

ByDESIGN

An Online Journal of Exceptional Achievement

10th Year Anniversary Retrospective

VOLUME 34 Spring Cinco de Mayo 2020

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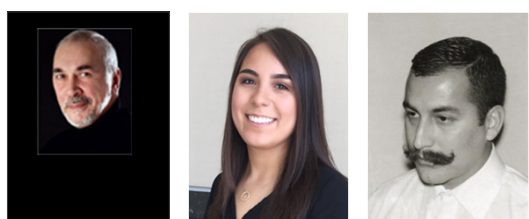
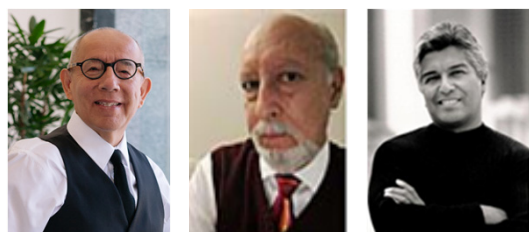
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ON THE COVER

Designed by Aymee Barajas, the cover depicts the iconic Aztec Calendar Stone created by the Aztecs and other indigenous peoples of central Mexico. The calendar consisted of a 365-day calendar cycle called Xiuhpohualli (year count). The Aztec Calendar was carved from solidified lava in the late 15th century. Lost for 300 years, it was found in 1790 buried under the Mexico City Zocalo.

MEMO from the Publisher

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10 Years of Resilience & Achievement

Rogelio Roy Hernández



"I am not easily discouraged. I readily visualize myself as overcoming obstacles, winning out over setbacks, and achieving "impossible objectives." - Bruce Lee

ByDESIGN was established to fill an enormous historical journalistic gap: the absence of women, people of color and LGBTQ communities in contemporary design journals. Or so we thought.

Ultimately, we learned the personal story behind the success story was as significant as the achievement itself: overcoming barriers such as poverty, immigration, socio-economic disparity, prejudice, injustice, political violence, and necro-politics. In other words: How did our subjects get to produce the work featured in ByDesign? (Shown below.)

Ten years later, 33 cover stories, 194 articles, and 45 stories on CASA students and College of Environmental Design (CED) alumni, we recognize sharing how our communities succeed is key to informing the next generation. This is significant because most subjects in ByDESIGN were not born into wealth and privilege - they are first generation, low income, immigrant students and professionals of color. However, they demonstrate the key prerequisites for extraordinary achievement: intellectual curiosity, passion, laser sharp focus, a strong work ethic,

and the resilience to overcome obstacles.

This special 10-year retrospective issue looks back at memorable stories. There are many more we would have liked to include.

The Extraordinary Architects section represents a rare collection of architects of all colors, spanning residential low-cost housing, community design, urban planning, government, corporate, retail and hospitality building types. Feature Stories span issues related to Latino, Black and Indigenous peoples by thought leaders in each respective field. The Brilliant Designers section shares two very distinct success stories. The ByDESIGN Presents and CASA Alumni at Work sections illustrate the close working relationship between these organizations and UC Berkeley's CED. After all, this e-zine is published by a CED alumnus of color promoting educational access, equity -- and preparing students for successful careers.

ByDESIGN is proud of those whose stories we have published, we look forward to publishing many more. As we start a new decade filled with challenges, we share one more thought by Bruce Lee: "Do not pray for an easy life, pray for the strength to endure a difficult one." Adelante!



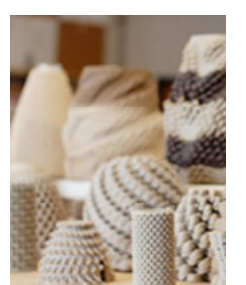
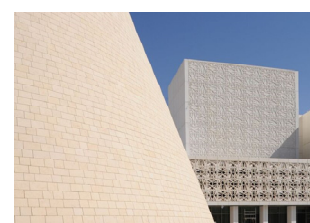
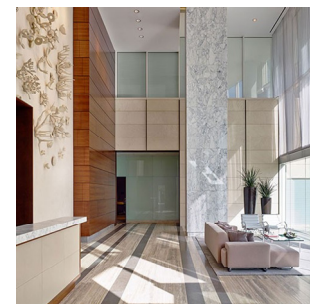
Isabel Castilla
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Prof. Theodore Jojola

Johnson Fain
Alison Grace Williams
FAIA

Joseph Martinez
Jack Tam, AIA
Leslie Valencia
Prof. Ronald Rael



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Extraordinary Architects

SCOTT JOHNSON FAIA AND WILLIAM FAIN FAIA

Design as a Culture of Inquiry [Vol. 29]

The cover story recounts the extraordinary work and achievements of Scott Johnson, FAIA and William H. Fain, Jr., FAIA. Their 32-year journey has been fostered by professional imagination, creativity and a "culture of inquiry" producing remarkable architecture, interior design and urban master planning.

William Fain, FAIA

M Arch & Urban Design, Harvard University, Graduate School of Design
University of Manchester, England
BA Arts & Architecture, College of Environmental Design, UC Berkeley

Scott Johnson, FAIA

M Arch, Harvard University, Graduate School of Design
BA Architecture, College of Environmental Design, UC Berkeley
Stanford University, Department of Fine Arts, Division of Architecture



"At Johnson Fain, we think of design as a culture of inquiry. Responding to a sense of current critical issues, design looks outwardly to place, program, inhabitants' needs and technology for the cues from which compelling form and space is created."

ANNE CERVANTES, ARCHITECT

Architect & Accidental Activist [Vol. 14]

Anne Cervantes' experiences and work transcends the idea of architect as traditional service provider, but more as a professional who sees herself as an integral part of community development, preservation and social advocacy. Anne works with communities to strive for justice. She was awarded the Dolores Huerta Lifetime Achievement Award in 2019.

"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."

Principal, Cervantes Design Associates, San Francisco, CA
M Arch, College of Environmental Design, UC Berkeley
BA, California State University, Fullerton



CHARLES HIGUERAS, FAIA

Strong, Brave, Humble & Badass [Vol. 24]

Charles Higuera is the personification of the Latino/American Dream. Son of hardworking South American immigrants who sacrificed everything so their children could succeed, he worked hard to achieve his dreams. His work ethic and focus led to a career as an architect in the private sector, and then of professional attainment and epic contributions to the City/County of San Francisco. At the time of this article, Chuck was responsible for various major City of San Francisco public works projects worth hundreds of millions of dollars.

Charles Higuera FAIA, Acting Director of Project Management, Public Works, City & County of San Francisco, San Francisco, CA
M Arch, University of California, Berkeley, College of Environmental
BA Arch, University of California, Berkeley, College of Environmental



"Persevere no matter what! Life in general presents all kinds of challenges and difficulties, hurdles and obstacles. Everyone is different, but what must be similar is the resolve you need to successfully address your unique situation."

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Exceptional Architects: continued

JENNIE LEW

Emmy Winning Documentary Tells of Painful Saga [Vol. 12]

Our story of Jennie Lew offered a story of a supremely successful architect and community planner who found success as a film producer. Her Emmy winning documentary "Separate Lives, Broken Dreams" tells the tale of the U.S. Chinese Exclusionary Act and its ramifications on Chinese American immigrants and their families.

Project Manager, Kaiser Permanente, San Francisco, CA
MA City Planning, Urban Studies/Affairs, M.I.T;
BA Architecture. College of Environmental Design, UC Berkeley



"I invested a lot of energy and time in my career on the built environment and there was a moment of revelation that it occurred to me, the ability to impact a person's consciousness was of equal if not greater consequence."

EDGAR A. LOPEZ, AIA

Architect for the City by The Bay [Vol. 24]

Edgar A. Lopez's, AIA, is an immigrant from Guatemala City, was raised by his grandmother while his mother immigrated to the US to create better opportunities for his brother and him, only to pass away shortly thereafter. Arriving in San Francisco at 17, learning English in time to attend UC Berkeley, he succeeded in becoming the Architect for the City & County of San Francisco. Mr. Lopez currently manages a public works portfolio of \$3 Billion: one of the largest construction programs for any city on earth.

Edward A. Lopez, Architect, City & County of San Francisco, San Francisco, CA
BA Environmental Design, University of California, Berkeley, College of Environmental
Project Management Certificate, UC, Berkeley Extension



"Keep your options open and think about the type of work you would like to pursue. Public architecture is highly rewarding, it serves all levels of society and is built to last for generations."

OSWALDO LOPEZ, AIA

From Simple Beginnings to Playing in the Big Leagues [Vol. 7]

Hailing from his early upbringing on a ranch, Oswaldo Lopez has followed his inherent curiosity toward several career paths. His 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 then serve as the 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.

Oswaldo Lopez, AIA, VP, Construction and Project Management, Outrigger Hospitality Group
BA Architecture, College of Environmental Design, UC Berkeley
M Arch, College of Environmental Design, UC Berkeley



"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."

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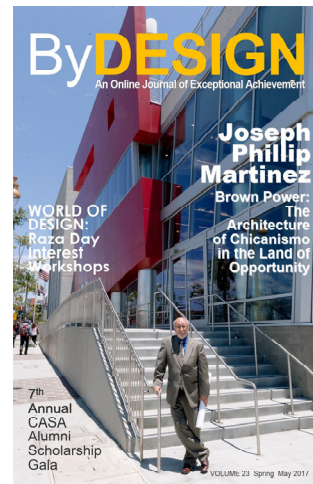
Exceptional Architects: continued

JOSEPH P. MARTINEZ, ARCHITECT

Brown Power: The Architecture of Chicanismo in the Land of Opportunity [Vol. 23]

Joseph Martinez came out San Diego's Logan Heights to realize an extraordinary career. Starting his practice in a single room of a small house, with \$30.00 in the bank, Mr. Martinez exemplifies the raison d' etre of ByDESIGN. Martinez, a Harvard University educated architect has designed projects in the Southwest, Mexico/Latin America, India, the United Arab Emirates, and is the leading proponent of Chicano Architecture in the US. Joseph Martinez is known as the "Father of Chicano Architecture."

Joseph P. Martinez, Founding Principal, Martinez+Cutri, San Diego, CA
M Arch, Harvard University, Graduate School of Design, Cambridge, MA
BA Visual Arts, University of California, San Diego



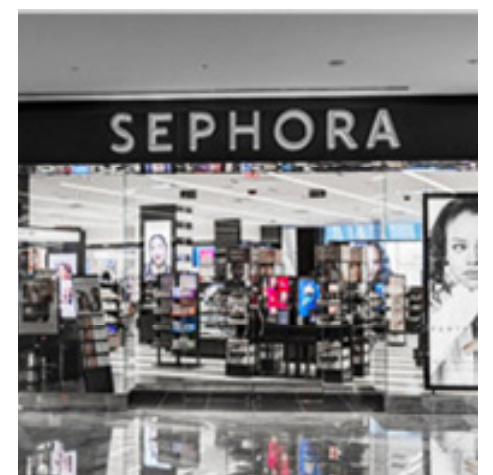
"At the end of the day, it comes down to rigor, analysis and vision. For me, it's similar to a mathematical proof."

HOMER A. PEREZ, ARCHITECT

SEPHORA, Design Excellence Fosters Growth [Vol. 31]

Homer has demonstrated the professional aptitudes of a renaissance man throughout his career, including architecture, computer science, structural engineering, interior design, and green architecture. However, Homer's professional prowess is exceeded only by his extraordinary commitment to Latinx/underrepresented communities, and in particular, their education and socio-economic advancement. We were proud to share his story.

Homer A. Pérez, AIA, LEED AP BD+C, Architect, Senior Project Manager, Store Design and Planning Division
Sephora, San Francisco CA
BS Arch Design, Massachusetts Institute of Technology, Cambridge, MA



"What will make you special is if you understand how to build what you are designing and provide logical problem-solving solutions to complex conditions, which do not affect your budget."

CELESTE & IVAN RODRIGUEZ

Exceptional Power Couple [Vol. 33]

The story presents married power couple Celeste and Ivan Rodriguez. These brilliant designers with humble roots, who met at Cal, now produce exceptional architecture in some of the largest architectural firms in the world. Celeste is experienced with hospitality, mixed-use and residential projects, translating design concepts into technical realities. A hands-on designer, she participates in all phases of the design process from schematic design to final installation. Ivan is a designer with experience in justice, healthcare, and public and private sector clients. He is skilled in Revit and has Extensive experience as a BIM coordinator.

Celeste Rodriguez, Project Coordinator, HKS, San Francisco
M Arch, University of Southern California
BA Arch, College of Environmental Design, UC Berkeley

Ivan Rodriguez, Strategy Analyst Architect AECOM, San Francisco
M Arch, University of California, Los Angeles
BA Arch, College of Environmental Design, UC Berkeley



"Giving back to CASA is important to us, so mentoring students and just showing them no matter where you came from you can make it."

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Extraordinary Architects: continued

CARLOS RODRIGUEZ, AIA

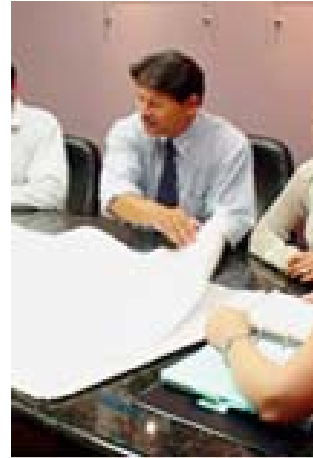
A Professional Profile [Vol. 2]

Carlos Rodriguez, a CED CASA alumni, was featured in the second issue of ByDESIGN. The consummate professional, Carlos established Rodriguez Associates, Architects & Planners in San Diego in 1995, and has been honored with more than 60 industry awards for design excellence. Carlos is a superb example of how enthusiasm and dedication can lead to remarkable accomplishments, as well as extensive recognition in the world of architecture.

Carlos Rodriguez, AIA, Principal, Rodriguez Associates Architects & Planners, San Diego CA

BA Arch, College of Environmental Design, UC Berkeley

M Arch, College of Environmental Design, UC Berkeley



"It's really important for graduates today to envision what they want to be, if you have a vision of what you want, you can work toward it."

JACK TAM, AIA

Distinctive Design Spanning the Globe [Vol. 28]

Jack Tam's family immigrated from Macau when he was a boy. Mr. Tam is the founder of Team 7 International and has 35 years of experience in planning, architecture and interior design. He has designed projects ranging from macro-scale governmental civic center master plans, large scale residential master plans, urban financial center planning, corporate headquarters, commercial office towers, hotels, and shopping centers; micro scale projects include corporate interior, retail stores, auto showrooms, apartment buildings, prestigious custom residences and theme restaurants.

Jack Tam, Principal, Team 7 International, San Francisco, CA

BA Arch, College of Design, UC Berkeley

M Arch, College of Environmental Design, UC Berkeley

Master in Urban Design, Harvard, MA



"Architecture is a challenging field. You first have to love what you do, need to have devotion, and be able to sacrifice, to enjoy the experience of shaping the built environment."

SANDRA VIVANCO, AIA

Design Excellence and Environmental Justice [Vol. 19]

Sandra was an immigrant success story of Peruvian/Colombian heritage. She practiced architecture in the US, Japan, Portugal, Italy and Brazil. A Fulbright Scholar, she spoke four languages. Armed with an unquenchable thirst for knowledge, a love for design and a passionate commitment for teaching, Vivanco was a Professor of Architecture and Diversity Studies at California College of the Arts. She taught and lectured for 20 years. We were privileged to relate her inspiring story. Sadly, Sandra passed away in early 2020. She will be sorely missed by her students, colleagues and all that loved her.

Principal, A+D, Architecture + Design, San Francisco, CA

M Arch, Graduate School of Architecture, Planning, Preservation, Columbia University

BA Arch, Honors, College of Environmental Design, UC Berkeley

Colegio Santa Margarita



"That simple notion has informed my career because I think that architecture is definitely linked to structures of power. It's so reliant on capital. It requires capital in order to be built, so to the extent that this capital is accessible only to a very few, to a small minority, its not accessible to all."

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Extraordinary Architects: continued

ALISON GRACE WILLIAMS FAIA

Nurturing a Fertile Design Culture of Invention [Vol. 26]

Our conversation with Allison Grace Williams revealed an architect with an illustrious career. Williams is the personification of a renaissance woman: artist, designer, and architect who has produced an impressive body of work displaying "an artful approach to the built environment." This is underscored by the professional recognition and awards she has received.

Principal, AGWms_studio, San Francisco, CA
M Arch College of Environmental Design, UC Berkeley
BA Practice of Art, College of Environmental Design, UC Berkeley



"It was an amazing year that I believe changed my life, the arc of my career and formalized my education: art and architecture, architecture as art. It made my professional world bigger." (On studying at Harvard.)

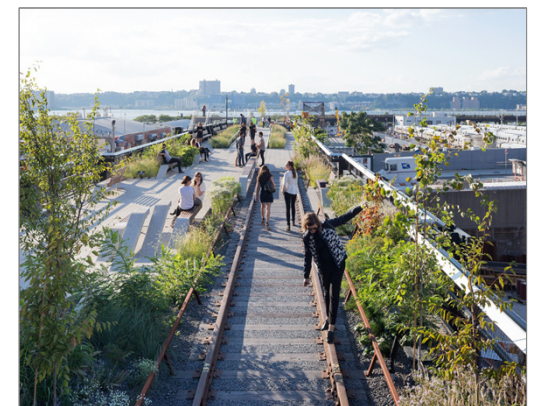
Visionary Landscape Architects

ISABEL CASTILLAS

Designer of the Future Metropolis [Vol. 17]

Isabel Castilla is an exceptionally talented Latina landscape architect originally from Puerto Rico. Her urban landscape design projects are redefining urban landscapes from the Big Apple (New York City High Line) to Miami, and from Brazil to Australia. Her work has positioned her as a leading international designer.

Sr. Associate, James Corner, Field Operations, New York, NY
M L Arch., University of Pennsylvania, Graduate School of Fine Art
M Arch, University of Pennsylvania, Graduate School of Fine Art
BA Arch. University of Puerto Rico



"Finally, work as hard as you can and be two steps ahead of everyone else. Don't wait for someone to ask, be proactive and don't be afraid to take the first step. Even if it is wrong, taking initiative goes a long way in the design field."

Futuristic Planners

JAMES ROJAS

Urban Planner, Activist and Artist [Vol. 16]

We were pleased to present the story of James Rojas, Urban Planner, Community Activist and Artist. His career is a story worth telling, we witnessed a true visionary leader in the field of Urban Planning, from his local community of Los Angeles to influence on people all over the world, including Brazil and Germany. This is an example of how one person can influence the environment and help those around them create true change with a creative urban planning process. Our readers were mesmerized by his story and the creative efforts of his work.

Principal, Place It, Los Angeles, CA
M City Planning & MS Arch Studies, MIT, Cambridge, MA
BS Interior Design, Woodbury University, Burbank, CA



"My advice (to students) is to listen, observe, and connect with people. Use your education and combine it with your intuition to help others improve our communities."

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Futuristic Planners: continued

PAMELA ADAMS

Pre-design Planning - Applying Intelligence to the Future [Vol. 11]

Pamela is a thought leader in pre-design planning, developing programs and strategies for major projects. She has been applying her expertise to large scale projects for 30 years. Adams has the ability to view public and private projects with the analytical rigor of a scientist and the creative eye of an artist. Her work has shaped the built environment without practicing architecture. Pamela has been applying her intelligence to the future for more than 30 years.

Pamela Owen Adams, RA LEED AP, Principal, Lamar Johnson Collaborative

MA City & Regional Planning, Urban Design, Harvard University, Cambridge, MA

BS Arch, Magna Cum Laude, University of Texas, Austin, TX

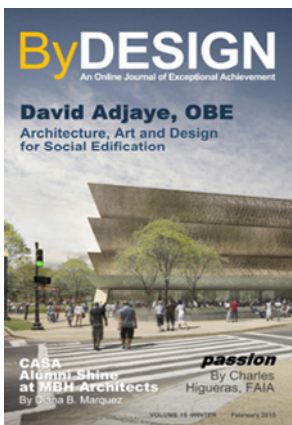


"The work I do is pre-design so it's a shorter time frame than if I were an architect designing a building. I'm the bridge between the needs of the client and a description that the designer can use to produce the design solution."

International Stories

DAVIS ADJAYE

Architecture, Art and Design for Social Edification [Vol. 15]



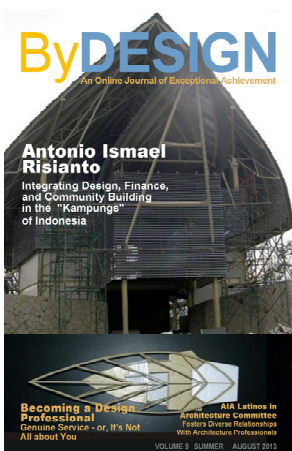
In 2015 we featured an extraordinary artist and architect practicing in London for our cover story on the meteoric rise of David Adjaye. Born in Tanzania and raised in England, his multicultural upbringing was fueled by a passion of art, architecture and design, which resulted in extraordinary work and international acclaim.

"Culture should be the driving force behind architectural design. To me, this is the only way to create an architecture that has the capacity to be socially edifying and socially liberating.

David Adjaye, Adjaye Associates, London
BA London South Bank University
MA Royal College of Art 1993

ANTONIO RISIANTO

Integrating Design, Finance, and Community Building in the "Kampungs" [Vol. 9]



In the summer of 2013 BD spoke with Antonio Risianto, who had returned to his community to make a difference by practicing Community Building in Indonesia. His firm's work, 3CoArch & Associates, spans an impressive range of projects including urban planning, community building and commercial design, proving that a commitment to housing the poor and exceptional commercial architecture are not mutually exclusive.

"Most of our projects focus on issues concerning the slum environments of the countries we practice in."

Antonio Risianto, Principal, Triaco - 3CoArch & Associates, Sanur, Bali
M Arch, College of Environmental Design, University of California, Berkeley
MIS, Post Master Advanced Studies Program

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Brilliant Artists & Designers

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LALO ALCARAZ

Chicano Socio-Political Satire Goes to Hollywood [Vol. 18]



This February 2016 cover story focused on the amazing work and imagination of Lalo Alcaraz, UC Berkeley graduate and CASA Alumni. Lalo is an artist, illustrator, nationally-syndicated multi-award-winning, Chicano cartoonist, sought-after speaker, writer and television and movie consultant. Our interview was done while he illustrated on a Wacom illustrating tablet on a Saturday afternoon to meet a publication deadline for his comic strip "La Cucaracha." Lalo's other accomplishment includes acting as a consultant to the Academy Award winning film 'Coco.'

BA Art and Environmental Design, San Diego State University
M Arch, College of Environmental Design, University of California, Berkeley



RALPH HOLGUIN

Don't dream it, build it! [Vol. 25]



Ralph Holguin's cover story in December 2017 described a most improbable journey of rags to riches. He built the RMD Group of companies, a number of award winning businesses he started with a strong work ethic and design genius, but without capital or a high school diploma. (These include RMD Exhibit, RM Garage, and RMD Design House.) Ralph realized at a young age that dreaming was not enough -- building it was essential.

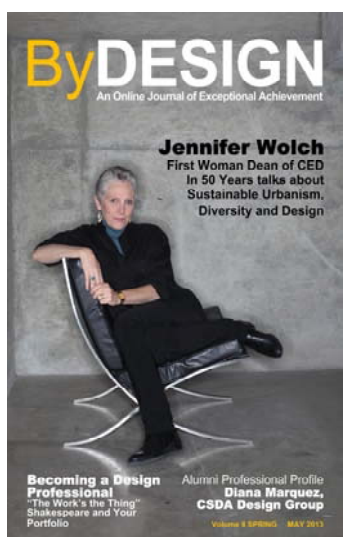
"I want to mentor and motivate others to believe in nothing other than themselves. I encourage them to always, always move past the boundaries, because those boundaries are often set by us. They didn't even exist, we put them there."



Inspirational Educators

PROFESSOR JENNIFER WOLCH, PH D

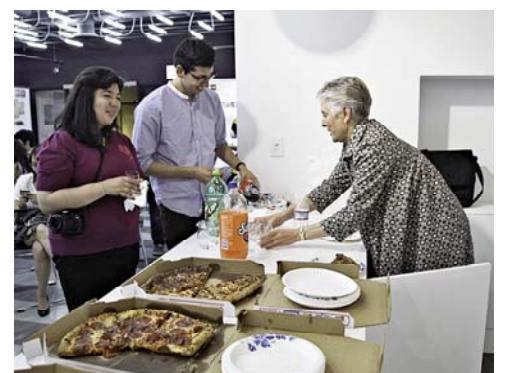
First Woman Dean of CED in 50 Years [Vol. 8]



Jennifer Wolch holds the record for appearing in the pages of BD. She is a recognized scholar, executive leader, proponent for sustainable urbanism and social justice, and an advocate for diversity at the College of Environmental Design (CED), UC Berkeley. She is also the first woman Dean of CED in its 50-year history. This rarest of achievements has placed her in a leadership position to affect innovative design, emerging technologies, high-quality multidisciplinary research, pragmatic training and community engagement, all focused on the built environment.

"Those values are about design activism, they're about social justice, they're about diversity, and so those are the things that we want to highlight as we move forward."

Ph D Urban Planning, Princeton University
MA Geography, California State University, Hayward
BA Anthropology, California State University, Hayward



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Inspirational Educators: continued

PROFESSOR RONALD RAEI

The Divided States of the US-Mexico Border [Vol. 32]



Prof. Ron Rael is the first Latino acting Chair of the Department of Architecture at UC Berkeley since the School of Architecture was established in 1903. Rael's creative genius has taken the application of 3D printing concepts and technologies into the realm of architecture. Ron grew up in a small 7th generation ranching village, La Florida, in the high alpine desert spanning Northern New Mexico and Southern Colorado. The village was made up primarily by his relatives and only had a few small adobe houses, a stone school house and a cemetery, surrounded by fields and prairie. His family has lived in the region for thousands of years as decedents of Spanish, Mexican and Indigenous people.



“I love studying the craft traditions of the past as a way of thinking about how to create the future. The ingenuity of the most humble people on the planet have been an incredible influence on me. Doing more with less has a very different resonance to me, than “less is more”.

M Arch, Graduate School of Architecture, Planning & Preservation, Columbia University
BA, Environmental Design, University of Colorado Boulder

PROFESSOR MIRIAM CHION

Berkeley Civic Center Reimagined [Vol. 27]



In 2018 BD showcased UC Berkeley Professor Miriam Chion and a group of Latina students in an urban planning course envisioning a new City of Berkeley Civic Center. Miriam was raised in a family of 14 children in Lima, Peru, by immigrant parents who valued education, family and community. Her college architecture education in Lima focused on the socio-economic challenges of the shanty towns in Lima and rural communities in the highlands and Amazon region. Her work focuses on the integration of equity, resilience and sustainability.



“Students are under more pressure in recent times and sometimes they are expected to accomplish more work with less resources. It was a good surprise to encounter several undergraduate Latinas in the studio; it is my hope they pursue a planning career.”

Ph D, City and Regional Planning, College of Environmental Design, UC Berkeley
M City Planning, College of Environmental Design, UC Berkeley
BA Architecture, Universidad Ricardo Palma, Lima, Peru

COVER STORIES

10th Year Anniversary Retrospective

Special Issues

ByDESIGN®
a quarterly e-zine

Volume 34 Cinco de Mayo 2020

BYDESIGN GOES TO CUBA!

From a People's Revolution to a Country's Evolution [Vol. 22]



In 2017 BD made an odyssey to Cuba. Our purpose was to garner a firsthand view of the Cuban Revolution, its people, architecture, art, and history. The journey was inspired by stories the author's grandmother in Mexico City would tell. We interviewed almost 50 people, young and old, from diverse walks of life. We uncovered a country where an acutely repressive capitalist society - casino and brothel for the US in the 1940s, gave rise to a Marxist-Socialist society. The country went from one extreme to the other, and came out economically humble, proud, and educated. Until US Government reinstated the embargo, Cuba had a thriving tourist industry from visitors from throughout the world. We witnessed phenomenal hotel development and a country in transition, as noted in this passage:

"The Guardian's Oliver Wainwright writes that Havana's real estate micro-capitalism won't be micro for much longer. American architects and developers are already queuing up to be first in line, ready to pounce on investment opportunities when the embargo drops. Frank Gehry sailed into Havana in December, aboard a streamlined yacht he designed for himself, here to "offer his expertise to Cuba" according to a government statement. - theguardian.com"



CASA 40TH+ REUNION:

CASA Alumni Gather at Cal to Celebrate a Legacy of Support/Achievement [Vol. 20]



On June 11th, 2016 BD memorialized a milestone that occurred on the 2nd floor of Wurster Hall: the first reunion in 40+ years of the founding members of CASA (Chicano/a Architectural Students Association) who returned to UC Berkeley's College of Environmental Design to share and reconnect with classmates. Organized by one of CASA's founding member, Antonio Pizano, it gave original members the opportunity to share their experiences and memorable moments as students dating back to the early 70s. Amongst the shared stories that created great laughter and tears of joy was the coming together as "hermanas" y "hermanos" to share a common affection.

"The reunion we had was truly awesome, guys. Thank you, to all of you - most especially Antonio Pizano. You did a lovely job, "Pizzafat," bringing us all together in such an authentic, heartfelt way. It feels REALLY good to be able to come together, and still be able to relate to each other as though no time had gone by at all. From the heart – "puro sentimiento autentico."

a big, big abrazo,"

Bob Hijas



Gifted Scholars

ANGELICA S. GALLEGOS, CHARELLE BROWN & SUMMER SUTTON

Yale's Indigenous Scholars of Architecture, Planning & Design [Vol. 30]



In April 2019 BD did a cover story on an exciting group of Indigenous scholars at Yale University. Established in September 2018 at the School of Architecture, the Indigenous Scholars of Architecture, Planning and Design (ISAPD) is a collective student group focused on increasing the knowledge, consciousness and appreciation of indigenous architecture, planning and design in this community and around the world.

ISAPD was founded by Summer Sutton (Lumbee Nation) Architecture PhD '21, Anjelica Gallegos (Santa Ana Pueblo/Jicarilla Apache) M Arch I '21, and Charelle Brown (Kewa Pueblo) BA in Architecture Studies '20.



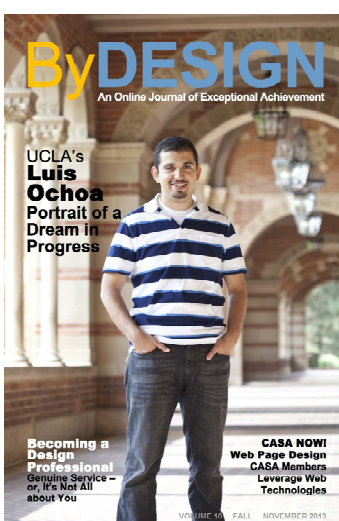
"Working towards completing my Ph.D. is my number one priority. There is also the responsibility to give back to your family, your tribe and your intertribal community, so if my commitments can lead to a better understanding of our culture, then I will do my best to make a contribution." S. Sutton

"As the environment is increasingly in a state of unrest from climate change, Indigenous thinking is invaluable to propel the architecture field into a new epoch that both elevates society and safeguards the planet." A. Gallegos

"I spent an enormous amount of time learning how to navigate space in and out of the community, just as my mothers and sisters before me. This meant being assertive and bold about my identity, but also being calm, collective, and purposeful in my actions. Being raised with Pueblo core values, also built into my mind and heart a serious commitment to my people. My community is truly the main driving motivation for my education." C. Brown

LUIS OCHOA

Portrait of a Dream in Progress [Vol. 10]

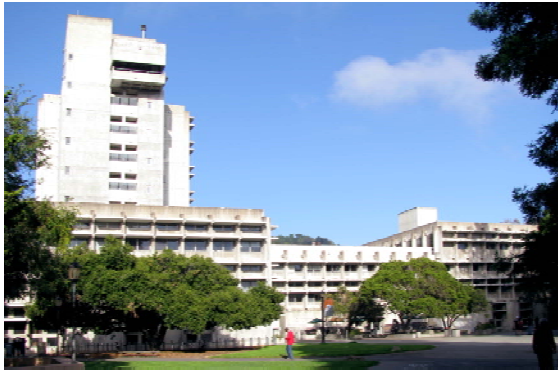


Luis Ochoa was a CASA member while an undergrad at UC Berkeley, and who was mentored by CASA Alumni in applying for grad school. Luis came from a humble farming community in Michoacán. He spent his childhood in Mexico utilizing his inherent design abilities by constructing adobe houses, bending wooden sticks into twisting towers and other construction projects on the agricultural landscape that surrounded him.

The recipient of numerous awards, including the Gates Millennium Scholarship and Harvard University's Migrant Program Scholarship, Luis's dream has progressed over his life. Applying his tenacity to his dream of becoming an architect, he was ultimately admitted to the Master's program at UCLA after his second try. BD recognized Luis for demonstrating the work ethic, perseverance and tenacity common to first generation immigrants.

"One of the most meaningful awards I received was the CASA Alumni Undergraduate Prize (at the College of Environment Design at UC Berkeley). It was very meaningful because it was the first prize I received for my architecture work."





Over the years BD has featured a number of persons in a various fields. Given our focus on design and education many stories have featured topics and persons related to education. The following persons have demonstrated a focused commitment to issues outside the norm, such as the inequity along the US/Mexican Border, equal access to institutions of higher learning, promoting diversity of underrepresented communities, and offering alternative design paradigms to the Euro-centric design thought process.

PROFESSOR MICHAEL DEAR, PHD

The Divided States of the US-Mexico Border [Vol. 24]



© Image by Ana Teresa Fernandez

This article was contributed by CED Professor Michael Dear in the summer issue of 2017. On August 24th, a group of Bay Area artists, design professionals, and scholars met at SPUR Oakland headquarters to explore alternative ways of resistance and activism for countering on-going pressure to expand the fortification of the US-MX border.

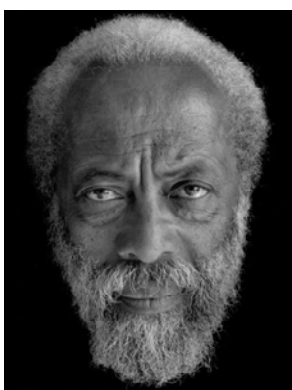
The article recounts the conversation organized by Ronald Rael, Acting Chair for the Department of Architecture at UC Berkeley, and moderated by Michael Dear, emeritus professor in the Department of City & Regional Planning at UC Berkeley. The host was SPUR's Noah Christman. Other distinguished panelists included Richard Misrach, photographer/co-author, Border Cantos, Ana Teresa Fernandez, Artist and Art Professor, and Guillermo Galindo, experimental composer/artist and co-author, Border Cantos,



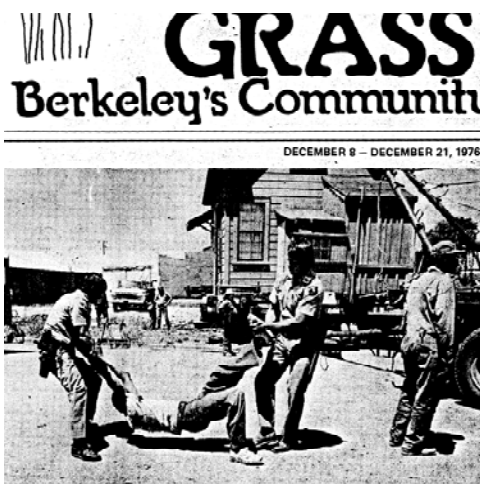
"Each contributor favored a stark simplicity joined with a compelling appeal to universality that together portrayed the fundamental unity of cross-border communities. There was, after all, some kind of magic in the air." MD

RUSSELL ELLIS, PHD

Sculptor & Professor Emeritus, UC Berkeley [Vol. 31]



© Judy Dater.



This is one of the photos used by the Fulton defense to show that with a 30 to 40 foot distance between patrol wagon and house on side, Fulkson could not have kicked Paroleman Pittman against house, truck or road. Being dragged by two unidentified officers is William R. Ellis, leader of demonstration and assistant dean of College of Environmental Design, UC; Lee Cole (not shown), author of this article, was second to be arrested.

In the summer of 2019 we did what became the longest interview, and feature article, we've ever published. We hung on to every word like children listening to a fable. This article treated us to a detailed retrospective on the life and times of William Russel Ellis, PhD, farm boy, Compton resident, singer, world class college athlete, distinguished scholar, innovative educator, unabashed activist/protester, role model to students of color at turbulent times at UC Berkeley, UC Vice Chancellor and sculptor. One can get exhausted just describing the phenomenal trajectory of a brilliant man who started with little and amassed a wealth of achievements.

"When I arrived in 1970, Berkeley seemed exhausted. But I was not, and there was plenty of space for me to try to realize the purposes of my position. I was young, energetic and undaunted by ignorance. I had no idea how to establish a departmental field that everyone called "Social Factors". But, over the next ten years, something got moving. A new social factors faculty member (Galen Cranz), publications, PhD students and dissertations, conferences, etc."

"Being dragged by two unidentified officers is William R. Ellis, leader of the demonstration and Assistant Dean of College of Environmental Design. UC; Lee Cole (not Shown), author of this article, was second to be arrested."
Quote from newspaper shown above

PROFESSOR WILLIAM Y. HARRELL, AIA Cosumnes River College [Vol. 33]



On December 16, 2019, BD had the distinct honor of attending the final student architectural presentations of Adjunct Professor Bill Harrell, AIA. The design class was at Cosumnes River College, a community college located within the Sacramento Community College District, offering an Architecture A.S. degree program.

Most solutions focused on the need for mixed-use solutions of affordable housing and retail services for the community. Each team included perspective simulations of their buildings from various positions within the site. Most teams also provided additional presentation boards and model studies to help explain in detail building concepts related to energy efficient solutions, green walls, mechanical and passive ventilation, solar studies, transportation issues, and community retail needs.

Bill Harrell is an unsung hero who has been helping women and students of color transfer from Cosumnes River College to UC Berkeley's College of Environmental Design for decades. His has contributed his efforts in support of students without seeking recognition or credit, and our underrepresented communities have all benefited.

William Y. Harrell, Principal | Architect
Harrell Architectural Partnership, Sacramento CA
BA Arch, University of California, Berkeley,
M Art in Architecture, University of California, Berkeley,

PROFESSOR THEODORE JOJOLA, PHD Post Colonial Indigenous Design & Planning [Vol. 30]



The 2019 spring issue of BD featured distinguished Professor Ted Jojola, Ph.D., founder of the Indigenous Design + Planning Institute at the University of New Mexico. Mr. Jojola is the preeminent thought leader in the application of Native American culture to architecture, community design and political science. His work and teaching focusing on indigenous planners, scholars and designers has put him in the forefront of indigenous design. Professor Jojola's practice emphasizes the inclusion of tribal communities in formulating culturally informed design solutions for community development. His passion for the longevity of Indigenous communities have made him an example of cultural representation in a field that lacks diversity. Ted's fiat of representing indigenous histories, creating curriculum, and promoting design principles in his teaching is exemplary. His mentorship to mold the next generation of indigenous scholars and designers, dismantling the design rhetoric that ignores indigenous design, is truly revolutionary.

"I remember a travelling exhibit (in 2004) that had been curated by the AIA showing in our lobby. The exhibit title was "The 100 Most Endured Buildings in America." Well, was there even one example of Native American architecture? Absolutely not!"

Certificate International Human Rights Law, University of Strasbourg, Strasbourg, France
Post Doc, American Indian Studies Center, UCLA
Ph D in Political Science, East-West Center/University of Hawaii at Manoa, Honolulu, Hawaii
M City Planning, Environmental Design, MIT Cambridge, MA
BFA Arch, Double Minor in Mathematics & Music, University of New Mexico, Albuquerque, New Mexico

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Volume 34 Cinco de Mayo 2020

CASA Alumni Scholarships, Supporting the Dream

Planning for the CASA Alumni scholarship event began in 2010 - the year we established ByDESIGN. This was at the height of the Great Recession, which began with the stock market crash in 2008. While mentoring CASA students, ByDesign/CASA Alumni volunteers became aware of the acute financial struggles Latinx students were experiencing at the College of Environmental Design (CED) at UC Berkeley.

We decided to take action and help.

BD made a commitment to sponsor a yearly scholarship program called "ByDESIGN Presents" at CED. This became a collaborative effort with our sister organization CASA Alumni, in addition to CED, and the student organization CASA (Chicanx/Latinx Architectural Student Association). The first scholarship event was held on September 19, 2011.

CASAalumni SCHOLARSHIPS

The scholarship had a humble beginning, the first event recognized six students. In 2012 we had two award ceremonies, the first was on April 20th where we awarded scholarships to eight students, two who had been CASA members and were then attending graduate school at UCLA and USC. On November 2nd, 2012, six students received awards, and on March 18, 2014 four students received scholarships.

By 2014 the CASA Alumni Scholarships had evolved into a polished event. We held the first event in the first floor gallery in CED. The distinguished speaker program also began that year with award winning designer Carlos Perez, the "Man who drew the Apple logo."

The following year was one of the best attended events. On April 22, 2016 we recognized nine exceptional students. 2017 attendees were treated to a 30 minute video documenting the 40+ year CASA reunion/history of CASA, produced by Anthony Quiroz (Life/Video Productions). The moving video captured the spirit and sentimiento (sentiment) of the 1970's, resulting in many teary eyes.

The 2018 event was held on April 20th, it featured two distinguished speakers: Sandra Vivanco and Joseph Martinez (Martinez + Cutri). Fourteen students were recognized.

Scholarship events were not held in 2019 due to schedule conflicts and the 2020 event was postponed due to Covid-19.. \$48,500 in cash prizes, laptop computers and software has been awarded to students of color, women, and LGBTQ students in the last ten years.



Guest speaker Carlos Perez, The Man who drew the Apple logo, March 18, 2014 Vol. 12



Edgar Lopez, 3-Billion Dollar Man, Architect, City & County of San Francisco, April 1, 2015 Vol. 15



Landscape Architect, Isabel Castilla, NYC High Line designer. April 22, 2016 Vol. 17

ByDESIGN
An Online Journal of Exceptional Achievement

Presents
Edgar A. Lopez, AIA
The \$3 Billion Dollar Man

As the City Architect / Deputy Director, Department of Public Works for the City & County of San Francisco, Mr. Lopez provides executive leadership to a division of 200 professionals. These include architects, engineers, landscape architects, construction managers and project managers who are responsible for delivering a wide range of capital projects and programs totaling \$3 billion dollars.

Edgar Lopez is the defining example of a first generation immigrant's success. He mastered the English language late as a young adult, and was admitted to the architecture program at UC Berkeley, which opened the door of opportunity. Come hear his inspiring story!

April 1, 2015, 6:00 pm
1st Floor Gallery, College of Environmental Design, UC Berkeley

All CED students, alumni and faculty are invited to join us! Hosted in collaboration with:

ByDESIGN
An Online Journal of Exceptional Achievement

Presents
CASA Alumni Prizes & Isabel Castilla

April 22, 2016, 6:30 pm refreshments and light fare
7:00 pm
1st Floor Gallery, College of Environmental Design, UC Berkeley

You are cordially invited to an award ceremony to be hosted at the College of Environmental Design, University of California, Berkeley.

The event will include a distinguished guest speaker, Isabel Castilla internationally recognized senior associate at New York-based James Corner Field Operations, lead design/project manager for Section 31 of the NYC High Line, the Underline in Miami and the Lincoln Road District Master Plan in Miami Beach. Come hear this visionary and innovative perspective on designing vibrant urban public spaces.

Prizes will be awarded to students of color who have demonstrated an extraordinary commitment to academic achievement, active membership in student organizations, community service and/or have made contributions to academic excellence at CED.

ByDESIGN
An Online Journal of Exceptional Achievement

Presents
CASA Alumni Awards + Distinguished Speakers

8th Annual Event - April 20, 2018

6:00 - 6:30 Dinner & Refreshments
6:30 - 7:00 Scholarship Presentation (Honored Guest: Chabela Higuera, House Floor)
7:00 - 8:00 Distinguished Speakers and Panel Discussion: Sandra Vivanco & Joseph Martinez (Moderator: I. Vivanco, Architecture, Pritzker Institute)

9th Floor, Room 901A, College of Environmental Design, UC Berkeley

All colleagues, students, faculty and friends are cordially invited to a special event hosted by ByDESIGN, in collaboration with CASA Alumni, Latina in Architecture, CAD, SF AIA, CED, and CASA. Scholarships will be awarded to students of Color, LGBTQ who have demonstrated an extraordinary commitment to academic achievement, active membership in student organizations, and/or community service.

The event will also include two distinguished guest speakers and a panel discussion: Sandra Vivanco, Principal A+O Architecture, Professor of Architecture and Director, Studies at California College of the Arts, (SF AIA, Columbia, SA AIA, CED UC Berkeley); Joseph P. Martinez, Founding partner of Martinez-Cutri, established in 1980, practicing architecture, planning and urban design worldwide. (SA AIA, Harvard University, SA, UC San Diego)

ByDESIGN PRESENTS

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CASA Alumni Scholarships

As the ByDESIGN Presents/CASA Alumni Scholarships completes a decade of support, it has become a notable Latino/Women/LGBT design scholarship event. There is no comparable design scholarship at any other major design university in the country. By any measure, this event has become an institutional celebration of accomplishment for underrepresented students pursuing higher degrees in multi-disciplinary design programs.

The event has culminated in the close collaboration between several strategic partners: ByDESIGN, CASA Alumni, UC Berkeley's College of Environmental Design, CASA student organization, Latinos in Architecture SF, and the AIASF's Center for Architecture. We extend our sincerest gratitude to our partners and generous donors.

\$41,500 have been awarded to students in the last ten years, plus an additional \$6,000 in laptops and software. Of the \$47,500 raised, 65% of the proceeds have gone to woman of color. As we enter an unprecedented period of economic uncertainty for all people, but specially people of color, ByDESIGN will continue to do whatever we can to support the brightest scholars in our community.

We are proud to say that our efforts have affected many student lives, and not just financially.



Querido Roy,

I wanted to share some really amazing news! I was admitted and just accepted my offer to the M.Arch program at Princeton!! I was deciding between that and the Architectural Association in London. I still have an interview tomorrow afternoon with the Bartlett at UCL in London.

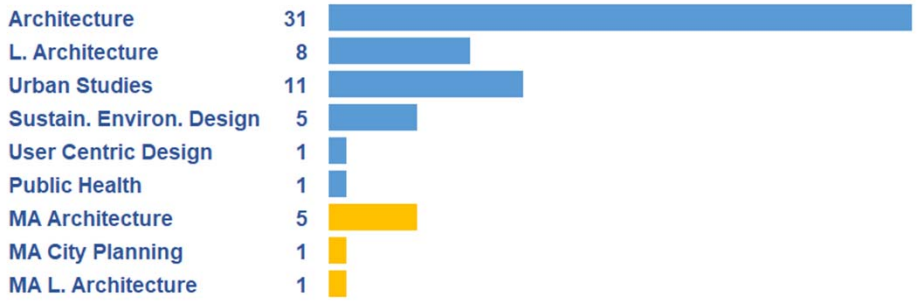
I wanted to thank you and CASA Alumni for giving us so much support during and after our education at Berkeley. During my time in school, I was going back and forth on whether I was even good enough to complete my undergrad degree and really did not think I had what it took to complete the program. It was after the CASA awards in the spring of 2012, when I was surprised to find out I won a scholarship, that I started to believe in myself. Once that started, I found myself winning other awards and next thing you know I was the speaker at graduation!

I still cannot believe I'm headed to Princeton this fall. I will forever be thankful to you and the rest of the CASA Alumni for believing in me and igniting a fire in me that has gotten me this far.

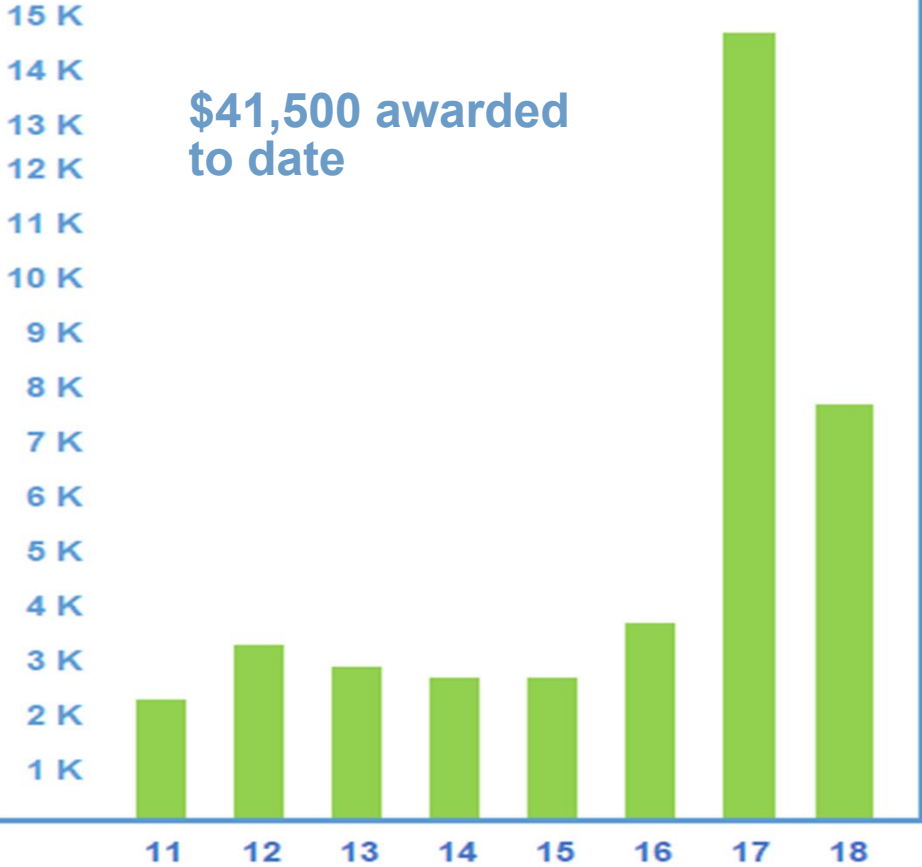
Ivan-Nicholas



Scholarships by Area of Study



Scholarship \$ Awarded by Year



- April 29, 2018 Vol. 27
- April 22, 2016 Vol. 19
- March.18, 2014 Vol. 12
- April 20. 2011 Vol. 4

- April 28, 2017 Vol. 23
- April 1. 2015 Vol. 16
- November 2, 2012 Vol. 6

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CASA Alumni Scholarships

Thanks for supporting the Dream!



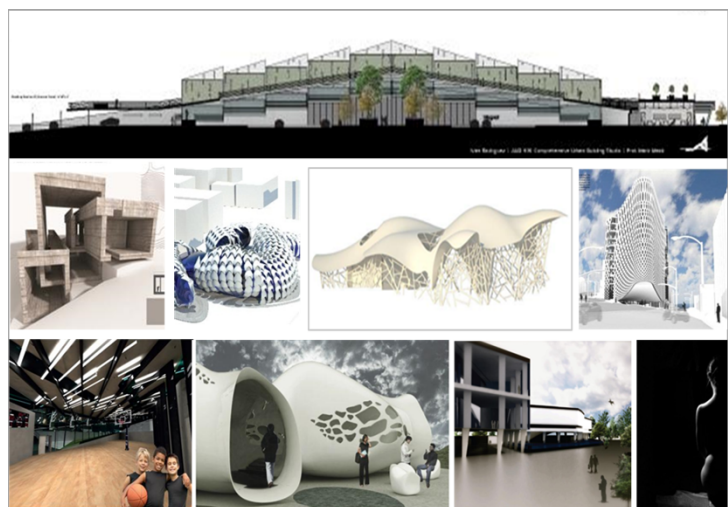
Over the year's students have submitted an astonishing variety of work in their scholarship applications. (Samples are shown below.) While the majority have been Architecture students, we have awarded scholarships to students pursuing studies in Landscape Architecture, Urban Studies, Sustainable Environmental Design, User Centric Design, and Public Health.



September 19, 2011



April 15, 2015



April 20, 2012



April 24, 2016



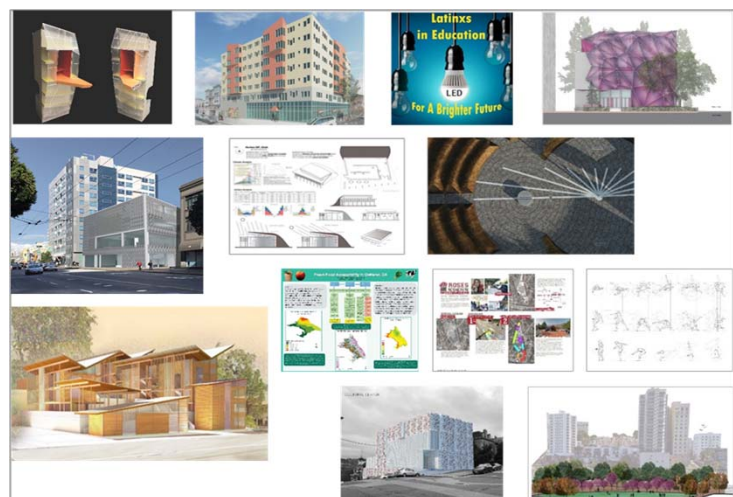
November 17, 2012



April 28, 2017



March 18,, 2014



April 20, 2018

CASA ALUMNI AT WORK

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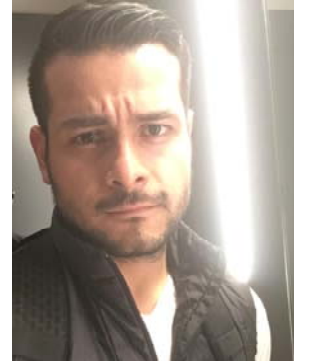
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Alejandra Aguilar, Associate
SWA, Los Angeles [Vol. 25]



“SWA is a pinnacle of creativity where everyone helps one another. All the people I have worked with thus far are patient and have addressed my questions and concerns. I owe this all to my CASA alumni network who reviewed my portfolio and resume, gave me practice interviews, tapped into their connections and believed in me. I hope to pay it forward someday and aid future Casistas in their professional journey. I urge you all to do the same.”

Ivan Alcantar, Associate AIA
ZGF Architects, Los Angeles [Vol. 26]



“I can share the many things I like about my job, but the most important is that rewarding feeling when seeing a built project you planned and programmed on an excel sheet and drew a thousand times on Revit. That building you once envisioned is now going to help heal hundreds and thousands of sick patients that visit these facilities.”

Adrian Garcia Hernandez, Associate
Urban Land Institute, San Francisco [Vol. 31]



“I was especially interested in their UrbanPlan program, which seeks to educate high school students regarding the real estate development process in order to allow them to be better decision makers for their communities.”

Elizabeth Lagarde, Project Manager
MORRISSEY, Santa Ana [Vol. 16]



“I enjoy the projects I work on; there is a rewarding feeling in designing schools that are vibrant, safe, and accessible to all students. I also enjoy leading and working alongside a very passionate team, engaging in dialogue and designing creative solutions on projects collaboratively.”

Victor Rivas, Junior Architectural Designer
Gehry Partners, Los Angeles [Vol. 24]



“I like the large quantity of innovative projects simultaneously in progress, and the intimacy of the relatively small office.”

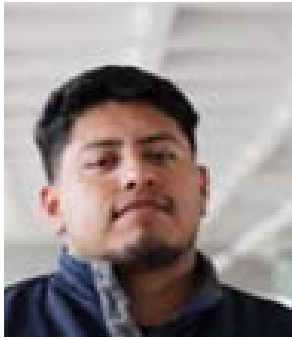
Diana B. Marquez, AIA, Architect
CSDA Design Group, Los Angeles [Vol. 31]



“When a firm is a good fit, you know it from the start. Now, three years later, I am a Job Captain in the Educational Team.”

OMAR MARTINEZ

Parental Guidance, Faith & La Virgen de Guadalupe [Vol. 30]



In the spring issue of 2019, BD covered the new CASA (Chicanx Architectural Student Association) President, Omar Martinez. A CED sophomore, he was born in Puebla, Mexico and brought to the US when he was 8 months old. Growing up in South Central, Los Angeles, he learned to survive. Omar credits the core values his parents instilled in him for becoming the person he is today: faith in God, La Virgen de Guadalupe and hard work. Omar overcame serious obstacles growing up: South Central LA, being a DACA student, and the tragic passing away of his father on his first day at Cal. Despite this, he is succeeding at CED and has completely rebuilt CASA -- with the largest membership it has had in forty-nine years!

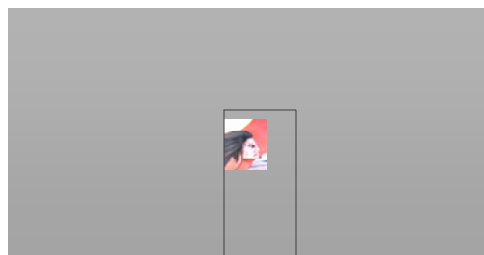
His achievements at CASA include: advancing equal access to the University, promoting diversity, access to mental health/financial resources and academic support. Along with his CASA familia, CASA has established an active mentorship program connecting students with accomplished CASA alumni and Latinx professionals. Omar's future is bright, full of professional promise; his leadership skills will take him wherever he sets his sights on, helping his community along the way no doubt.



"As a whole, I want to cater a safe space for all Latinx students to grow, dream, thrive, and succeed; a strong foundation, a familia, to continue our advocacy for the presence of underrepresented students within CED."

ITZEL TORRES

Resilience, Semilla de la Resistencia [Vol. 22 & 27]



The remaining 'face' of the original 1976 CASA mural.

The summer 2017 issue of BD highlighted Itzel Torres, the CASA co-chair, along with Anarosa Robledo, for three years. She had just painted a mural, "Semilla de la Resistencia" (Seed for the Resistance), on the main floor of Wurster Hall at UC Berkeley. The mural was designed by Itzel (BA Urban Studies 2018) and Heidi Villaseñor (BA Urban Studies 2018) with digital assistance by Anarosa Robledo.

Itzel contributed the article, noting the mural started with the piercing brown face painted on the fifth-floor wall in Wurster Hall, part of the original CASA mural painted by CASA members in 1976. It was painted over years later. The brown face was the only symbol left. This ignited a conversation on the lack of representation at CED for communities of color. After soliciting input in town hall meetings, the theme became "resilience and growth."

Wrote Torres: "Our mural tells the narrative of our community through space, time and structure. We tried to incorporate iconic monuments, landscapes, and a story that is tied together with the prospect of growth. One of the main components that makes the narrative of the mural impactful is the student who we portray 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."



Itzel Torres poses in front of the new CASA Mural with Roy R. Hernandez, BD Publisher and one of the artists of the original 1976 CASA mural, Huelga de Estudiantes.

ANAROSA ROBLEDO

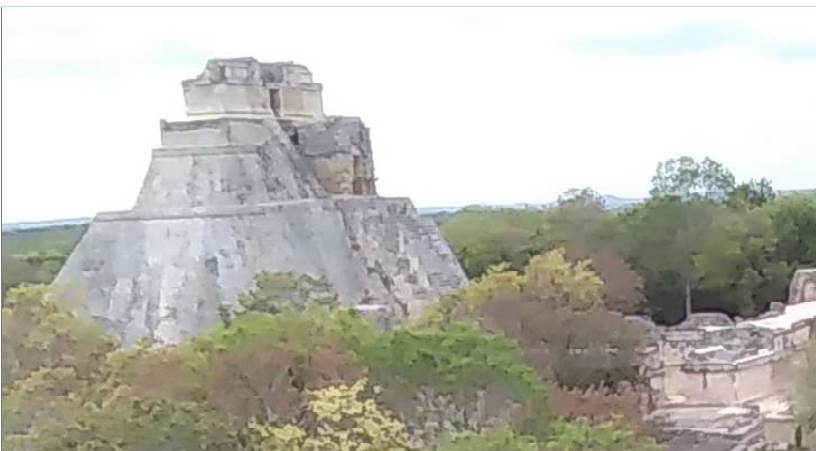
Intercultural Identify, Between Here and There [Vol. 29]



BD featured Casista Anarosa Robledo in Volume 29, who studied abroad in Mexico City at UNAM (Universidad Autonoma de Mexico) to continue her scholarship in urbanism and architecture. This was a pivotal experience to explore and connect with her cultural identity. This exemplary mujer (woman) undertook an insightful journey with an honest exploration about Mexican and American design, politics, culture, and identity.

Said Robledo: *"I've accepted Chicanismo is a separate culture of resistance within two worlds, but I have only lived in one and only knew about the other from what I was exposed to by family. My decision was ultimately brought on by my own desire to understand my intercultural identity."*

Anarosa took courses in las Facultades de Arquitectura (Architectural Studies), Filosofía y Letras (Letters and Science) y Ciencias Políticas (Political Science), studying a range of topics - from historical conservation of culture, to Latin American migration, to citizenship and public spaces. Anarosa went to Mexico City to expand her education of design and Mexican culture, and learned something about herself. *"At the very least, now I can reclaim my Mexican identity with confidence. I have something of mine here and now I have something of my own over there too. Soy de aquí y de allá (I am from here and I am from there)."*



ALEJANDRA AGUILAR

Raza Day Workshops: Exposing the Latino Community to the World of Design [Vol. 23]

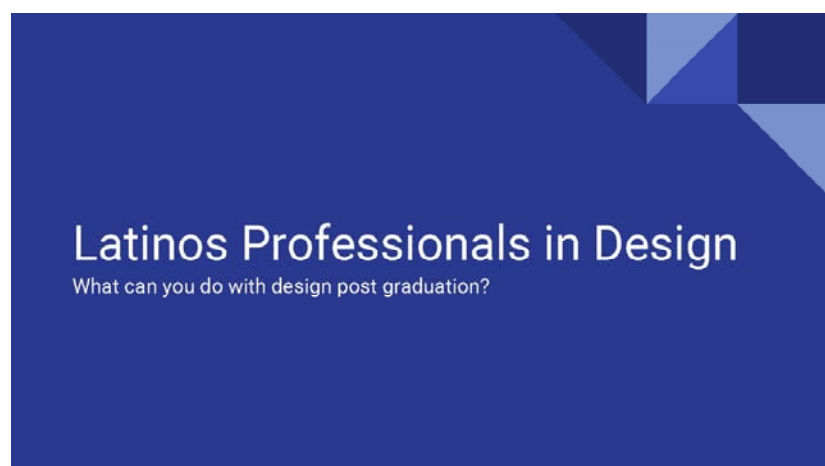


In May 2017, UC Berkeley student Alejandra Aguilar, contributed an article about outreach workshops for the Latino community. The following provides some excerpts:

Design professions are not widely known by the Latino community. As a child I was asked if I wanted to be a teacher, lawyer, or doctor, but I was always interested in architecture. As I grew older, I became aware of the environmental injustices that low-income communities of color and our planet suffer from. I aspired to remedy these injustices, thus I conducted my own research to find a profession that would allow me to solve environmental and social injustice issues, which led me to landscape architecture.

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

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



Raza Day is a Latino recruitment program started at UC Berkeley in 1976 by students Diane Bosquez, Maria Cesena, and Sergio Hernandez. It was adopted at universities/colleges throughout the US. 43 years later, it is still held nationally. (The first Raza Day posters/Raza Day slogan, were designed by Roy Hernandez, the publisher of ByDESIGN.)

50 Years of Architecture: An Interactive Conversation by Joseph Martinez

Aymee Barajas



Architect Joseph Martinez — a practitioner, professor, theorist, and activist — delivered a presentation entitled "50 Years of Architecture: An Interactive Conversation". The four-hour, high intensity session on February 8, 2020 was attended by nearly two dozen students from the Chicana Architectural Student Association (CASA) at UC Berkeley. The seminar, worthy

of two TED Talks, covered the nuances related to the field of architecture.

Martinez shared his initial encounter with Modern Art while he was a 17-year-old freshman at UC San Diego as part of the first topic titled, "Diverse Curriculum, Intellectual Rigor". He recommended to study painting and sculpture, poetry, film, and learn the DNA of aesthetics early-in -life if they want to pursue architecture. One work of art he discussed was Robert Rauschenberg's Monogram.

During his remarks on how to take advantage of "Exponential Opportunities," he reminisced about sailing San Diego Bay with President Jimmy Carter and his wife Rosalynn. The sailing trip was made possible when he worked to assemble a winning development team for the Ritz-Carlton Resort Competition on Harbor Island. That was preceded by being appointed by the Chancellor to serve on the selection committee for the founding Dean, School of Architecture, at UC San Diego.

While sharing information on the forthcoming competition, Martinez told a prominent developer and committee member he knew how to win the competition. As it turned out, the developer and President Carter were longtime friends, and he was in town for his Habitat for Humanity Foundation. Martinez told the students, "I would have never, never, ever thought 15 years after graduation from Harvard/GSD Architecture, I would be sailing with the President of the United States".

"One thing that stuck to me the most was when Joseph mentioned that it only took one generation to essentially reach 'success' while he was talking about his upbringing and how that's evolved with his kids now" - Juan Ramos (B.A Architecture 2021)

"It was inspiring to see how much Joseph Martinez has accomplished. He presented some projects, such as the schools he designed. He offered encouraging words and helpful tips about preparing to get a license. It is not often to gain true insight about the path I am pursuing and I'm grateful Roy and Joseph took time out of their day to come talk to us" - Janeth Ramirez (B.A Architecture 2022)

He went on to tell students that, "Maybe someone in this room will one day be the Dean of CED, or Chair at another university; or maybe a big-time entrepreneur".



He encouraged students to get involved with the Cal campus, political/community and civic activities and/or make CASA pre-eminent – and introduce themselves to the new Dean.

Martinez also shared his notion of "Roll Models", and his perspective on people who succeeded against all odds, particularly people of color, including: Jack Ma, founder of Alibaba -- who applied to Harvard Business School ten times, and was rejected 10 times; about UC Berkeley undergraduate student Masayoshi Son of Softbank, who did not have enough money to pay tuition. Son's answer to that dilemma? Develop software to translate information from Chinese into English, and English into Chinese. Martinez also highlighted Felipe Herrera, a barrio boy from the Logan Heights neighborhood in San Diego who is the Poet Laureate of the United States. He also spoke about America Ferrera, the television/movie actor and political activist.

On the flip side, Martinez quipped: "You don't know what you don't know".

Besides reading a dozen or so magazines per month, Joseph encouraged students to watch certain TV programs, including "The David Rubenstein Show: Peer-to-Peer Conversations", "Shark Tank", and "Iron Chef".

The latter two programs are similar to a Charrette, noting: "You're under pressure, you need to perform, and you need to submit a winner". Study their presentation technique, rigor, process, and inventiveness.

This is the chance for you to see and watch how the best perform under pressure. Relating to Peer-to-Peer, he advised students to listen closely to the question asked, and the follow up questions as well. Concentration on the guest's response, especially the words used, and the robust nature of his/her response.

"As Latinx members we sometimes lack the assertive skills necessary to progress in the field and shy away from taking certain initiatives. But Joseph Martinez encouraged us to break away from that stigma and gave us the necessary tools to take initiative in our own education and to find ways of letting our voices be heard. His ability to inspire, empower, and motivate exemplified that a Latinx folk in the design realm is a powerful symbol for an entire community. No matter our background or history, if we go about our day confident in our skills and in ourselves we can exceed our own expectations and begin to take the initiative we first shied away from" - Andrea Hernandez (B.A Architecture 2021)

50 Years of Architecture

An interesting exercise in the seminar was titled, "Lupe hit the Piñata," Martinez instructed students to use their creativity by taking four minutes to re-write the sentence by clarifying and amplifying its meaning, and making it more memorable.

About a dozen students took turns reading their re-writes, each receiving a round of applause. The most memorable re-write, the piece which garnered high-fives and laughter, to paraphrase was: "Lupe, taking the broomstick her mother would discipline them with, and looking into her mom's eyes, we all knew Lupe was about to take revenge on the piñata because her parents did not celebrate her quinceañera".

Clearly, when talented minds are in a harmonious setting, they will perform.

Martinez also shared his "design book" for the Cesar E. Chavez Elementary in San Diego, a project he designed nearly 30 years ago. The comprehensive book features a biography of Chavez, images from El Movimiento of the mid 1960s, images of aesthetics (e.g., pottery, rugs, monuments) from the Americas, and building elevations with skies depicting "spiritual role models." For Martinez, the first task in the design process was to draw/sketch the spirituality of the Latino time-space continuum, and referential cultural history.



His over-arching premise was to keep a binder to organize your thoughts, cross-check assumptions and validate your methodology.

Over the past couple of years, CASA students have expressed their concerns about getting a job after graduation, as well as their financial debt. Most are first-generation college students, with most of their parents having made large financial sacrifices for them to succeed.

With these shared concerns in mind, Martinez advised students to develop a ten-year plan that tackled crucial questions such as, "How and where do I want to start my career? How do I take a chance?"

He proffered students how they can fine-tune their confidence, and shared strategies for improving their portfolio, including guidance on writing a compelling cover letter.

Joseph shared some of his own favorite works of architecture, including The Chavez Campus in Barrio Logan. "The multivalent "reading" of the Red Wall is simultaneously the number "20", the face of the Aztec deity Quetzalcoatl, and a Low Rider car. Orales!" On a similar note, he shared his design theory on Chicano Architecture and 21st century aesthetics. In his parting remarks, he advised students to remember, "You are now fashioning your Legacy, and, always remember La Familia."



“ Meeting with Roy and Joseph was an empowering and eye-opening experience. In particular, their segment on the construction of portfolios was very informative for they helped me to understand that a portfolio is not only meant to showcase my work, but also a way to tell my own story in the process. ” Samantha Andalon (B.A Architecture 2023)



Top Left: Joseph Martinez mentoring one of the talented CASA members at the seminar.

Bottom Left: Robert Rauschenberg's Monogram, one of the hugely innovative 20th century American artist's example of his 'Combines', Rauschenberg's own hybrid of painting, sculpture and assemblage.

Bottom Right Cesar E. Chavez Campus, San Diego, Martinez + Cutri, Corporation

Lloronas of Juárez, 3rd Prize, FAIRY TALES 2020

Albert Orozco & Edward Rivero

“WINNERS ANNOUNCED: FAIRY TALES 2020, Top Entries Offer Tales of Warning and Hope During Uncertain Times” the Blank Space website header pronounced.

Blank Space announced the winners of the seventh annual ‘Fairy Tales’ competition, which included submissions from over 65 countries. Winners were selected by a jury of more than 20 leading architects, designers and storytellers..

UC ad CASA Alumni, Albert Orozco and PhD candidate Edward Rivero were recognized with an award for topics exploring current events through brilliantly crafted short stories and artwork. Here is their fairytale.



Albert Orozco, Edward Rivero

Margarita gazed out into the dark space of the detention center, lost in thought, and focused on the countless children sleeping next to her. As the moonlight danced around the holes of the wired fences that caged them in, Margarita thought about La Llorona’s pain; the pain of losing her children and wandering for an eternity in search for them.

“Auntie?” Juanito asked perplexed by Margarita’s daydreaming. “Isn’t La Llorona an evil witch that kidnaps children?”

“No Juanito. Women are always villainized in these myths created by men. Let me tell you a different story of La Llorona. Remember the maquiladoras, the factories in Juárez, where your mom used to work before we journeyed to the United States? Well, your mother and other maquiladora workers are gathering to come up with a plan to rescue you and all their children. They call themselves “Lloronas of Juárez.” They are a collective of mothers who have been separated from their children by the border patrol. When their bosses go home, they gather in these factories to work on projects that call for the abolition of detention centers and reimagine the infrastructure along the border.”

3:33 am

Ma, Ma, Mama!
Where are you mom?

Juanito woke up from a nightmare on the cold ground floor covered in sweat. His thin space blanket laid a few inches from his grasp and his dilapidated sleeping pad had slipped underneath his feet. Auntie Margarita, who slept next to him, woke up to his screams and began to caress his shoulder.

“Shh...shh...shh, everything is going to be okay,” Auntie Margarita whispered.

“I saw La Llorona, *the wailing woman*, in my dream Auntie” cried Juanito. She was wearing a white dress, trailing me through the Rio Grande in our old City of Juárez, screaming “oh my children, where are my children?” She caught up to me, grabbed me, and then I woke up. Ay! Auntie, I am so scared!”

“My dear boy, there is nothing to be afraid of,” Auntie Margarita assured him. “You know that the story of La Llorona is nothing but a tale adults tell their children to keep them out of the streets at night. I am here with you. Do not be afraid.”



Lloronas of Juárez, 3rd Prize, FAIRY TALES 2020

Water is life

The waves of the ocean

A sonic potion that calms souls

Flows of river currents so powerful

Carve paths through stones

La Llorona emerges from the lake

Tears drip like rain drops

Her wails thunder throughout the darkness

We feel La Llorona's pain

Margarita continues “we are all connected by the cycle of water. In fact, you and I, and everyone around us is made up of mostly water. Without water there is no life. Throughout history, empires have built structures to control water systems and carved the land to establish their borders. The Rio Grande, which once ran majestically across what we call the borderlands, now sputters polluted waste water on the Juárez side of the border. Dams and canals have dismembered the natural flow of the river and Man has named it a border between the U.S. and Mexico. Juanito, this sacred river which provided life and nourishment for thousands of years is now used to divide people from their families.”

“But what does this have to do with my mother and the Lloronas of Juárez?” Juanito wonders.

“Well, as I was saying, the mothers congregate to develop plans that seek to restore the damage done to the Rio Grande and the environment around it since the creation of the U.S./Mexico border. They demand justice for the land, the river, and for migrants like us. I heard from the other women in the detention centers that they have come up with an alternative vision for the borderlands. The lines that divide will be woven into the cities' landscape to bring water back to the people. The various tiers that it creates from the center of the river to the other edge will host layers of parks, agriculture, plant reserves, and animal habitats where different life-forms can merge upon a central point: reimagining the current intersection where the border wall, el Rio Grande, and the river border collide. Over the centuries, the borderlands have been dismembered into many pieces by nations created by men. The women believe it is time to restore the land by dismantling the border that scars the earth and restoring the natural order of life. They are meeting with immigrant rights community organizations and there is even a congresswoman from New York that met with some of the women to talk about their vision. The goal is to rejuvenate the landscape along the Rio Grande and reclaim the borderlands as a place of reunification. They plan to create places of mutual exchange alongside the river where families can gather for celebrations and for special ceremonies like Day of the Dead. Rather than serving as a border, the Rio Grande will once again come to life and become a place of unity.



Lloronas of Juárez

“Juanito, do you remember the pollution and trash all along the Rio Grande?”

“Oh yes auntie. I remember. And that awful smel.l” says Juanito while pinching his nose.

Yes Juanito. The smell of pollution and death lingers all along the rivers’ banks. Buried underneath the soil of the Rio Grande are the memories of all those that lost their lives to the might of the river. We must respect the river and honor all the souls that are now a part of it. The Lloronas of Juárez imagine a landscape along the Rio Grande full of life and flowers. They dream of a reunited river just as they dream of reunited families.

“Juanito, Juanito, Juan.” Margarita whispered to him as she quietly shook him.

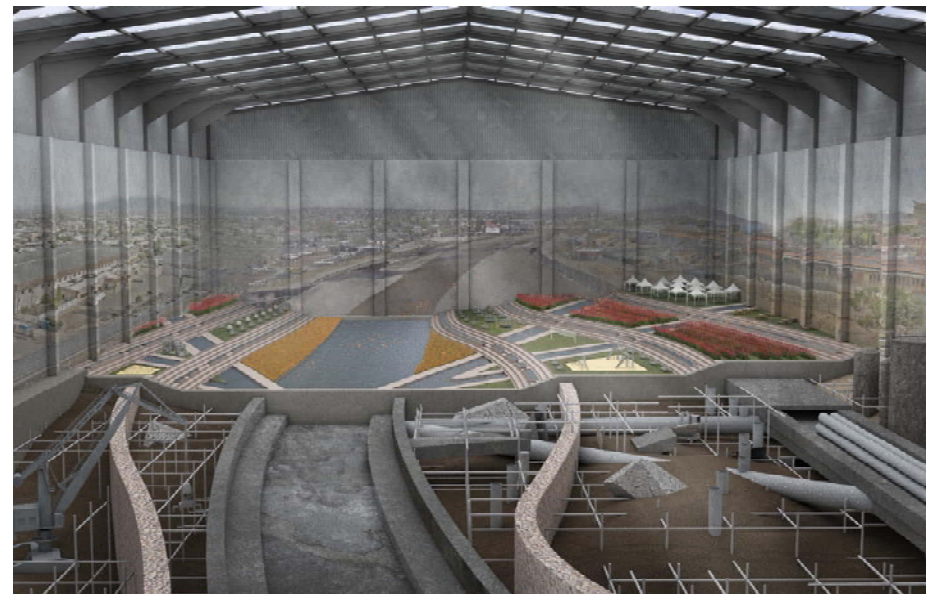
Juanito had fallen into a deep slumber. Margarita relieved tugged him close to her and held him in her arms. As she positioned herself to sleep, she smiled and stared at the corner of the cell. For a second, she began to believe her own story. In the three months of being in the detention centers, she heard stories of families on the outside plotting to help them escape from these concentration camps.

Day after day, she held onto the hope that her sister Maria was doing all she could to get them out. As she held Juanito closer, she could only wonder where her own children were. Were they okay? Margarita wondered if she would ever see her children again. The two were only five and six years old. They did not know her phone number or have an address to locate her. Worst of all, ICE was not preoccupied with keeping families together and had not given her any means of contacting them. In spite of this, Margarita knew she had to remain hopeful and strong for her nephew Juanito. As she closed her eyes, she held Juanito even tighter and wept:

“Oh my children, where are my children?”

The wailing women
Plant marigolds for fallen souls
The Rio Grande now reconnects
Families separated by border patrols

What happens when mothers’ pain
Interweaves with grassroots work?
A dream blossoms
From collective hope



Albert Orozco

Albert Orozco is an architectural designer based in Los Angeles, California who dedicates himself to exploring projects that reflect issues of the environment, racism, immigration, and identity. His current work interweaves Mexican-American histories, mythologies, and geographies with architectural design to orchestrate scenographic stories that critique colonial architecture. Specifically, he hopes to create more collaborative spaces between artists, scholars, activists, and designers to imagine more ecologically sustainable spaces for historically dispossessed communities. Albert holds a Master of Architecture and Bachelors of Arts in Architecture degree from the University of California, Berkeley.

Edward Rivero

Eddie Rivero is a Ph.D. Candidate at UC Berkeley's Graduate School of Education in the Learning Sciences. His dissertation work explores the intersections of learning, power, and technological design. His current work examines the narratives and ideologies that emerge in the design processes of children from non-dominant communities in tinkering programs. Through participatory design-based research, Edward also works with educators and teen-facilitators to design activities that leverage the cultural making practices of children to re-imagine what counts as technology, design, and making in tinkering spaces.