



MNLA Industry Awards

CONSUMER SHOW LANDSCAPES OVER 400 SQ FT



Modern Flair

The previous year's Consumer Show included some old materials in new designs. We utilized old school designs, but with modern flair. This year's design decisions involved "Showing a Piece of Something Larger." The new design aspect, was the choice to angle everything at 45 degrees. This allowed for the design to act as part of a whole landscape, without the entire landscape being visible. The design shows how we can incorporate a deck, a built-in bench, a firepit, and a water fountain, with raised beds and furniture. The rest of the landscape can be left to the customers imagination, dropping in their own property and how it all ties together. An aspect from last year that stood out well, was the use of "Separate Rooms." For this design, three rooms were created in the layout without excluding one from another. The deck and table area became an Outdoor Dining representation, while the bench, fireplace and water feature were combined into a lounge space for relaxing. Adjacent to the water feature was a secluded nook, that included a table arrangement to look out to the rest of the Consumer Show.

Every year the main eyesore problem to be dealt with is the backdrop of the exhibit. How do you create a sense of outdoor space with a large concrete and steel wall as a backdrop. Drawing inspiration from a French Art Exhibit, we looked to create a backdrop of floating moss panels. The repetitive pattern and the green hues distracted the eye from the bland grey and allowed for a unique aesthetic to come forward. To tie the moss panels more into the project, we utilized the moss material into an "Earth Tones" sign.

As always, how do you bring traffic into your exhibit? Using the open concept, and designed at a 45 degree angle, the project focal points are aligned with the natural walking direction coming from the lanes of the show. The open concept removed any barriers along the walking lanes, so that visitors can easily step into the project exhibit to rest at the bench, or wander around the water feature. People watching was also a fan favorite in the secluded area.

We like the idea of mixing natural materials with luxury man-made material, and luckily this past year Unilock developed a wall block that closely resembled the texture and aesthetic of natural outcropping stone. This Mackinaw wall block was used alongside the luxurious Umbriano paver to provide an interesting contrast in visual materials.

