

# PLACEMAKING NETWORK: 2012 SPRING SEMINARS

## *'DOWN BY THE WATER' – SAVE THE DATES*



**April 23 – Monday – Noon -The Architects Building, 290 Congress Street, Boston**  
John shields, Shield Design and Sylvia Salas, Exec. Dir. of The Esplanade Association  
**ESPLANADE 2020 - PROJECT UPDATE (*TENTATIVE*)**

The Charles River Esplanade ranks among the Commonwealth's greatest assets. It lies at the center of a network of parks planned by landscape architect Charles Eliot in the 1890s—indeed, he called the Esplanade the system's "crown jewel." More than a century later, however, the jewel has lost its sparkle. A lack of resources, deferred maintenance, and extraordinary popularity have degraded the park's paths, landscape, and beautiful original structures. The Esplanade has been "loved to death." Although several studies have identified some of the park's biggest problems, a broad vision for its future has never emerged. Until now.

THE ESPLANADE ASSOCIATION has recently published their Esplanade 2020 Final Report outlining that vision. John Shields FAIA , President of Shields Design LLC and Sylvia Salas, Executive Director of The Esplanade Association will offer an update on their efforts to restore and revitalize this jewel, and will review the report's guiding principles and clearly defined objectives for the park's future. Sylvia will illustrate how these principles, consistently applied, can transform Boston's waterside park into one of the world's great urban outdoor places. [www.esplanadeassociation.org](http://www.esplanadeassociation.org)



**May 21 – Monday – Noon – The Architects Building, 290 Congress Street, Boston**  
Charles Reid, V.P. and Director- Design and Construction, Boston Global Investors  
Monday **PUBLIC PLACES IN SEAPORT SQUARE**

Boston Global Investors' Seaport Square project, spans 23 acres on Boston's waterfront adjacent to the city's Financial District on the largest undeveloped parcel in the City of Boston. The 6.3 million square foot master plan, designed by Kohn Pederson Fox, envisions a vibrant 24/7 "Innovation District;" and calls for a unique fabric of residences, shops, restaurants, cultural and educational institutions, hotels, offices, research space, and a variety of open spaces. Charles Reid will speak on the public urban design aspects of the plan, focusing on the role of streetscape, building armatures, and open spaces in the creation of a distinct sense of Place in what will be a new Boston waterfront neighborhood.

CHARLES REID manages design and construction for Boston Global Investors. Prior to the formation of BGI, Mr. Reid served in a similar capacity for Gale International for more than eight years, directing the design and construction of over ten million square feet of mixed use projects. Prior to joining Gale International, Mr. Reid spent 18 years as a partner with Tishman Speyer Properties. Previously, he held roles as Project Manager and Senior Associate with a major architectural and engineering firm involved in major U.S. and International projects, including several in the Middle East. [www.bginvestors.com](http://www.bginvestors.com)



**June 25 – Monday – Noon – at The Architects Building, 290 Congress Street, Boston**  
Stanton Eckstut, Principal, EE&K- a Perkins Eastman Company  
Monday **DESIGNING CITIES AT THEIR WATER'S EDGE**

Rather than parks and esplanades only, the creation (or re-creation) of real streets at the water's edge might sometimes be more appropriate in city revitalization efforts. They would represent a return to the wharf activity that once lined the edges of most great waterfront cities and possibly be a more realistic way of attracting necessary private development and public activity. Stanton Eckstut, EE&K's (Ehrenkrantz Eckstut and Kohn) senior principal, will discuss recent efforts along the waterfront, why vibrant retail ground floors are needed there but are difficult to achieve without street activity and a real city edge, and how land uses along the water might be best determined by the marketplace.

STANTON ECKSTUT has a national reputation as an innovator and leader in large-scale architecture extending back over thirty years to his pioneering work designing the master plan for Battery Park City. Stan's singular understanding of architecture as a practice that creates and sustains the public realm is evident in all his designs, from large-scale waterfront developments and intermodal transportation hubs to campuses, schools, and even prototypes for bus shelters. In each case, his work has strengthened the urban fabric by creating new centers of social and civic activity. As he points out, "Even my smallest buildings are about being part of a larger community." A pragmatic visionary, Stan's creative exploration of the possibilities of place is tempered by his keen sense of market and political realities. EE&K is now a Perkins Eastman Company, giving Stan even greater means to continue to push the boundaries of placemaking in his urbanism and design work. [www.eekarchitects.com](http://www.eekarchitects.com)

The Boston Society of Architects' Placemaking Network meets monthly to hear seminar presentations on the subject of Placemaking, to discuss what makes public spaces successful, and to examine how architects, landscape designers, urban planners, artists and public officials can work together to create great public places, to turn SPACE into PLACE.

### Committee Chairs

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Robert Tullis AIA / [rtullis@generalinvestment.com](mailto:rtullis@generalinvestment.com)