

EDAW Inc
150 Chestnut Street, San Francisco, California 94111
T 415.955.2800 F 415.788.4875 www.edaw.com

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Board of Trustees
American Society of Landscape Architects
636 Eye Street NW
Washington, DC 20001-3736
USA

**ASLA MEDAL
LETTER OF NOMINATION
JOE BROWN, FASLA**

To Whom It May Concern:

It is with great pleasure that we submit Joseph E. Brown, FASLA, for your consideration for the 2009 ASLA Medal. Joe's 35-year career has gone beyond design excellence, to reshape the profession, its influence in the broader culture in a way that has inspired the next generation of practitioners. At the helm of EDAW, Joe has set new benchmarks for collaboration between landscape architects and professionals in compatible disciplines. Moreover, his persistent and vocal promotion of the field of landscape architecture has brought the profession out of the shadow of its counterparts – architecture and engineering – and into the world-stage spotlight it thoroughly deserves. What has bound Joe's advocacy together has been a tireless dedication to expanding the influence of the landscape architect.

Joe's passion for enlarging the scope and public perception of landscape architecture has its roots in his days as a student when Joe recognized that context, and the space *between* buildings, is the connective tissue of urban places. He also noted that, too often, these were elements that architects and engineers neglected to consider. These early observations would inform his certainty that landscape architects weren't simply there to "shrub up" a project; by fusing their talents with those of engineers, economists, and environmental planners, they could generate a creative force larger, and more perceptive, than the sum of its parts. It was this perception that shaped Joe's mark on the firm that he has inspired and led over many years – EDAW.

In 1972, Joe joined EDAW, a landscape architecture and planning practice founded in the philosophy and vision of Garrett Eckbo and the business acumen of his founding partner, Ed Williams. Since taking the reins in 1992, Joe has transformed the firm into a guiding force for land stewardship around the world. In building a practice that would become the most international landscape architecture firm, he stressed the need for an organization by principles and ideas rather than by directive and mandate, an insight that was instrumental in broadening the firm's abilities. EDAW is now an international firm of 1800 professionals. While it is a 'big' firm, Joe's vision for EDAW was never about size, it was about giving our profession a weight and gravitas that it had lacked before. Like Joe, the firm is authentic. Joe's guidance of EDAW was deliberate so that it would be the firm to call upon for any large-scale design and planning project that involved multiple stakeholders, big picture thinking, and complex issues.

In the midst of building EDAW, Joe has never stopped being a designer. Despite his leadership responsibilities, he continues to dedicate a great deal of his time as an active landscape architect. His work is important and meaningful. Highlights include the Signer's Memorial in Washington, DC; the improvement of historical Suzhou, China; the redevelopment of Denver's Stapleton Airport site as the largest urban infill community in the US; Tokyo Midtown, which opened in 2007, an ambitious mixed-use

development in the heart of the world's largest city where landscape, not architecture, plays the leading role. Currently, Joe is personally leading the public domain and streetscape design for the former World Trade Center site in New York; a role that must fuse the delicate balance of designer and diplomat.

Joe has also been a mentor to a generation of land design professionals at EDAW, where he has long been engaged in the professional development of young staff from San Francisco to Shanghai. This role as teacher is also reflected in his deep commitment in EDAW's highly-acclaimed Intern Program that since 1980 has brought together students from all over the world to work in real-world project settings. The program was awarded with an ASLA Award for Excellence. Many of its alumni have gone on to become principals in design and development firms, university professors, and leaders in the public sector. In the academy, Joe has lectured and taught at the Harvard Graduate School of Design, University of Virginia, George Washington University, Catholic University, and the University of California, and led many site/community design charrettes and seminars. He has spoken widely on topics such as community design and revitalization, urban parks, and the evolving nature of travel and tourism.

One of the keys to our firm's success has been strong, repeat clients who respect and admire Joe. It is quite an achievement that Joe, a landscape architect, has been a leading figure in the Urban Land Institute (and is currently its Vice Chairman), an organization that represents the land developers and public authorities who are our client base. In this same spirit, Joe co-founded the CEO Roundtable, an international forum of landscape architects of leading ASLA member firms that offers insight on common trends, direction, and goals for ASLA leadership. He has been published, locally and internationally, on topics as broad as the design of public places and as specialized as an eight point plan for improving suburban downtowns. Magazines such as *Process Architecture*, *Metropolis*, and *Landscape Architecture* have profiled him. Publications such as *The Washington Post*, *Topos* and *Harvard Design Magazine* have published him. Newspapers such as *The New York Times* have interviewed him.

We are taught that landscape architecture is the fusion of art and nature – perhaps the most meaningful pillars of the human experience. In an ideal world, they would instruct the way our communities, cities and ecosystems will develop. That fusion – of art and nature – would be at the heart of planning and design, and also in the leading position. Leadership for landscape architecture: Joe's career has advanced us closer to this ideal. Joe has done this through carefully building a practice that can deliver that leadership, through his advocacy in the public sphere, and in personal influence he has engendered. He has made landscape architects more valued and valuable by expanding the reach of our profession.

For these reasons, he is the ideal candidate for the 2009 ASLA medal. We give him our strongest recommendation for this honor, and we thank you for your consideration.

Very truly yours,



Barbara Faga, FASLA
Principal, EDAW
Past-president, Landscape Architecture Foundation



Dennis Carmichael, FASLA
Principal, EDAW
Past-president, ASLA
President, Landscape Architecture Foundation

Encl.