



Inspiring and promoting design excellence through education and cultural exchange between the United States and Italy

LA PASSEGGIATA

AIA CONTINUING EDUCATION SEMINAR
1 LU/ HSW, CIVITA 18
March 15, 2019



Interpretive Design as a Renaissance of the Renaissance

Interpretive Design makes the invisible visible and emphasizes the relevance of history. Although politicians and legislators establish laws, and set policies into the future, creatives, such as Interpretive Designers, can narrate the past and give message and meaning to the present, to bridge and connect worlds and minds. This can help us live now and proceed intelligently and healthfully into our future.

The practice of Interpretive Design reflects the attitudes of creative people from the 15th-16th Century High Renaissance in Italy with its polychromatic blur of specializations and its focused intention to captivate, teach, and motivate. This talk will introduce the contemporary field of Interpretive Design as a subset of Architecture that requires knowledge, if not mastery of multiple technical, artistic, scientific, and architectural abilities. Like the iconic Renaissance Man, Interpretive Design is the multi-disciplinary place where the literal meets the figurative, and where stories are told.

THE CIVITA INSTITUTE

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Mindy Lehrman Cameron, FAIA is an artist/ architect, conceptualizing and designing interpretive and educational projects to enrich lives. She was the first female carpenter in Japan (1978-79), and this year (2018) she became a Fellow of the American Institute of Architecture. Mindy is founder and Lead Designer of Lehrman Cameron Studio, a multi-disciplinary, award-winning workshop that began in 1988 (NYC - San Francisco – Seattle) with clients including museums, schools, government agencies, hospitals, aquaria, and zoos. She has helped develop and design many regional cultural facilities, including Snoqualmie Falls, the Symphony Learning Center, and Brightwater Wastewater Treatment Plant. Mindy has taught, lectured, and been a guest critic throughout the US, and her fervor for education is reflected in the subject matter, products, and exuberantly collaborative processes of her projects. Her work melds disciplines to create experiences and give physicality to important stories that impact how people and families understand their world, each other, and themselves.

Learning Objective #1:

At the end of this presentation, participants will recognize Interpretive Design as a practice within the field of Architecture and how it requires training, processes, and products overlapping with, though also distinct from Architecture. Participants will be aware of multi-disciplinary, collaborative, and often architectural aspects that comprise Interpretive Design, and see how it produces narrative in physical form.

Learning Objective #2

At the end of this presentation, participants will be able to identify various design elements that address an extensive variety of user needs and learning types through the use of multiple handles and visual hierarchies that reach a wide range of visitors.

Learning Objective #3:

At the end of this presentation, participants will know how particular public interpretive projects in the Pacific Northwest have made history visible, physical, and relevant for visitors from around the world.

Learning Objective #4:

At the end of this presentation, participants will be able to identify big ideas and fine details of interpretive architectural design, and articulate how place-making can be didactic (tell a story, teach, and embody education in physical form).

AIA requires notification of the following information. This course is advanced. Delivery method is face-to-face and will be given March 15, 2019 only. Pre-requisite knowledge that would be helpful includes: Renaissance art and architecture, jurisdictional zoning and building codes, historic use of materials, regional availability of materials, molecular compatibility of materials, weatherization of penetrations, structural considerations, technological trends. Payment for this course is non-refundable. If this course is cancelled, payment will be refunded in full. Any complaints about this course may be directed to info@civita institute.org. The Civita Institute is a recognized provider of the AIA Continuing Education System and is responsible for reporting attendance at this class to AIA within 10 business days.

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