

Erica Fielder Studio

interpreting our heritage

by design



since 1983

STATEMENT OF EXPERIENCE

Come to us for educational interpretive panels and unique wayside interpretive displays. We make panels with a strong, meaningful impact that are created with the skill, beauty and grace of works of art. (Certified small business with state and federal governments.)

AWARDS:

- *Sustainable Small Business Award for Longevity and Success in Mendocino County, 2008*, from The West Company, a nonprofit economic development organization serving entrepreneurs and micro-business owners in Northern California.
- *Threshold Foundation Award for Visionary Creativity, 2002*, for educating the public about watershed issues through art and The Bird Feeder Hat
- *Mendocino Coast Local Environmentalist Award, 1999*, "for making superb use of artwork, dialogue and writing to educate the public and local officials about the environmental value of the Ten Mile Dunes" of MacKerricher State Park.

SELECTED INTERPRETIVE PROJECTS:

- Directed the design team for the **City of Yreka** to develop interpretive concepts and historic through-town routes for Yreka Creek's five mile long Greenway. (2008)
- Researched and developed interactive interpretive concepts through an Irving Fellowship at San Francisco's **Exploratorium**. (2007)
- Produced interpretive panels for Sausalito's Bay Model, **Army Corps of Engineers**. (2007)
- Collaborated on Coastal Trail plans with **City of Fort Bragg** and **National Park Service** as design team interpretive artist. (2006 to present)
- Developed and produced interpretive panels identifying the natural and historical features of two new parks, **City of Petaluma**. (2005)
- Designed and produced a conceptual interpretive walk highlighting cultural and natural features of the site for the **Oakland International Airport, Port Of Oakland**. (2003-04)
- Sculpted steel salmon trail markers, created concrete/bronze migration calendar and designed wayside panels, **Department of Parks and Recreation**. (1995 to present)
- Designed and produced interpretive panels on spawning salmon in the Noyo River, **Department of Forestry and Fire Protection**. (1993)
- Designed and produced 26 interpretive panels, multiples of which have been installed along California's entire coastline, **California State Coastal Conservancy**. (1983 to 1995)

WRITING:

- *Interpretive Nature Guides*. Coauthored and illustrated for MacKerricher State Park and Van Damme State Park, Mendocino Coast, CA (1996-2000).
- *City Safaris: A Sierra Club Explorer's Guide to Urban Adventures for Grown ups and Kids*. Coauthored, illustrated (Sierra Club Books (1987).
- *Ecology for City Kids*. Coauthored, illustrated, published and distributed through a grant from the San Francisco Foundation (1976).

EDUCATION:

- MFA in Visual Art, Vermont College.
- Additional course work in biology, botany, dendrology, geology and ornithology, U.C. Berkeley and College of the Redwoods, Fort Bragg, CA.
- *Phi Theta Kappa* in Graphic Design Studies, College of the Redwoods, CA.
- Graduate: National Outdoor Leadership School, Lander, WY.
- Lifetime Elementary Teaching Credential (science & environment), California State University, Hayward, CA.
- BA, University Of Washington, Seattle, WA. Senior year studies at the École des Beaux Arts, Avignon, France.

REFERENCES:

- Renée Pasquinelli, State Park Ecologist, Western Region, 707-937-5721.
- Professor Greg Grantham, Marine Sciences Department, College Of The Redwoods, 707-962-2687.
- Marc Kasky, former Executive Director of the Fort Mason Foundation, 415-885-5038.