

Let's Celebrate the
100th Anniversary of
Geodesign

it is certain that the old easy way of wastefully taking wealth from
the mines and forests, fertility from the soil and energy from the
people, must give way to new methods, and that these methods cannot be

perfected until all our people can be given a better conception of
our natural economic resources through such studies as are offered
by this National Plan Study.

W.R.M.

Done in the years 1916-1917-1918.

February 28, 1918.

Warren H. Manning (1860–1938)

Influential American landscape designer during the rise of Modernism

Trained by and practiced with Frederick Law Olmsted, Sr.

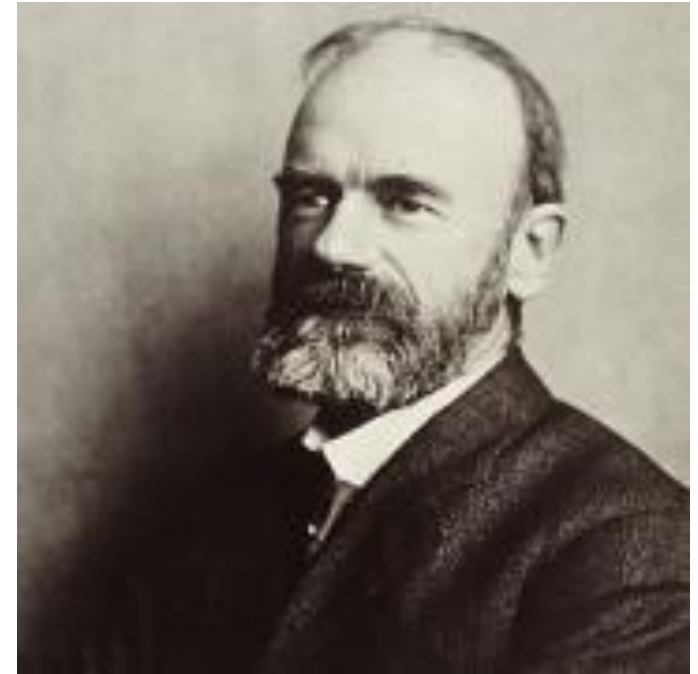
Founder of American Society of Landscape Architects

Proponent of the National Park System

Advocate of large landscape conservation

Pioneer of resource-based planning and design *and* community-based participatory design

Author of *A National Plan*



Manning's National Plan

Statistical profile/atlas of entire country

Synthesis of 2000+ sources of data

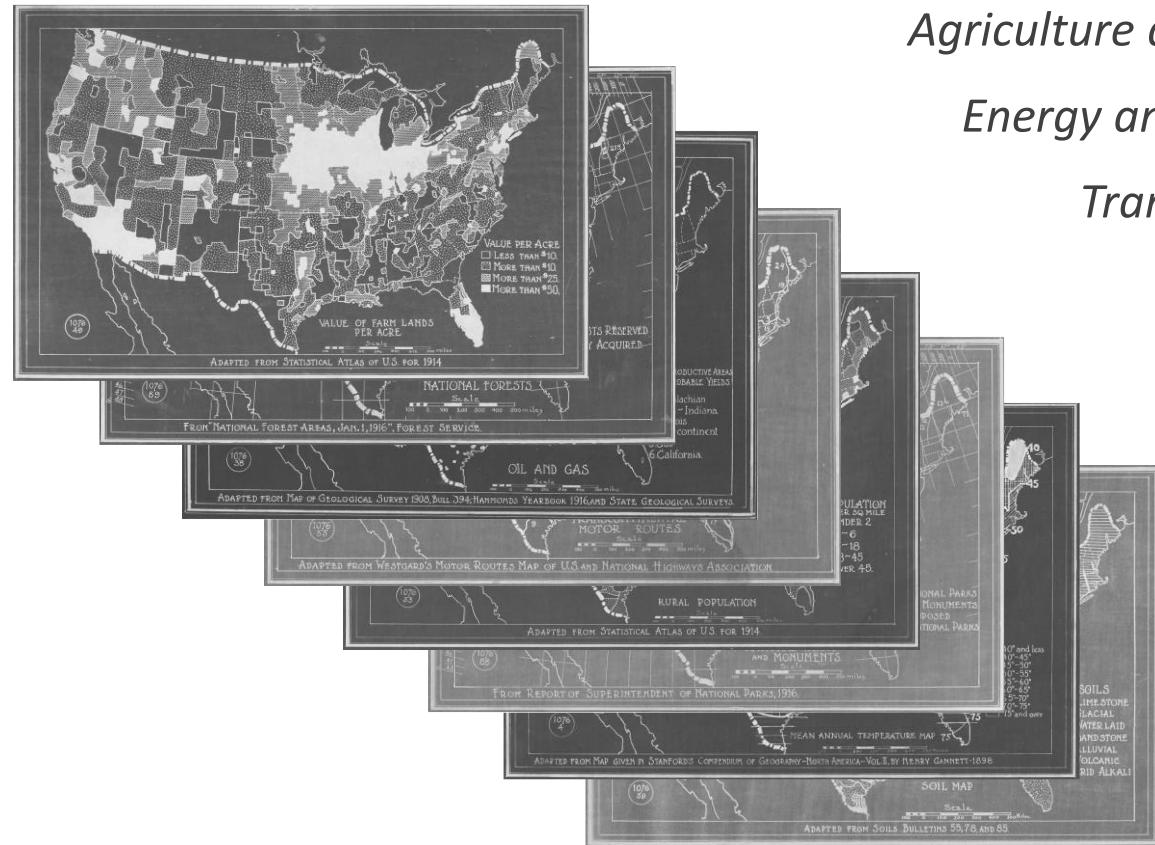
Nation as a whole, rest of the world, and individual states

Used overlay maps and land classification system

Recommendations for resource utilization and preservation

Abbreviated and published in 1919
Landscape Architecture Quarterly

Launched Geodesign



Agriculture and Forests

Energy and Minerals

Transportation

Population

Recreation

Land Use

Business

Climate

Water

Soils

The “Geodesign Bit”

Establishing Design Goals

- “To secure the best possible use of all our material, human and aesthetic resources.”
- “We must begin studying the United States as a whole in order that we may gain a proper perspective for the study of localities in which we have a special interest”

Understanding the Study Area

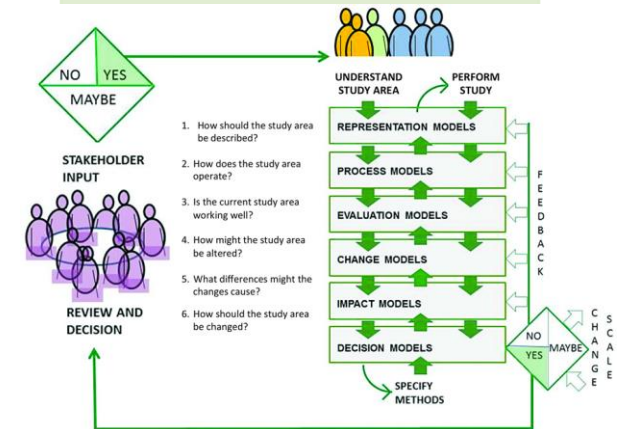
- “Our coal supply will be greatly depleted in 50 years”
- “Our forests are being cut three times as fast as they are growing”
- “Our best oil supply fields will become drained in 20 years”
- Of water power possibilities in our rivers, only about 30% is utilized”

Identifying Possible Changes

- “Re-creation districts that include the greatest scenic values and re-creation ways that follow the direct lines of greatest beauty through the most distinctive landscapes”
- “Urban areas where conditions are most favorable for industries, trade and traffic, and the greatest population centers”
- “Rural areas that will give the greatest crop yields”
- “Transportation tracks that are direct transcontinental lines of least resistance between traffic centers and terminals
- “New boundaries for states with complete stream basins”

Getting Stakeholder Input

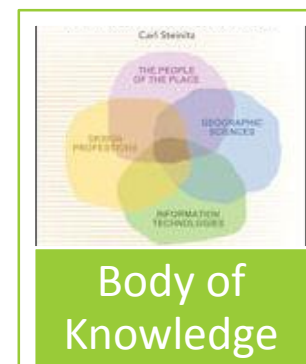
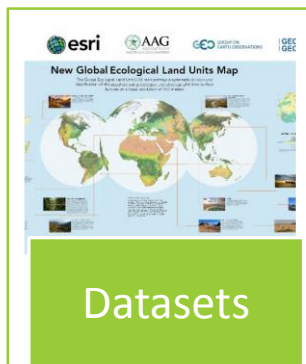
- “The main purpose of this plan has been to lead people to visualize, think of, and work in the interest of the United States; and to do their share in working out of the plan”



Let's Celebrate!

Centennial of a remarkable accomplishment by Warren H. Manning

Our readiness to “make geodesign a social movement”



What, Why, When, Who, Where, How?

WHAT? A PROJECT

National in scope

Massive open online/onsite collaboration

Addresses a design challenge that generates passionate views from a broad and diverse constituency

- Climate, Energy, Transportation, Conservation

Potential for high impact

Managed expectations about implementation

WHY? MAKE GEODESIGN A SOCIAL MOVEMENT

Demonstrate the value of Geodesign

Create public awareness

Create career awareness

Exercise existing technical capabilities

Evolve community-based participatory design

Opportunity for continuous learning

Why, What, When, Who, Where, How?

WHEN?

Begin 99 years after Manning initiated his work (2015)

Conduct the project over 2-3 years (2015-2017)

Finalize results by 2018

Celebrate at 2018 Geodesign Summit

Release a scholarly publication before 2019

WHO?

Leadership: TBD

Sponsors: TBD

Participants

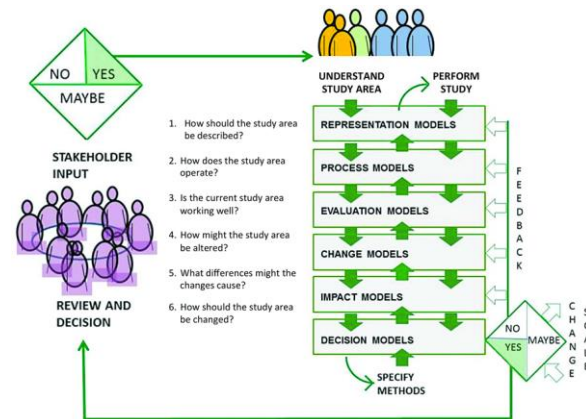
- Professional practitioners
- Faculty and students at all levels
- Government agencies and NGOs
- Lay public
- “The crowd”

Why, What, When, Who, Where, How?

WHERE?

Online

Onsite



HOW?

Focus on the Geodesign process – not data creation

Use disciplined project management

Integrate social media and other collaboration tools

Manage expectations

Be highly visible and enthusiastic

Next Steps



Assemble a team

Scope the project

Identify funding and partners

Agree upon common platform, data, processes, etc.

“Just do it!”

Thank You!

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