

ASLA Honorary Membership

Nomination Narrative

Nominee: Ms. Clare Cooper Marcus
Nominee's Address: 2721 Stuart Street
City/State/Zip: Berkeley, CA 94705
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Nominator: Mark Epstein, ASLA

ASLA Board of Trustees:

The Board of Trustees has an opportunity to correct a long-standing oversight by accepting Clare Cooper Marcus as an Honorary ASLA member. Because Clare has been so fundamental and contributed so much to the landscape architecture profession, most landscape architects believe that she is already a landscape architect and is a member of ASLA. Neither is true. We should officially welcome Clare as an honorary member of our great profession.

Clare Cooper Marcus is Professor Emerita in the Departments of Architecture and Landscape Architecture at the University of California at Berkeley, where she taught from 1969 to 1994. She is the principal of Healing Landscapes, a consulting firm that specializes in user-needs analysis related to the programming, design and evaluation of outdoor spaces in healthcare settings. Her firm's areas of special interest include healing environments; evidence-based design; design critiques from a user perspective; design guidelines; and post-occupancy evaluation.

Clare is internationally recognized for her pioneering research on the psychological and sociological aspects of architecture, and landscape design – particularly urban open space. She has taught, lectured and consulted in the United States, Canada, Britain, Scandinavia, Netherlands, Iceland, Italy, Australia, New Zealand, and China. She has authored dozens of influential articles and pioneering books, first on co-housing and residential community design, and later on healthcare and therapeutic landscape design. Her books have been and continue to be used as textbooks in landscape architecture, architecture, and urban planning courses. Clare was a regular writer for *Landscape Architecture Magazine*, but her writing has also appeared in numerous domestic and international academic journals, including a chapter on post-occupancy evaluation in *Landscape Architectural Graphic Standards*.

Her teaching emphasizes the social implications of open space design; site planning for medium-density family housing; post-occupancy evaluation; environments for children; public open spaces; the psychological meaning of home and garden; and restorative landscapes and healing gardens. Clare received the Outstanding Educator Award from The Council of Educators in Landscape Architecture in 1997.

Clare has been distinguished by numerous awards for her writing, research, and teaching over the past thirty years. The ASLA honored her with two Merit awards, one in 1993 for her publication *People Place: Design Guidelines for Urban Open Space*, and one in 1996 for *Gardens in Healthcare Facilities: Uses, Therapeutic Benefits and Design Recommendations*. She received an Outstanding Educator Award from The Council of Educators in Landscape Architecture (CELA) in 1997. Her seminal book in therapeutic landscape design, *Healing Gardens: Therapeutic Benefits and Design Recommendations* (co-edited with Marni Barnes), won an EDRA/Places Research Award in 2000 and a Publication Award from the American Horticultural Therapy Association in 2007. Clare received the ASLA Bradford Williams Medal in 2004 for her series of articles published in *Landscape Architecture Magazine* on the social values of designed landscapes.

In summary, it could be credibly argued that Clare has contributed more to the profession of landscape architecture than most ASLA members. She has influenced a generation of landscape architects through her teaching, lectures, and writings, and continues to do so to this day. I respectfully submit Clare Cooper Marcus for Honorary ASLA membership.



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November 5, 2009

Board of Trustees
American Society of Landscape Architects

A profession is largely defined by the contributions of a handful of seminal leaders. This is especially true in landscape architecture now defined by three people who forged paths of inquiry and practice the profession now calls its own. The first is the idea of design invention pioneered by Frederick Law Olmsted, later refined by Halprin, Eckbo and Church and now brought center stage by the next generation of practitioners including Corner, Smith, Van Valkenburg and Walker. Because of Olmsted and his offspring, we know that designed places through their unique geometries and ecologies must inspire and provide beauty. The second is Ian McHarg who advanced the notion that design must be directly informed by nature. Ecology is now at the center of landscape thought and touches virtually every project and practitioner. McHarg's legacy lives on in the idea that sustainability must guide every human endeavor. Tributaries of McHarg's ideas include environmental planning, ecological design and now sustainable sites.

The third and most recent structural leg of landscape architecture's intellectual stool is the understanding that design must also spring from an understanding of people and the cultures they inhabit. This is the seminal contribution of Clare Cooper Marcus, who has brought concepts and research from geography, psychology and planning to the center of our discipline. Because of her seminal work, landscape architects can now argue that landscapes are not just nice to have if one can afford them but an essential life enhancing part of healthy places and communities. Her ideas are now firmly embedded in many of the most important and celebrated designed landscapes of our time including Millennium Park in Chicago, Bryant Park and the High Line in New York City and Crissy Field and Union Square in San Francisco.

In a recent rare interview, Jonathan Ives, the designer of all things Apple, commented that the central idea of his design of the iMac and iPhone was "getting design out of the way". Reflecting on Clare's remarkable contributions, this too is her legacy. Landscape design and planning must inform, inspire and be memorable but not serve as a barrier to or be above everyday life. She has served as the social conscience of our profession, constantly reminding us in her writings, including many in *Landscape Architecture* and lectures at ASLA meetings, that design must enable human action and create meaning and memory. Her contribution of social factors, like Olmsted's design and McHarg's ecology, is now embedded in all that landscape architects do.

I am one of a score of landscape architects who has been trained by and whose work has been informed and inspired by Clare. As an undergraduate at UC Berkeley, I was the first to take her social factors course in 1970. This course served to define my own life's work and I have always followed in her footsteps and when successful, stood on her shoulders. So too have many others including Laurie Olin, Walter Hood, Fritz Steiner, Randy Hester and Cheryl Barton. She now stands alongside J.B. Jackson, Kevin Lynch, Lewis Mumford and Christopher Alexander as the most influential figures of my generation. She first brought social analysis methods such as post occupancy evaluation to the attention of landscape architects, and they

have since become standard instruments of landscape analysis, design and evaluation. There is not a day when the actions of landscape architect do not employ the Cooper-Marcus method or perspective to their place making.

I sat next to Clare at this year's ASLA Fellows Dinner in Chicago. I wondered, as I did when she joined my table when I was inducted as a Fellow ten years earlier, why this giant of our profession had not been honored by ASLA for her extraordinary and far-reaching contributions. The only explanation I can think of is that "she is not a landscape architect". While technically true (she is not licensed), since the late 1960s she has been at the center of the profession training scores of now leading practitioners, writing seminal books on the significance of landscape design, and tirelessly working to bring the consideration of human behavior to the center of design expression. She is the only person in the profession that has appeared on the Oprah Winfrey Show discussing the meaning of landscape architecture to Oprah's millions of viewers. Her awards and honors are too long to list but include the lifetime contribution award from the Environmental Design Research Association (EDRA), an award for Exemplary Design Research from the National Endowment for the Arts (NEA) and an EDRA/Places Award for place research. I could go on and on but her stellar record speaks for itself.

Based on her seminal contributions to understanding the relationship of design, people and landscape, I offer my strongest support for her consideration as an honorary member of ASLA. I would urge going even further, considering her for one the highest honors of the profession such as the Olmsted Medal or The Landscape Architecture Medal of Excellence. I can think of no living person more deserving.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Francis". The signature is fluid and cursive, with a long horizontal stroke at the end.

Mark Francis, FASLA
Professor of Landscape Architecture and Environmental Design



DESIGN FOR GENERATIONS LLC
Developing therapeutic outdoor environments

January 8, 2010

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

Ref: Honorary Membership

To the Board of Trustees:

I strongly endorse the candidacy of Clare Copper Marcus, Professor Emerita of Architecture and Landscape Architecture of the College of Environmental Design at the University of California, Berkeley, and Principal of Healing Landscapes, for Honorary Membership in the American Society of Landscape Architects. Her work over the past four decades has had a profound effect on the Society of Landscape Architecture as well as on the fields of landscape architecture and architecture.

I first became aware of Clare Cooper Marcus's work through her research in the 1990's when she was involved in studying the effects of Healing Gardens in Healthcare facilities with Marni Barnes, ASLA. Cooper Marcus and Barnes conducted post occupancy evaluations in several hospitals throughout California and began to show how these specifically designed outdoor spaces could positively affect the rates of recovery of patients within the healthcare facility. Their work eventually led to the development of the seminal publication "Healing Gardens: Therapeutic Benefits and Design Recommendations" in 1999. This book is widely used by the design profession and in academic institutions. I have used the book in my landscape architecture classes at Temple University for the past four years.

Over the past years I have come to know Clare personally through her involvement as a speaker and advisor of the ASLA Healthcare and Therapeutic Garden Professional Practice Network. Clare is involved in lecturing at many conferences throughout the US and abroad, such as ASLA, the American Horticultural Therapy Association and healthcare associations. Along with Roger Ulrich, Ph.D., Clare is the lead presenter at the Healthcare Garden Design Certificate Program at the School of the Chicago Botanic Garden's School (CBG). I have been honored to participate as a speaker with Clare at the CBG on subjects such as the 'Design of Alzheimer's Gardens' and 'The Development of Special Needs Gardens for Older Adults' for the past six years.

Clare is author of several publications, including “People Places: Design Guidelines for Urban Open Space” with Carolyn Francis; “House as a Mirror of Self” and “What We See”. She has also published articles for academic publications such as the *Journal of Environment and Behavior*. Clare has also contributed several articles for *Landscape Architecture Magazine* analyzing and critiquing outdoor therapeutic and healing outdoor environments.

As an academic, a researcher, an author, my profound respect and gratitude are extended to Clare Cooper Marcus. As a landscape architect, I recognize her importance of the founding and development of the relatively new practice of therapeutic gardens. As a Fellow of the American Society of Landscape Architects, I recognize the exceptional contributions to the profession of Landscape Architecture that Clare has made.

For all aspects of her profound contribution to the profession of landscape architecture and to the American Society of Landscape architects, Clare Cooper Marcus is very deserving of this significant recognition. I am honored to submit this letter of endorsement.

Sincerely,

A handwritten signature in black ink that reads "Jack Carman". The signature is fluid and cursive, with the first name "Jack" being more prominent than the last name "Carman".

Jack Carman, FASLA
President, Design for Generations, LLC
Former Trustee of the American Society of Landscape Architecture
Founder and Past Chair of the Healthcare and Therapeutic garden Design PPN

DEVA DESIGNS

November 30, 2009

Board of Trustees
American Society of Landscape Architects

For 40 years Clare Cooper Marcus has played a central role in defining what good landscape architecture can and should be. So it is not surprising that she frequently encounters startled looks of disbelief from members of our profession when they learn that she is not a member of ASLA. Clare is known not only nationally but internationally to be one of the leading figures to bring the consideration of human use to the fields of architecture and landscape architecture. I would suggest that it is time for our Society to formally recognized the contribution that she has made – and continues to make – to the advancement of our profession.

Schooled in geography and city planning she has brought to the design professions a perspective that does not focus primarily on the creative. While embracing the aesthetic and artistic, her contribution has been in the critical arena of practicality and function. Her passion is exploring human action and interaction within space; from the practical meeting of physical requirements and social needs to the more enigmatic application of healing concepts.

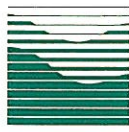
Clare has written prolifically over the years in her areas of expertise which span from childhood play areas and housing sites for the elderly to, more recently, therapeutic environments. She is a regular contributor to LAM often applying her distinctive voice through the role of “critic-at-large.” Prominent among her publications are two books that she has coauthored. Both have been translated for international markets and both continue to amaze the publisher - though not her audience of landscape architects - with their enduring popularity. The first, People Places (written with Carolyn Francis), was first published in 1990 and is still the principal text for social factors classes in landscape architecture. In 1999 Clare published her second major compendium Healing Gardens (written with myself). This book also continues to be in demand a decade later as the preeminent comprehensive source on therapeutic landscape design.

In addition to her academic writing Clare has mentored several decades of graduate and undergraduate students. Personable and committed, she has guided a vast number of fledgling landscape architects. Several of these have become practitioners who have earned prestige and recognition in their own right. Many more have gone on to teach in universities and other academic institutions. These men and women continue to educate up coming generations of landscape architects as to the importance of understanding and planning for human needs within our present day landscape.

There can be no doubt that Clare Cooper Marcus’ contribution to our profession is beyond measure.



Marni Barnes ASLA LCSW



ASLA

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

Dear Board,

I am writing in support of nominating Clare Cooper Marcus for honorary ASLA membership. I have known Clare for almost twenty years. We first met when I was a graduate student at the University of California, Berkeley, where she was one of my professors.

Clare's teachings on social and psychological factors in open space design had a profound effect on me and many of my generation. As a student it is easy to buy into slick photos of award winning projects that focus primarily on the aesthetics of the site. Clare taught us a method for studying a site to truly see how well it served the community for which it was designed. The critical eye she trained us to develop fundamentally changed how we rate and valued a project's success.

To this day I still regularly refer to Clare's ground breaking book 'People Places' when designing. The information in it is timeless and essential in an age where we are evermore challenged to make urban centers more livable and sustainable.

Clare has done a tremendous amount to advance the profession, making sure the public landscapes we design remain true and responsive to the communities they are designed to serve. I whole heartily express my recommendation for Clare Cooper Marcus as an Honorary ASLA member.

Sincerely,

Christopher Kent

ASLA Trustee, Northern California Chapter
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