

Media Information
The Nature of Design
Principles, Processes, and the Purview of the Architect

M. Scott Lockard
With a Foreword by Paul Stevenson Oles, FAIA

Contact M. Scott Lockard
Lockard Creative
20 Upper Toyon Drive
Kentfield, California 94904
415.721.1414
scott@lockardcreative.com

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31 Commercial Blvd, Suite F
Novato, California 94949
Contact Julie Anglin
415.883.3300
julie@oroeditions.com

Book description

Design is a widely-misunderstood discipline. In fact, the design profession itself often accepts and promotes a vague and misleading definition of design. *The Nature of Design* asks professionals, their clients and students of design to examine the fundamental nature and practice of their discipline, and to understand the true criteria behind design and the design process. In this insightful, irreverent and beautiful exposition of the design process, one of the world's most prolific practitioners proposes an absolutely clear distinction between Design and Art.

While artists express their own interpretations of the world, the designer's charge is to translate their client's vision into reality, orchestrating a complex, often-conflicting array of criteria into a single solution. The ability to design well—to orchestrate effectively, and even efficiently—requires a broad and adaptable capability, derived from specific knowledge and skills, applied in a pragmatic and effective design process. Questions of a designer's personal style and expression must follow the process, not lead it.

Through its integration of insightful philosophical stance, practical application, and visual example, *The Nature of Design* is not only a primer for students and reference for practitioners, but a revealing behind-the-scenes tour for clients, and anyone with an interest in the practice of design and architecture. Conversational yet uncompromising in its message—illustrated throughout by hundreds of actual design drawings from real-world projects of all types and scales demonstrating Lockard's highly effective and versatile process—the book's overarching principles will find application in all fields of design.

Advance praise for M. Scott Lockard's *The Nature of Design*:

“A stimulating visual and narrative wonderland ... This work may very well be the best and most comprehensive attempt in some time to integrate both the philosophy and practice of design into a single composition. It should be an essential component in every designer's library.”

—Carl F. Hagelman, former Design Director,
Walt Disney Imagineering

“Scott Lockard's work is astonishing. This book is a ‘must read’ for seasoned architects and urban designers who will find the provocative message resonating with their own challenges and insecurities in achieving compelling, functional and realistic designs. Likewise, those who aspire to a career in the unique and seemingly mysterious world of design will find answers and guidance which can help shape their way forward, out of the darkness and frustration which students typically encounter in their quest for a meaningful role in the business of architecture and design.”

—Gordon Linden, author of *The Expo Book*, former Project Manager, Bechtel,
and current advisor to Parsons and numerous public and private entities
for large-scale urban planning and hosting of international events.

“I have worked with many gifted designers and architects, but none more creative and capable ... *The Nature of Design* reflects Lockard's rare ability to blend innovation and aesthetics with practicality.”

—D.J. Marini, former General Manager, Lucasfilm Ltd.

“Lockard's conversational style and compelling insights make for a rare backstage look into the process by which ideas become the buildings and environments that surround us. He has ‘been there, done that’ for a galaxy of prominent architects and developers, and in this book is able to articulate in great detail how such projects go from rough ideas to full-fledged projects. Scott's candid revelations fuel the text with a behind-the-scenes narrative that will be a revelation to clients and architects alike.”

—Craig Hodgetts, Professor of Architecture,
UCLA SUPRASTUDIO

“The observations and opinions are invariably thoughtful—earthy, pragmatic, often amusing—and more than occasionally profound.” (From the Foreword.)

—Paul Stevenson Oles, author of *Architectural Illustration*

“Scott's ability to communicate in nano-seconds with a few strokes and annotations is still the most efficient and evocative tool ... a manifestation of collaborative design thinking giving instant life to nascent ideas and what-ifs.”

—Ro Shroff, Senior Vice President, CallisonRTKL

Full text of advance review communications from the above available upon request.

Biographical Information: M. Scott Lockard

In more than three decades of architectural practice, Scott Lockard has had a hand in the design of projects of nearly every scale and type, in all phases of design, and on every continent. Beyond his own practice, Lockard has collaborated with more than seventy-five design firms, and thus has a unique and extremely realistic perspective on the practice of design today. Lockard has led design projects for such entities as George Lucas' Skywalker Ranch, Walt Disney Imagineering and Metro-Goldwyn-Mayer.

Lockard has been a featured speaker at conferences of the American Institute of Architects and the Design Communication Association as well as numerous universities and firm-sponsored design workshops. He contributed to classic books in the field – his father Kirby Lockard's *Design Drawing and Design Drawing Experiences* – and his work has been featured in several other books on architectural representation and design. Projects designed by Lockard have received awards from local, state and regional authorities, including the American Institute of Architects, the Denver Design Center and the Albuquerque Conservation Association.

Prior to 1996, Lockard was a Design Director for ADP/Fluor Daniel, a multi-disciplinary, international design firm specializing in education, healthcare and high-technology projects, as well as a Senior Designer for Kaplan McLaughlin Diaz, an international design firm specializing in retail, commercial and healthcare projects. A large proportion of Lockard's broad experience derives from providing consulting design services to major U.S. design firms including A.C. Martin, Bechtel, Parsons, Callison, and HOK.

Scott lives just north of San Francisco with his wife Nancy, and their nearly-empty nest receives periodic visits from their son Brodie and daughter Kendra.