

## **BRADLEY E. CANTRELL**

Associate Professor of Landscape Architecture  
Emerson Womack Professorship of Design

Louisiana State University  
Robert Reich School of Landscape Architecture

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## **Education**

Harvard University Graduate School of Design, MLA II 2001-2003

- recipient of Harvard Graduate School of Design Digital Design Prize

University of Kentucky, BS Landscape Architecture, 1995-2001

## **Professional Experience**

### **Visual Logic Inc. (Current)**

Digital Media and Design Visualization

Role: Principal and Owner

Projects of Note

- Nollen Plaza, Des Moines, IA Illustrations, Ken Smith Landscape Architect, Inc.
- Soundview Park, Bronx, NY Illustrations, Thomas Balsley Associates, Inc.
- Dallas Main Street Garden Park Illustrations, Thomas Balsley Associates, Inc.
- Viet Village Urban Farming Illustrations, Spackman + Mossop + Michaels, Inc.
- CDI Collaborative San Diego Sustainable Development Visualization
- Case Farms Residential Animations and Marketing
- RISD Landscape Architecture Website Design and Development
- Landworks Studio Website Design and Development
- Character modeling and asset creation for Center Mass (affiliated with Harvard computer science department)
- Virtual Gund Hall consultation (digital landscape representations) for Harvard GSD Center for Design Informatics
- Invivia/ M.I.T. MEMS Visualization - creation of animations displaying micro-mechanical processes for nano-scale fuel reactors
- Central Artery Parcel 8/10 Design Visualizations for Wallace Floyd Design Group

### **LND Digital Workshop**

Digital Media Training and Consulting

Role: Partner

Developed Workshops and Consulting Service for AEC Professionals

Seminars and Consulting Projects

2007

- Irvine, CA, Sketchup/Photoshop Perspective Rendering Workshop
- San Francisco, CA, Sketchup/Photoshop Perspective Rendering Workshop
- Orlando, FL, Sketchup/Photoshop Perspective Rendering Workshop

2006

- Boston, MA, Photoshop/Illustrator Plan Rendering Workshop
- San Francisco, CA, Photoshop/Illustrator Plan Rendering Workshop
- Charleston, SC, Sketchup/Photoshop Perspective Rendering Workshop
- Louisville, KY, Photoshop/Illustrator Plan Rendering Workshop
- Custom Workshop for MSCW, Inc, Orlando, FL
- Orlando, FL, Sketchup/Photoshop Perspective Rendering Workshop
- Atlanta, GA, Sketchup/Photoshop Perspective Rendering Workshop
- Denver, CO FL, Sketchup/Photoshop Perspective Rendering Workshop
- San Francisco, CA, Sketchup/Photoshop Perspective Rendering Workshop
- Alexandria, VA, Photoshop/Illustrator Plan Rendering Workshop

2005

- Miami, FL, Photoshop/Illustrator Plan Rendering Workshop
- Denver, CO, Photoshop/Illustrator Plan Rendering Workshop
- San Francisco, CA, Photoshop/Illustrator Plan Rendering Workshop

### **Geller DeVellis Inc. (June 2001-December 2004)**

Landscape Architecture, Site Planning, Civil Engineering, and Digital Media  
77 N. Washington St  
Boston, MA 02114  
617.303.2043

Role: design competitions project manager, landscape architecture(design and representation), design visualizations, presentations, website design, compositing, photo montage

- implemented network rendering and Discreet product line
- created company wide digital literacy program
- initiated design advancement program

Projects of Note

- Logan 9.11 Memorial Competition
- HRCA Assisted Living Development
- Burlington Multi-Family Housing
- Boston Convention Center Streetscape Visualization (4 min animation)
- Sutton Home Depot Neighborhood Impact Visualization
- Brigham Circle Design Concept Visualizations
- Boston College Photo-Simulations
- Hartford Town Square Design Visualization
- Widener University Donor Garden

### **Academia**

#### **Louisiana State University**

Robert Reich School of Landscape Architecture  
Associate Professor 2010 - present  
Assistant Professor 2005 - 2010

LA 1102 Digital Representation (spring 2009)

LA 2101 (fall 2006-2010) Advanced Digital Representation  
LA 4156 (spring 2005) Planting Design  
LA 4158 (spring 2005) Fourth Year Undergraduate Design Studio  
LA 3001 (fall 2005-2010) Third Year Undergraduate Design Studio  
LA 7002 (spring 2006-2011) First Year Graduate Design Studio  
LA 4101 (fall 2005) Advanced Digital Representation Seminar  
LA 7101 (spring 2006) Advanced Digital Representation Graduate Seminar  
LA 7005 (fall 2011) Responsive Systems Studio  
LA 4504 (wintersession 2006, spring intersession 2006-2008) 3ds max for Design and Animation  
LA 4504 (spring 2007) Sensing the Landscape  
LA 4101 (spring 2008) Hybrids  
LA 4504 (spring 2008) Realtime Landscapes  
LA 4101 (spring 2010) Illustrating Ecologies

## Rhode Island School of Design

COM 2571 (Visiting Lecturer, summer 2002, 2003) – Intro to Animation

- concepts included polygon and nurbs modeling, animation, dynamics, scripting, particles, rendering, and conceptual framework for creating animations and virtual motion

## Harvard Graduate School of Design

GSD 2106 (Visiting Lecturer, spring 2004) Alan Berger, David Fletcher, Wilson Martin

- participated in creation of curriculum for digital representation module
- led lectures and seminars in digital landscape representation

GSD 2314 (Teaching Fellow, spring 2003) – Interactive Spaces

- assisted in course preparation, review, and instruction

GSD 2310 (Teaching Assistant, fall 2002) – Advanced 3d Modeling and Animation

- conducted weekly workshops for Alias/Wavefront Maya
- concepts included polygon and nurbs modeling, animation, dynamics, MEL scripting, particles, and rendering

GSD 2108M1 (Teaching Assistant, fall 2002) – Site Systems Representations I

- assisted professor in grading and evaluation of weekly assignments

GSD 6202 (Teaching Assistant, fall 2002) – Land Geometry

- assisted students with digital and physical site representation methods

GSD 2106 (Teaching Assistant, spring 2002) – Studies in Landscape Representation II

- creation of tutorials for plotting, basic AutoCAD, photoshop, and HTML
- conducted seminars for AutoCAD, photoshop, and HTML

GSD 2109M3 (Teaching Assistant, spring 2002) – Site Systems Representation II

- creation of tutorials for 3d Studio Max, photo-matching, photoshop, site volume calculations, and flash
- conducted seminars for 3d Studio Max and Land Development Desktop

GSD 2107 (Teaching Assistant, Spring 2002) – Fundamentals of CAD (Architecture)

- conducted seminars for introduction to 3d Studio Max and Maya Unlimited
- concepts included: UVW mapping, animation, expressions, modeling, MEL scripting, and compositing

## Projects and Competitions

- 2011 Megaregions I-10 Corridor, Coastal Sustainability Funded Research
- 2011 Fort Proctor, Coastal Sustainability Funded Research
- 2011 National Wildlife Federation Myrtle Grove Sediment Diversion Visualizations, Coastal Sustainability Studio
- 2010 Workshopping, Venice Biennale, Coastal Sustainability Studio
- 2010 Open Design Competition with Aron Chang, Natalie Yates and Patrick Michaels, One Prize “ Backyard Farming Service” Semi-finalists
- 2009 Nollen Plaza, Des Moines, IA Illustrations (2009), Ken Smith Landscape Architect, Inc.
- 2008 Lausanne Jardins, Invited Competition
- 2008 Soundview Park, Bronx, NY Illustrations, Thomas Balsley Associates, Inc.
- 2008 Dallas Main Street Garden Park Illustrations, Thomas Balsley Associates, Inc.

- 2007 Metis Garden Festival Competition
- 2006 Boston Center for the Arts Competition
- 2006 Visualizing New Orleans, McKnight Foundation Grant
- 2005 Finalist in Bridge Park International Design Competition
- 2004 Finalist in Logan Airport 9.11 Memorial Competition
- 2004 HRCA Assisted Living Development
- 2003 Finalist CDI Collaborative San Diego Sustainable Development Competition
- 2002 Character modeling and asset creation for Center Mass
- 2002 Virtual Gund Hall consultation for Harvard GSD Center for Design Informatics
- 2002 Invivia/ M.I.T. MEMS Visualization
- 2001 Central Artery Parcel 8/10 Design Visualizations for Wallace Floyd Design Group
- 2001 Burlington Multi-Family Housing
- 2001 Boston Convention Center Streetscape Visualization
- 2001 Sutton Home Depot Neighborhood Impact Visualization
- 2001 Brigham Circle Design Concept Visualizations
- 2001 Boston College Photo-Simulations
- 2001 Hartford Town Square Design Visualization
- 2001 Widener University Donor Garden

## Grants

- 2011 Fort Proctor Small Projects Grant Co-PI (\$10,000)
- 2008 AVATAR Multi-Disciplinary Hiring Initiative Co-PI (\$2.25m)
- 2007 GOHSEP Critical Infrastructure Modeling Grant (\$16,750)
- 2007 Faculty Research Grant (\$9,750)
- 2007 Louisiana Board of Regents Mobile Design Studio (\$130,000)
- 2007 LSU Student Tech Fee Grant (NAS Storage Systems, \$32,000)
- 2006 LSU College of Art and Design Dean's faculty Enhancement Grant (\$1,000)
- 2006 LSU Student Tech Fee Grant (Interactive Design Displays, \$57,000)
- 2006 LSU Student Tech Fee Grant (Servers for Graphic Intensive Computing, \$30,000)
- 2006 McKnight Foundation Grant (\$300,000)

## Books

- Cantrell, B. and Yates, N. *Modeling the Environment*. New York, NY: Wiley & Sons. 2012. 320 pages. ISBN-10:0470902949.
- Cantrell, B. and Michaels, W. *Digital Representation in Landscape Architecture*. New York, NY: Wiley & Sons. 2010. 320 pages. ISBN-10:0470403977.

## Publications

- "Illustrating Ecologies," Cantrell, *OZ Journal*, Kansas State University Press 2011"
- "Hybrid Analytical Representation" *Cantrell and Cheramie*, CELA Conference Proceedings, 2011
- "Abstraction Language," *Cantrell*, ACADIA, Chicago, IL, September 2009 (conference proceedings)
- "Digital Modeling in Landscape Architecture, Software Review," *Cantrell*, *Landscape Journal*, Spring 2009
- "Landscapes of Fantasy, Developing Representation Techniques through Literary Narrative" *Cantrell*, CELA Conference Proceedings, 2009
- "Visualizing and Illustrating Complex Meteorological Events: A Design Approach for Planning and Land Management," *Cantrell and Pullman*, IEEE Xplore and Conference Proceedings, GEOWS 2009
- "Hybrids," *Signore and Cantrell*, Biennale of Architecture Venice, Ibridazioni, IUAV University, 2008.
- "Hybrids: Urban Systems + Information, 2008," *Signore and Cantrell*, ACSA West Central Fall Conference Proceedings, 2008
- "Urban Place, Book Review," *Cantrell*, *Landscape Journal*, Fall 2008.
- "AEC Workflow for Adobe CS3 Master Suite", *Cantrell and Michaels*, Adobe Press, December 2007
- "Ambient Space," *Cantrell*, ACADIA, Halifax, Nova Scotia, September 2007 (conference proceedings)
- "{Digital : Analog}: the Representation of Data," *Cantrell and Michaels*, *Batture Vol 2, #2* published by the Louisiana State University School of Architecture, September 2007.
- CELT Teaching in Higher Education, Online Collaboration in Continuum: Experiences from Student to Faculty, *Cantrell*, October 2005 (conference proceedings)

## Electronic Dissemination of Research

- 2007-2010 Cantrell, Bradley E. <http://reactscape.visual-logic.com>, research and teaching documentation.
- 2010-2011 Cantrell, Bradley E. <http://lab.visual-logic.com>, research documentation and collaborative teaching/research blog, developed and administered

## Exhibitions and Lectures

- 2011 *Cyborg Landscapes and Abstraction Systems*, After Effects Symposium Technology Panel, Invited Panelist
- 2010 *Hybrid Analytical Representation*, CELA, Paper Presentation
- 2010 *Responsive Systems and Modeling Systems*, Invited Lecturer at Penn State University
- 2010 *Dynamic Narratives*, Animation Workshop at Penn State University
- 2010 *Responsive Systems and Modeling Systems*, Invited Lecturer at University of Toronto
- 2010 *Representation Methodologies*, Invited Lecturer at University of Kentucky,
- 2009 *Responsive Environments, Interactive Landscapes*, CELA, Paper Presentation
- 2009 *Landscapes of Fantasy, Developing Representation Techniques through Literary Narrative*, CELA, Paper Presentation
- 2008 *Thresholds*, Invited Exhibition at ACADIA Minneapolis, MN
- 2008 *Thresholds*, LSU College of Art and Design Atrium Exhibit
- 2007 *Surface*, DesCours Art and Architecture Festival, AIA New Orleans Installation, 1001 Canal St. New Orleans, Louisiana
- 2007 *Hyper-real Landscapes*, Invited Lecturer at University of Rhode Island
- 2007 Representation Workshop at University of Rhode Island
- 2007 *Surface Tension*, LSU College of Art and Design Atrium Exhibit
- 2007 *New Orleans Schoolyard*, New Orleans Contemporary Arts Center Exhibit
- 2007 Presentation, LaBASH, hosted by LSU School of Landscape Architecture, "Digital Workflows"
- 2006 LSU CCT Public Lecture, *Visualization and Simulation In Landscape Architecture*
- 2006 North Carolina American Society of Landscape Architecture Invited Lecturer
- 2006 CELA, Paper Presentation. Fantasy as Reality: Illustrative Process
- 2006 Invited Lecturer at University of Kentucky
- 2005 Representation Workshop at University of Kentucky
- 2005 Competitions Magazine, Bridge Park Competition
- 2005 Invited Lecturer at Red Stick International Animation Festival
- 2005 - 2006 Portfolio Workshop, LSU School of Landscape Architecture
- 2005 - 2006 Intensive Digital Workshops, LSU School of Landscape Architecture
- 2005 CELT Teaching in Higher Education, Online Collaboration in Continuum: Experiences from Student to Faculty

## Invited Juries

- Invited Critic, University of Virginia School of Architecture, Thesis Reviews and Paradoxicity Studio (Spring 2011)
- Invited Critic, Penn State University Department of Landscape Architecture, Reviews, Sean Burkholder (Fall 2010)
- Invited Critic, School of Architecture Tulane University, Final Review, Ammar Eloueini (Fall 2009)
- Invited Critic, Knowlton School of Architecture Ohio State University, Final Review, Karla Trott (Fall 2009)
- Invited Critic, Knowlton School of Architecture Ohio State University, Final Review, Deborah Georg (Fall 2009)
- Invited Critic, Knowlton School of Architecture Ohio State University, Final Review, Sarah Cowles (Fall 2009)
- Invited Critic, Knowlton School of Architecture Ohio State University, Final Review, Sarah Cowles (Fall 2008)
- Invited Critic, Knowlton School of Architecture Ohio State University, Final Review, Doug Graf (Fall 2008)
- Invited Critic, Mississippi State University DRIL, Final Review, Larry Barrow (Spring 2007)
- Invited Critic, Mississippi State University DRIL, Final Review, Anijo Matthew (Spring 2007)

## Awards

- 2011 ASLA Professional Research Honor Award, Backyard Farm Service
- 2011 Emerson Womack Design Professorship
- 2008 ASLA Honor Award, Illustrations Viet Village Urban Farm, Mossop+Michaels, Inc.
- 2008 College of Art and Design Outstanding Teacher Award

- 2007 LSU School of Landscape Architecture Director's Award
- 2005 Suzanne L. Turner Professorship in Landscape Architecture
- 2003 Harvard GSD Digital Design Prize
- 2003 Harvard GSD Studio Works (Jeffrey Huang Studio)
- 2002 Harvard GSD Los Angeles River Studio Book
- 2002 Harvard GSD Student Exhibition
- 2002 Harvard GSD Studio Works (Ken Smith Studio)
- 2002 Harvard GSD 1404 Best in Studio
- 2001 Apple Ifilm Student Video Editing Competition Best in Show
- 2001 Nomination Sigma Lambda Alpha Honor Society
- 2001 ASLA Student Honor Award
- 2001 National Collegiate Architecture and Design Award

## Service

- 2010-2011 LSU School of Landscape Architecture Graduate Coordinator
- 2007-2011 Director, Louisiana State University Terrain . Kinetics . Interaction (TiKI) Lab
- 2005-2010 Chair LSU College of Art and Design Information Technology Committee
- 2007-2010 Chair LSU School of Landscape Architecture Scholarship Committee
- 2005-2010 LSU Landscape Architecture Undergraduate Curriculum Committee
- 2010 Digital Landscape Architecture Conference Invited Peer Reviewer, Dessau, Germany
- 2010 CELA Peer Reviewer
- 2010 Design+Emotion Conference Peer Reviewer
- 2009 CELA Peer reviewer
- 2005-2007 LSU School of Landscape Architecture Faculty Search Committees
- 2007 LSU Digital Media Curriculum Committee
- 2006-2007 LSU College of Art and Design Scholarship Committee
- 2006 CELA Peer reviewer
- 2006 Louisiana ASLA Awards Juror
- 2005 Louisiana Student ASLA Awards Juror
- 2005-2006 LSU College of Art and Design/CCT Faculty Search Committee
- 2003 Harvard GSD Digital Media Club