

Welcome to *Conversations in Place 2015*, now in its fourth highly anticipated season!

The talk around the table this year? *How Places Are Made* – we'll encounter creative *Architecture in Place* yesterday and tomorrow, see how some are *Planting Perspectives* in gardens to stake out a new home. We'll consider *Livable Places* in urban/suburban communities connected by old and new legacies, and view *Place Making* through popular art and culture to reveal our shifting state of mind and place.

This year's fabulous opening conversation brings celebrated architect *Marc Appleton*. His mastery of architectural styles and work, his sense of place, past and present, has earned awards from the AIA, as well as prominent features in *Town and Country* and *Architectural Digest*. He is one of eight designers consistently listed on AD's list of 100 top designers since its 1991 inception. But don't stop there. Join the likes of *James Folsom*, esteemed Director of the Huntington Botanical Gardens; *Mia Lehrer*, the acclaimed landscape designer who guides the development of open space in the restoration of the Los Angeles River; *Joel Kotkin*, return guest and international expert/writer on global, economic, political and social trends; eminent sociologist *Pierrette Hondagneu-Sotelo*; award-winning journalist and *Los Angeles Times* writer, *Carolina A. Miranda*; and internationally hailed muralist *Judy Baca*. Plus more...

Conversations in Place 2015 brings together the vigorous views of celebrated architects, designers and artists, scholars and journalists, creative CEO's and successful entrepreneurs, as well as an orchardist and botanist. Adding to the mix are guest moderators *Alan Pullman* and *Michael Bohn*, founder and design director of Studio 111 in Long Beach; writer *D.J. Waldie*; and historian *William Deverell*, USC History Department Chair and Director of the Huntington-USC Institute on California and the West.

Please reserve your discounted series subscription or make reservations for individual conversations today. There's simply no place like Rancho Los Alamitos to consider yesterday and tomorrow right now!

Claudia Jurmain

DIRECTOR OF SPECIAL PROJECTS & PUBLICATIONS
FOUNDER, *CONVERSATIONS IN PLACE*

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LOS ALAMITOS | a place for all time

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Rancho Los Alamitos, the *Ranch of the Little Cottonwoods*, is owned by the City and people of Long Beach and operated by Rancho Los Alamitos Foundation as a public/private cooperative venture. Twice listed on the National Register, Rancho Los Alamitos is the ancestral village site of Povungna. The 7.5-acre historic landscape includes four acres of historic gardens primarily designed by the Olmsted Brothers, an adobe-core (ca. 1790) Ranch House, and the restored barns area of the early 20th century working ranch. The award-winning new Rancho Center is an expanded/adapted historic Horse Barn. A place for all time, today Rancho Los Alamitos speaks to Southern California, yesterday and tomorrow.

PRESENTATION FOR RANCHO LOS ALAMITOS HANDOUT - Pamela Seager

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CONVERSATIONS
IN PLACE 2015



Great blue herons date back 1.8 million years in the Western Hemisphere. At Rancho Los Alamitos, and like our ongoing conversations, they have moved from the past into the present and future of this place.

Sunday, November 8, 2015

1:30–3:30PM

Place Making

The Conversation: Speaker and moderator
William Deverell with Judy Baca, Carolina A. Miranda,
Rob Reynolds and Sarah Schrank

01-22-1931 *Childe Hassam* - \$3,000; 06-30-1932 *California Institute Guild Associates* [LA County Museum of Art] - \$1,000.
—Fred H. Bixby, Ledger 14, 1931-32, Rancho Los Alamitos

The very notion of place making implies we know the end-game. But mere glimpses of the landscape of popular arts and culture express the region's shifting state of mind and the essential, ever-present gap between where we are and where we want to be. The iconic "HOLLYWOOD" sign provokes debate over public access and neighborhood rights. Latino residents in Boyle Heights protest a Mariachi Plaza development and defend paintings of the Virgin Mary and folklorico dancers, saying, "Destroying those murals will be like destroying Mt. Rushmore." Elsewhere artists flee gentrification and upscale galleries and head to the 'burbs'. Meanwhile, public organizations, like the Arts Council for Long Beach, reach out to local artists and underserved communities. It's a shifting landscape filled with voices, a place in the making.

VOICES



William Deverell is Chairman of the History Department at USC and Director of the Huntington-USC Institute on California and the West. His works on California have become essential references which define the political, social and environmental history of the 19th and 20th century American West. Among his many publications, he is author of *Whitewashed Adobe: The Rise of Los Angeles* (2005), co-editor of *A Companion to California History*, *A Companion to Los Angeles*, and *Eden by Design: The 1930 Olmsted-Bartholomew Plan for the Los Angeles Region*. A graduate of Stanford University, he received his doctorate from Princeton University.

Judy Baca is one of the nation's leading muralists, known for her large scale public art works, including *The Great Wall of Los Angeles*. She has taught art in the UC system since 1984. Painter, muralist, monument builder, and scholar, she has stood for art in the service of equity for all people and the integration of one's ethics with creative expression. In 1974, she founded the first City of Los Angeles Mural Program which became the Social and Public Art Resource Center (SPARC), and has been creating sites of public memory since 1976. As its artistic director, today she uses digital technology to create social justice art at the *UCLA@SPARC Digital/Mural Lab*.

Carolina A. Miranda is an award-winning journalist and staff writer for the *Los Angeles Times*. Her blog "Culture: High & Low" looks at the intersection of art and pop culture ranging from museums to murals, art books to comics, documentaries to Latin pop. In 2013, her blog "C-Monster.net" was named one of TED's "100 Websites You Should Know". She has been published in *ARTNews*, *ARCHITECT*, *Fast Company*, and more, served as general assignment reporter for *Time*, and been a commentator for NPR, Charlie Rose, Good Morning America, Today, CNN and CNBC. A graduate of Smith College, she has twice been a USC Annenberg/Getty Fellow in Arts Journalism.

Rob Reynolds is an acclaimed artist whose work has been exhibited internationally and reviewed in *The New York Times*, *Los Angeles Times*, and NPR. His work often forges connections between art production and historical material. In "Just Add Water, Artworks Inspired by the LA Aqueduct," (Natural History Museum, 2014), he explored the region's relationship with water and the people impacted by the taking of big water through contextual watercolors and banners listing the names of workers and victims. "Vanishing Point" (LAXART, 2015), explores notions of landscape. A graduate of Brown University with study at Cornell University, Rob Reynolds has also taught literature and documentary studies at Harvard University.

Sarah Schrank is Professor of History at California State University, Long Beach and serves on the editorial board for *Public Art Dialogue*. Her praised book, *Art and the City: Civic Imagination and Cultural Authority in Los Angeles*, traces the evolution of art and place in Los Angeles to reveal how civic, political, and artistic values created today's urban/cultural landscape. A native Canadian, Sarah Schrank received her Ph.D. from the University of California, San Diego. Two of her current book projects include *Naked: Natural Living and the American Cult of the Body* and *Urban History Goes to the Movies: The City in the American Popular Imagination*.

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James P. Folsom is the Telleen/Jorgensen Director of the famed 120-acre Huntington Botanical Gardens. An eminent, award-winning, published scholar with international field experience, he received his Ph.D. in Botany from the University of Texas and has been key in establishing the Huntington as a national leader in botanical research and education. He has overseen the development of the Conservatory for Botanical Science, the Bing Children's Garden, the Japanese Garden restoration, and the opening of the Liu Fang Yuan Garden (Garden of Flowing Fragrance), which acknowledges the contemporary Chinese community as well as new transatlantic cultural and economic collaborations. He has been honored by the American Association of Botanical Gardens and Arboreta and the American Horticultural Society and was selected to be a Rose Bowl Parade judge in 2014.

Pierrette Hondagneu-Sotelo is a Professor of Sociology at USC and Associate Director at the Center for the Study of Immigrant Integration. Her recent book, *Paradise Transplanted: Migration and the Making of California Gardens*, explores how regional gardens are a global reflection of people and plants, a mirror of social power, status and beauty, but also exclusion, exploitation and conflict. Today community gardens offer marginalized immigrants both an old and new sense of place where they can share information, problem-solve, and cultivate the familiar sights, tastes and scents of their distant countries. The daughter of rural immigrants from Chile and France, Pierrette Hondagneu-Sotelo received her doctorate from the University of California, Berkeley. The award-winning scholar and avid gardener is a frequent guest lecturer in universities in Latin America, Asia and Europe.

Laura Pulido is a Professor of American Studies and Ethnicity at USC whose research focuses on race, environmental justice, Chicana/o Studies, critical human geography, and Los Angeles. She explores how inequality is produced by the state and capital and how working class communities of color mobilize to create a more socially and environmentally just world. Laura Pulido, a native Angeleno, received her Ph.D. in Urban Planning from UCLA. Among her many publications, she is co-author of *A People's Guide to Los Angeles* (2012). This radical tour guide documents 115 sites of racial, class, gender and environmental struggle to reveal how power has shaped and is embedded in the landscape. Since its publication, the University of California Press has commissioned *A People's Guide* series.

Sunday, October 18, 2015
1:30–3:30PM
Livable Places



The Conversation: Speaker Mia Lehrer with Joel Kotkin, Martin Howard, Julia Huang, Don Neff and moderator D.J. Waldie

It was a very empty land, empty of people and town, of trees and cultivated fields. —Sarah Bixby Smith, Adobe Days

When it comes to making livable places, the staggering list of priorities, accomplishments and questions mirror regional opportunities and dilemmas. Proposed new public spaces reflect sustainable designs, new technologies, integrate agriculture to re-energize communities, and redefine urban nature, for example, the Los Angeles River Revitalization Master Plan. But how will the regional economy affect jobs, affordable housing or the class divide? Can we enhance our common sense of place yet respect cultural variation to renew changing neighborhoods or reclaim open space and heritage, urban and suburban? Is alternative transit a viable means to re-organize daily life? Experts vary, but how we nourish perennial values and diverse definitions of community, home, and family life, is on everyone's mind.

RENEW

Mia Lehrer founded the internationally esteemed Los Angeles firm, Mia Lehrer + Associates. Born in El Salvador, she received her Master of Landscape Architecture from Harvard University. Her work ranges from small private gardens to green infrastructure, each design evoking emotion while creating places that matter. She leads efforts to develop an open space network based on the Los Angeles River Revitalization Master Plan to re-energize the city's natural and cultural systems. Sustainable technologies, public parks and plazas will reconnect dense urban communities once severed by the channel.

Joel Kotkin is an international authority on global, economic, political and social trends. His recent books, *The New Class Conflict* (2015) and *The Next Hundred Million: America in 2050* (2014), explore economic, demographic and cultural forces dividing and reshaping the urban/suburban landscape. Joel Kotkin is the Roger Hobbs Distinguished Fellow in Urban Studies at Chapman University and Executive Director of the Center for Opportunity Urbanism, a Houston-based think tank. Executive Editor of *newgeography.com*, contributor to *Forbes.com* and *Daily Beast.com*, he serves on the *Orange County Register* editorial board.

Martin D. Howard is the CEO/President of Howard|CDM in Long Beach, a multi-million-dollar business focused on commercial construction, development and management of projects throughout California. An active Long Beach resident, he helped instigate the economic revival of Long Beach Boulevard and re-vitalization of the historic Bixby Knolls neighborhood. He is a cycling advocate, former member of the U.S. National Cycling Team, and a founder of BIKEable Communities.

Julia Huang is the founder of Long Beach-based Renzei Holdings, Inc., and CEO of interTrend Communications, which provides Fortune 500 Companies in-depth knowledge and access to Asian Communities, and Imprint Ventures Lab, which helps entrepreneurial upstarts. A first-generation Taiwanese American, Julia Huang was born and raised in Japan, attended graduate school in the U.S., and has been named one of the 500 most influential Asian Americans by *Avenue Magazine*. She recently retrofitted the historic Psychic Temple in the resurgent downtown district for her thriving businesses.

Don Neff is the owner of Neff Ranch, Ltd., a 25-acre citrus operation located in Yorba Linda which sells exclusively to local farmers markets. By rehabilitating the orchard, making environmental changes, and managing a 14-acre avocado grove growing in a residential community, he has shown how agriculture can be an integrated urban land use. Don Neff is also CEO/President of La Jolla Pacific, Ltd., Irvine, CA, which specializes in construction risk management and sustainable building. A national expert in the field, he holds a MA in City & Regional Planning from Harvard University.

D. J. Waldie, nationally praised author, essayist, and commentator, is a life-long resident of Lakewood, California. He served as Lakewood's Public Information Officer and retired as Deputy City Manager in September 2010. His acclaimed works include, *Holy Land—A Suburban Memoir*, *Where We Are Now: Notes from Los Angeles*, as well as *California Romantica: Spanish Colonial and Mission-Style Houses and House* with Diane Keaton. His current book-in-progress is *Suburban Poetics* (Princeton University Press).

Sunday, September 27, 2015

1:30–3:30PM

Planting Perspectives

The Conversation: Speaker Pierrette Hondagneu-Sotelo and James Folsom with Laura Pulido and moderator Claudia Jurmain

When I think of home I think of the garden.

—Frederick Bixby Jr. to his mother Florence at Rancho Los Alamitos, May 22, 1928

A walk in the garden seems like such a simple, uncomplicated pleasure, but true gardeners, wannabes, and the rest of us, know that in between all those annuals and perennials, succulents and cacti, fruits, herbs and vegetables, including all the native and newcomers, so much more has been planted. Economics, power and prestige; inequality, access and opportunity; changing cultural and natural values, still take root and thrive in estate gardens, the common landscape, and private backyards, to extreme or much lesser degree. But today, marginalized immigrants also continue to garden, cultivating a new sense of home in community gardens where the “familiar sights, tastes and scents of distant home countries” treat pangs of homesickness and revitalize a place filled with plants and people from around the globe.

HOME

CONVERSATIONS IN PLACE ²⁰/₁₅

Rancho Los Alamitos, 6400 Bixby Hill Road, Long Beach, CA 90815

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The Conversations are on Sundays, 1:30-3:30PM

Free parking is at CSULB, Lot 11A, with continuous free handicap accessible shuttles to the Rancho.

August 23 <i>Architecture In Place</i>	_____	# of reservations	\$ _____
September 27 <i>Planting Perspectives</i>	_____	# of reservations	\$ _____
October 18 <i>Liveable Places</i>	_____	# of reservations	\$ _____
November 8 <i>Place Making</i>	_____	# of reservations	\$ _____
Series Subscription (4 Conversations for \$80)	_____	# of reservations	\$ _____
		TOTAL	\$ _____

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SERIES SUBSCRIPTION for Conversations in Place 2015 - \$80 for 4 Conversations

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