



MnLA Industry Awards 2018

CONSUMER SHOW LANDSCAPES OVER 400 SQ FT



### Contemporary Wood & Steel

This exhibit was used to show our capabilities and offerings as a Design and Build company. The job types we wanted to include were paver patios, raised planters and retaining walls, water elements, and wood deck construction. These job types helped dictate the layout for the design. The decking and the water element became the two focal points at either end of the layout, with the rest of the job types acting as connecting pieces. The raised planters acted as anchors of a vista, to frame the exhibit. The low wall and arcing paver pathway helped direct viewers through the space.

In previous years, we would utilize a more open layout, with a central or offset patio being the main attraction and an oversized, raised planter encompassing half the allotted space. Viewers would walk past, stop and stare or briefly step into our exhibit then carry on their way. This layout was about creating sub exhibits that can actually be stopped in and experienced, with a simple pathway that moves the traffic from the green carpet into our exhibit. The layout brought more viewers into our exhibit, and kept the viewers busy with looking at details or relaxing until one of our workers could make their way to the potential clients.

With this design, we tried to incorporate new materials into the design that we haven't used in the past to draw in younger homeowners who wish for non-traditional design, and are interested in trending materials. We looked to use flashy wood materials, steel, and gabion wall blocks in conjunction with our more common paver materials. The Garapa wood with an oil finish had a strong contrast against the dark, steel patina that stood out among the layout. These materials were mostly contained to the deck and water areas at each end.

