Summer Workshop (July 2023)

“Design for Culture in San Marcos, TX.”

The City of San Marcos recently completed a series of strategic plans designed to highlight and enhance the city’s cultural heritage, including the Arts Master Plan, and the Open Space (Greenways) Master Plan. But what each individual plan lacks is a cohesive strategy to combine shared elements and magnify overall impact. Participants in this workshop explored how cities in the region connect their cultural heritage and arts legacy to safe pedestrian and micro-mobility infrastructure using “culture trails.” Initial research was presented, and concept feedback was collected, at parks and public areas across downtown.
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<th>Date</th>
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<td>June 4/5</td>
<td>UCamp</td>
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<td>June 5</td>
<td>KICK OFF: Panelists</td>
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<td>SUSTAINABLE TXST: Campus tour</td>
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<td>June 6</td>
<td>TRAIL EXPERIENCE: San Antonio field research</td>
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<td>Research Findings</td>
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<td>What worked / what did not work?</td>
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<td>June 7</td>
<td>San Marcos: ART + CULTURE INVENTORY</td>
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<td>San Marcos research: CALABOOSE + CENTRO</td>
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<td>THE HIGH LINE NYC: film screening</td>
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<td>June 8</td>
<td>JOB TO BE DONE</td>
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<td>HOW MIGHT WE: Statements</td>
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<td>PERSONA: exercise</td>
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<td>June 9</td>
<td>FEEDBACK: Stelos#2 co-hort (guest critique)</td>
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<td>PROTOTYPE: your value proposition’s visual 3D transformation</td>
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<td>PREP: final presentations for San Marcos community</td>
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<td>June 10</td>
<td>San Marcos Community PRESENTATIONS + PINING CEREMONY</td>
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HAVE FUN.
Claudia Röschmann
Professor + Associate Director for Design Innovation (MARC) at Texas State University

Claudia Röschmann is a Professor in the Communication Design program in the School of Art and Design and Associate Director for Entrepreneurship in the Materials Applications Research Center (MARC). She was head of the Communication Design program from 2014 to 2020, and as graduate advisor directed the MFA program from 2010 to 2020. She brings 20+ years of international design experience and strategic entrepreneurial thinking to the university where she teaches human-centered design and design entrepreneurship. She also serves as the founder of the Design for America studio on campus, and is the co-founder of the 1 Million Cups Greater San Marcos TX community. Claudia gets very excited about international and cross-disciplinary projects, and speaks at conferences about design thinking and digitally engaged learning. Originally from Germany, she moved to New York in the 90s to work for Vignelli Associates before moving to Austin with her husband, where she runs ROESCHMANNdesign, a design studio focused on brand experiences for non-profit clients. Claudia loves to travel (preferrably by sailboat, bike or foot) so she can spend time in bookstores and museums, while exploring other cultures.

Peter Tschirhart
Associate Dean in the Honors College at Texas State University

Peter is passionate about the use of active- and project-based learning and has encouraged their curricular and co-curricular use at Texas State. His passion for learning by doing—and through experience—emerged thanks in part to his own training as a musician (B.M. Rice University; Ph.D. University of Virginia). His experience with musical improvisation, and his research into experimental music notation, lead Peter almost naturally to the d.school at Stanford University, where he received training in design-thinking and human-centered design as part of the 2017 cohort of the Teaching and Learning Studio. At TXST, Peter has found many novel applications of human-centered design as a pedagogy: from University Seminars, to Honors Thesis design. Outside of work, Peter is a member of the current San Marcos Comprehensive Planning Committee and an active member of MoveSM. As a runner and “everyday” bicyclist, Peter spends many hours exploring the streets, sidewalks, and multi-use pathways of San Marcos.

Organizers
Field research tackling cultural trails in San Antonio

Following along parts of the Riverwalk

Field Trip San Antonio
Community research

Field research tackling history in San Marcos

Organizing findings back on campus
Each team prepared a presentation of their research findings from the week.
Stelos cohort #2 students giving feedback on research

Feedback
Public Presentations

Students presenting to the San Marcos community
Culture Trail
By. Dolna, Elizabeth, and Jonah

Things that worked
In San Antonio
- Incorporated locals
- Infrastructure that was useful and eye catching
- Native plants along the trail and river
- Amount of signage

Things that didn’t work
In San Antonio
- Inconsistency
- Shade
- Restrooms
- Litter
- Not eye catching signage

Outcome
Things that aren’t working

In San Marcos

- Crosswalks
- Ending trails
- Simple landscaping
- Unpaved sidewalks

Things that have potential

In San Marcos

- Parks
- Historical Restoration
- Highlighting ‘natural beauty’

Outcome (continued)
DEFINING A CULTURE TRAIL

Celebrating our natural beauty and spreading it to the ‘underdeveloped’ spaces around San Marcos.

TURNING THIS....

Simple, landscaping, little diversity, and no shade.

....INTO SOMETHING MORE LIKE THIS!

Lots of diversity, shade, and unique landscaping.

Outcome (continued)
Aspirations