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.

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
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

**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”

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!”