

An aerial photograph of the University of California, Berkeley campus. The image shows several large, multi-story buildings with red-tiled roofs and white facades, interspersed with green lawns and trees. In the background, a hillside covered in dense green foliage rises under a clear blue sky. A large white rectangular box is superimposed over the center of the image, containing the title and authors' names.

Understanding the forces behind connecting the audience to UC Berkeley's campus

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Our goal is to engage and increase transparency about the history behind names

- Raise awareness about the histories of the campus
- Engage the public to grapple with the legacies of people with schools or buildings named after them
- Recognize smaller communities within the Berkeley community



Culture and Inclusion

- Uses historic precedent to make the work culturally contextual.
- Interacts with all the audience and doesn't discriminate based on identity or background
- Targets specifically Berkeley campus users and visitors but can so easily be spread to allow for reflection throughout the city
- Acts as a common language to communicate message from history

College of Natural Resources receives \$50 million naming gift

By [Kara Manke](#) | FEBRUARY 29, 2020

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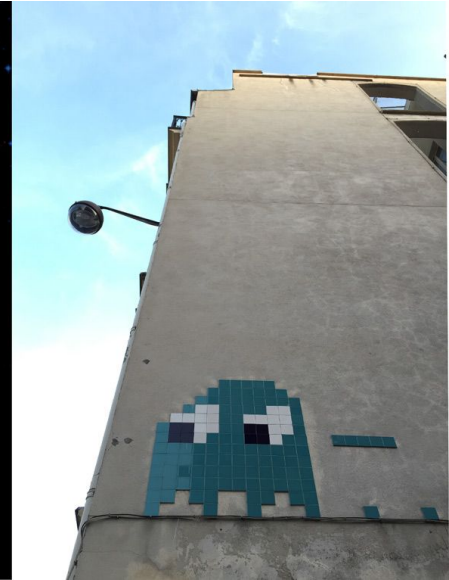
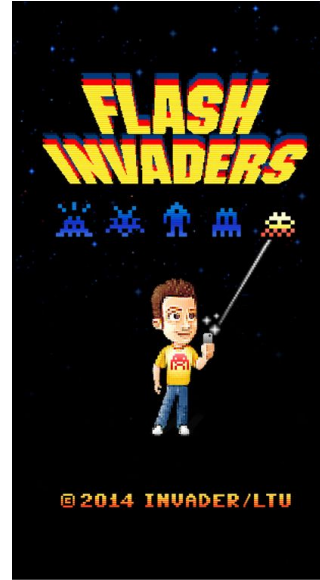
Former dean Gordon Rausser has gifted \$50 million to Berkeley's College of Natural Resources, the largest amount ever received by the college. (UC Berkeley photo by Keegan Houser)

The College of Natural Resources at the University of California, Berkeley, has been renamed the Rausser College of Natural Resources in honor of a landmark \$50 million

Example Projects



QR code and memory about Veterans



Flash Invader and Street Arts

What will this look like?

Symbolism and Spirituality in art

- Clear connection between donors and the public name of art via QR code
- Unique QR code design



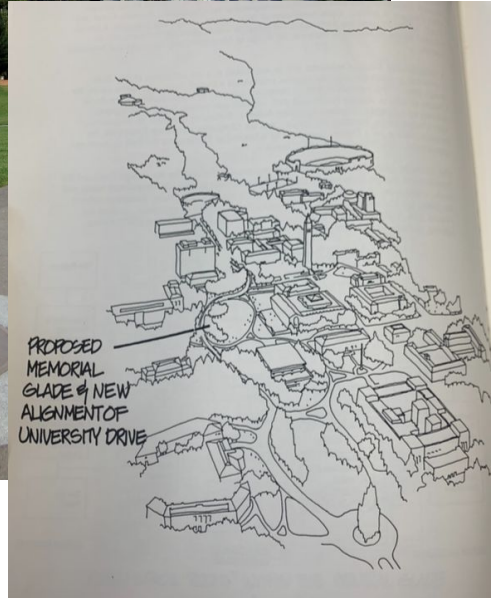
Site: Urban Presence

- QR codes and plaques are placed on each building or monument itself, or directly near it if it damages the work.
- Spacing and positioning is important to ensure it stands out in the environment it is in.
- Allows for personal reflection in order for the work to function at the scale of the city, group and individual.



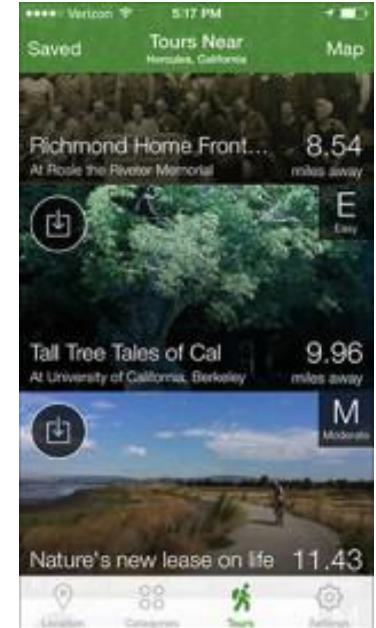
The process: an example of a potential site

1. Create a committee of community members in charge of overseeing all entries
2. 200-500 word blurb about origin of site, key historical turning points, known controversies, and the site's current use
3. Form for audience to continuously add perspective



Similar projects have increased community access to histories both on and off Berkeley's campus

- Tall Tree Tales of Cal, a tour of prominent trees on Berkeley's campus
- Berkeley Historical Plaque Project uses both traditional and e-Plaques



Conclusion

