

Mary deLaittre

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QUALIFICATIONS

Planning

- Establish vision, mission, goals and objectives
- Define scope and components
- Develop concepts and implementation scheme
- Cultivate institutional partners
- Plan budgets and identify funding

Coordination

- Guide research and design production
- Coordinate professionals in multiple disciplines
- Serve as liaison and integrate multiple group efforts
- Manage staff and volunteers
- Coordinate event logistics

Communication

- Develop written, 2-D and 3-D content
- Coordinate design of materials that communicate the message in the best format for that particular audience
- Collaborate on media, PR and marketing plans
- Serve as media point person
- Fluent in architecture, urban design, city planning, layman's terms and French

Education

- Design and develop curricula and related courses
- Facilitate courses and presentations
- Involve community in project process
- Train others for course facilitation
- Advocate for projects

PROFESSIONAL SUMMARY

Facilitate the development of city building ideas into successfully executed plans, programs and projects. Understand project scope from mission to minutiae. Identify process steps and create systems for efficient implementation. Coordinate personnel, partners and media from inception to final documentation.

DESIGN PROJECTS

Groundwork: The Foundation for City Building

2007 – present

A consultancy providing a comprehensive, integrated planning process that helps communities recognize their assets, envision their future and realize their goals through city building plans, programs and development projects

Principal

- Bring stakeholders and the particular requirements of a city building project to the table, in the beginning, when projects are being initiated
- Work with stakeholders to develop a leadership structure so there is a coordinated design and city building effort
- Provide the necessary tools for stakeholders to make informed decisions, articulate their visions, create coordinated plans and implementation schemes, and successfully communicate with one another.

Building a Ballpark Neighborhood

2006 – present

Co-developed a series of urban design initiatives to advocate for city building facilitation for the proposed neighborhood around the new Twins Ballpark. The initiatives included:

Design Advisory Group (DAG 360): Hennepin County

New Twins Ballpark and surrounding neighborhood development.

Planning and Design Consultant

- Consult with DAG 360 on urban design issues
- Develop a report for decision makers titled *City Building: A Strategy for Constructing a Ballpark Neighborhood*

The Legacy Winter Garden: Twins Ballpark Garden Plaza

Concept for a Winter Garden plaza adjacent to the Twins Ballpark and Target Center.

Design Coordination and Project Development

- Collaborate with other consultants to develop concept
- Develop scope of project including:
 - Plaza design
 - Communication materials
 - Advocacy opportunities

2010 Partners

A Public/private partnership created to develop and maintain the ballpark neighborhood by:

- facilitating all parties working together
- identifying priorities
- identifying resources to realize priorities.

AWARDS

Committee on Urban Environment (CUE) Award 2004

- Environmental Literacy, Big Urban Game, and Knowledge Maps

Metropolitan Home Design 2003

- 100 Best of the Best: Design Camp

Frederick Mann Award for Disciplinary Service 2003

- U of M College of Architecture and Landscape Architecture (CALA)

Funding for Environmental Literacy 2001 – 2003

- U of M College of Architecture and Landscape Architecture
- U of M Provost

Funding for Safety and the Urban Environment Design Competition 1992 – 1993

- U of M Community Building Grant
- U of M Commission on Women Grant
- Design Center for the American Urban Landscape Grant

DESIGN PROJECTS CONT.

SiteLines: Directing the Future of Community Design 1999 – present
(formerly Environmental Literacy: Neighborhood-Based Learning)

SiteLines, a 501(c)(3), conducts research and develops educational materials, programs and events about neighborhood planning and design.

Founder and Executive Director

- File incorporation documents
- Form long term development plan
- Recruit board of directors
- Identify prospective funders

SiteSeeing: Making Neighborhoods Visible

An elementary and high school curriculum, Environmental Literacy teaches students how to see and think critically about the built and natural environment and create communities that connect rather than segregate.

Curriculum Developer and Program Director

- Develop K-12 curriculum, self-publish workbook, and create website
- Establish institutional partners including Minneapolis Public Schools, Minnesota History Center and the University of Minnesota (U of M) College of Architecture and Landscape Architecture (CALA)
- Create and administer 3-year pilot program
- Create budget and secure funding
- Develop Environmental Literacy Service Learning Program, a three-credit class, and train school teachers and U of M students to teach the program in schools

Andrew Leicester: Public Artist 2006 – present

Develop and maintain communications for internationally-acclaimed sculptor.

Communications Manager

- Develop business communications including:
 - Graphic identity
 - Website
 - Communication systems
 - Promotional materials
 - Content for international design competition submissions

The Future Of Affordable Housing: Weisman Art Museum 2005 – 2006

This HOME House project features award-winning architectural designs for affordable single-family homes. The exhibition showcases one hundred innovative design approaches that use sustainable materials, technologies, and methods.

Design Education Consultant

- Created materials to familiarize visitors with architectural signs and symbols
- Outlined concepts of affordability and sustainability
- Assisted in training architecture students and docents so they could present effectively to tour groups and lead teen design workshops

Twin Cities Design Celebration: U of M Design Institute 2002 – 2005

A year-long series of design commissions, events and publications that include:

Design Camp – A five-day camp that introduces teens to design using structured activities and hands-on experience with the creative process. Now in its fifth year, internationally acclaimed designers lead all workshops.

Knowledge Maps – An international design competition that involved nine teams of researchers and graphic artists creating maps that reveal characteristics unique to the Twin Cities.

COMMUNITY SERVICE

- Hennepin County**
- Designer Selection Committee
- Nokomis East Neighborhood Association**
- Board member
 - Neighborhood Planning and Development Committee member
- Nokomis East Station Area Plan**
- Steering Committee member
- Standish Ericsson Neighborhood Association**
- Board member
- Arts and Humanities President's Initiative on Public Education**
- Committee member
- Bell Museum Nature in the City National Exhibit and Community Programs**
- Committee member

SELECT LECTURES

- Environmental Literacy**
- Planners Network Conference on Design 2005
 - Metropolitan Council 2003
 - Council of Educators in Landscape Architecture, Albany, NY 2002
 - Science Museum of Minnesota 2001
 - AIA Minnesota 66th Annual Convention 2000

DESIGN PROJECTS CONT.

Big Urban Game – A five-day mass participation game played across Minneapolis and St. Paul to encourage residents to rediscover the Twin Cities.

IDEA Conference – Innovations in Design Education and Application conference created to shape the course of future Design Institute initiatives and guide the direction of the new College of Design.

General Manager

- Cultivated relationships with community and institutional partners including cities of Minneapolis and St. Paul
- Produced all phases of design events from concept through implementation
- Created budgets and negotiated contracts
- Managed staff, designers and volunteers
- Designated as media point person
- Hired and collaborated with designers and media professionals to create event information, PR, media and marketing plans for all events
- Effective PR garnered 84 television spots and 11 print articles
- Oversaw documentation of all events in film and print

Safety and the Urban Environment: U of M CALA 1992 – 1993

A design competition, symposium, and catalog addressing personal safety and the design of the urban environment.

Project Director

- Created concept, raised funds and managed budget
- Coordinated design competition and symposium including advertising, submission solicitation, and managing an international jury
- Wrote catalog copy and worked with graphic designer to create final product
- Promoted concept of safety and design to City of St. Paul in an effort to codify the issues of safety for all public projects within the city

Planning to Stay: U of M Design Center for the American Urban Landscape 1990 – 1992

A guide to neighborhood development.

Research Assistant

- Conducted research
- Collaborated on writing and creating artwork

ARCHITECTURE AND URBAN DESIGN

Residential Addition: Minneapolis, MN 2005 – 2006

Design/Builder

- Built seven-room, two-storey addition onto 1903 Lake Nokomis Cottage
- Completed design, framing, sheathing, interior finishing and furnishing
- Home was featured in 2006 Twin Cities Home Tour

Miller-Dunwiddie Architects: Minneapolis, MN 1998 – 1999

Architectural Designer and Project Manager

Vincent James Associates Inc: Minneapolis, MN 1996 – 1998

Business Manager, Marketing, Master Planning

Western Initiative for Neighborhood Development: St. Paul, MN 1994 – 1996

Community Development Consultant

Dayton's Bluff Center for Civic Life: St. Paul, MN 1994 – 1995

Community Development Consultant

Capital Area Architecture and Planning Board: St. Paul, MN 1992 – 1993

Planner I

EDUCATION

University of Minnesota,
Minneapolis, MN

- Masters of Architecture
- Concentration in Urban Design

Brown University, Providence, RI

- Bachelor of Arts, Art History

L'Universite de Lyon, Lyon, France

- Architectural History

TRAVEL

The Fourth Coast: An Expedition
Up the Mississippi

- Settlement patterns
along the river

Exploring the Anasazi

- Anasazi culture, history, urban
design and architecture

Streets and Spaces for People

- Melbourne, Australia

The Olympic City

- Manchester, England

Travel extensively throughout the
United States, Europe, Australia,
Caribbean and Brazil

TEACHING AND RESEARCH

University of Minnesota: College of Architecture and Landscape Architecture

Lecturer

1997 – 2005

- Taught undergraduate courses:
 - Design Studio: Urban Design
 - Design Studio: The City
 - Environmental Literacy Service Learning

Coordinator

2000 – 2001

- Undergraduate Design Studio

Project Associate

1993

- Research relationship between public transportation, land use and personal safety

Research Assistant

1993

- Civilizing Suburbia: A study of sustainable development for third-ring suburbs

Teaching Assistant

1992 – 1993

- Taught undergraduate courses:
 - Urban Design I
 - Urban Design II

SELECT PUBLICITY

Design Advisory Group

- Anderson, G.R., Jr. "The New Twins Park: Big Roadblock at Home Plate." *City Pages*, February 7, 2007.
- Kazuba, Mike and Linda Mack. "Squeeze is on Near Ballpark Site: Time, Space are Both Short." *StarTribune*, December 30, 2006.
- Leer, Charles, and Mary deLaittre. "Before It's Too Late." *StarTribune*, September 26, 2007

Environmental Literacy

- Hoekstra, Joel. "Environment Awareness." *Minnesota* 6 (2002): 32.
- Koski, Phillip. "Teaching Outside the Box." *Architecture Minnesota* 6 (2005): 25-76.

Knowledge Maps

- Chin, Richard. "Map Quest." *St. Paul Pioneer Press*, September 2, 2003.
- Simon, Stephanie. "City Maps Drawn on the Senses." *Los Angeles Times*, September 3, 2003.
- Interview with Sound Mappers. *All Things Considered*. National Public Radio, September 3, 2003.

Design Camp

- Chen, Aric and Jonathan Ringen. "To Be Continued: Four Institutions Promote Lifelong Learning for Professional Designers." *Metropolis*, Aug/Sept (2003): 124-126.
- Hamilton, William H. "Pitching Design, Not Tents." *New York Times*, Aug 8, 2002.