

WEST 8 PRESENTS AT ASLA 2018 ANNUAL MEETING AND EXPO

18-10-2018



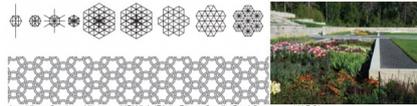
ASLA
PHL 2018
Annual Meeting and EXPO
October 19-22
Philadelphia
#ASLA2018

FRI-D01
WEFABRICATE
Stewarding the Design Process with Craftsmen and Materials
Friday October 19, 2018 at 3:30 - 5:00pm
Location: 108

1.5 PDH, LA CES/HSW, AIA/HSW, AICP, FL, NY/HSW, CMAA



Dragonlight Amerika Plads Copenhagen (Denmark) - West 8



Aga Khan Garden, Alberta - NBWLA (Right Photo Credit: Paul Svensson, UABO)



Jail screen at Aga Khan Garden, Alberta - Fine Concrete

West 8's Adriaan Geuze and Perry Maas will present at the ASLA 2018 Annual Meeting and EXPO commenced between 19-22 October this year in Philadelphia, Pennsylvania.

In conjunction with this year's ASLA Annual EXPO and [Designing Water](#) curated by Julia Czerniak, TCLF will host a private, curated excursion to the incomparable [Longwood Gardens](#), one of the world's truly great gardens and horticultural centers. Adriaan Geuze will be one of the lead designers to host a private, curated experience that only Longwood Gardens can give at a [special excursion on Oct 19](#).

This special event is curated by Paul Redman, president and CEO of Longwood. His colleagues and guests will be treated to one-of-a-kind experiences as they leisurely stroll through the grand Conservatory – a five-acre garden under glass – and surrounding gardens. Landscape architect of Longwood Gardens, **Adriaan Geuze**, will join architects and thought leaders including Jim Garland, Kim Wilkie, Isabelle Greene, and Marion Weiss and Michael Manfredi to provide perspectives on their collaboration with Longwood. The day includes food, music, a choreographed fountain show, a private luncheon, and much more.

On the same day at 3:30pm – 5:00pm, West 8's senior urban space designer **Perry Maas**, who leads the urban furniture team of West 8, will co-present at a conference session titled '[WeFabricate: Stewarding the Design Process with Craftsmen and Materials](#)', at the ASLA EXPO event hall at location: 108.

The creative, adaptive collaboration between designer and fabricator can result in timeless, visionary landscapes. This entire process, which we are calling "craft," yields incredible skills, knowledge, and beautiful work. By intentionally cultivating these partnerships and interconnecting deep specializations, we can expand and elevate the practice of landscape architecture. This conference is outlined in four parts:

- Showcase fabrication processes and the beauty of "craft" in landscape architecture, while examining ways to steward "craft" in the field.
- Learn how designers imagine with a specific material in mind rather than several different material options and utilize research, observe traditional methods, and use contemporary technologies to fabricate.
- Discover how landscape architects and fabricators address the unexpected technical challenges in design, and understand the value of mock-ups and managing client expectations.
- Understand the collaborative nature of fabrication and knowledge-sharing between landscape architects, designers, and craftspeople that results in long-term value for all.

Everyone at West 8 strives to deliver exceptional designs, and craftsmanship is considered to be a great and valuable asset in the studio. The designers of West 8 attach a great deal of importance to good understanding of the 'makers' and vice versa since this is a prerequisite for the realization of successful projects in the public domain. Perry Maas will describe craftsmanship in these domains on various scales, with the emphasis on basic values and principles using West 8's project examples.

Other designers of the same conference includes Sandra Nam Cioffi, Alexander Kitchin and Nicole Sherman. More information can be found at the [ASLA 2018](#) or the [event website](#) for more details.