



Program Event Details

Dates: Friday, October 28, 2022 (with a reception the evening prior)

Location: Nasher Sculpture Center, Dallas, TX

Attendees: the general public, architects, landscape architects and allied practitioners, stewardship advocates, and garden enthusiasts.

Capacity: 180

View more program information [here](#).

2022 Sponsorship Opportunities: The Cultural Landscape Foundation

Oberlander Prize Forum II: Landscape Activism Now

Julie Bargmann, inaugural laureate of the Cornelia Hahn Oberlander International Landscape Architecture Prize, is known for an activist approach to practice. For more than thirty years, she has sought out environmental and social challenges and devised remediation strategies for addressing/healing their ecological systems and cultural lifeways. From abandoned mines and toxic industrial sites to fallow urban lands, she has combined a sensitivity to site histories, ecology, and social equity to transform derelict sites into vibrant community assets. Like Cornelia Oberlander before her, and like Ian McHarg and Frederick Law Olmsted before them, she has worked to transform both the public landscape and the nature of landscape architecture itself.

The Cultural Landscape Foundation has assembled a group of notable design professionals, historians, and critics to consider the ambitions and directions of activist practices today. Such practices range widely, encompassing individual designers and design firms, non-governmental organizations, and academic research; representatives of all these groups will be included. Like Julie Bargmann, some individuals, like Jane Edmonds or April de Simone, take an entrepreneurial approach to social and environmental problems, doing their own research and proposing transformative solutions. Design firms like Olin, SWA, and Design Workshop are increasingly creating research arms or pro-bono departments, enabling staff members to conduct research and develop new design responses. Other organizations, like KDI (the Kounkuey Design Initiative) or Blacks in Green, are exploring more collaborative and community-based approaches to urban and environmental regeneration. Meanwhile, academic research and student projects are generating substantive new perspectives. Given the scale of contemporary challenges, from climate change and biodiversity loss to racial and social equity, the need for activist approaches to design is greater than ever. The Oberlander Forum will showcase the ways that landscape architecture is often taking the lead in these efforts.

Sponsorship Benefits	Lead Sponsors \$10,000	Presenting Sponsors \$5,000	Supporting Sponsors \$2,500	Friends \$1,000
Recognition with hyperlink to your website on program's web page	Logo	Small logo	Bold name	Name
Recognition with hyperlink to your website on program's dedicated e-blasts from both TCLF and local partners	Logo	Small logo	Bold name	Name
Recognition in full-page ad in <i>Landscape Architecture Magazine</i>	Logo	Small logo	-	-
Recognition via coordinated social media	✓	✓	✓	✓
Recognition by name in program's press release with hyperlink to your website	✓	✓	-	-
Recognition on symposium "Welcome Screen"	✓	-	-	-
Recognition by name on header of handouts in conference folders distributed to attendees	✓	-	-	-
Recognition by name on "Thank You to Our Sponsors" handout in conference folder distributed to attendees	Logo	Small logo	Name	Name
Opportunity to include company/firm collateral in symposium folder distributed to attendees	✓	-	-	-
Complimentary registration(s) for the symposium	2	1	1	-
Complimentary registration(s) for the post-conference reception	2	1	-	1

The Cultural Landscape Foundation is a tax-exempt organization (Tax ID 52-2092229) under 501(c)(3) of the Internal Revenue Code. Your contribution is deductible to the full extent allowed by law.

TCLF can connect you with people who share your interests through...

- TCLF's homepage, with more than 800,000 unique visitors annually and nearly 2.65 million page-views
- Bi-monthly e-newsletters and dedicated e-blasts to more than 31,000 subscribers
- Social media posts, with more than 75,000 followers
- [Press releases](#) sent to more than 850 members of the media, with a direct link to your website

About Us

The Cultural Landscape Foundation (TCLF) is a Washington, D.C.-based non-profit founded in 1998 to connect people to places. TCLF educates and engages the public to make our shared landscape heritage more visible, identify its value, and empower its stewards. Through its website, publishing, lectures, and other events, TCLF broadens support and understanding for cultural landscapes. TCLF is also home to the Cornelia Hahn Oberlander International Landscape Architecture Prize.