

# Inside the LA Studio with DAVID RUBIN Land Collective

Saturday, October 20 11:00AM - 12:30PM

SAT-A01

DAVID RUBIN Land Collective began with a simple mission and big ambitions: to positively inform the world and improve the human condition through landscape. Established by David A. Rubin in 2012, the Philadelphia studio crafts socially-purposeful landscapes that create positive change through cross-disciplinary collaborations and the synthesis of art, technology and the social sciences. At the heart of the now 12-person studio's mission is an "empathy-driven" design process that derives from the understanding that landscape requires a spectrum of thoughtful ideas and voices in order to be successfully rendered. This collective consciousness lifts landscape to its highest ideals, effecting the human condition in positive, equitable ways.

## Learning Objectives

- Explore how a young, start-up studio quickly grew to inform landscapes of significance across the country.
- Understand how Land Collective's empathy-driven approach creates timeless spaces that invite all to participate.
- Learn how the studio takes on the challenges and goals of clients and constituents while impressing upon the landscape the studio's characteristically inclusive designs.
- Find out how the studio's humanist approach allows them to cross typologies to create a broad portfolio of recognized work.

## Session Overview

### Part 1: Introduction to Land Collective

- a. Mission Statement: An Empathy-Driven Approach
- b. Landscape and the Synthesis of Disciplines
  - i. The Fine Arts, Art History, and Landscape
- c. The Early Signature Work of David Rubin
- d. The Rome Prize
  - i. Myopia and the Broad Horizon View

### Part 2: A Dialogue with Ken Smith

### Part 3: Establishing a New and Unique Voice

- a. Working at a Range of Scales
- b. Effecting Greater Philadelphia
- b. Growth in the Midwest
- c. Aspirations for a Bright Future

### Part 4: Q&A

ASLA  
PHL2018

Annual Meeting  
and EXPO

October 19-22  
Philadelphia

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## Session Speakers

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**David A. Rubin, ASLA, FAAR - Principal / DAVID RUBIN Land Collective**

David A. Rubin is the founding principal of DAVID RUBIN Land Collective and a Fellow of the American Academy in Rome. His current commissions include the Columbus, Indiana, Strategic Development Plan; the Cummins Central Office Building landscape renovation, also in Columbus; and the Wilmington, Delaware Waterfront Masterplan. He also recently completed the Indianapolis Museum of Art Master Plan (now called Newfields). Rubin's key built works include: Cummins Distribution Headquarters in Indianapolis, Indiana; The University of Pennsylvania's Penovation Works campus; The Commonground at Eskenazi Health Hospital, Indianapolis; Canal Park, and the Potomac Park Levee on the National Mall, both in Washington, D.C. David is Design Critic in Landscape Architecture at Harvard University.



**Ken Smith, FASLA - Principal / Ken Smith Workshop**

Ken Smith is one of the best-known of a generation of landscape architects equally at home in the worlds of art, architecture, and urbanism. Trained in both design and the fine arts, he explores the relationship between art, contemporary culture, and landscape. He is committed to creating landscapes, especially parks and other public spaces, as a way of improving the quality of urban life.

His work pushes beyond traditional typologies to create landscapes that draw on diverse cultural traditions and influences of contemporary culture. His practice, Ken Smith Workshop is based in New York City.

## SESSION NOTES: