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The Los Angeles Earthquake: Get Ready

Fact Sheet

“Communication is the foundation of public safety.”

—James Lee Witt, Former Director of FEMA

Overview:

The Los Angeles Earthquake: Get Ready project is a multi-media public safety campaign created and led by Art Center College of Design, using the unique expertise of designers to generate new research and visual communications tools about seismic safety. Embracing new design methodologies, this initiative is intended to mobilize the media as well as policy and decision-makers—and most importantly, the general public—to measurably increase earthquake preparedness throughout the Greater Los Angeles area. The initiative, conceived by former Art Center President Richard Koshalek and Mariana Amatullo, Vice President, International Initiatives and Director of the College-wide social impact program Designmatters, will serve as a model for identifying effective earthquake preparation and recovery strategies that can have applications throughout California and worldwide.

Core Components:

The Los Angeles Earthquake: Get Ready project includes the following interrelated components:

- A sourcebook for the media, government and civic decision-makers;
- An interactive online game;
- A high-profile civic event for audiences throughout the Greater Los Angeles region;
- A multi-media, public awareness campaign utilizing contemporary modes of communication.

Background:

- Evolved out of three years of research with leaders nationwide from scientific, emergency management, government, community and academic circles;
- Predicated on learnings from Katrina: government alone cannot manage the aftermath of a significant natural disaster;
- Led by Designmatters, a signature program at Art Center College of Design, whose mandate it is to research and develop solutions to the critically relevant issues of our time;
- Art Center College of Design has a proven record of engagement with international development and public sector agencies as the first design institution to hold Non Governmental Organization status (NGO) with the United Nations.

A Consortium of Leaders and Innovators:

Art Center has convened a unique consortium of designers, scientists, emergency responders, and government officials to develop innovative communication strategies that overcome barriers to preparedness and improve individual and collective resilience. Key contributors include:

- Dr. Lucille Jones, chief scientist, Multi Hazards Demonstration Project for Southern California United States Geological Survey (USGS)
- James Lee Witt, former director of FEMA
- Stefan Sagmeister, renowned graphic designer
- Tanja Diezmann, digital media pioneer and director, Interface and Interaction Design Program, Art Center College of Design
- Christoph Niemann, illustrator and visiting faculty, Art Center College of Design
- Jason Tester, research and design manager, Institute for the Future

At its core, *The Los Angeles Earthquake: Get Ready* is comprised of the creative contributions of students and faculty of Art Center College of Design who participated in developing the key design components of the project.

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Fact Sheet *(continued)*

A Necessary Intervention:

One of Art Center's primary missions is to engage students and faculty to think beyond the walls of the classroom to advocate the role of designers as change agents in the community.

With *The Los Angeles Earthquake: Get Ready* project, Art Center is creating new models for interaction and outreach based on the premise that:

- An earthquake of large magnitude is inevitable in Southern California;
- A gap exists between the knowledge of the scientific community and the public's understanding of the dangers of an earthquake and how individual preparations can significantly mitigate damage;
- Traditional communications have proved ineffective to mobilize the public;
- According to leading scientists, the public today is less prepared to respond to an earthquake than 30 years ago.

Fostering Resiliency:

By emphasizing advance preparation, Art Center aims to foster resiliency for diverse communities including youth and the most vulnerable populations. To achieve this goal, *The Los Angeles Earthquake: Get Ready* project is committed to:

- Creating experimental, deeply engaging and research-based vehicles;
- Incorporating grassroots outreach;
- Employing participatory media platforms;
- Engaging social networks;
- Driving action.

Significance & Points of Differentiation:

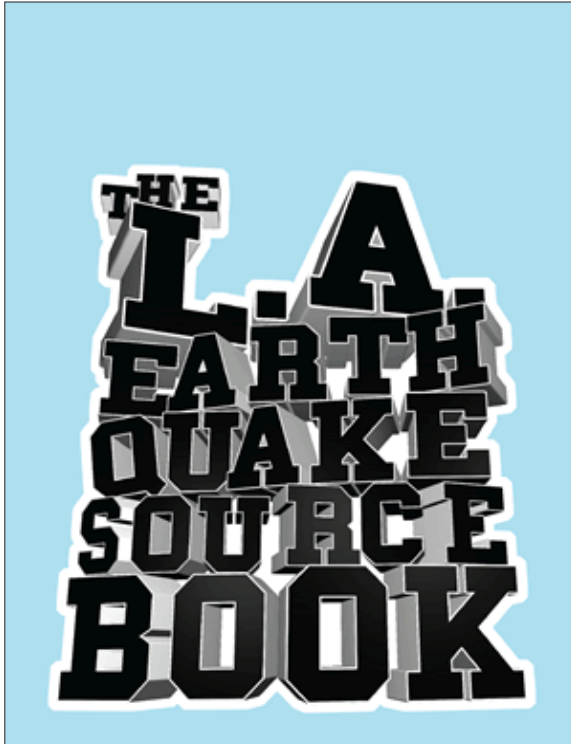
- ***Broad Application*** for disaster planning efforts worldwide.
- ***Timing***. Most applied design strategies are normally integrated after disasters occur. Art Center is using design to anticipate, not respond to, the impact of the next big earthquake.
- ***Breaks ground by bridging the expertise of design with that of science and emergency management to devise innovative communication platforms***. The multifaceted communication interventions of the project attempt to overcome the weak link in public earthquake awareness and attention.
- ***Underscores the pivotal role of designers and the creative community as leaders***. With *The Los Angeles Earthquake* project, Art Center is deeply committed to educating a new generation of designers who are taking up original ways to engage with longstanding societal problems and expanding their range of contributions by collaborating with leaders in business, public policy, science and technology.

Key Beneficiaries:

- ***Under-served populations*** who will be at highest risk during a disaster;
- ***Individuals, families and communities*** who can mitigate risk through planning;
- ***Businesses*** which will be able to stay operational and productive;
- ***Local and regional government*** which can ensure the public's safety needs are met;
- ***Taxpayers/Charitable organizations*** across the nation who will be less burdened to finance disaster clean-up;
- ***Policymakers and leaders*** worldwide who can borrow strategies from this campaign.

The Los Angeles Earthquake: Get Ready

The L.A. Earthquake Sourcebook



The L.A. Earthquake Sourcebook

Designed by award winning graphic designer Stefan Sagmeister, *The L.A. Earthquake Sourcebook* is a compendium of the latest knowledge and scientific data about earthquake preparedness and recovery, interspersed with literary excerpts by celebrated authors, striking illustrations and graphic imagery.

Made possible in part by the National Endowment for the Arts, this publication's editorial team includes David Ulin, book review editor for the Los Angeles Times and author of *The Myth of Solid Ground: Earthquakes, Prediction and the Fault Line Between Reason and Faith* and Judith Lewis, science writer and contributor to *LA Weekly*. The sourcebook has a lead essay by former FEMA director James Lee Witt and was conceived by Art Center College of Design as an outreach tool to media and decision-makers. The publication will be available in bookstores nationwide through Distributed Art Publishers, Inc. in the Spring 2009.

At-A-Glance:

- A must-have reference guide for media and policymakers;
- Designed by world-renowned graphic designer, Stefan Sagmeister;
- Features illustrations by Art Center students, faculty and alumni;
- To be published by Distributed Art Publishers, Inc. (DAP), New York, Spring 2009.

Includes essays by:

- Dr. Lucille Jones, chief scientist, Multi Hazards Demonstration Project for Southern California United States Geological Survey (USGS)
- James Lee Witt, former director of FEMA
- Los Angeles Mayor Antonio Villaraigosa

The Los Angeles Earthquake: Get Ready

After Shock Game *What Happens Next is Up to You*



At-A-Glance:

- Developed through a partnership between Art Center's new Interface and Interaction Design Program and The Institute for the Future;
- Is the first online game to apply social media phenomenon and alternate reality experiences to disaster preparedness;
- Based on U.S. Geological Survey data;
- Captures the limited attention-span of the public;
- Provides players with missions to act out in real-life;
- Reaches under-served youth audiences;
- Offers valuable feedback for civic and business leaders to enhance disaster planning.

After Shock

One of the most exciting components of *The Los Angeles Earthquake: Get Ready* project is *After Shock*— an interactive, online simulation of the individual and social impacts of a major earthquake on the communities of Southern California, created through a partnership with Institute for the Future and Art Center's new Interface and Interaction Design Program.

The simulation will begin on November 13, 2008, immediately following the Great Southern California ShakeOut drill. Over the course of three weeks, participants in the simulation will receive daily missions that provoke them to think about how they would respond to effects of a major earthquake. They will submit original media—emails, blog posts, photos, text messages, videos—documenting their responses. *After Shock* will enable Southern Californians of all ages and backgrounds to gauge their overall preparedness and to practice and develop response strategies today, before these skills are needed.

The master narrative for *After Shock* will use the earthquake scenario researched and developed by the U.S. Geological Survey, but it will also be influenced by the actions of the participants—collaboratively predicting how their community might respond in the days and weeks following an actual earthquake. *After Shock* is the first experiment to apply the social media phenomenon of "alternate reality experiences" to the pressing problem of local community disaster preparedness.

The mandate of the Art Center Designmatters initiative is to research and develop solutions to the critically relevant issues of our time. With *After Shock*, the College is pioneering a new model for communicating hard messages and to affect life-saving behavior changes.

The Los Angeles Earthquake: Get Ready

Get Ready Rally



Conceptual rendering of rally at Nokia Live.

At-A-Glance:

- Located at Nokia LIVE Plaza in Downtown LA on November 14th from 4–9pm;
- Will feature vendors of all types, including Institute for Business & Home Safety, George Strong Tie, United Animal Nations, Coastal Systems, City of Los Angeles, Earthquake Wine, Red Cross, Home Depot, ShakeOut Partners, California Chips, Ready America, CTC Products, Wolfgang Puck, and Verizon.

Get Ready Rally

On the evening of Friday, November 14, 2008, The *Get Ready Rally*, a major civic event conceived by Art Center College of Design, will culminate the week-long series of activities planned for the Great Southern California ShakeOut, an unprecedented effort organized by government, public and private sector agencies to inspire Southern Californians to get ready for big earthquakes and prevent disasters from becoming catastrophes.

This immersive educational experience will be staged in downtown Los Angeles at Nokia Plaza, a 40,000-square-foot open-air space designed with state-of-the-art “plug and play” technology to accommodate large, multigenerational audiences. The event will prove to be an information gathering opportunity, including presentations by state and city government leaders. With several computer kiosks staged throughout the event, the rally will also be an opportunity for audiences to play *After Shock*, a collaborative forecasting game that will be played via an online shared platform. It will also showcase a short animated film depicting the anticipated impact of a magnitude 7.8 earthquake on the southern San Andreas Fault. In addition, the rally will include select vendors such as Home Depot and Verizon Wireless and generous donations from restaurateur, Wolfgang Puck, to encourage earthquake preparedness. Two thousand visitors are expected to attend.

artcenter.edu/getready

The Los Angeles Earthquake: Get Ready

Biographies

Mariana Amatullo

Vice President, International Initiatives

Director, Designmatters

Director, The Los Angeles Earthquake:

Get Ready project

Mariana Amatullo, co-founder and director of the College-wide initiative Designmatters, is the vice president of the International Initiatives Department at Art Center College of Design. In this capacity, she develops strategic partnerships that enhance Art Center's commitment to be at the forefront of international design education and contribute solutions to humanitarian issues of critical urgency. Through her leadership, Art Center became the first design institution to be formally affiliated with the United Nations as a non-governmental organization (NGO) and has been recognized by numerous public and private agencies as an exemplary entity uniting humanitarian, social and educational objectives. Amatullo is the director of *The Los Angeles Earthquake: Get Ready* project. She holds an M.A. in Art History and Museum Studies from the University of Southern California and a Licence en Lettres Degree from the Sorbonne University, Paris.

Nik Hafermaas

Acting Chief Academic Officer

Dean, Communication Design

As Dean of Communication Design at Art Center College of Design, Nik Hafermaas leads the Graphic Design, Advertising and Graduate Media Design departments. With his L.A.- based company UeBERSEE, he recently designed and produced a major architectural exhibition for the Vitra Design Museum in a former supersonic wind tunnel. His large-scale environmental artwork PowerPLANTS for the City of Pasadena, was featured in The Design Dozen of *Newsweek*. Hafermaas is also currently working on permanent artworks for San Jose International Airport and Midtown Crossing in Los Angeles. As former principal and chief creative officer of Triad Berlin, he and his two partners formed one of Germany's leading design firms specializing in communication design. His clients include Bertelsmann Media Group, World Expo 2000, Deutsche Telekom AG, Mercedes-Benz and Volkswagen. Hafermaas was Professor for Integrated Design at the University of Arts Bremen, and co-curator of the Berlin-based network Young Creative Industries. He is the recipient of numerous international design awards and is a member of the AIGA National Board of Directors. At Art Center, Hafermaas has created a new Graphic Design curriculum, co-hosted studio abroad programs in Berlin, Copenhagen, and most recently, Tokyo. He studied Visual Communication and Architecture at the University of Arts, Berlin.

The Los Angeles Earthquake: Get Ready

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