

SAT-B01: Inside the LA Studio with Swift Company LLC

Learning Objectives:

- Staying small and why
- Commitment to research, smart risk and their role in practice
- Maintaining culture and the collective
- Serving and what it means

Panelist:



Barbara Swift, FASLA, Hon AIA, Founding Member

Barbara's passion for landscape architecture and urban design is contagious, and her portfolio demonstrates strength in all areas of practice. As a skilled practitioner, she is committed to creating powerful places that resonate over time. Barbara is known for her collaborative skills, strategic thinking, humor, and design excellence in circumstances from urban systems to wild landscapes. Barbara's innovative work has been acknowledged with multiple awards and fellowships with Centrum, the ECWC, and the Runstad Center.



Gareth Loveridge, ASLA, Member

Gareth comes from the central plains of Manitoba, and with a rigorous design background, he is driven by a holistic approach to deliver thoughtful, sound design solutions that enrich the human experience. With broad interests ranging from visual communications to developing innovative landscape solutions, Gareth brings diverse experience in complex urban design projects to the firm's work. Gareth thrives in working on multidisciplinary teams where design collaboration creates a synthesis between buildings, landscapes and place.

Foundation / Conviction, Who We Are, How We Work and Why:



It's Simple

- It is about the direct visceral experience – the animal connection tied to the ecology of place – the generous and thoughtfully crafted.
- It is about creating an empathetic connection between the individual and the place = understanding and meaningful cohabitation.
- It is about creating high-functioning places of beauty, ecological power and joy - all fundamentally embedded in their place.



How We Work

- We strive to elevate the position of the discipline within the design and engineering context through proactive and collaborative efforts on every project type, and every scale.
- Providing a service to the client – helping develop and achieve the specific project vision.
- Evolution – growing / managing the firm in an organic manner that follows a path of learning and application of changing context.
- We work in teams with friends and partners who share our commitment. We work to nurture relationships spanning decades.
- We are generalists, applying rigor, curiosity.....

Case Studies:



Iconic Places: Grand Teton National Park Craig Thomas Visitor Center + Discovery Park Habitat Project + Stone Quarry Bay

- Discuss the design approach to this suite of projects
- Value of these powerful landscapes at all scales
- The role of philanthropy and vision
- The restrained and focused design hand
- Rigorous restoration supporting ecological function
- Implications of ecological systems understanding for urban projects.



Community Fabric: Ballard Civic Center: Ballard Commons + Library

- Discuss the role of civic space in striving for density
- Creating convening and place for all – urban ecology
- Public process and compromise
- Sustainable strategies + the artful



Center for Urban Waters + Seattle Public Utility South Transfer Station

- Discuss the design approach to authentic places, degraded landscapes and the service sector.
- Making the place and people visible – real solutions do not cover up the place and function.
- Create real human connections with the ecology of place.



An 8 Mile Light Rail Corridor + Five Urban Light Rail Stations

- Discuss the role of transportation within a region and the connection to place.
- Designing for the future.
- How a small firm has a large footprint – strategy and role.



Private Sector is Public: 34 Stone + 400 Fairview + 2+U

- Discuss the importance of a client and the relationship.
- Blurring the public and private realms and how it supports the bottom line for the client.
- Role of landscape architect as space maker - inside and out.

A Sustained Future:



- Honing the craft of practice.
- Sustaining an enduring culture of exploration and generosity.
- Managing growth and dealing with change.
- Commitment to rapid innovation, smart risk, and service.
- Increasing the power of the small, agile, and collaborative group.