

# Rural Design: A New Design Discipline

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Rural design is a powerful tool for integrating knowledge across disciplines to solve difficult social, environmental and economic problems impacting rural regions with ideas that can become transformative



# Rural communities are very diverse:

- Small town communities
- Regional center communities
- Small towns as spatially separated neighborhoods
- Communities share landscape character and common understanding of place
- Geological, watershed, and topographic communities
- Similar agricultural production communities
- Economic cluster communities
- Communities with similar climate
- Communities of indigenous people
- Communities with high quality of life – tourists like to visit a place for same reason people live there
- Communities connect humans, animals, and environments – ‘One Health’

# Rural design and urban design:

Rural design seeks to understand and embody the unique characteristics of open landscapes and systems where communities, buildings, and towns are components of the landscape, rather than defining infrastructure and public space—as in urban design



# Center for Rural Design – U of MN

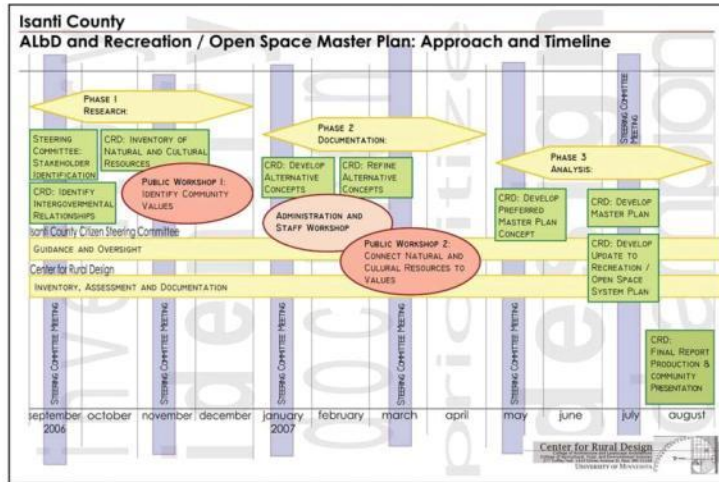
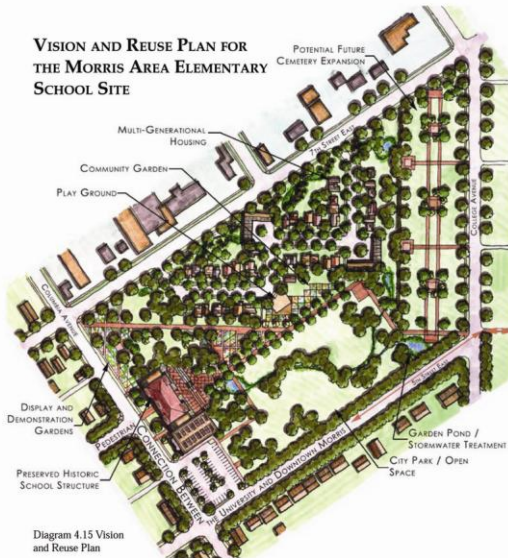
1997 - Present



## JENNISSEN FARM

1. APPLE ORCHARD
2. MARKET
3. COMMUNITY SUPPORTED AGRICULTURE FIELDS
4. NEW HOUSE FOR PARENTS
5. POTENTIAL HOUSE FOR DAUGHTER
6. POTENTIAL HOUSE FOR DAUGHTER
7. EXISTING HOUSE AS OFFICE
8. EXISTING LAKE
9. EXISTING 60 COW BARN
10. STEP ONE: INCREASE TO 250 COWS
11. STEP TWO: INCREASE TO 500 COWS
12. METHANE DIGESTER
13. TRAIL FOR ECO-TOURISM

## VISION AND REUSE PLAN FOR THE MORRIS AREA ELEMENTARY SCHOOL SITE



ACD Panel: 'Rural Community Collaborations' – October 10, 2011, Philadelphia, PA

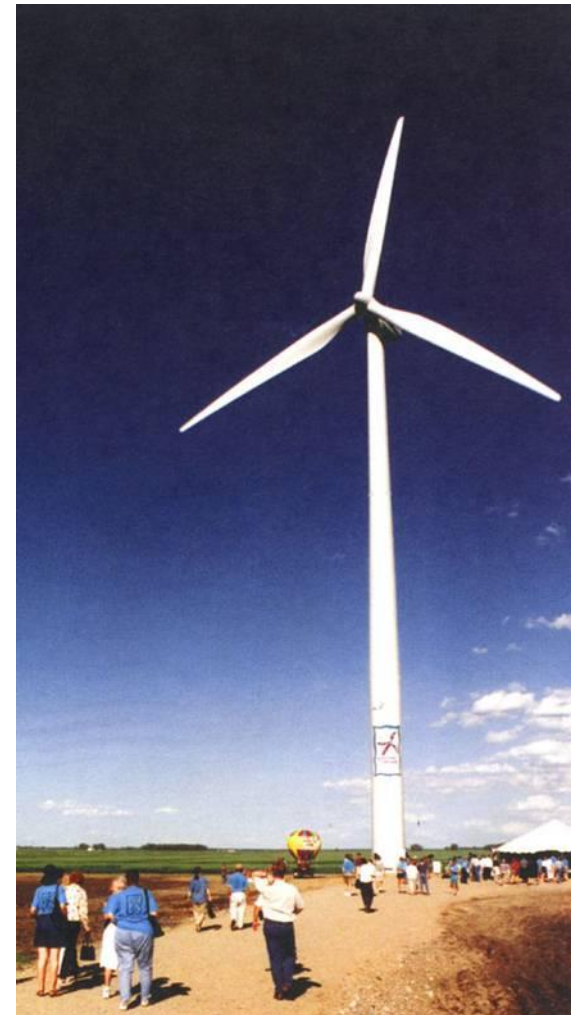


# Rural community collaborations:

- **Connect the dots – find the potentials that rural communities share for economic development**
- **Define landscape assets and determine values citizens place upon them to identify community priorities**
- **Connect social, artistic, cultural, technological, climate, and landscape character to enhance a shared sense of place**
- **Link economic development, quality of life, and environmental issues together and nurture new technologies and entrepreneurship**
- **Integrate human, animal, and environmental health**
- **Manage change through design thinking and the rural design process**
- **Emphasize regional/cross-jurisdiction collaboration to improve economic development and quality of life**

# Collaboration through rural design strategies:

- Managing change by linking science and society (evidence based rural design)
- Envisioning alternative scenarios for stakeholder selection of preferred option
- Systemic and holistic points of view finding connections between issues
- Using interactive media and 3D visualization to inform about possibilities
- Partnering to create relationships and cooperation that cross jurisdictional boundaries
- Connecting urban and rural issues through lens of spatial arrangement
- Encouraging entrepreneurship and provide financial incentives



# Summary: rural design provides:

- Information to rural policy makers and a methodology to resolve critical issues
- A design process for informing citizens and business leaders through community-based and stakeholder involvement
- Opportunities for synergism, holistic thinking and entrepreneurship
- Understanding of regional sense of place for economic competitiveness and improved quality of life

**Thank you**

**<http://ruraldesign.cfans.umn.edu>**

