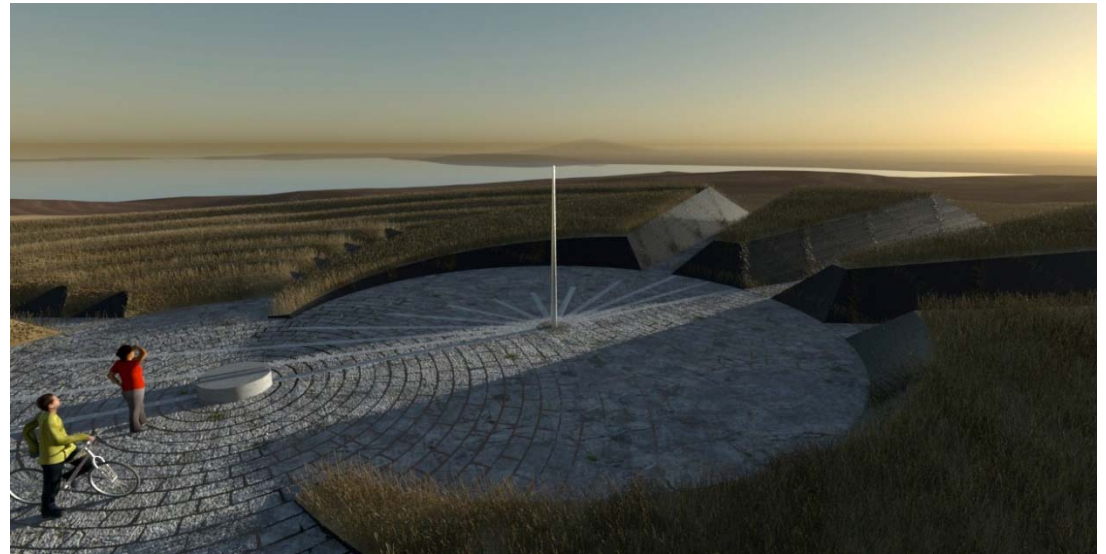
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**A Cesar Chavez Solar
Calendar Memorial** Graduate
Student Research Position
Prof. Ron Rael, Architecture

The César Chávez Memorial Solar Calendar honors the work, life and values of César E. Chávez through an architectural earthwork/sculptural garden located atop a hill overlooking the San Francisco Bay. It also promotes an understanding of the rhythm of the seasons, provides an outdoor classroom to study science, math & culture, and is intended to create a space for reflection in the midst of a busy urban environment.





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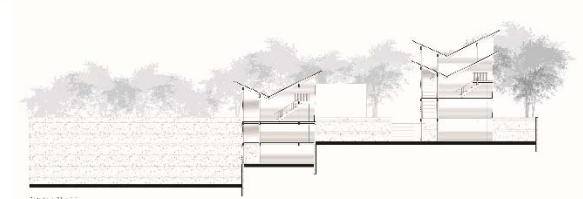
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Affordable Housing for Lafayette, California

Integrated Studio/ Arch 203

Prof. Renee Chow, Architecture

Thinking with wood was the starting point of the studio. Every type of wood assembly system — from timber, to light wood framing, to prefabrication, to engineered composites — has a long history of techniques used for both everyday and extraordinary construction. As a result of wood's light carbon footprint, its renewability, its workability, and its aesthetics, there is renewed interest in wood leading to breakthroughs both technically and formally.





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Leslie Valencia

**MA City Planning, Affordable Housing
2017**

**Martin Del Campo Scholarship
\$2,000**

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Lotus Apartments

Dev. Design Studio /CP 238
Prof. Michael Smith-Heimer,
DCRP

Lotus Apartments is a proposed 60 unit, mixed-use transit-oriented development located in downtown Oakland. The development would provide affordable housing to families earning between 30% and 60% of the Area Median Income, meeting a deep need in the City of Oakland, and especially in the Chinatown neighborhood. The East Bay Local Development Corporation (EBALDC) is an affordable housing developer, owner, and manager with a rich history of community service to Oakland, especially the Chinatown and downtown neighborhoods.





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Academic & Creative Excellence

DEMOGRAPHICS, HOUSING STOCK, & AMENITIES



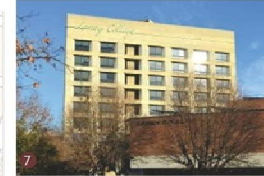
Census Tract 4030
Total Population: 2,471

74% Chinese
Population: 1,818

44% Seniors
Population: 1,084



	Oakland	Chinatown
Studio & 1 Bedroom Households	32%	60%
2 Bedroom Households	33%	32%
3 Bedroom Households	35%	7%
Large Households (+3 persons)	35%	15%
Average Renter Household Size	2.71	1.98



● HEALTH SERVICES ● PUBLIC OPEN SPACE ● FOOD/GROCERIES ● PUBLIC SERVICES ● EDUCATION

