



## AFTER THE LECTURE

### MATHEWS OFFERS ADVICE FOR STUDENTS

Having worked in Landscape Architecture for over 30 years, Kim Mathews has key insights into how the field has changed, and what to expect from the future. Throughout her “irregular, irreverent, and complicated” journey from Fine Arts into Landscape Architecture, Mathews developed a firm grasp on scale and perspective, which combine to form what she calls “a way of seeing.” She’s observed that excessive reliance on digital methods, especially amongst new hires, can undermine a fundamental understanding of spatial relationships. On the other hand, Mathews notes that keeping up to date with new digital platforms, such as Building Information Modeling, is essential for collaborating across disciplines.

Mathews explains that one of the biggest challenges of being a partner at a major firm is maintaining an original design perspective throughout the lifetime of a project. At Mathews-Nielsen, they use what they call “A Project Kick-Off Form” to collaboratively record their initial vision and anticipated outcome of a project. When

confronted with unforeseen challenges presented by a project spanning nearly a decade, Mathews notes that referring back to a Kick-Off form reminds her team of what originally inspired them about the project and why it’s important to them. When asked to share a piece of advice, Mathews suggests that students should flex their hand-drawing skills by consistently observing and drawing what they see, and to expose themselves to new landscapes through travel. Above all, Mathews stressed how important it is to be an effective communicator, both with your team and your clients; “You can make hundreds of beautiful renderings, but if you can’t explain it to a client, your information will be lost.”

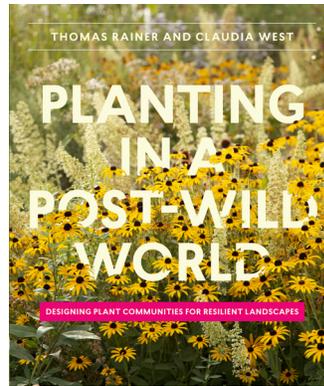
## TRACE INTERVIEW SERIES



### AUDIO INTERVIEW WITH GREG WOLFF

Greg Wolff is a City Planner for the City of Lafayette in California’s San Francisco Bay Area. He is a 1993 graduate of the Cornell Landscape Architecture program. Kari Spiegelhalter talks with Greg about how landscape architects can contribute to city planning, how design can be regulated through policy decisions, and why working for Detroit would be his dream city planning job.

[Listen here](#) to the interview!



Join Claudia West  
 Wednesday September 28, 2016  
 at 12:15pm, Kennedy 461  
 for a brownbag lunch  
 conversation about  
 Planting in a Post Wild World

## BE SURE TO FOLLOW CU ASLA ON SOCIAL MEDIA!

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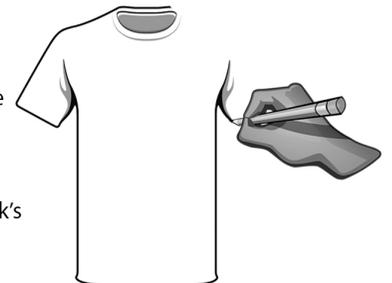
FACEBOOK



ASLA Cornell University  
 Student Chapter

## WIN A FREE T-SHIRT!!

The ASLA student chapter is calling for student submissions for a T-shirt design which will be available to all students, faculty and alumni! The deadline for submission is Oct 3rd. Submit your designs to Mark Hirschbeck’s desk on the mezzanine or to [aslacornellchapter@gmail.com](mailto:aslacornellchapter@gmail.com).



## UP COMING EVENTS

### SEPTEMBER 28

Q & A with Claudia West  
 12:15 pm  
 Kennedy 461

### SEPTEMBER 28

Lecture: Claudia West  
 Plantations Lecture Series  
 7:30 pm  
 Statler Auditorium

### SEPTEMBER 30

Lecture: Alison James  
 The Architecture of  
 Procession: India  
 12:15 pm  
 Kennedy 461

### SEPT. 30 - OCT. 2

Apple Fest  
 Ithaca Commons

### SEPT. 28, OCT. 13, & 21

Free Flu Shots  
 Check [gannett.cornell.edu](http://gannett.cornell.edu)  
 for more info on time and  
 place