

Bridging the Nature-Culture Divide III: Saving Nature in a Humanized World Conference

January 23, 2015: Presidio Officers' Club, San Francisco, CA

Presented by: **The Cultural Landscape Foundation and The Presidio Trust**

In collaboration with: Golden Gate National Parks Conservancy and National Park Service

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Abstracts

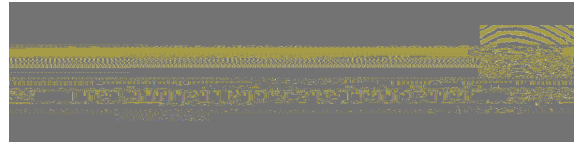
Setting the Context

Charles A. Birnbaum, FASLA, FAAR

Shifting Attitudes and the Emergence of Holistic Stewardship: An Overview, Appraisal and Personal Thoughts

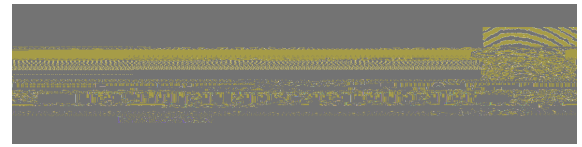
When considering the dynamic ecosystem of the Golden Gate National Recreation Area, a UNESCO designated biodiversity hotspot, that also possesses five National Historic Landmarks and 12 National Register Properties, what criteria should be applied when guiding and managing change? How is success measured? What is the role of park stewards in the education and strategic communications messaging associated with public engagement – one that is often in a highly charged political arena? How do project work, stewardship, and interpretive efforts nurture inquiry while promoting acts of self-discovery? This opening address will aim to not only address these complex challenges, but will also nest them within a larger historic and social context.

First, the stage will be set for the conference's presentations. Here, the origins of the idea of a shared value system – one that includes nature, history and scenery will be established. Initially in the late 19th century in New England by F.L. Olmsted, Sr. and Charles Eliot; then with Olmsted, Jr., the Organic Act and the establishment of the National Park Service in 1916, and ultimately how it expanded in the Bay Area in the 1960s through community-



Geoff Cape, Evergreen – Toronto Canada

Building a culture of nature: citizen engagement and big and small ideas for an urbanizing world



This talk will draw on my recent design research project, *Bay Lexicon*, an exhibit commissioned by the Exploratorium of San Francisco for its Bay Observatory Gallery and the subject of a book in process. *Bay Lexicon* defines a working vocabulary for observing, exploring, and coming to terms with the bay's hybrid ecology. Its forty-eight illustrated flash cards describe sights and situations that make up San Francisco's boundary with the water. These places provoke enquiry about the evolving relationship between natural processes and cultural desires and demonstrate that both sets of forces are in constant negotiation at scales from the body to the region.

Panel 2: Building Awareness and Galvanizing the Public

Chris Spence, Institute at the Golden Gate

Why engagement matters and how do we engage effectively in a rapidly-changing environment

Most forward-thinking conservation and landscape professionals understand that people are not just a part of the conservation problem, but also critical to its solution. Whether as voters, volunteers, activists or future stewards, the public will be critical to the survival and ongoing relevance of our protected urban areas.

How should our professional community engage effectively with the public, particularly in a time of rapid technological, social, economic and demographic change? The answers lie in engagement that listens to and serves the needs of our entire population, not just traditional users. This panel will share their experiences in

