A World In Tumult — How Do We Respond?

Landscape Field Notes from a Post Pandemic Future

With the challenges of a global pandemic that forced isolation, and a rise in authoritarianism and fearmongering, how does one make reason out of chaos, and opportunity out of tumult?

LANDSCAPES ARE
Public Health

LANDSCAPES ARE
Social Justice

LANDSCAPES ARE
History

LANDSCAPES ARE
Enviro Justice

LANDSCAPES ARE
Art

LANDSCAPES ARE
Future

Opportunity Out of Tumult

Our studio came together to find a voice, language, and identity in the melee of uncontrollable circumstances, and invited constituency to participate in our conversations, recognizing that landscape, the connective tissue on which we stand, has the potential to render equity.

Landscape Field Notes from a Post-Pandemic Future: A Digital Magazine

Guerrilla Art and Intervention

Expression as a Catalyst for Change

Art in Buildings v. Art in Landscape

Landscape & Environmental Justice

Where were you in 2021?

WORKING WITH COMMUNITY

Security, Access, and Maintenance

Why Landscape Field Notes? Why Now?

Public Space And Protest

Landscape & Public Health

How has public health affected the way we think about the design of the public realm?

Resilient Ecosystems

Power Relationships

Landscape Field Notes from a Post Pandemic Future

An instagram interactive "magazine" was created to address issues of public health, social justice, environmental justice, art, and history - all aspects held within landscape architecture - where our discipline can positively inform future constructs by uniting communities through dialogue.

Developing Language Out of a Mission
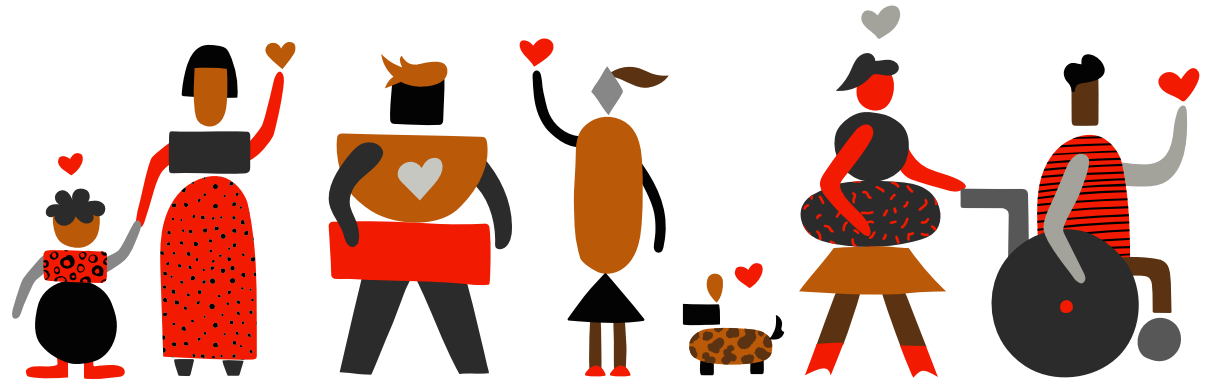## Graphics rooted in empathy and inclusivity

[LAND-SCAP]

LANDSCAP

Noun: Archaic English (Mid-1600s) 1. Landscape

The Suffix "scape" in "landscape" posits the presence of a unifying principle which positions one view, a bounded landscape, as representative of the larger environment or entire landscape.

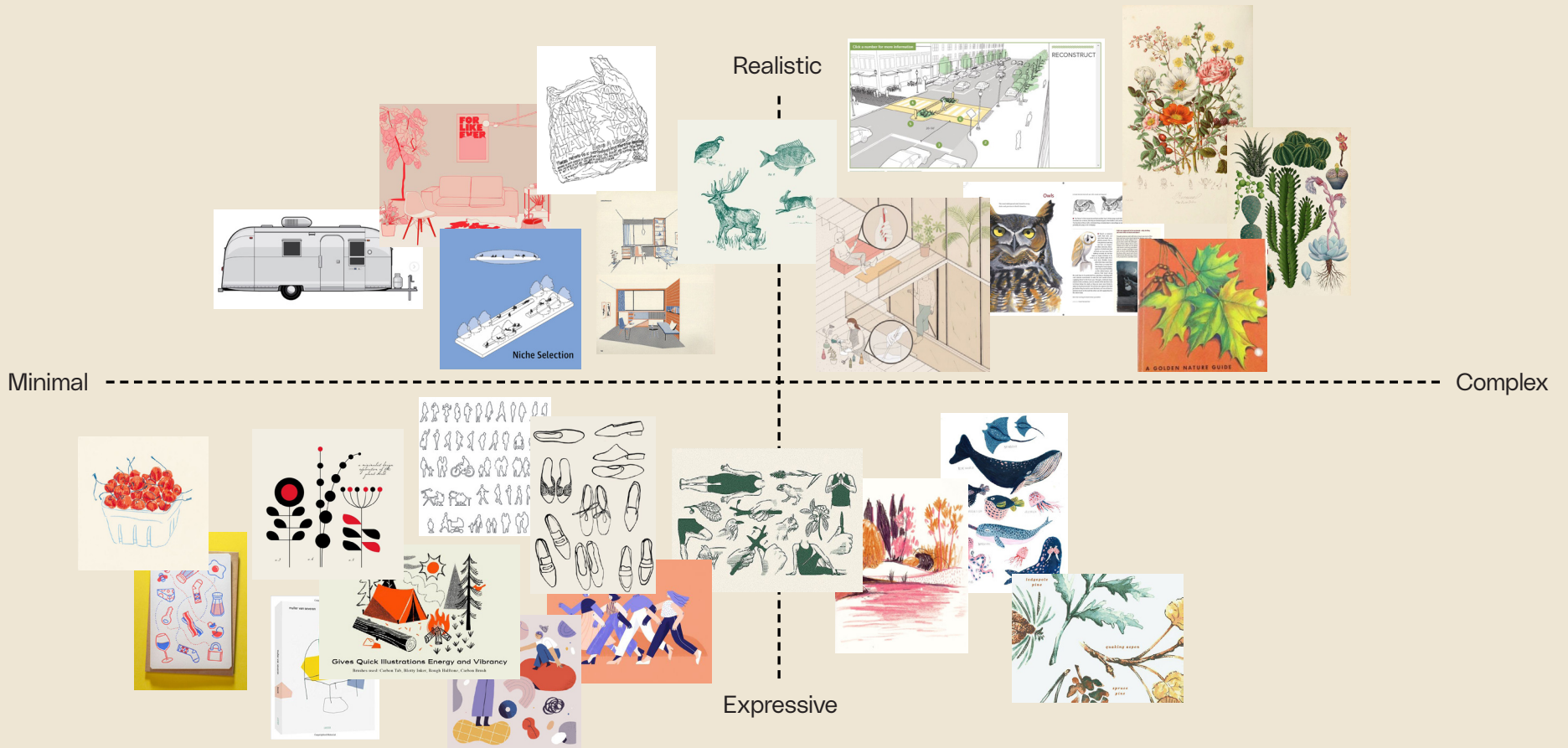(Benjamin Lorch, The University of Chicago, Origins of Media, 2002)

How to Establish a Common Language

Born from an empathy focused mission, and guided by defining "landscape" as a single point of view of the broad horizon, inclusive of static systems, living systems, sociology, and anthropology, a universal graphic language was created to cultivate accessible dialogue.

2023 ASLA PA-DE - Professional Design Award - Communications - Landscape Field Notes from a Post Pandemic Future

Creating an Accessible Language
An invitation for everyone to participate

Realistic

Minimal — Complex

Niche Selection

Gives Quick Illustrations Energy and Vibrancy

Expressive

Describing an Accessible Language

With an appreciation that the audience might range from age 8-80, we wanted to ensure that what we created was engaging and simple. After exploring a range of potentials, we arrived at an expressive and minimalist aesthetic.

Finding a Cohesive Voice

Abstracted shapes can be combined in many
ways by non-illustrators to tell a variety of stories

Stories/Scenes

As our understanding of death
and disease evolved, society
began to value cemeteries as
central public spaces, and they
became our first public parks.

3/10

Abstract Ideas

The pandemic has cast a
brighter light on the inequities
and imbalances among us.

1/9
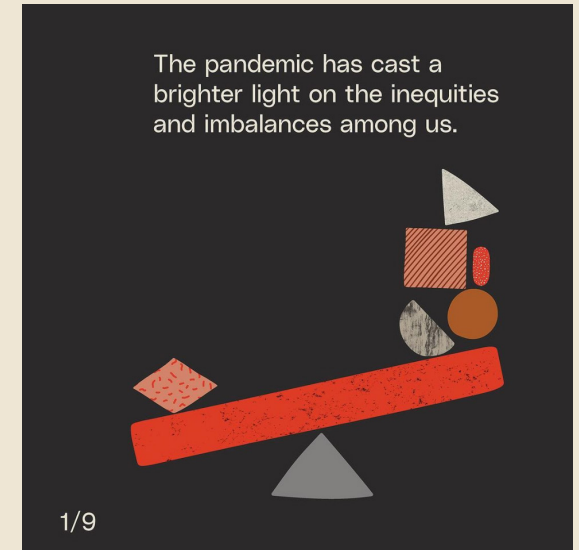
Finding a Cohesive Voice

Describing a language that gives everyone opportunites to express themselves, the creators worked through fundamental shapes and textures to allow for a language that is accessible to all and facilitates opportunities for storytelling and the expression of abstract ideas.

Instagram as a Vehicle for Expression

Instagram as a vehicle for expression allows for singular posts or up to 10 linear constructs, allowing for an arc of narrative that is both "bite-sized" and rich in content.

Structured Stories

Context ——————————→ Visual Storytelling ——————→ Statistics & Quotes

LIFE IN THE ANTHROPOCENE

We live in a human-dominated world. Our choices impact every other living thing on this planet.

Now that climate change is threatening the livability of the earth, we need to make decisions that benefit more than just the bottom line. Landscape architects have the ability to balance human betterment with ecological resiliency.

RESILIENT ECOSYSTEMS ARE FREE OF...

...CLIMATE CHANGE VULNERABILITY

... POLLUTED AIR & WATER

... ECOSYSTEM FRAGMENTATION

The United States is losing a football field's worth of natural area every 30 seconds.[1]

1. Center for American Progress, October 22, 2019

Instead, resiliently designed ecosystems mitigate human development through habitat restoration practices.

stepping stone corridor

landscape corridor

linear corridor

TO BUILD FOR RESILIENCE WE'LL NEED TO DESIGN WITH NATURE.

How can we do better to adapt towards a resilient & inclusive future?

Diagrams & Infographics ——————→ Visual Storytelling ——————→ Invitational Question

Structured Stories

The structure of each post follows an arc that allows for traditional expression - introduction, body, and coda in question form - facilitating the expression of ideas with stimulating punctuations, and engaging antecedents to spur conversation.

2023 ASLA PA-DE - Professional Design Award - Communications - Landscape Field Notes from a Post Pandemic Future

Impactful Medium

Instagram is an accessible platform that enables a community.
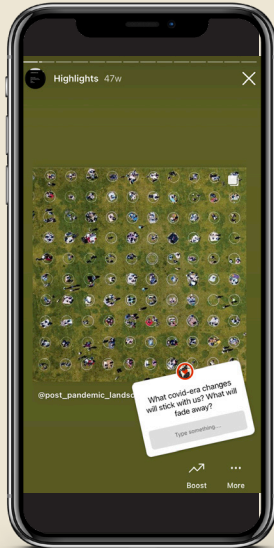
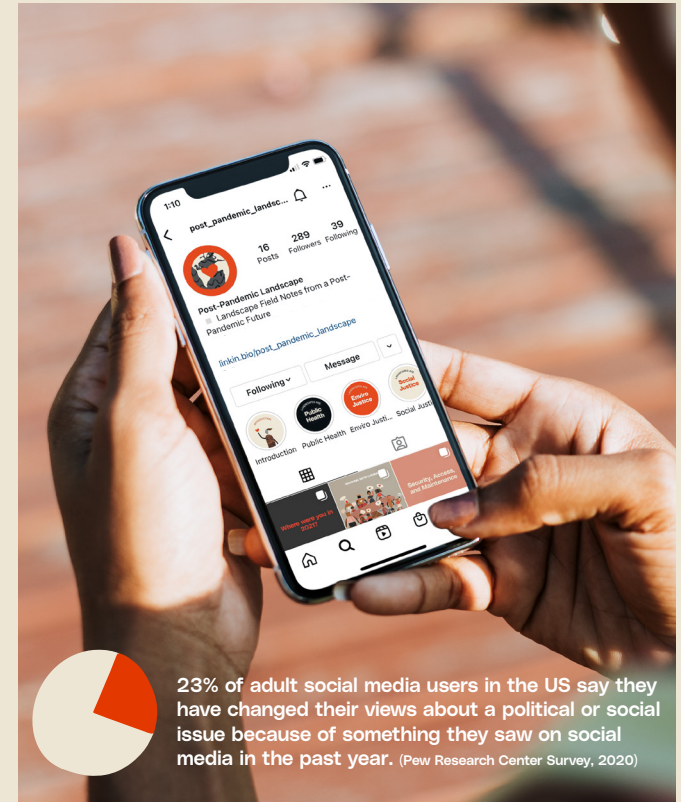**Sharing**

Engagement

Call to Action

Polls:

Takeovers:

Polls and questions allow for multiple voices
to be heard in response to complex ideas

Takeovers afford insight into perspectives
from different individuals and disciplines

23% of adult social media users in the US say they
have changed their views about a political or social
issue because of something they saw on social
media in the past year. (Pew Research Center Survey, 2020)

Impactful Medium

Instagram's platform allows for sharing engagement and calls to action, in a manner that has potential to be exponentially impactful through shareability while having the capacity to solicit inquiry, comment, and takeover multiple points of view.

Intended Audience
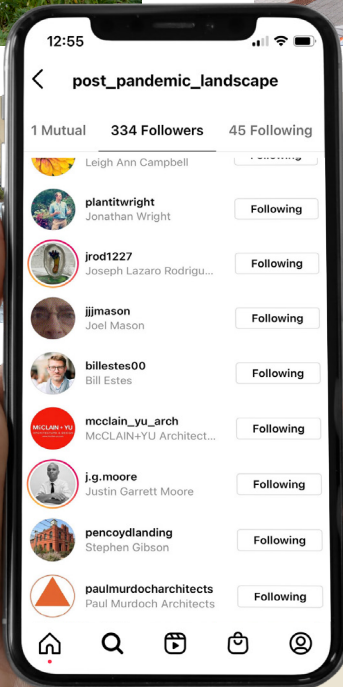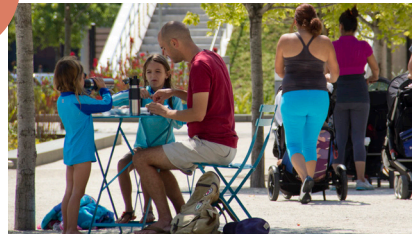
REACHING BROAD
AUDIENCES

Our Followers' Age Range:

18-24: 16%   25-34: 37%
35-44: 27%   45-54: 9.6%

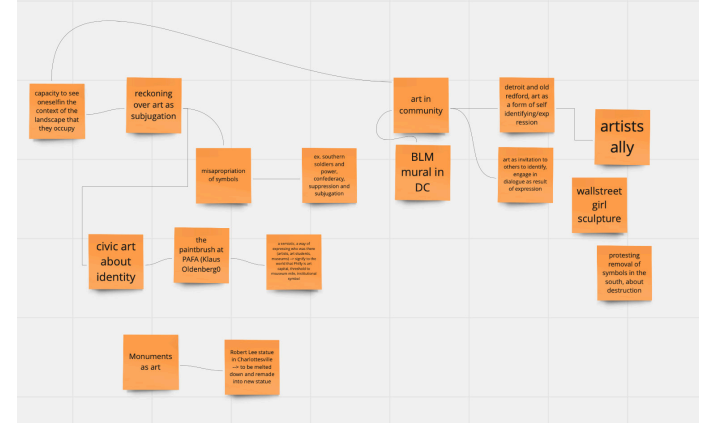Top Countries Reached:

US: 80.7%   Canada: 8.7%
India: 2.1%   UK: 1.3%

Intended Audience

With an aspiration to positively inform diverse age range, ethnicities, and experiences, @Post_Pandemic_Landscape has the potential to reach a broad audience through versetile technology and an accessible visual language.

Process: Creating a Post (Collective Consciousness)

VIRTUAL AND IN-PERSON CHARETTES

RESEARCH AND STORYBOARDING

The Collective Consciousness

Coming together virtually, and in-person when possible, thematic explorations were broken down into manageable sub-chapters from which instagram posts could be created. Limitation of up to 10 slides allowed for stategic posts consisting of manageable but deep content.

Process: Creating a Post (Individual Consciousness)

RESEARCH AND STORYBOARDING

ART IN BUILDINGS/ART IN LANDSCAPE

Prior to the 17th century, Art was only accessible to the rich and powerful adorning their own private galleries and denoting their wealth.

This would change with the introduction of public art museums which primarily housed art within their walls, leaving monuments and tokens of victory for the landscape and public spaces.

(PAFA is first art museum and school in US 1805)

Lenfest PAFA
inside vs outside

While public, art within architecture inherently creates barriers, not only physically, but through admission fees, social stigmas, and in the age of COVID-19, safety.

These factors put art out of reach for many and limit the accessibility of art to all.

But arts relationship with the landscape was not to be contained within a painting...

new deal   include qualifications

Public art, which gained appeal in the 20th century, brought art out of buildings and into the landscape, allowing for the greatest amount of interaction and exposure.

bean

Arts placement in the landscape and mutually shared public spaces put it within an approachable and safe landscape, inviting higher levels of interaction.

This shift allowed for new, previously stifled, voices to be heard as the curated regulations of museums gave way to artist expression in civic spaces and landscapes.

During the pandemic, these open-air, social-distanced, and accessible installations with public spaces have at times served as the sole and primary exposure to the arts for many.

"Working on posts, I've observed how each of us as designers address the same topic from varying angles based on individual experiences and narratives surrounding landscape. The biggest challenge has been balancing graphically breaking down these complex ideas brought up in our discussions in an understandable and informative way."

https://www.vps.org/boardof-storefronts-become-careers-equality

A MANTLE
With its larger audience, art within the landscape can more fluidly reflect the sentiments of citizenry

LOOKING FORWARD
The pandemic has additionally shifted arts accessibility into the digital landscape through virtual museum visits, the raise of NFTs, and the perceived metaverse

more modern tech

physical barriers replaced with digital privatization

HOW HAS COVID-19 SHIFTED YOUR ACCESSIBILTY TO AND EXPERIENCES WITH ART?

Individual Consciousness

Working within sub-chapters, individuals were invited to tackle heavy subjects from a personal point of view, always, starting from a broad focus and ending in an invitation to participate, describing an accessible article that invites engagement.

Finalizing and Posting

Art in Buildings v. Art in Landscape

Location Matters

Where we place art dictates the intended audience and who is able to experience it. Prior to the 17th century and the emergence of public museums, art was controlled and privatized by the wealthy. While art was primarily confined to private collections, in the public realm it was limited to statues and monuments memorializing conquerors and those of prominence.

Art in a Bell Jar

Even after the introduction of museums, broadening access to art continues to face challenges. While public, art within architecture inherently creates physical, social, economic, and, in the age of COVID-19, viral barriers. These factors put art out of sight and reach for many, limiting the positive influence of art upon civic life.

In the United States, the Public Works of Art Project, part of the New Deal of the 1930s, helped to bring art outside of architecture...

And into the landscape.

Public art allows for artists' work and messaging to reach a broader constituency by positioning art within shared spaces.

"Living in the midst of art provides a setting for constant improvement in how we see the world."

Elaine Maimon
Advisor for American Council on Education

During the current pandemic, these open-air, socially-distanced, and accessible art installations within civic spaces have served as the sole and primary exposure to the arts for many, cementing the importance of art within landscape as an approachable expression of humanity.

A Digital Landscape

The landscapes of tomorrow are no longer tied to the physical realm. On one hand, the internet has made art more accessible than ever, with virtual museum tours and an endless wealth of information. At the same time, NFTs (non-fungible tokens) and future forms of digital art pose a potential threat to accessible art through re-privatization.
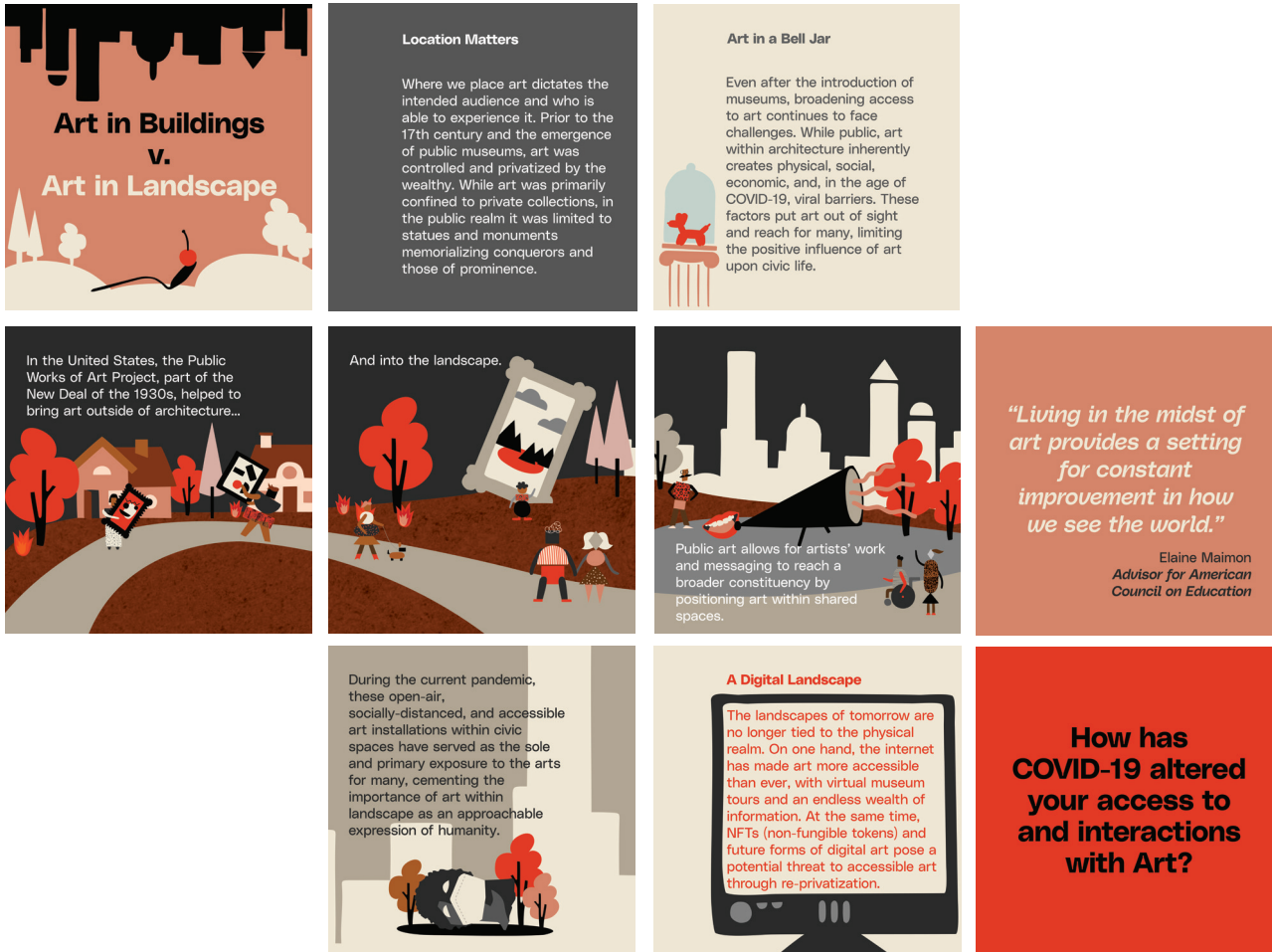
How has COVID-19 altered your access to and interactions with Art?

post_pandemic_landscape Art is an expression of humanity, and where it is placed directly impacts who has access and how this humanity is experienced. Expanding the placement of art beyond the interiors of museums and galleries into landscapes and civic spaces democratizes access to the impact of art, allowing for collective and individual experience unconfined by physical, socio-economic, and even viral barriers. In turn, this accessibility allows for artists to reach broader, more diverse audiences, engaging the many rather than the few.

Especially in a time of face masks and social distancing, where many decide to forgo the risk of indoor museums and performance halls, art in landscape has become a mainstream source of artistic expression and access. As designers, citizens, and human beings, it is crucial to continue advocating for art within shared landscapes, and to promote the continued exploration of this intersection. Where do you experience art in your life? How has the pandemic altered, decreased, or increased that experience?

#PostPandemicLandscape #BruceMauDesign #LandCollective #ArtLandscape #NFT #Covid19

1w

lindseykkerr I haven't been to a museum or anything art related since Covid hit. I live in an area with very little accessible public art. I think murals are the only obvious art I have seen since 2019.

1w   2 likes   Reply

lostvocabularies I see my privilege in saying my interaction with art has improved over the pandemic. I've been able to travel safely and walk through museums with far less people, allowing me to really connect with the art. Online conversations and lectures have been amazing as well. But these experiences have also brought to my heart what this post is about and I really do hope more accessible and diverse art moves into the public realm.
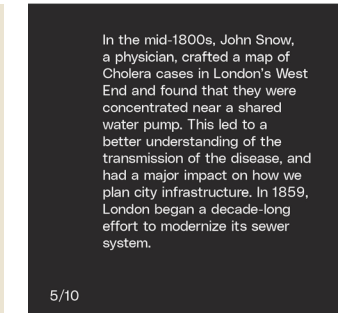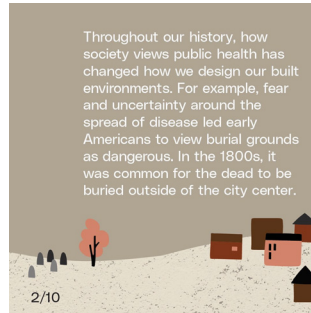
1w   2 likes   Reply

Out in the World

With published posts concluding with a question or call to action, the invitation to participate becomes realized in responses from followers, many from a personal point of view, and some thoughtful self-reflection.

A Teaching Moment

Landscape & Public Health

How has public health affected the way we think about the design of the public realm?

Throughout our history, how society views public health has changed how we design our built environments. For example, fear and uncertainty around the spread of disease led early Americans to view burial grounds as dangerous. In the 1800s, it was common for the dead to be buried outside of the city center.

2/10

As our understanding of death and disease evolved, society began to value cemeteries as central public spaces, and they became our first public parks.

3/10

Public space is now a fundamental element of urban fabric.

4/10

In the mid-1800s, John Snow, a physician, crafted a map of Cholera cases in London's West End and found that they were concentrated near a shared water pump. This led to a better understanding of the transmission of the disease, and had a major impact on how we plan city infrastructure. In 1859, London began a decade-long effort to modernize its sewer system.

5/10

7/10

What permanent effects will Covid-19 have on our built environment moving forward?

10/10

A Teaching Moment

Our goal is to empower designers and non-designers alike in discussions of daily civic life in which landscape is ever present, acting as a powerful cultural identifier of static and living systems. @Post_Pandemic_Landscapes broadens people's understanding of landscape architecture's global impact.

An Instagram Quilt
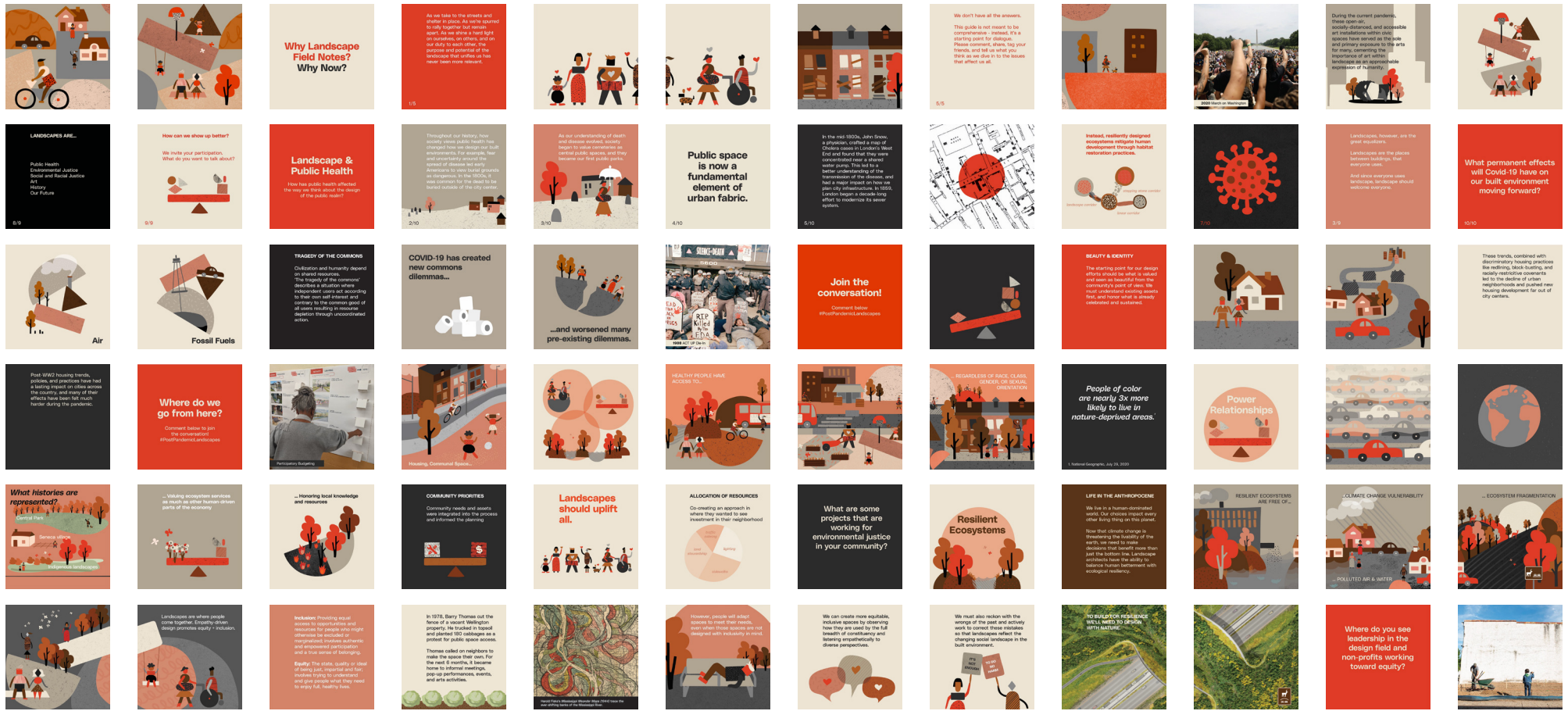
An Instagram Quilt

@Post_Pandemic_Landscapes has established a framework and language from which to discuss challenging topics in an accessible and enriching manner. The quilt continues to grow as a landscape and its palimpsest continue to expose more opportunities for engaging in productive dialogue.