



GARDEN DESIGN

OVERVIEW

On September 11th and 12th, over 5,000 landscape architecture professionals gathered in Washington DC to attend the ASLA Annual Meeting and Expo. Through its partnership program with ASLA, Garden Design featured The Ultimate Outdoor Home at this year's EXPO at the Washington DC Convention Center.

The Ultimate Outdoor Home was made up of multiple outdoor living spaces including a kitchen/dining area, entertaining/lounge area and fountain garden.

Garden Design secured two award-winning Landscape Architects to design and curate the Ultimate Outdoor Home. Using new cutting edge products, they incorporated the latest in luxury living into the installation using products from the magazine's partners.

The goal of the build-out was to showcase partner products in a natural environment, expertly designed and, in turn, allow award-winning designers to experience those products first-hand.

ABOUT THE DESIGNERS

Mario Nievera | ASLA | *Mario Nievera Design in New York and Palm Beach*

Mario Nievera, principal of Mario Nievera Design Inc. provides landscape architecture and design services for residential, corporate, institutional and commercial clients.

Mary Ellen Cowan | ASLA | *MESA in Dallas*

Mary Ellen Cowan manages the residential garden design studio and provides clients with exquisite design and construction management services, specializing in cutting edge planting design that mixes seasonal changes, garden ornament, urns and furniture.



GARDEN DESIGN

PROMOTION

Garden Design promoted all partners of the event in a variety of ways including:

- Ultimate Outdoor Home microsite on GardenDesign.com
- Ultimate Outdoor Home ad banners on GardenDesign.com
- Garden Design Facebook and Twitter posts
- ASLA pre-registration brochure
- Full-page ad in the event program
- Post card distributed on-site at the event
- Signage on-site within the Ultimate Outdoor Home
- Custom sticker on all issues of Garden Design distributed at show
- Garden Design hosted a national sweepstakes surrounding the program
- Email blast sent to GardenDesign.com users promoting the show
- Ultimate Outdoor Home microsite post-event refresh with photo gallery on GardenDesign.com
- Recap email blast sent to GardenDesign.com users
- Full-page recap custom ad Garden Design's January 2011 issue
- Four-page recap custom ad in Landscape Architecture Magazine's January 2011 issue
- *Washington Post* ASLA Ad
- *Washington Current* ASLA Ad

TOTAL IMPRESSIONS: 1,872,003

SHOW HIGHLIGHTS

- The build out was assembled in 36 hours
- The installation used over 4,000 pounds of sand to complete
- The home included over 15,000 of pavers
- The plantscape included over 1,500 plants
- Garden Design captured over 200 leads
- The Ultimate Outdoor Home was featured in Biz Bash

THE ULTIMATE OUTDOOR HOME: RECAP



PROMOTIONAL ELEMENTS

Learn the secrets of Italian Terracotta with **GARDEN DESIGN**

SUBSCRIBE TODAY

- Subscribe
- Get the Digital Version
- Give a Gift
- Customer Service
- Where to Buy

GARDEN DESIGN log in register

plants products articles photos GO

plus: contests + promotions living green blogs follow us: [S](#) [t](#) [f](#)

ULTIMATE OUTDOOR HOME

GARDEN DESIGN

ULTIMATE OUTDOOR HOME

This September, Garden Design will present
The Ultimate Outdoor Home to thousands of top landscape architects and trade professionals at the ASLA EXPO. Award-winning design professionals will unveil the latest in home products and luxury design in the custom outdoor show home, featuring an outdoor entertaining area, dining area, and garden space.

ENTER TO WIN
 products from some of our featured partners!

ENTER NOW

Our partners will be showcasing an array of cutting-edge products that come alive in new and creative ways! Below, you'll find more information on our partners:

FEATURED PARTNER

HADDONSTONE

Haddonstone is the leading US and UK manufacturer of fine cast stone garden and landscape ornaments. There are over 500 designs in the standard collection in classical, traditional and contemporary styles - ranging from statues and fountains to balustrading and follies. Recently launched is the Olympian range from the Robert A.M. Stern Collection of contemporary planters. An inspirational 208 page catalog is available.

Microsite on GardenDesign.com

GARDEN DESIGN PRESENTS

VISIT THE GARDEN DESIGN

ULTIMATE OUTDOOR HOME

this week and see the latest in outdoor home design and luxury living

The Ultimate Outdoor Home, designed by Mario Nievera and Mary Ellen Cowan, features three outdoor living spaces that include an outdoor kitchen and dining area, fountain garden and entertaining lounge.

WHERE

Walter E. Washington Convention Center, Washington, D.C.

WHEN

September 11-12

➔ [Click here for your free event pass](#)

➔ To see featured products and enter for a chance to win design-inspired prizes, visit www.GardenDesign.com/UOHSweepstakes

ENTER NOW

Barkowllyric
BELGARD
BEVOLO
HADDONSTONE
LATTICE
STIX
EMONROVIA
Royal Retains

ShadeFX
sunbrella
terraïin
TUSCAN IMPORTS
Walpole Woodworkers
woolypocket

Email blast offering complimentary tickets to promote event traffic

PROMOTIONAL ELEMENTS

VISIT THE

GARDEN DESIGN ULTIMATE OUTDOOR HOME

GARDEN DESIGN UNVEILS THE LATEST IN
OUTDOOR HOME DESIGN AND LUXURY LIVING

FEATURED DESIGNERS

MARIO NIEVERA | ASLA
Mario Nievera Design
in New York and Palm Beach

MARY ELLEN COWAN | ASLA
MESA in Dallas

BOOTH NO. 2805

FEATURED PARTNERS

For more info visit GARDENDESIGN.COM/UOH

Full page ad in event program

GARDEN DESIGN PRESENTS THE

ULTIMATE OUTDOOR HOME

DESIGNED BY
Mario Nievera
of Mario Nievera Design

Mary Ellen Cowan
of MESA

BUILT BY
As You Like It Landscapers

Check out our partners and products by room:

KITCHEN/DINING AREA:

Belgard (*paving & stones*)
 Monrovia (*plants*)
 Royal Botania (*dining furniture*)
 Tuscan Imports (*plant containers*)
 Bevolo (*lighting*)
 Terrain (*accessories*)
 LatticeStix (*entry and walls*)

FOUNTAIN GARDEN:

Belgard (*paving & stones*)
 Monrovia (*plants*)
 Tuscan Imports (*plant containers*)
 Bevolo (*lighting*)
 LatticeStix (*entry and walls*)
 Woolly Pocket (*chandelier*)
 Acqua Bella Designs (*fountain*)

LOUNGE/ENTERTAINING AREA:

Belgard (*paving & stones*)
 Monrovia (*plants*)
 Barlow Tyrie (*outdoor furniture*)
 Wallpole Woodworkers
 and Sunbrella Fabrics (*pergola*)
 Terrain (*accessories*)
 LatticeStix (*entry and walls*)
 Haddonstone (*plant containers*)
 Woolly Pocket (*woolly wall*)

➔ To learn more about our featured partners and their products, visit www.GardenDesign.com/UOH

➔ For your chance to win visit www.GardenDesign.com/UOHSweepstakes



Post card distributed at the event (front & back)

PROMOTIONAL ELEMENTS

Check out Garden Design's
ULTIMATE OUTDOOR HOME
BOOTH # 2805 *featuring:*

Barlow Tyrie · Belgard Hardscapes #1419
Bevolo Gas Lights · Haddonstone #1404
LatticeStix · Monrovia · Royal Botania
Shade Pergola #1437 · Sunbrella #2911
Tuscan Imports #1636 · Woolly Pocket

And don't miss out on our partners
at this year's ASLA EXPO:


Bartlett Tree Experts.....	#2940
Crescent Garden.....	#1104
Fermob.....	#2410
Garden Traditions by Barbara Israel....	#2939
Greenform.....	#1027
Hanover Architectural Products.....	#1624
Kalamazoo Outdoor Gourmet.....	#2003
Private Garden Greenhouse Systems....	#2422
Seibert & Rice.....	#1310
Stone Forest, Inc.....	#1333
Summer Classics.....	#2343
Telescopes of Vermont.....	#1825
Walpole Woodworkers.....	#1437

Sticker added to each issue of Garden Design distributed at the EXPO (3,500)

contests + promotions

Ultimate Outdoor Design Sweepstakes

This September, Garden Design will unveil its Ultimate Outdoor Home at the ASLA Expo in Washington, DC. Enter now for the chance to win some of the amazing home products that will be featured at the show.



This September, Garden Design will unveil its **Ultimate Outdoor Home** at the ASLA Expo in Washington, DC. Thousands of Landscape Designers will gather to check out our partners' cutting edge products and designs. Now, you can enter for a chance to win some of these amazing home products!

PRIZE INCLUDES:

- \$500 gift certificate towards any Monrovia plant order
- Haddonstone Urn from the Robert A. Stern Collection
- \$500 off an order of \$5,000 or more at Barlow Tyrie
- \$250 towards any LatticeStix product
- \$500 towards Sunbrella fabric yardage of your choice
- A Freeport Box Planter (Orangerie Planter FC) from Shade Pergola
- A Designer Test Kit from Woolly Pocket

National sweepstakes on GardenDesign.com

PROMOTIONAL ELEMENTS

EVENT REPORT 09.15.10

BIZBASH

AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS SETS NEW EXHIBITOR RECORD AT ANNUAL MEETING

The American Society for Landscape Architects hosted its 2010 Annual Meeting and Expo last weekend at the Walter E. Washington Convention Center. The four-day meeting brought together 5,242 landscape architecture professionals, marking the second-largest attendance in the event's history. While the society only came close to breaking the attendance record, it did set a new standard for the annual expo, attracting 451 exhibitors, a 17 percent increase over 2009 and the most to date.

Society spokesperson Jim Lapidés attributed the boost in attendance to several factors, one being the location, which changes every year. "Washington is a popular place for people to travel to not only for what the conference offers but for sightseeing and tours," Lapidés said. "The city also offers some amazing examples of great landscape architecture, and part of this meeting is going out to explore and learn about what other people are creating."

Another draw for attendees was that, for the first time, the conference included programs that qualified for credit with the U.S. Green Building Council for LEED Accredited Professionals. The society also increased the number of programs that qualified for credit with the American Institute of Certified Planners and the American Institute of Architects.

Beyond these factors, Lapidés highlighted the group's increased marketing efforts in attracting attendees.



Garden Design magazine's Ultimate Outdoor Home installation included products from 11 partners and took more than 36 hours to install.
Photo: John Whitman

"We wanted to ensure that the economy didn't dampen our attendance, so we marketed a little more heavily than in the past," he said. "We set up advertising barbers with allied organizations and publications to ensure they reached the widest audience possible."

One partner, Garden Design magazine, transformed a 1,200-square-foot raw space on the expo floor into "The Ultimate Outdoor Home." Designed by award-winning landscape designers Mario Nievera of Mario Nievera Design and Mary Ellen Cowan of ESA, the installation included 11 partner companies, took 36 hours to install, and used more than 45,000 pounds of Belgard pavers and stones, 12,000 pound of plants, and 7,920 pounds of sand. It was a huge draw throughout the expo.

— T.J. Walter

Article in BizBash, September 15th

PROMOTIONAL ELEMENTS

GARDEN DESIGN | **COLLECTION**
A GUIDE TO GREAT PRODUCTS, EVENTS & PROMOTIONS



Garden Design presented **The Ultimate Outdoor Home** to thousands of top landscape architects and trade professionals at the September 2010 ASLA Expo. Award-winning design professionals Mario Nievera and Mary Ellen Cowan, along with As You Like It Landscaping, partnered with Garden Design to unveil the latest in home products and luxury design within this custom outdoor show home.

FEATURED DESIGNERS:



MARIO NIEVERA

Mario Nievera Design in New York and Palm Beach

Mario Nievera, principal of Mario Nievera Design Inc., provides landscape architecture and design services for residential, corporate, institutional and commercial clients. www.marionieveradesign.com



MARY ELLEN COWAN

MESA in Dallas

Mary Ellen Cowan manages the residential garden design studio and provides clients with exquisite design and construction management services, specializing in cutting edge planting design that mixes seasonal changes, garden ornament, urns and furniture. www.mesadesigngroup.com

SPECIAL THANKS TO AS YOU LIKE IT LANDSCAPING, the award-winning landscape company responsible for The Ultimate Outdoor Home build-out. mylandscapers.com



BARLOW TYRIE
Exceptional outdoor furnishings.
www.barlowtyrie.com

BELGARD
Interlocking pavers and garden wall products.
www.belgard.biz



BEVOLO
Quality gas and electric lanterns.
www.bevolo.com

HADDONSTONE USA
Cast stone building materials and garden ornaments.
www.haddonstone.com



LATTICESTIX
Lattice, panels, gates, screens, trellises, arbors and more.
www.latticestix.com

MONROVIA
Plants, flowers, trees, shrubs and perennials.
www.monrovia.com



ROYAL BOTANIA
Leading producer of outdoor luxury furniture.
www.royalbotania.com

SUNBRELLA
Fabrics ideal for outdoor décor.
www.sunbrella.com



TERRAIN
Stylish accessories for home and garden.
www.shopterrain.com

TUSCAN IMPORTS, INC.
Importer of handmade Italian terra-cotta planters.
www.tuscanimports.com



WALPOLE WOODWORKERS AND SHADEFX
Handcrafted pergolas retractable canopy systems.
www.walpolewoodworkers.com
www.shadefxcanopies.com

WOOLLY POCKET GARDEN COMPANY
Flexible, breathable, and modular gardening containers.
www.woollypocket.com

PROMOTIONAL ELEMENTS



SPECIAL ADVERTISING SECTION

GARDEN DESIGN
ULTIMATE
OUTDOOR HOME

Garden Design presented *The Ultimate Outdoor Home* to thousands of top landscape architects and trade professionals at the September 2010 ASLA Expo. Award-winning design professionals Mario Nievera and Mary Ellen Cowan partnered with Garden Design to unveil the latest in home products and luxury design within this custom outdoor show home. Garden Design salutes all the partners involved in creating *The Ultimate Outdoor Home*: entertaining area, outdoor dining and kitchen space, and relaxing garden. The following pages feature highlights of the show home.

SPECIAL ADVERTISING SECTION

FEATURED DESIGNERS:



MARIO NIEVERA
Mario Nievera Design in New York and Palm Beach

Mario Nievera, principal of Mario Nievera Design Inc., provides landscape architecture and design services for residential, corporate, institutional and commercial clients.
www.marionieveradesign.com



MARY ELLEN COWAN
MESA in Dallas

Mary Ellen Cowan manages the residential garden design studio and provides clients with exquisite design and construction management services, specializing in cutting edge planting design that mixes seasonal changes, garden ornament, urns and furniture. www.mesadesigngroup.com

FEATURED PARTNERS:



BARLOW TYRIE
Exceptional outdoor furnishings made with craftsmanship and care since 1920.
www.barlowtyrie.com



BELGARD
Interlocking pavers, paving stone and garden wall products.
www.belgard.biz



BEVOLO
Quality gas and electric lanterns since 1945.
www.bevolo.com



HADDONSTONE USA
Cast stone, architectural cast stone and cast stone garden ornaments, including balustrading, columns, porches, door surrounds, steps and more.
www.haddonstone.com



LATTICESTIX
Architectural-quality lattice in 100+ patterns, panels for fences, lattice gates, screens, wall and garden decoration, trellises, arbors and more.
www.latticestix.com



MONROVIA
Monrovia Style: Setting trends and creating distinctive gardens one plant at a time.
www.monrovia.com



ROYAL BOTANIA
Founded in Antwerp in 1992, Royal Botania focuses on design, engineering and quality, which has made it a leading producer of outdoor luxury furniture.
www.royalbotania.com



WALPOLE WOODWORKERS AND SHADEFX™
Create an outdoor room with a Shade Pergola handcrafted in low-maintenance solid cellular vinyl from Walpole Woodworkers and integrated with the world's finest retractable push-button or drawcord canopy systems from ShadeFX.
www.walpolewoodworkers.com
www.shadefxcanopies.com



SUNBRELLA
Sunbrella® fabrics are ideal for outdoor décor, with colors and styles to complement every aspect of your landscape.
www.sunbrella.com



TERRAIN
Stylish accessories for home and garden.
www.shopterrain.com



TUSCAN IMPORTS, INC.
Importer of handmade Italian terra-cotta and lightweight poly planters.
www.tuscanimports.com



WOOLLY POCKET GARDEN COMPANY
Meet Woolly Pockets. The ideal way to grow healthy gardens—here, there and everywhere.
www.woollypocket.com

SPECIAL THANKS TO AS YOU LIKE IT LANDSCAPING, the award-winning landscape company responsible for *The Ultimate Outdoor Home* build-out. www.mylandscapers.com



GARDEN DESIGN REFRESHED LOOK, CONTENT

With the January/February 2011 issue, Garden Design and gardendesign.com will offer a fresh, exciting and sophisticated perspective on the future of the home as well as a gorgeous new design.

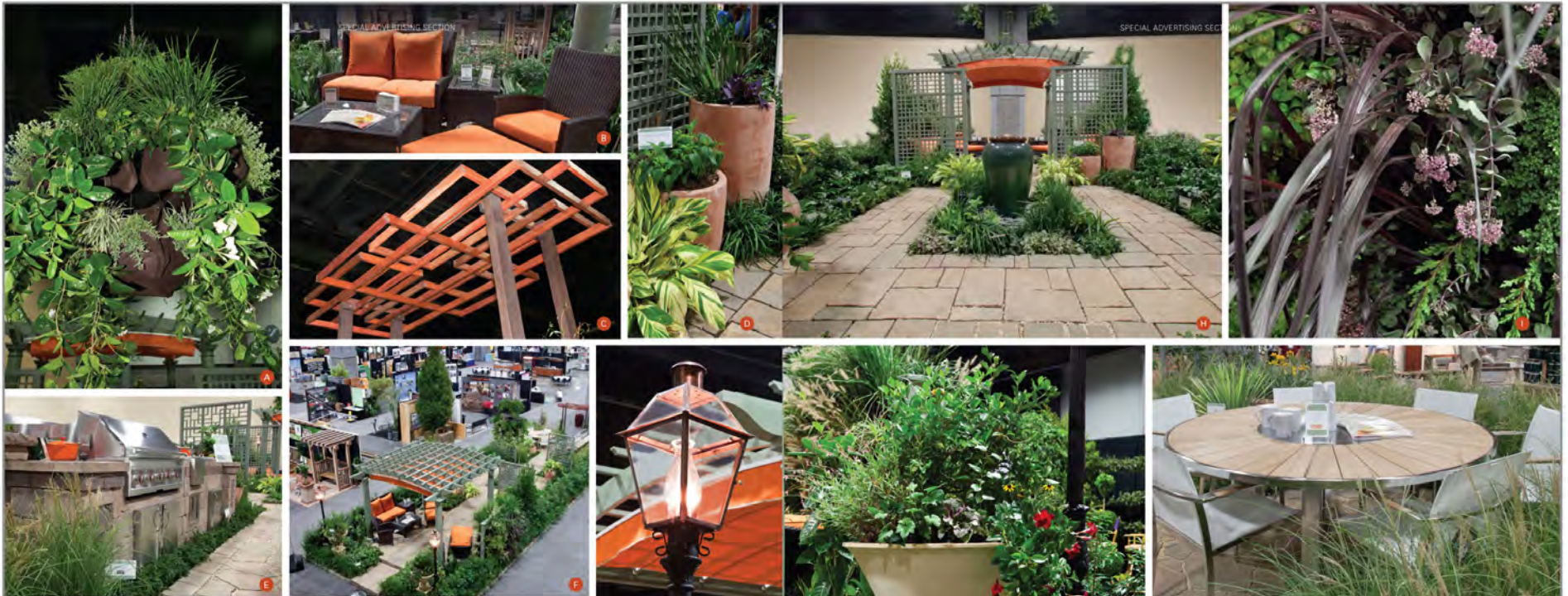
The magazine and website will reflect a new era in which the boundary between indoors and

outdoors is erased, and nature is an integral part of sophisticated design.

Editorial highlights in the first issue of the new year include: the style and luxury embodied by black plants, urban farming in the Big Apple and history/trends of Victorians in the garden.

www.gardendesign.com

PROMOTIONAL ELEMENTS



A The extraordinary plant chandelier at the center of The Ultimate Outdoor Home showcases the versatility of the modular gardening containers by Woolly Pocket.

B Barlow Tyrie outdoor garden furniture provides stylish comfort to enhance any living space; pictured here with Sunbrella® fabric.

C LatticeStix's entranceway arbor lattice creates an elegant

and striking doorway into The Ultimate Outdoor Home garden.

D Smooth textured Tuscan Imports planters from the Siena Collection for southern climates and indoor use. Monrovia plants include: (bottom) Variegated Shell Ginger, Emerald Goddess® Lilyturf, (middle) Black and Blue Sage, (large planter) Dwarf Fountain Grass, Purple Heart, Vera Jameson Stonecrop.

E Perfect for entertaining, Belgard Outdoor Kitchen Elements are constructed with the same materials as your outdoor hardscape. These pre-built modular kitchens can be ordered as individual cabinets or as pre-designed layouts.

F A bird's-eye-view of this dramatic transformation shows how just the right mix of design and functionality can create an amazing space for everyday living, relaxing and entertaining.

G To brighten any outdoor space, Bevolo's classic French Quarter design creates great ambience at the entrance of The Ultimate Outdoor Home.

H The relaxing garden featuring Belgard pavers, plants by Monrovia, LatticeStix panels, and pergola by Walpole Woodworkers and Shade FX™ creates a perfect

focal point at the heart of The Ultimate Outdoor Home.
I Monrovia plants include: Vera Jameson Stonecrop,

Haddonstone USA stylish planters are great for informal and modern gardens as well as patios and terraces. Monrovia plants include: (bottom) Dwarf Fountain Grass (left to right in

urn) Whirling Butterflies Gaura, August Beauty Gardenia, Toffee Chip Carpet Bugle, Goldsturm Black Eyed Susan, Sun Parasol® Crimson Mandevilla.
J Chic outdoor furniture by Royal Botania creates the ideal setting for garden entertaining.

CUSTOM INTEGRATION: BEVOLO

As a sponsor of the program, Bevolo received custom integration into The Ultimate Outdoor Home. Our designers worked with the brand to place lighting for an inviting entryway.

The Ultimate Outdoor Home featured two of Bevolo's stunningly classic French Quarter design to create a beautiful ambiance.


In addition, Bevolo was featured in all event promotions, including:

- Company profile on the UOH microsite
- Inclusion in the program ad
- Inclusion in promotional postcard distributed on-site
- Inclusion on sticker attached to each issue of Garden Design at the EXPO
- Inclusion in the UOH sweepstakes (Received all opt-in leads)
- Inclusion in pre-event and recap email blast to consumers
- Inclusion in Garden Design's full-page recap
- Inclusion in Landscape Architecture four-page recap
- Elegant signage featured the Bevolo logo




CUSTOM INTEGRATION: BEVOLO

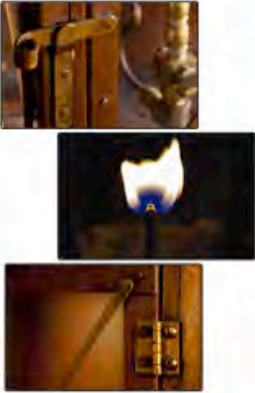
Our partners will be showcasing an array of cutting-edge products that come alive in new and creative ways! Below, you'll find more information on our partners:



FEATURED PARTNER



Home of the original French Quarter lantern, Bevolo has manufactured gas and electric lanterns since 1945. Each light is still hand-riveted by highly skilled coppersmiths schooled in traditional methods of metalworking. All lanterns are lifetime fixtures with an antique copper finish. Choose from hundreds of combinations or have one custom made.



Bevolo microsite inclusion on GardenDesign.com



Bevolo on-site collateral

