

**EXPLORING CULTURAL CROSSROADS:
SHAPING CONNECTED COMMUNITIES THROUGH
EXPERIENTIAL GRAPHICS**



**ALLISON
ADAMS**

**VP OF MODERNIZATION
PORTLAND PUBLIC
SCHOOLS**



**ELAINE
DANIELSON**

LEED GREEN ASSOCIATE, SEGD

**DIRECTOR OF EGD
BASSETTI ARCHITECTS
SEATTLE / PORTLAND**



**CRYSTAL
GRAY**

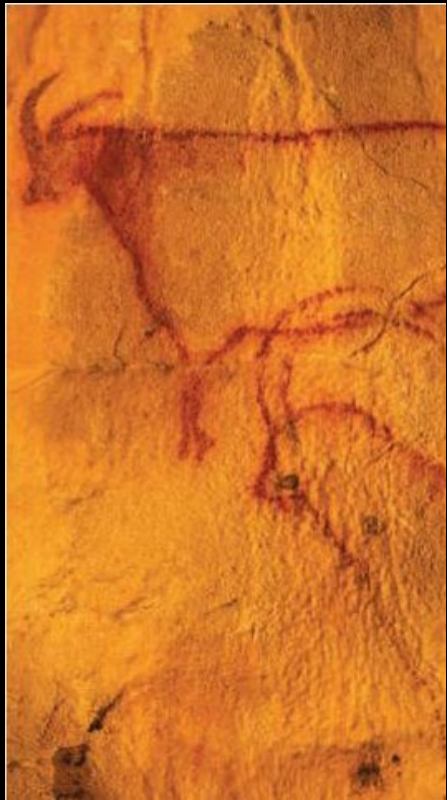
SEGD

**CREATIVE SERVICES
DIRECTOR
AHL, HONOLULU**

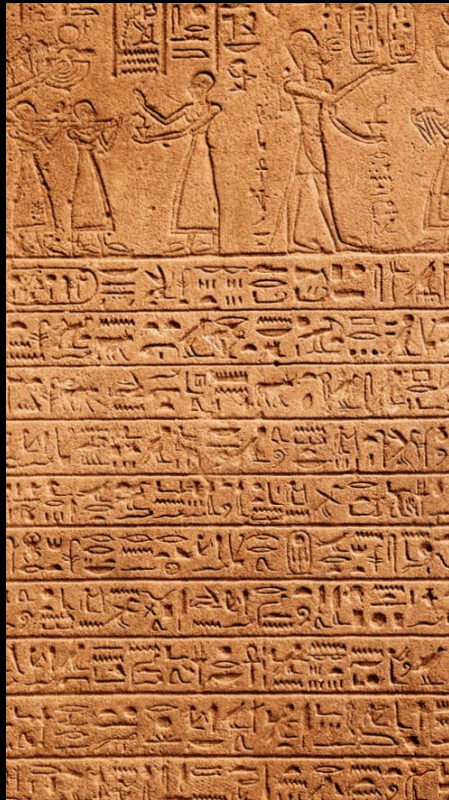
**WHAT IS
EXPERIENTIAL GRAPHIC DESIGN?**

**“EXPERIENTIAL GRAPHIC DESIGN INVOLVES
THE ORCHESTRATION OF TYPOGRAPHY,
COLOR, IMAGERY, FORM, TECHNOLOGY
AND, ESPECIALLY, CONTENT TO CREATE
ENVIRONMENTS THAT COMMUNICATE.”**

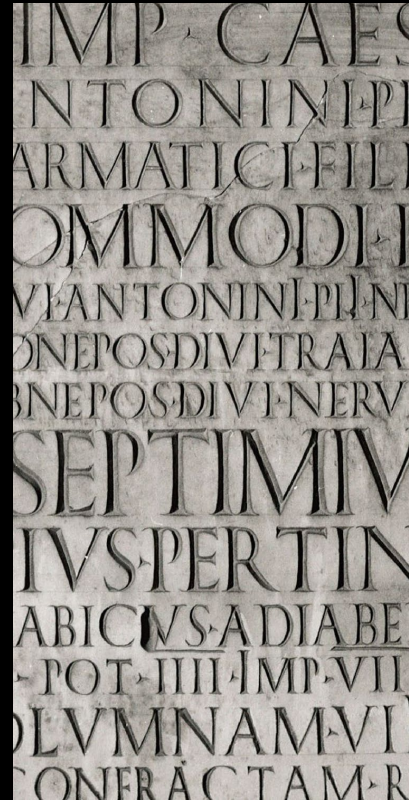
PRE-20TH CENTURY



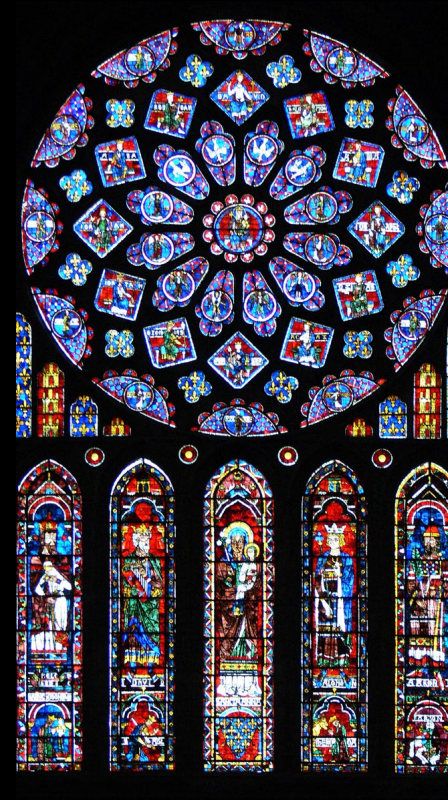
FRANCE
C. 13000 BCE



EGYPT
C. 2500 BCE



ROME, ITALY
207



CHARTRES, FRANCE
1220



AGRA, INDIA
1653

1900-2000



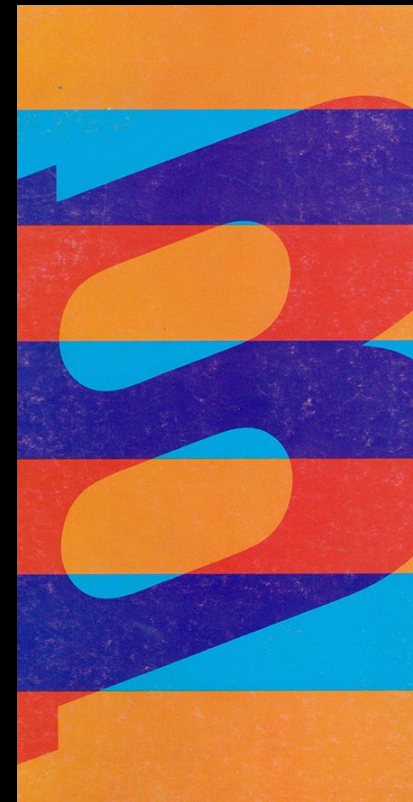
1 TIMES SQUARE
1928



STARDUST SIGN
1958



CBS CAFETERIA
1965



HARPER & GEORGE
1974



NATIONAL ZOO
1975

2000-TODAY



**SEATTLE CENTRAL
LIBRARY
2004**



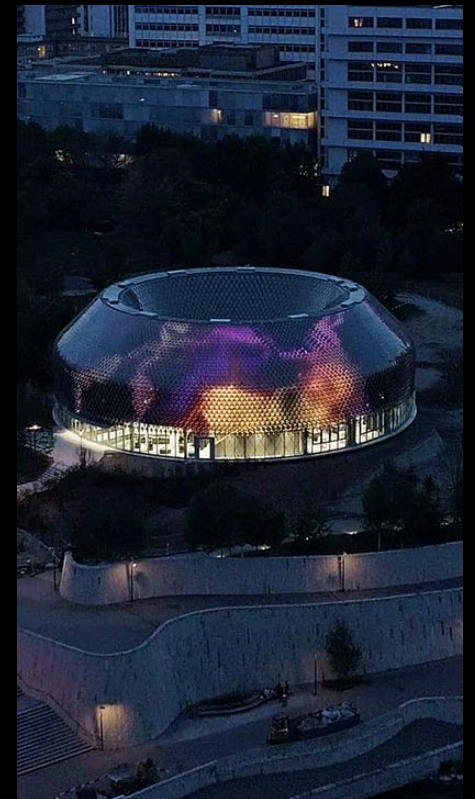
**LEEDS STREET
2011**



**300 S WACKER
2016**



**SCHOLASTIC
2018**



**NOVARTIS ZERO
ENERGY MEDIA
FACADE
2022**

MID-CENTURY MODERN SIGNS OF HAWAII 'I



KING APARTMENTS
1947



LEONARD'S
1952



DIAMOND HEAD
SURF
1959



HALE HANA
1965



MAKIKI HOLIDAY
1971

VISUAL COMMUNICATION OF OCEANIA



KOAI'E BEATERS



**KAPA PATTERN
ON BARKCLOTH**



**TIKI HEADS AT
PLACE OF REFUGE
BIG ISLAND, HI**



**KĀKAU TRADITIONAL ART OF
HAWAIIAN TATTOOING**

SALT AT OUR KAKA 'AKO



**WOODEN WAVE MURAL,
MATTHEW AND
ROXANNE ORTIZ**



DECORATIVE TREE GRATE



IDENTIFICATION SIGNAGE



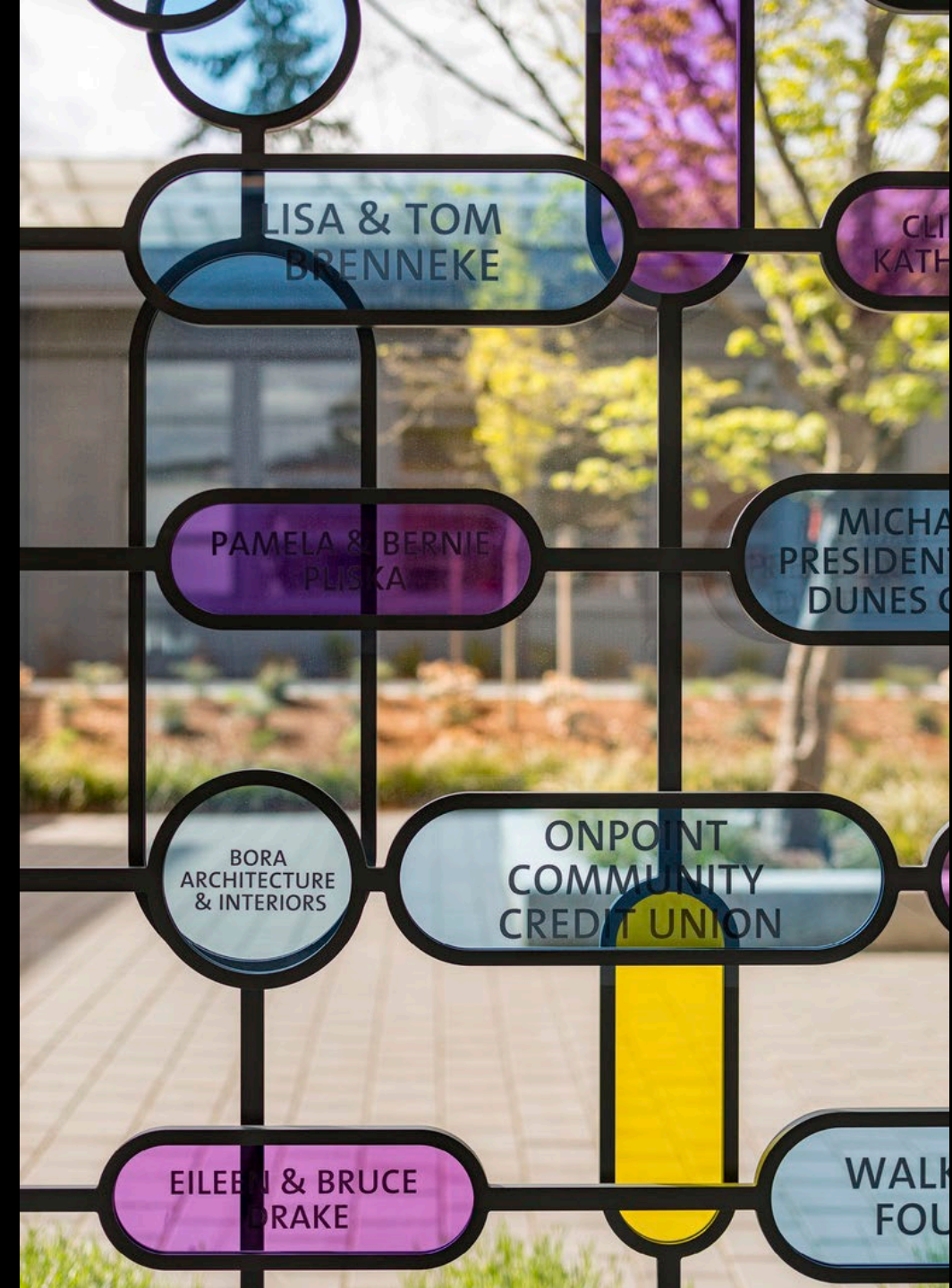
Kamea Hadar
Painted
@KameaHadar

WHY

PRACTICE EGD?



Logan Memorial Educational Campus | San Diego, CA | DLR Group + Visual Asylum



LISA & TOM
BRENNEKE

CLIFF
KATH

PAMELA & BERNIE
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Portland, OR | BORA

BIOPHILIC DESIGN



What is a watershed?

It's a land area that channels rainfall and snowmelt to creeks, streams, and rivers, and eventually to outflow points such as reservoirs, bays, and the ocean. There are currently 62 watersheds in Washington State.

You are located at the red dot between two: the Cedar River / Lake Washington and the Green / Duwamish River Watersheds.



Cedar River / Lake Washington Watershed

Green / Duwamish River Watershed



Tribal Villages

d'id'əlalīc
Sited in present day Pioneer Square area, meaning "little crossing over place," it offered a convenient route between the shore of Elliott Bay and Lake Washington.

tu'əlatx'
An old village site on the west bank of the Duwamish. Its name means "herring house."

tx'q'iltəd
A village was situated on a flat area along the Duwamish River, the present location of the King County Airport. The name means "a large open space."

səx'tičib
This name means "place where one wades." This site was located on the shoreline of Lake Washington at a place now called Bryn Mawr.

Prior to Euro-American settlement, shorelines of our rivers, lakes, and the Salish Sea were home to tribal villages. Native residents lived in permanent villages of cedar plank houses during the winter and traveled to seasonal camps in the spring, summer, and fall to fish, hunt, and gather shellfish and plants. This map identifies some historic tribal villages in this area.

Lushootseed spelling courtesy of Muckleshoot Indian Tribe. Approximate historic tribal village locations and descriptions from City of Seattle Department of Neighborhoods.

Green / Duwamish River Watershed

Cedar River / Lake Washington Watershed

YOU ARE HERE



ALPINE



RAINFOREST



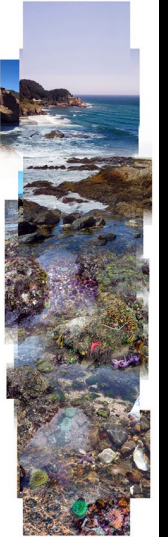
WOODLAND



ESTUARY



WETLAND



MARINE

CONNECTION TO PLACE

RIVER CEDAR TREE MOUNTAIN

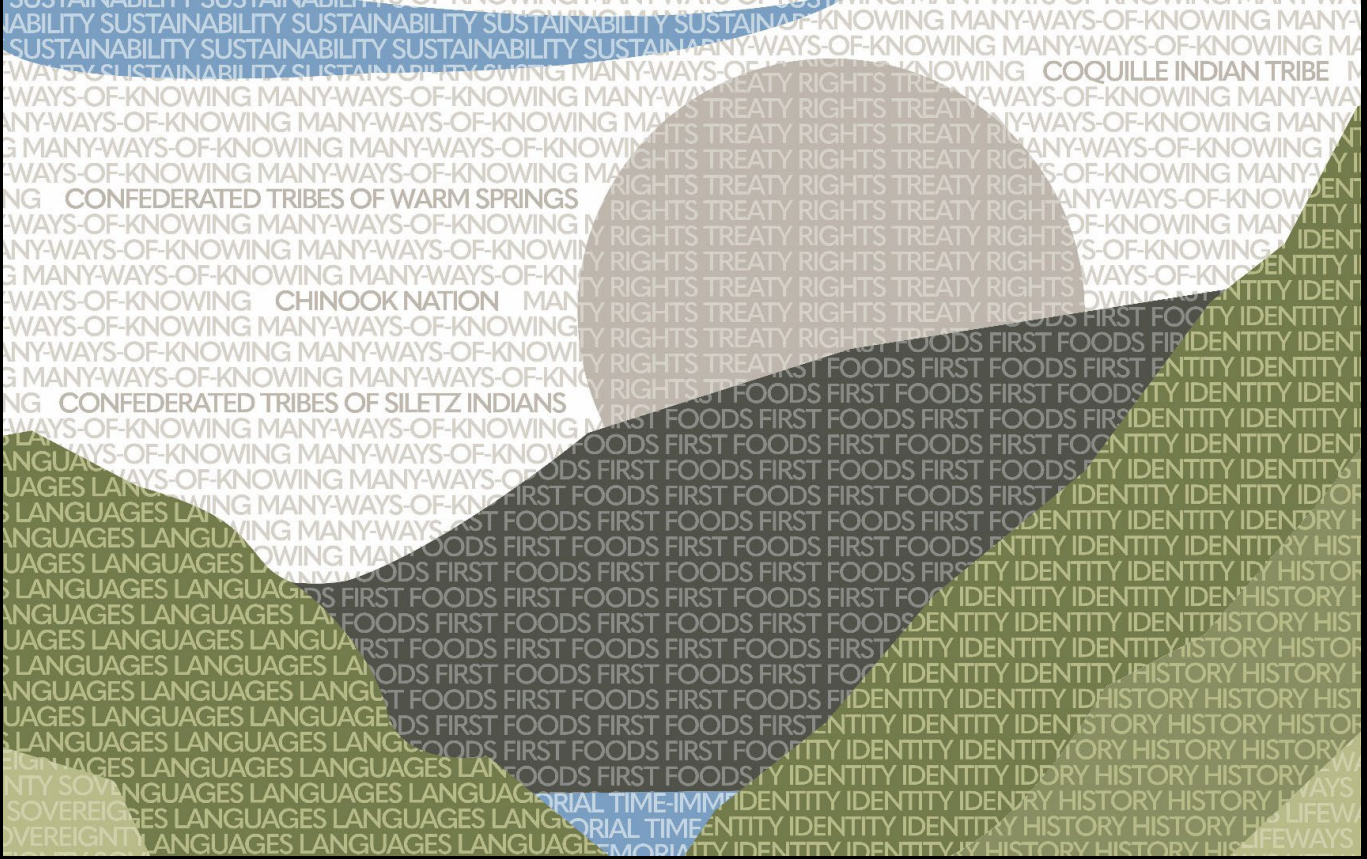
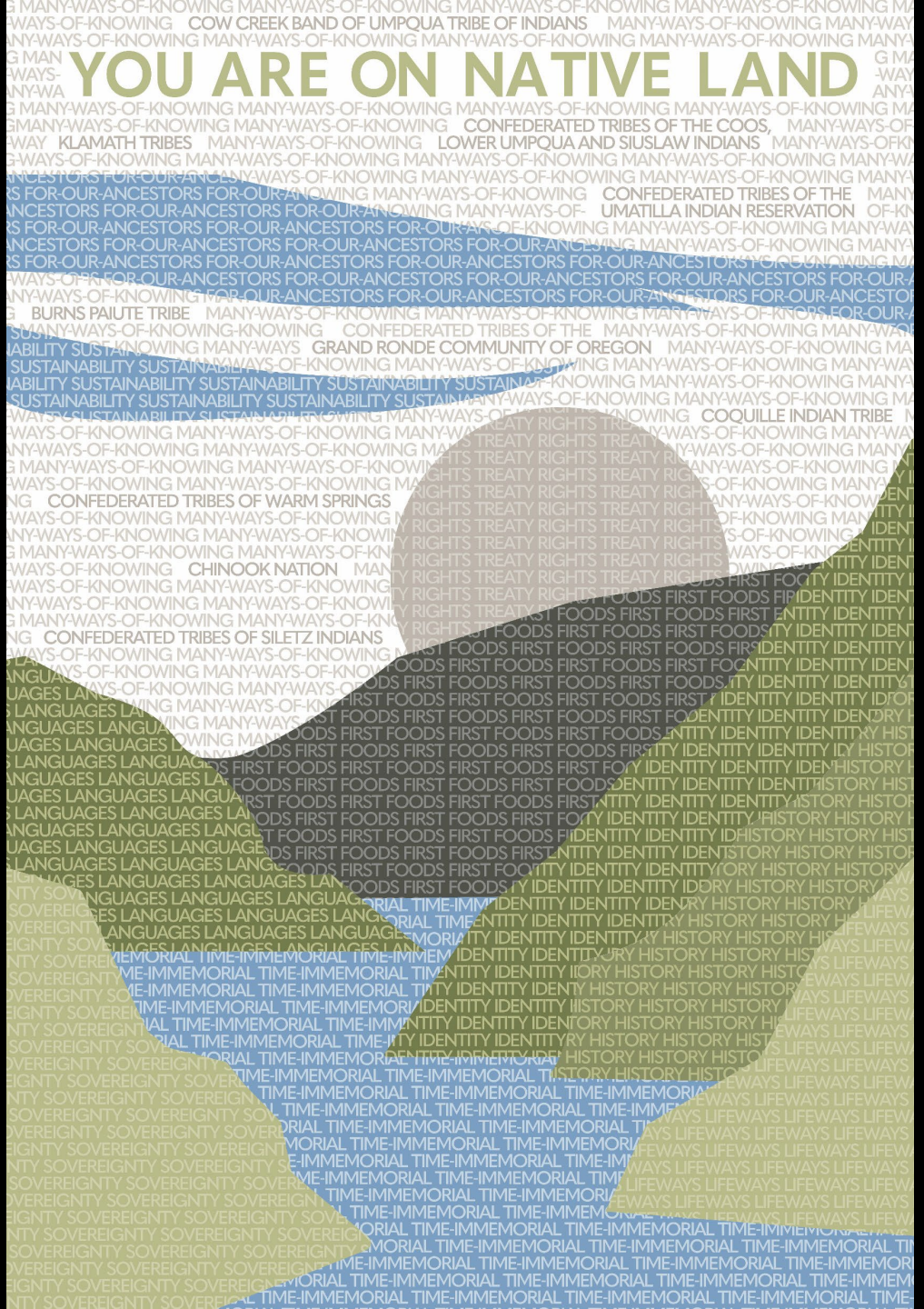
sqʷalʷ stuləkʷ
NISQUALLY RIVER

ḵpayac
CEDAR TREE

təqʷuʷmaʷ | təqʷuʷbad
PERMANENTLY SNOW COVERED MOUNTAIN

Welcome to Yelm Middle School. The design of this school is a reflection of Yelm's community, history, and ecology. As this 1934-35 settler, tribes moved along the Nisqually River, through cedar tree forests, and to the mountains, creating a pathway of exploration. Yelm Middle School is located along that pathway — and the design references the environment, the people, and the spirit of adventure that defined them. Look for signage in the building referencing the Nisqually Tribe and Lushootseed language.

YOU ARE ON NATIVE LAND





LIFE SCIENCES



EDUCATIONAL OPPORTUNITIES



TREE
BRANCH
↓



PSEUDOTSUGA
MENZIESII



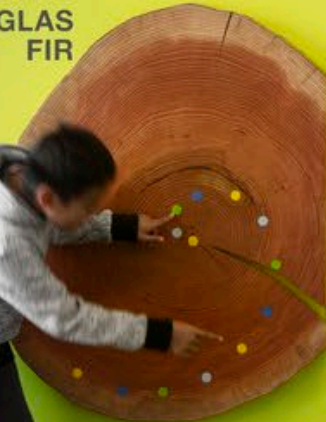
ČÖBIDAC



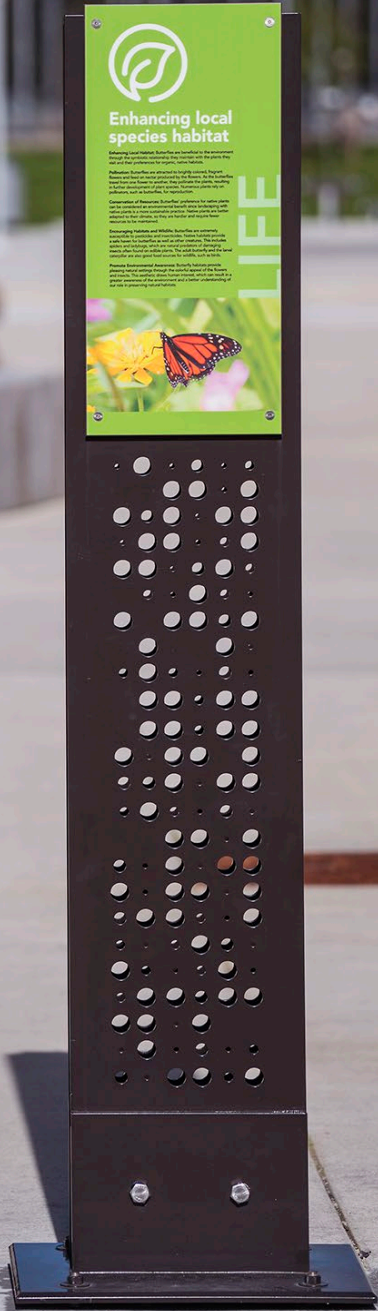
MAPLE

HOW OLD IS THIS TREE?

DOUGLAS
FIR



- 1930 GREAT TREE IS BORN
- 1955 ROSA PARKS REFUSES TO GIVE UP HER SEAT ON A BUS
- 1959 LYNNWOOD WASHINGTON BECOMES A CITY
- 1961 SPRUCE ELEMENTARY OPENS
- 1963 MARTIN LUTHER KING GIVES THE "I HAVE A DREAM SPEECH"
- 1969 NEIL ARMSTRONG WALKS ON THE MOON
- 1972 ATARI INTRODUCES PONG, ONE OF THE FIRST VIDEO GAMES
- 1974 HANK AARON BREAKS BABE RUTH'S HOME RUN RECORD
- 1979 ALDERWOOD MALL OPENS
- 1980 MT. ST. HELENS ERUPTS IN WASHINGTON STATE
- 1991 THE BIRTH OF THE INTERNET
- 2008 BARACK OBAMA IS ELECTED PRESIDENT OF THE UNITED STATES
- 2018 CONSTRUCTION BEGINS ON THE NEW SPRUCE ELEMENTARY



North Creek High School | Bothell, WA
Dykeman Architecture + Design

HOW CAN EGD

SHAPE CONNECTED COMMUNITIES?

BYU HAWAI'I





BYU Hawai'i Science Building | Lā'ie, HI | AHL

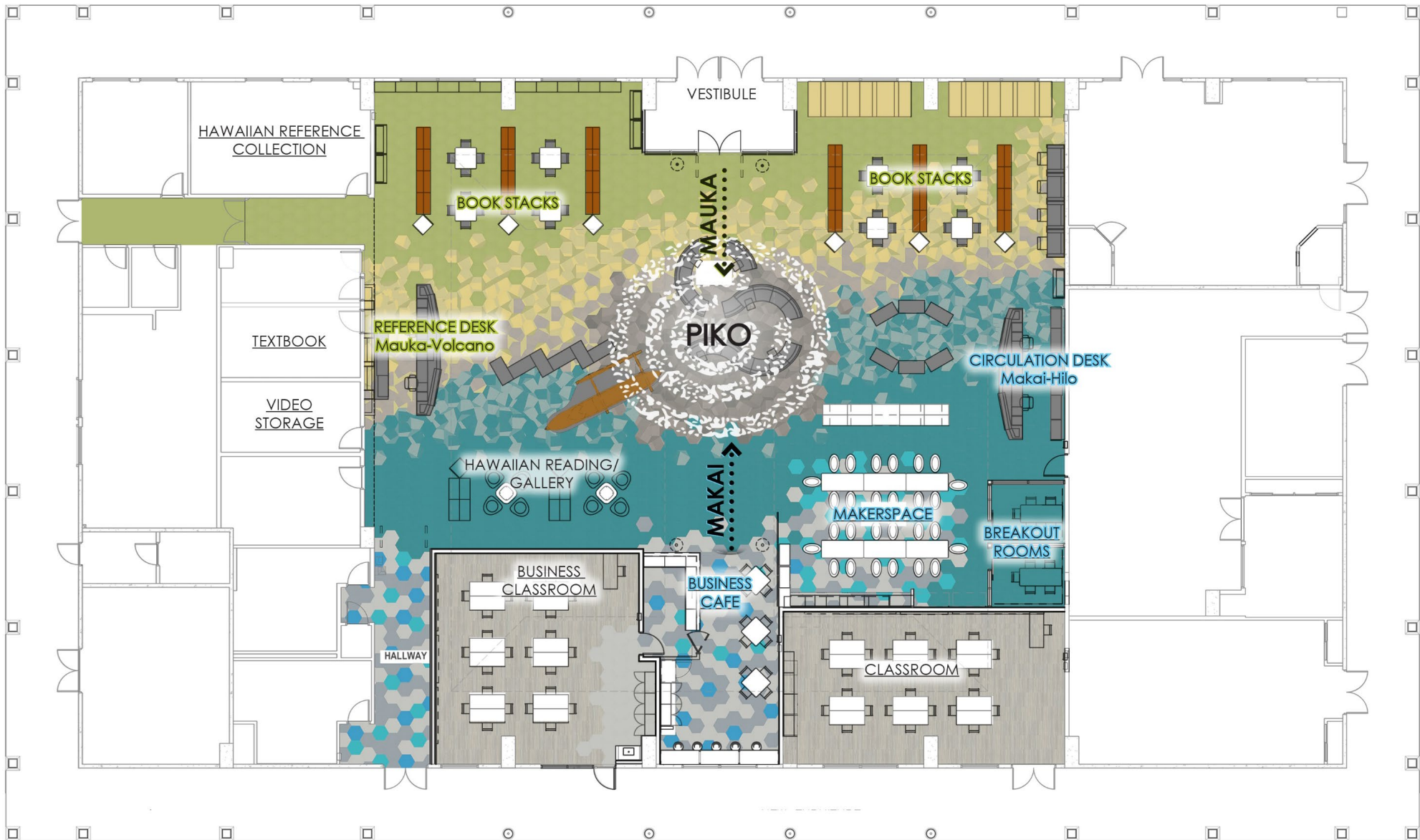






KAMEHAMEHA SCHOOLS







MPG BACKGROUND

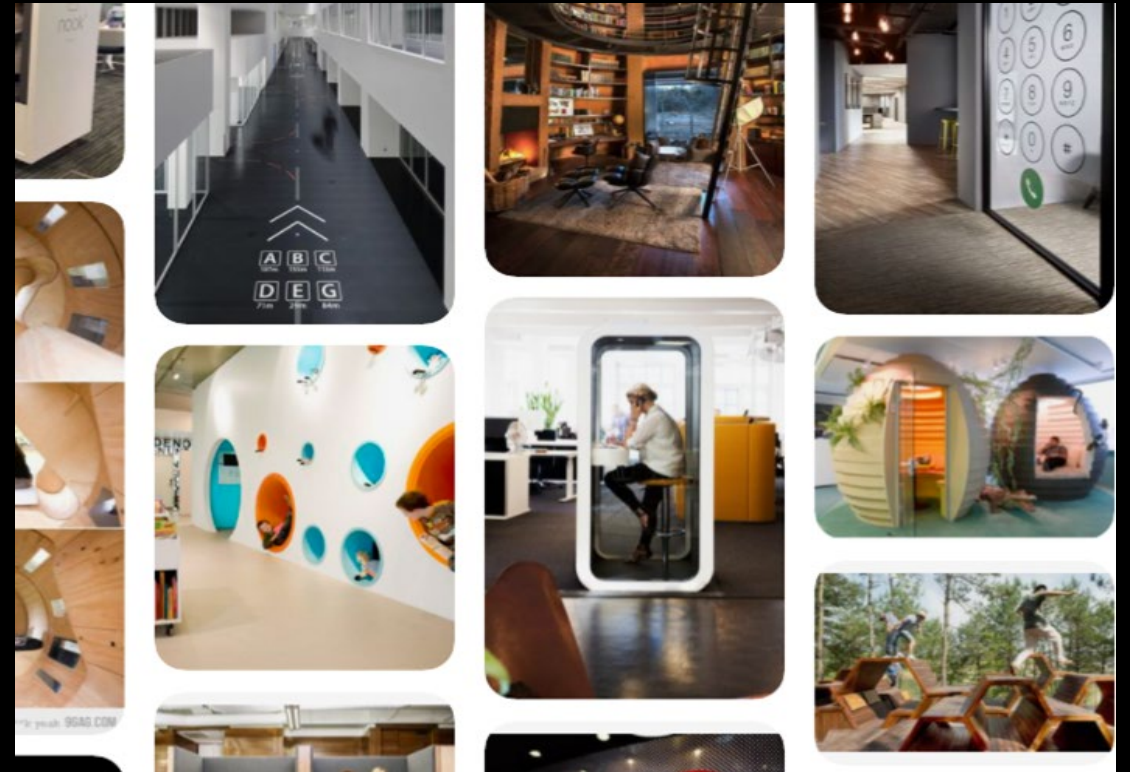
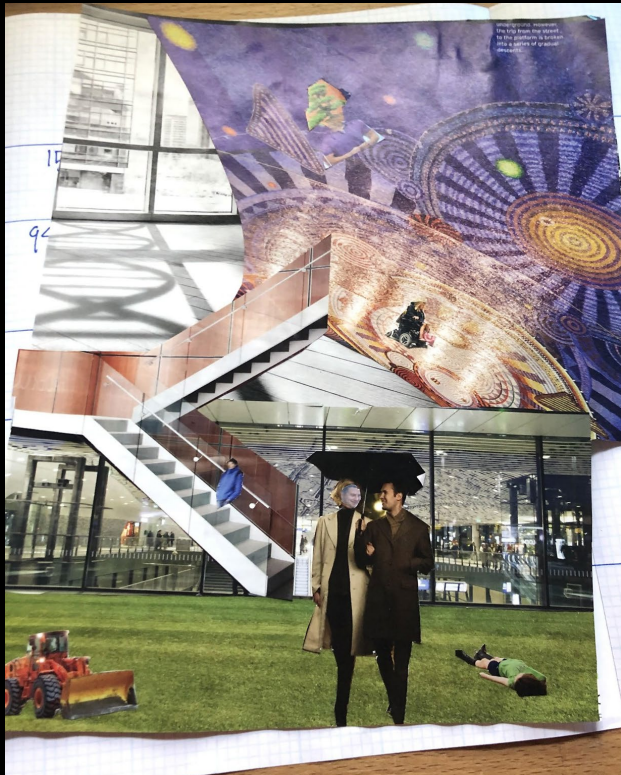


MPG Students, Portland Public Schools

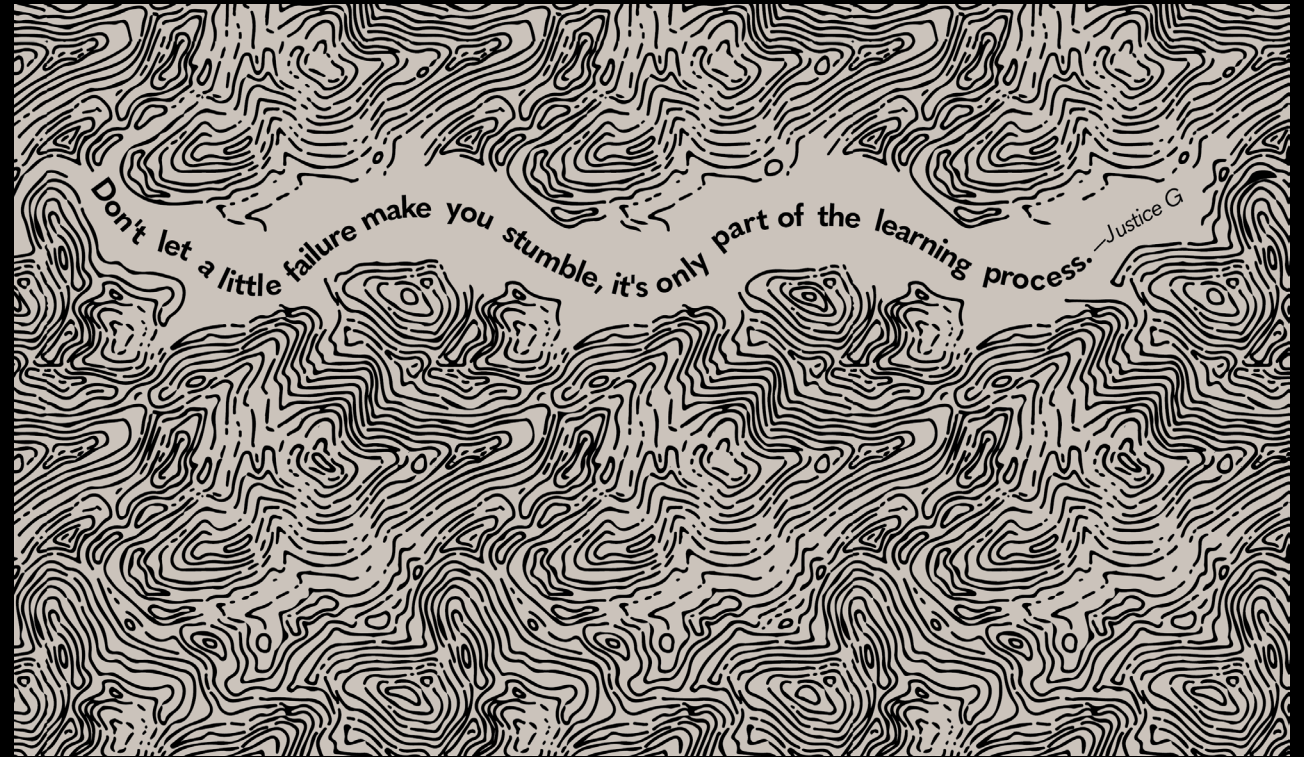
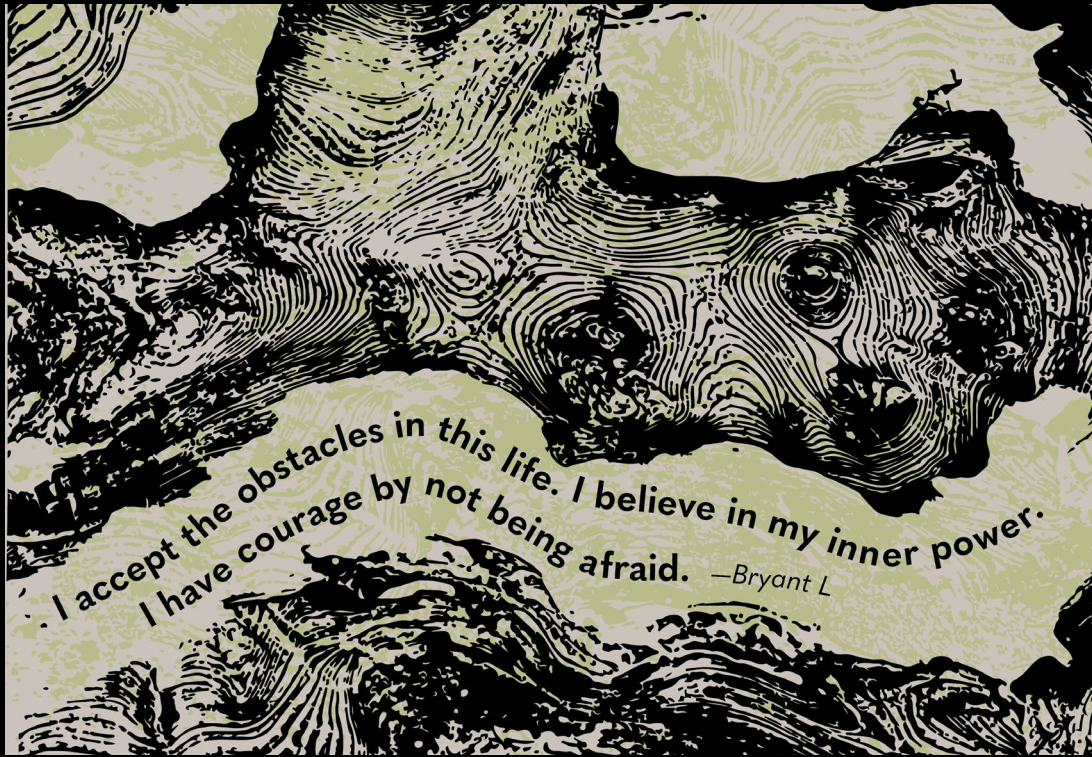
“I WANT MY AREA TO BE INCLUSIVE OF ALL PEOPLE. I WANT A PLACE WHERE STUDENTS CAN BE ABLE TO FIND THEIR VOICE.” MPG Student



“OUR BUILDING NEEDS TO FEEL LESS INSTITUTIONAL THAN A TYPICAL SCHOOL.”



**“NO ONE HAS EVER ASKED ME WHAT I THINK OR
CARED ABOUT WHAT I HAVE TO SAY. NOW MY
WORDS ARE GOING TO BE IN A SCHOOL... WHOA!”**





The short-term struggle is worth the long-term success. —Kasia L



hayu aLqi uyxat

Many Future Paths



People



Community



Future & Paths

UNIVERSITY OF HAWAII 'I









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4-6
 3
 2
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PACE at Walter Dods, Jr. RISE Center | UH Shidler College of Business | Honolulu, HI | AHL

“WE CAN’T WAIT TO OPEN OUR DOORS AND INVITE STUDENTS INTO THE SPACE... IT WAS IMPORTANT FOR US THAT THIS NEW SPACE CONVEYED A SENSE OF PLACE, WHILE INSPIRING THE NEXT GENERATION OF INNOVATORS AND CREATORS TO SOLVE OUR WORLD’S TOUGHEST PROBLEMS.”

– SANDRA FUJIYAMA, PACE EXECUTIVE DIRECTOR





THANK YOU