



A cool, placid place for tired Dallas discoers to rest, Isadoras Disco bar.

THE OTHER HALF: AWARD WINNING INTERIOR LANDSCAPES

by BRUCE F. SHANK, executive editor

Some landscape business opportunities show great promise only to flicker and die. The interior landscaping profession has survived the speculation stage as it enters its second decade with association representation and recognition.

A few of the 1981 interior landscape projects were recently honored by the Interior Plantscape Association. Since we publish the exterior landscape award winners, we thought the time was right to recognize the interior winners.

Organizations have helped the interior landscape industry develop a solid reputation with building planners and architects. The Society of American Florists cooperating with the foliage growers in Florida developed the first training programs for interior landscape design, installation and maintenance. The rapidly growing market, bolstered by foliage producers in the South, wanted more than SAF was willing to provide and sought assistance from the Associated Landscape Contractors of America and created the Interior Plantscape Association. All three groups continue to serve the market. ALCA and IPA cooperate on a

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Two floors of diners view this tiered display of Jardines in Cos Cob, CN.



Top left:
The entryway to the Eastman residence in Laguna Beach, CA.

Top right:
Part of the \$20 million New York City public galleria at Park Avenue Plaza.

Left:
Plants provide privacy and color at Armco offices in Middletown, OH.

national certification program for the field.

IPA selected 29 projects for the 1981 awards. The following winners were selected from the design/installation category. Awards were also presented for maintenance, creative horticulture and continuous watering. Awards were announced and presented at IPA's annual convention in St. Paul October 29.

Green Expectations

Dallas nightlife is natural at Isadora's Disco. For this project, Green Expectations specified large numbers of Kentia Palms, Bouganvillia, and large hanging baskets of Cissus and Airplane plants. The plants tie in well with wicker furniture to provide a cool, casual respite from the flashing

lights and activity of the dance floor. The project won the highest honor in the \$5,000 - \$10,000 category. Rhea Lilly was project manager. Green Expectations also received a merit award in the \$10,000 to \$25,000 category for the Centre Plaza Holiday Inn in Dallas, managed by Robert Abramson.

Decora

The highest honor in the \$10,000 to \$25,000 category was presented to Decora of Greenwich, CT, for its design and installation of Jardines Restaurant in Cos Cob, CT. Project manager Bruce Crowle adapted his design to benefit from a two-floor plan with many mirrored walls. Combinations of large Palms and Ficus trees, colorful potted plants, and trailing varieties

are magnified by the mirrored walls. Wicker baskets and rattan plant stands contribute to the casual atmosphere of this popular restaurant.

John Mini

The highest honor in the \$25,000 and above category was John Mini Indoor Landscapes for the Park Avenue Plaza in New York City. Few firms get this kind of job challenge. Park Avenue Plaza was constructed with a 30-foot high public galleria that includes a 100-foot waterfall to complement this 15-sided, green glass building. The budget for the galleria alone was \$20 million. Mini chose a mix of seasonal flowers in a setting of Ficus Benjamina, Dracaena "Warneckeii" and Spathiphyllum "Mauna Loa." A crane and four

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men were required to install the large Ficus trees. The green glass sides of the building provide optimum conditions for plant lighting, but a complete lighting system on timers was included.

Trabuco Canyon Plantenders

The highest honor in the residential design and installation category was presented to Laurie Park of Trabuco Canyon Plantenders for the Arthur Eastman residence in Laguna Beach, CA. The house overlooks the Pacific Ocean from a bluff and features a large, two-story entryway. Park chose plants to adapt to Southern California weather conditions and include the unusual Reflexa as well as Philadendron, Dracaena, Spathiphyllum, Chamaedorea, and Grape Ivy. The overall effect of the residence is airy, spacious and light-filled.

Something Different

The highest honor in the less than \$5,000 category was awarded

to Barbara Helfman of Something Different Interior Plantscaping for the Armco, Inc. offices in Middletown, OH. New open landscape offices depend greatly on interior plants and coordinated color schemes. In this case, Helfman sought to enhance the navy, gray and burgundy color scheme of the three-floor office building. Hand-thrown and glazed pottery were chosen to go with a large mural and the colors of the furnishings. Tropical foliage was used extensively in long planters atop files and panels to soften lines. The plants offer privacy, control traffic, and add a natural touch to open office spaces.

Summary

Tropical plants are not the only elements of interior plantscaping. The IPA award winners show that a spectacular setting is not spectacular without coordinated planters, plants, and lighting. Perhaps the hardest type of interior plantscaping is the open landscape of modern office buildings. The fixed ele-

ments of the landscape are wall to wall and look alike. Only plant features save the office environment from being stark. For this reason, the designer holds the upper hand in interior plantscaping. However, maintenance is the bread and butter of many interior firms with its regular income.

Many interior designers work on a consultant basis for building and landscape architects. This relationship has prevented intrusion by unqualified interior plantscaping firms in many cases. The creation of a self-regulating body to certify individuals further strengthens the market's image.

The florist industry has treated the interior plantscapers as distant cousins whereas the landscape industry, both contracting and architecture, has made a concerted effort to welcome the new and important market to the overall landscape industry. There is a new and exciting dimension to the landscape market, and it appears that its future is secure. **WTT**



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