



design
matters

A VISUAL GUIDE INTO THE LIFE OF **EDSA**

LIFESTYLE DESIGN
GREAT STREETS/
GREAT NEIGHBORHOODS

10.10.10
LOCAL HOT SPOTS

TECH TALK
TECHNOLOGY'S INFLUENCE
ON DESIGN PRACTICES

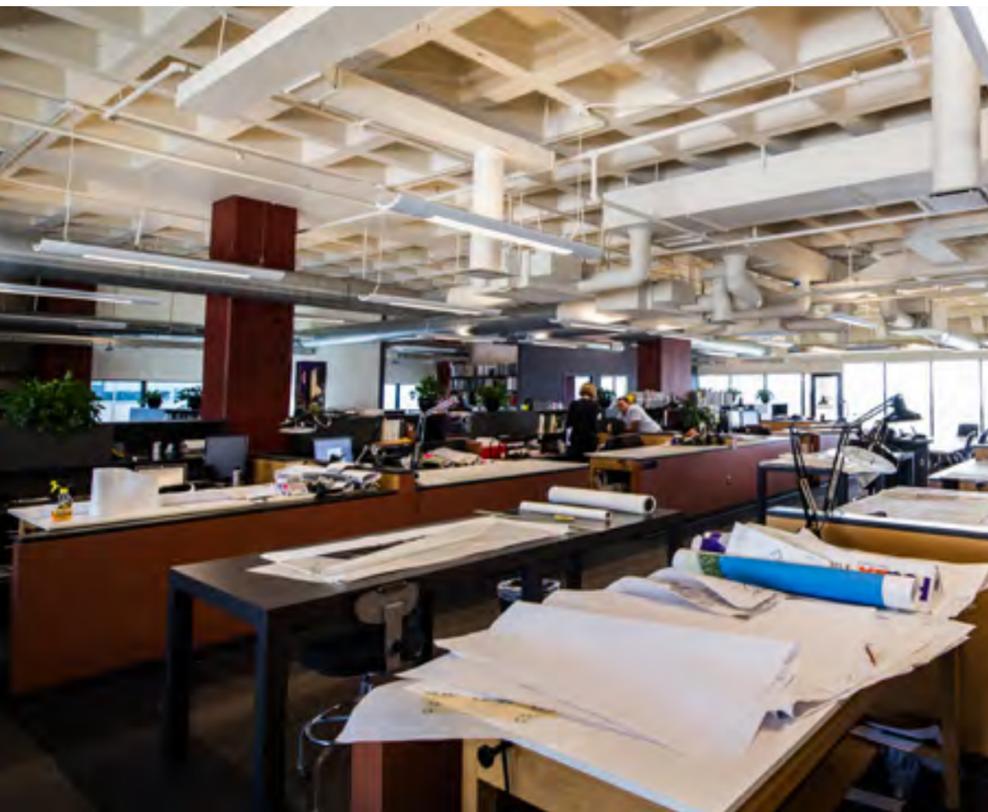
ACCESS & LINKAGES
VALUE OF PUBLIC SPACES

A close-up photograph of a desk in a design studio. The desk is covered with architectural blueprints and technical drawings. A yellow highlighter and a black pen are visible. The background is a blurred bookshelf filled with books. A red semi-transparent box is overlaid on the image, containing white text.

SINCE WE STRIVE TO BE SOMETHING DIFFERENT, WE ARE OPTIMISTS – WHO SUBMIT TO THE THEORY TO BELIEVE YOU CAN CHANGE. WE INSPIRE NEW TERRITORIES. WE ARE DESIGNERS WHO HAVE THE LEAD IN EXPLORING NEW POSSIBILITIES WITH

WE ARE FORCED TO BE SOMETHING DIFFERENT. THAT YOU'VE GOT TO TAKE ACTION IN ORDER CONCEPTS AND EXPAND INTO UNCHARTERED VISION, CURIOSITY AND PERSISTENCE TO TAKE ASTOUNDING CREATIVITY.

-THE EDSA TEAM



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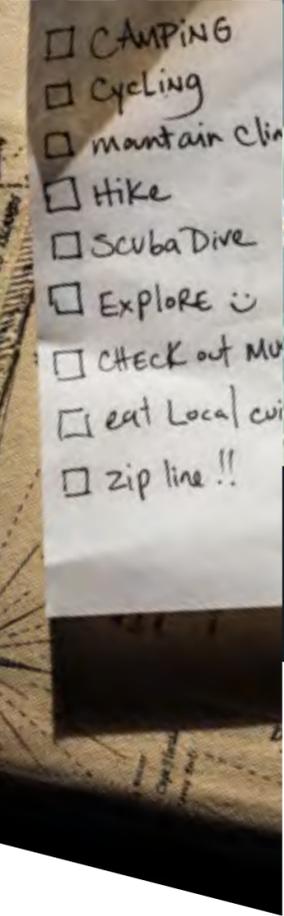
EDSA has been influencing the profession of planning and landscape architecture for nearly 53 years and continues to be at the forefront of creative plans and strategies in the design of resort destinations, entertainment venues, residential communities, corporate and education campuses, mixed-use districts, urban centers, and public waterfronts.

As stewards of the land, the firm places sustainability at the forefront of its efforts and strives for ease of implementation while balancing the natural, functional and aesthetic. Through innovative planning and captivating designs, EDSA designers address land use, site planning, historic preservation, pedestrian and vehicle transportation, landscape design and their interrelationships.

With approximately 200 professionals, representing 20 countries, and projects in over 90 countries, EDSA has the experience, cultural diversity, and resources required to work effectively in the global arena - creating environments that are rich in character and detail. For more information visit EDSA at www.edsaplan.com.

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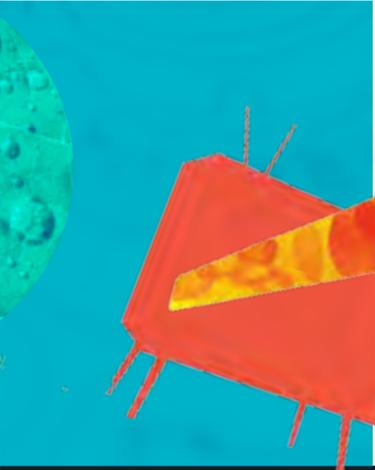
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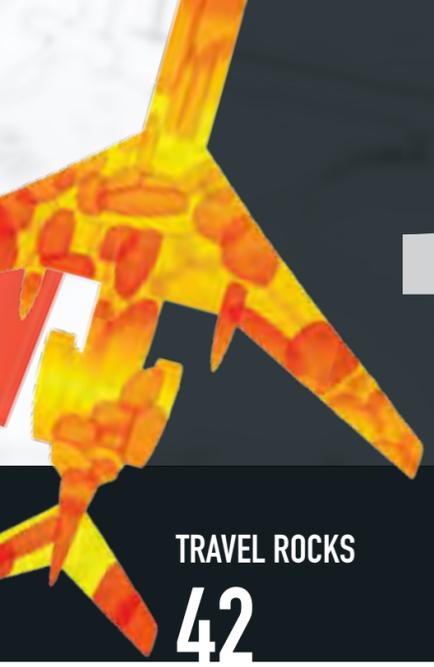
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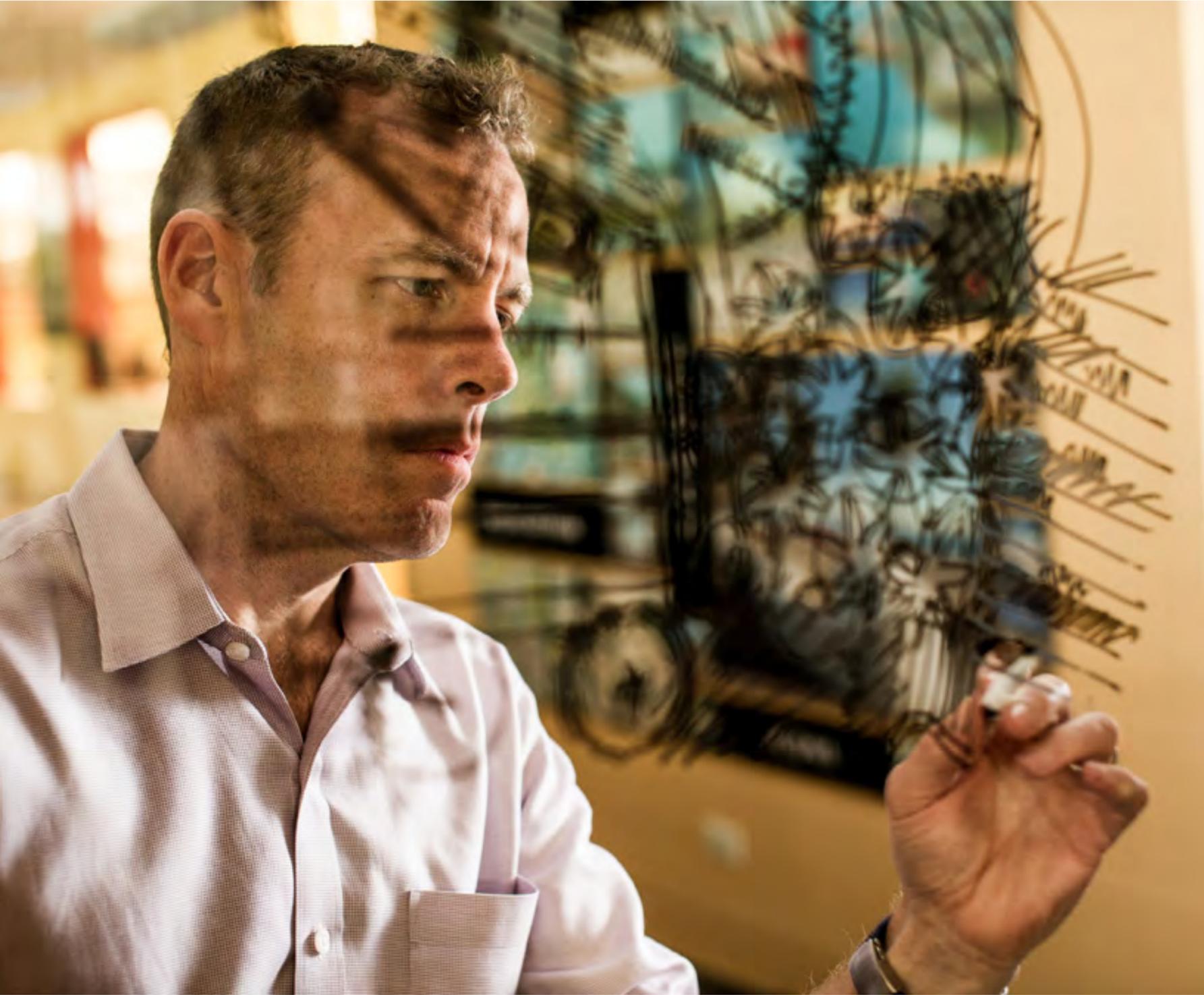


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THINK. **CREATE** INSPIRE.

Nearly 53 years ago, Edward D. Stone Jr. made a bold decision to form a design firm. In doing so, he entered an evolving industry, challenged established paradigms and changed the profession of planning and landscape architecture – permanently and completely. Among his many attributes, Ed possessed an ability to recognize untapped talent and an individual's full potential, which allowed him to assemble a truly amazing team that built a globally recognized practice.

In the formative years of the firm, the EDSA team demonstrated a flair for creativity, the unbounded enthusiasm of youth, a tolerance for failure, the inquiry of diligent minds and the freedom to imagine. This is EDSA's legacy and remains our culture. It is who we are and what we are made of – our essence. It is in our DNA to believe there is always a better way of doing things.

I consider myself very lucky to have been a part of the EDSA family for the past 25 years and I cherish and celebrate our uniqueness and values. Joe Lalli, Dave Armbruster, Doug Coolman and John Miller have been amazing leaders and mentors to all of us here at EDSA. Along with Ed, these founding partners built a company and corporate culture that is unlike any other in the world and we are going to stay true to that. We will continue to be problem solvers and critical thinkers that offer innovative and sensitive solutions that delight our clients. Equally important to me, is that each and every employee remain incredibly proud of what they do – by contributing to an improved quality of life for people around the world.

Our goals and aspirations for the upcoming year focus on thought leadership and growth – balanced with some degree of self-reliance and historical prowess. We continue to learn a great deal with each and every journey and every transition in business and in life. Our path ahead is filled with endless possibilities for new opportunities and building upon that which our history offers. I am confident the best years lie before us and that we will continue to make EDSA and the projects we touch magical places.

In this, our second annual issue, we share lessons learned, discuss what is happening in the world and inform you of best practices in planning and design, at least from our perspective. Thanks for joining us!

All the best,

Douglas C. Smith, PLA, ASLA
President

CHECKING IN THE LATEST IN HOSPITALITY DESIGN TRENDS

GET OFF YOUR
600 THREAD COUNT
SHEETS &
EXPLORE.



GUESTS ARE LOOKING FOR MORE THAN A LUXURIOUS SUITE FACING THE OCEAN. WE ARE CREATING **RESORT COMMUNITIES**

Castiglion del Bosco - Tuscany, Italy

THAT **BLEND** THE CULTURAL ORIGINS OF **ART, MUSIC AND FOOD** WITH A STORY OF THE **LAND**.

Rich Centolella, Principal

Past the rolling meadows, pristine woods, operating olive groves and working vineyards in Italy's Tuscan Province of Siena, is what many consider the future of resort development. On a 4,500-acre estate boasting remnants of a 12th century castle fortress and the Church of San Michele with a 13th century fresco by Pietro Lorenzetti, lies Castiglion del Bosco, a hotel and private membership club developed by fashion industry executive Massimo Ferragamo and business partner Corky Severson that includes 20 rural villas, a holistic spa, culinary school and winery.

Half a world away is another example of the new direction resort development is taking – as one of the first ecotourism destinations in China, the 2,500 hectare Crosswaters Ecolodge & Spa is set deep within the Nankun Mountain Reserve near Huizhou. It has 49 feng-shui'd villas and suites – each constructed

of indigenous bamboo and appointed with organic local textiles – strung along a riverbank with cinematic mountain views and regional flora. Master planned and designed by EDSA, Crosswaters is an exemplary study in environmental, social, economic and spiritual consciousness.

As resorts around the world prepare to greet a new generation of guests, the industry is transitioning and Castiglion del Bosco and Crosswaters Ecolodge might just be where tourism is headed. “For years, developers typically bought a beautiful site on the beach,

built a high-rise building and created a series of self-contained activities for guests,” explains EDSA Principal, Richard D. Centolella. “Today, many people want to experience a culturally-enriched, authentic resort rather than a fantasy-themed property. They want to learn and participate in regional activities specific to the area's culture, traditions and history with a greater emphasis on the environment. In the past, resort operators offered no surprises and the ‘stay’ wasn't typically educational or involved with the local community. Now, with offerings such as Castiglion del Bosco and Crosswaters Ecolodge, that's changed.”

“A considerable shift is occurring throughout the hospitality industry and owners, operators and developers are evolving with the new vacationing mantra to ensure value,” adds Centolella. “Existing hotels were originally designed for Baby Boomers but the expanding population



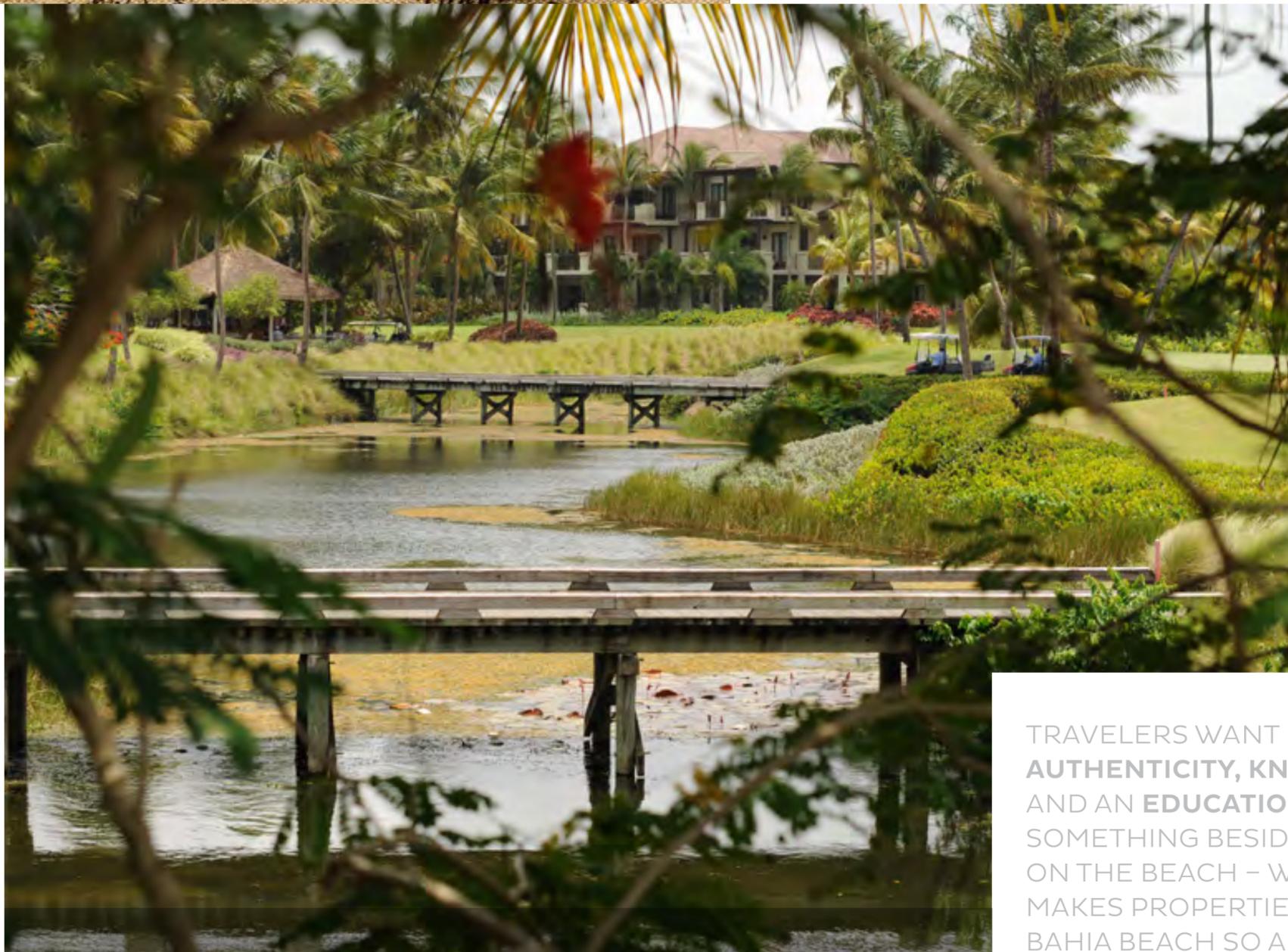
of travelling Gen-Xer's – with a different set of desires, expectations and priorities – are requiring designers to nix the 'formula'. Guests are looking for more than a luxurious suite facing the ocean. We are creating resort communities that blend the cultural origins of art, music and food with a story of the land. It's a new world, a new life and a new economy – every industry must be flexible and the destination business is not any different."

In addition, time continues to be an increasingly precious commodity where simplicity, convenience, quality and service are demanded. As such, today's modern guests have adopted a common trait – they want to spend more time with their families, taking shorter trips, more often during the year. They want to engage in interactive activities, adventures and experiential learning.

For example, a destination like the St. Regis Bahia Beach Resort in Puerto Rico is easily accessible from the New York metropolitan area and more than 20 U.S. gateway cities – appealing to family travelers looking for weekend getaways. Taking its shape among pristine coconut palms and the native maritime forest, the 198 hectare development focuses on the richness of the site's natural attributes, connectivity and preservation. "While relaxation is important on any vacation, the surrounding amenities and regional culture allow for exploration and discovery. As parents, we choose a destination because there are fun things to do but also places that introduce our children to new experiences," Centolella explains.

The 139-suite Bahia Beach Resort has a Remède Spa, beachfront pool, village center with retail, restaurants and conference facilities as well as an 18-hole Robert Trent Jones, Jr. golf course. A series of scenic nature trails, 80 acres of lakes, tropical forest of sea grapes, almond and flamboyant trees and an environmental children's program complete the onsite amenities. But it is really the exposure to the neighboring community that provides guests with the ability to embrace the local flavor of Puerto Rico through more meaningful interactions with people.

"Travelers want authenticity, knowledge and education – something besides sitting on the beach – which makes properties such as Bahia



St. Regis Bahia Beach Resort & Golf Club – Rio Grande, Puerto Rico

Beach so appealing," suggests Centolella. Surrounding the resort are places like the El Yunque Rainforest, also an EDSA project, offering an environmental expedition and exposure to over 240 species of trees and plants and 50 different species of birds. Guests can learn about the island's history by touring Castillo de San Cristóbal, the largest fortification built by the Spanish in the New World. Or better yet, walking along the cobblestone streets of

Old San Juan, the oldest settlement in North America, visitors can immerse themselves in the people, food and art of Puerto Rico. "There is a desire from parents to introduce their children to the lifestyle of a region and view every trip as an opportunity to experience a new perspective of the world, together. When designing destinations, the integration of the local community and regional customs is paramount," concludes Centolella.



TRAVELERS WANT AUTHENTICITY, KNOWLEDGE AND AN EDUCATION – SOMETHING BESIDES SITTING ON THE BEACH – WHICH MAKES PROPERTIES SUCH AS BAHIA BEACH SO APPEALING.

Rich Centolella, Principal

Technology also plays a role in the evolving hospitality industry. Nearly two-thirds of all travelers today use three mobile devices – a smartphone, laptop and tablet computer. "The hotel industry needs to take a proactive stance in implementing electronic accessibility as it relates to the arrival experience where guests participate but are not directed to their rooms as well as how visitors navigate and reserve recreation, dining and adventure activities during their stay," says Marco Larrea, a Principal at EDSA. "Guests want to find their room immediately, walk directly to it, open the door and put their smart phone in a docking station to maneuver everything in the room and start their vacation. That's the future."

"The modern guest is also green-sensitive. They want to stay at a resort designed in an environmentally smart way," Larrea continues. "It's not just about how often the bed sheets or towels are washed – they are more concerned with the conservation systems and welfare of the local population. From a design perspective, we are no longer looking at box hotels but



OUR PRIORITY AT **PLAYA TUMBES IN PERU** WAS TO DESIGN AN **ENGAGING** ARRIVAL SEQUENCE AND CREATE A **CENTRAL HUB** WITH A BEACH CLUB FIRST – AND THEN BEGIN DEVELOPMENT OF THE SURROUNDING RESORT RESIDENTIAL.

Marco Larrea, Principal

Playa Tumbes - Tumbes, Peru

IT'S ABOUT CREATING **'BAREFOOT LUXURY'** – WHERE GUESTS CAN TAKE THEIR SHOES OFF, WALK AROUND, **EXPLORE** THEIR SURROUNDINGS, **HAVE FUN** WITH THEIR FAMILIES AND **LEARN**.

Marco Larrea, Principal

Create a list of new activities that will get you out of your room and exploring the environment.

- CAMPING
- Cycling
- mountain climbing
- Hike
- Scuba Dive
- EXPLORE ☺
- CHECK OUT MUSEUMS
- eat Local cuisine
- zip line !!

lower impact, low-rise clusters of rooms that reflect regional context and authenticity. The overall placement of rooms, infrastructure and amenities are also influenced. The best views are now reserved for places where groups gather such as restaurants, central amenity areas and arrival pavilions with spas tucked in enclaves. And, because this new generation spends about 90 percent of their time outside their room, we are adding more green spaces, creating intimate walking corridors, satellite pools and recreational areas. It's about creating 'barefoot luxury' – where guests can take their shoes off, walk around, explore their surroundings, have fun with their families and learn."

"Consider the Disney model. They spend money on the design of lobbies, pools, restaurants, common grounds and green spaces, but the rooms are average – very simple, basic units. We see the future of resort design following suit where guests use some type of scan to learn about the area and plan their activities accordingly. People are not in their rooms – visitors are in lobbies using computers and socializing – finding out about the places

they are visiting and taking control of their vacations," notes Larrea.

As a matter of fact, sometimes resorts don't even offer buildings. One current trend EDSA is following is called 'glamping' – glamorous camping. "One resort I saw in Africa simply had tents on the beach," Larrea recalls. "The property capitalized on the natural resources of the area allowing guests to connect with the great outdoors without forgoing the amenities of a luxury resort. The property was very elegant and tastefully done and blended with the local community. Guests had all the usual amenities, were served unbelievable meals and were able to experience the glory of nature. They had a truly authentic experience that was tied to the local culture."

Demographic and generational modifications are also changing the residential component of resorts. "Families in Latin America often travel with five or six people, so they want large villas not studio accommodations because of their extended relations. Developers need to be flexible in designing

and phasing. In the past, the resort blueprint was to find a great location, build a luxury hotel, construct a name golf course, ready lots for home buyers and wait for sales. "A developer could spend \$80 million – \$100 million up front without any revenue or sales coming in," Larrea says. "With the immediate market coming from a growing, in-country middle class, we are building a critical mass, mixed-use center as the core for development that not only draws hotel guests and vacation homebuyers but the local population."

Larrea explains, "Our priority at Playa Tumbes in Peru was to design an engaging arrival sequence and create a central hub with a beach club first – and then begin development of the surrounding resort residential. In this way, we can build a sense of community with not a lot of investment." Slated as the cornerstone for the future of Peruvian tourism, Playa Tumbes integrates the luxury characteristics of a five-star development, with the simplicity and warmth of life offered in Tumbes, all in complete harmony with its fascinating natural environment. The master

plan considers vehicular and pedestrian circulation, preservation of fauna and flora and the definition of development parcels and land uses. At complete build, the property will have various residential products along with an 18-hole golf course, social club, equestrian center, three hotels, fractional-ownership product, a spa, two beach clubs, marina and marina village, which will serve as the entertainment center.

In the end, the trends that matter most are driven by consumer demand and preferences. First and foremost, travelers choose to vacation in a particular destination because of what the region and the resort have to offer. Travelers are drawn to cultural experiences, and developers must make the most of the surrounding geography, heritage, language and customs. "We're now seeing resorts in areas that never had hotels – spectacular pieces of land that are not close to the beach but where people want to go because it is pristine, genuine, original and not frequently traveled," says Gregg Sutton, EDSA Principal. "It's all about the journey." With EDSA's assistance, owners are seeking to



Hainan Tropical Wildlife Park & Resort — Haikou, Hainan, China



Hainan Tropical Wildlife Park & Resort — Haikou, Hainan, China

WE VISIT THE REGION, **LEARN** THE HISTORIC CONTEXT, **EXPLORE** THE CULTURES AND **DISCOVER** THE VALUE TO BASE A RESORT EXPERIENCE AROUND.

Gregg Sutton, Principal

provide that guest experience. For the Hainan Tropical Wildlife Park & Resort in China, developers wanted to enrich the stay of guests with a zoo as the resort centerpiece. “So we set out to find the best location on the site that would allow for the most interpretative experience with the animals,” says Sutton. “While walking the property, we found an old quarry. It immediately expressed to us the history of the area and could accommodate future expansion. We recommended the quarry become a focal point of the resort.”

Other onsite discoveries include an attractive freshwater lake, a central high point, a long corridor valley and low marshy area. Special consideration was given to protecting the lake, keeping development at a safe distance and turning the southeastern edge into a bird

sanctuary. A safari clubhouse is planned for the central high point – giving visitors a truly unique dining experience overlooking several animal safaris. The valley area provides an ideal location for a connected botanical trail that links the residential components and provides much needed green corridor space for both local flora and fauna. Finally, what started as a difficult challenge became an exciting opportunity when the design team recommended the low marshy area be transformed into a world class river safari. “All of these elements protect and improve the land as well as offer visitors and residents a distinct experience that could only have been ‘discovered’ through a site visit.”

EDSA has been staying ahead of consumer travel trends and shaping resort development

for more than half a century. “We are a team of individuals, who never design the same project twice,” says Sutton. “We visit the region, learn the historic context, explore the cultures and discover the value to base a resort experience around. We speak to the local citizens and find the best environmental features to highlight by enhancing nature’s palette through design. Often people living in an area do not recognize surrounding opportunities as having a tourist draw because it is part of their every day. It is our job to show them the potential through artistic interpretation.”

What appeals to clients, is EDSA’s ability to immerse developers, owners, operators and consultative experts in the creative process. “We encourage, almost insist, the client walk the site with us,” says Sutton. “It’s a starting point.

We search out areas for the hotel arrival and lobby, ensuring it captures a view or experience. We pay attention to areas of interest such as beaches, waterways, exotic vegetation, wildlife, overlooks – anything of interest that makes this location unique. It’s important because today’s resorts must offer realistic experiences – guests search this out in advance. We work with our clients and team members to provide what the market demands and ultimately more than what the guest expected.”

As the desires of guests change and developers seek to satisfy the needs of the ever-evolving world traveler, resorts will need to transform even more in the years ahead. “We are always challenging ourselves to be on the cutting edge, offering what people want before they know it,” concludes Sutton.



EDSA

KNOW. LIKE. TRUST FACTOR

BUILDING RELATIONSHIPS
AND WORKING TOGETHER.

We continue to have a great working relationship with the EDSA team. Early on we communicated our goals, business vision, and expectations and they delivered. Their staff resources are well trained, creative and experienced – capable of upholding their promise of quality service. There is a pride that comes along with that for them and for us as a client. I’ve been quite pleased.

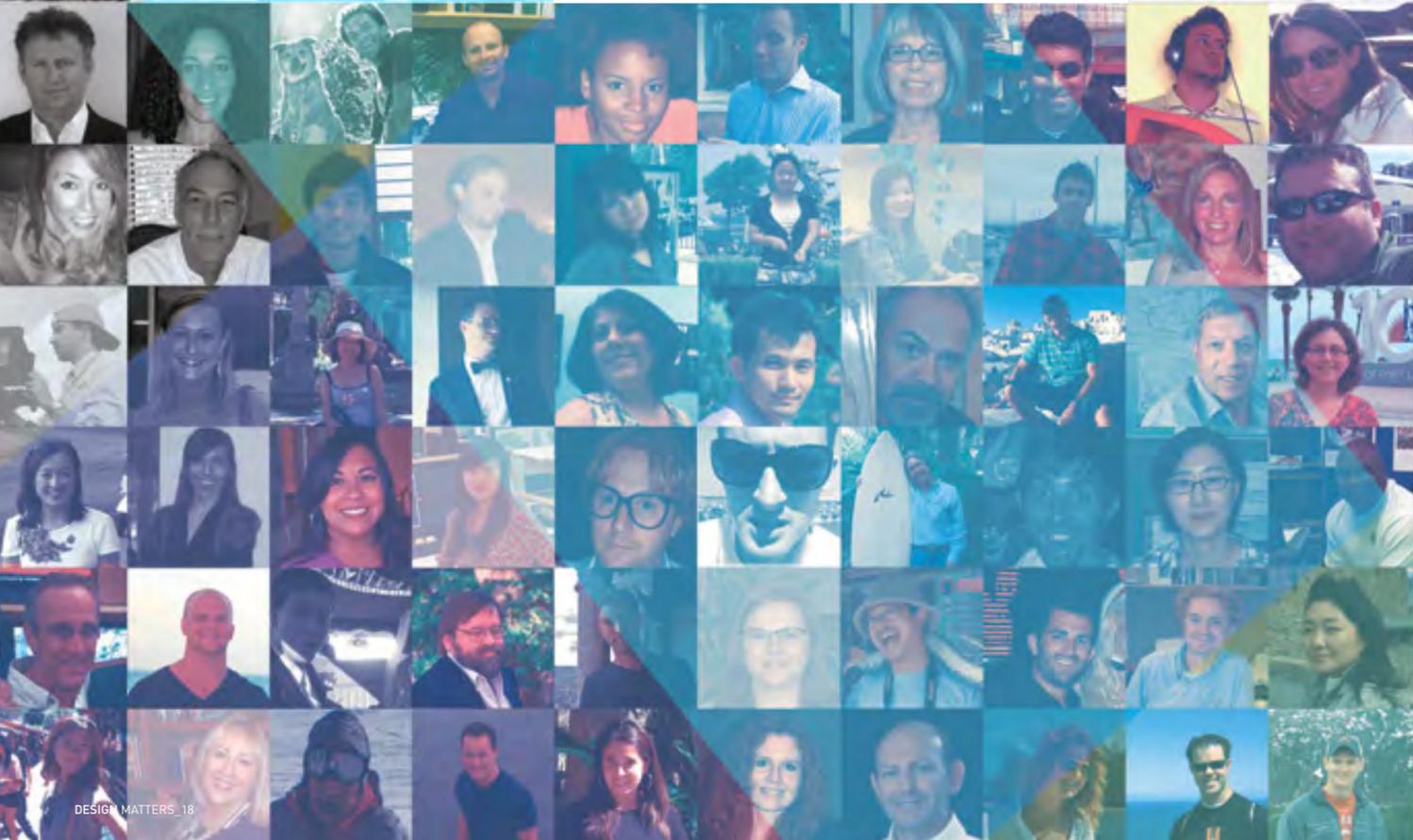
– Darren Gibson, Egyptian Resorts

The word “relationship” can conjure up a kaleidoscope of thoughts and associations – from childhood friendships cemented with a pinky swear – to a firm handshake with a steadfast colleague over a groundbreaking decision. Whatever image may run through your mind, the parallel feelings are those of trust, respect, camaraderie, admiration and commitment. The most meaningful, personal and professional relationships incorporate the summation of these characteristics that strengthen over time.

“EDSA’s legacy and much of our success is a result of the long-term relationships we have developed with our clients and colleagues through the years,” says Scott LaMont, EDSA Principal. “Whether a consultant, developer, operator or land owner, our business affiliations are highly valued and we embrace relationship building as an essential cornerstone of who we are as a firm. From Ed Stone Jr., we all learned the art of collaboration – his insistence that design was not exclusive; but rather inclusive.” These instilled values of collaboration and mutual respect remain the pillars of EDSA’s corporate culture and people.



THE MANY FACES OF EDSA THAT MAKE UP THE ABUNDANCE OF OUTSTANDING RELATIONSHIPS WITH OUR CLIENTS



This commitment is best demonstrated through EDSA's extensive fact of repeat clientele – relationships that continue to be confirmed through challenges and celebrated with accomplishments. "Our success is tied to our client's success. When the client views us as an extension of their own team and an integral player in strategic development, we know we have something special. Their goals become ours and we move through the process together, from concept through construction, building trust with each decision along the way. We are as proud of a project that yields years of social and economic benefit as much as places that draw people together and raise the bar in design implementation. When resort occupancy rates are high, entertainment districts are filled with people and programmed events at urban parks exceed attendee expectations, we know we have done a great job," concludes LaMont.

EDSA's greatest strength is their professional working relationships with owners and other consultants. For me the most important thing for a team is the people, their experience and whether they've worked together before. A long and successful working relationship has been established with EDSA resulting in successful projects in our different destinations.

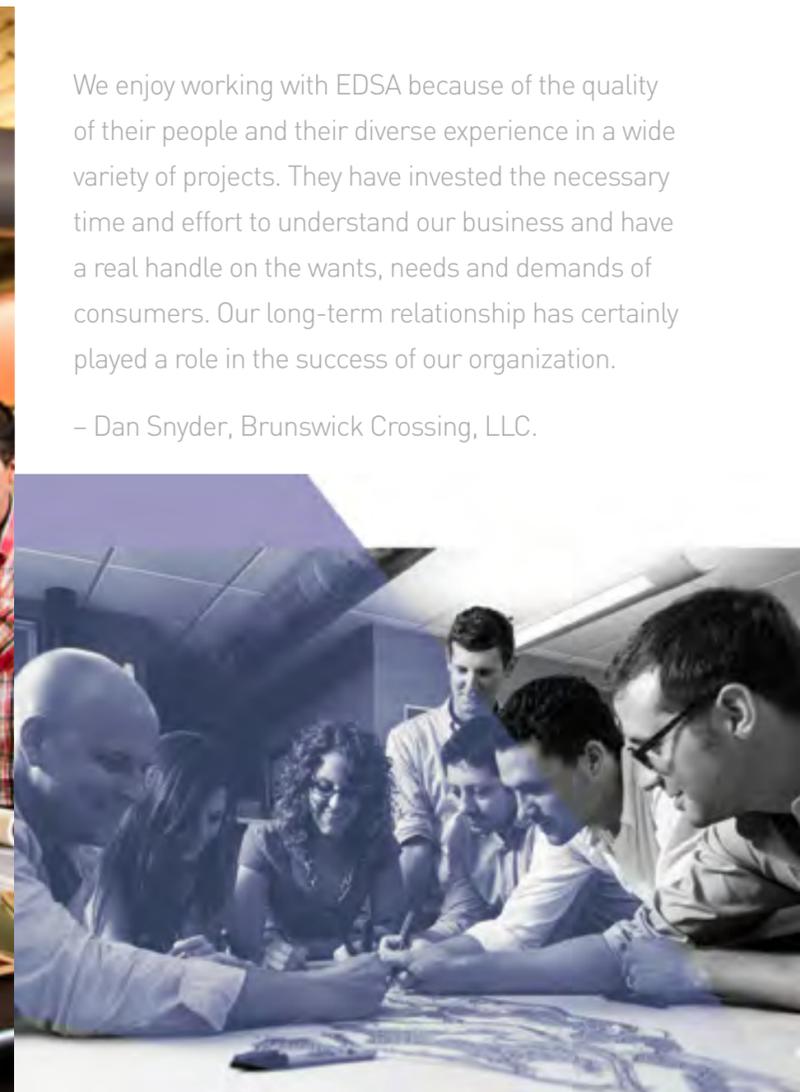
– Hani Ayad, Orascom Hotels and Development Ltd.

While a process or methodology may be utilized as an attested guide, each project is approached and analyzed for its unique opportunities. EDSA designers are adept at listening to clients, becoming immersed in a region and fully understanding the changing demands, preferences and intangibles of the intended users. "Together, as an integrated client team, we are able to determine and create the best solutions by combining what we learn, what we know and what we believe into a cohesive framework," says Bob Behling, EDSA Principal. Regardless of relationship longevity, EDSA's goal is to help clients visualize their project coming to fruition and then walk alongside them when it does.

One such client example is Kerzner International, best known for developing and operating imaginative resort destinations. EDSA was first approached by Sol Kerzner, Chairman & CEO, in 1993, when he acquired 661 of Paradise Island's 826 acres in the Bahamas. "We knew EDSA was a powerhouse in the resort and attractions arena. When I first met Bob Behling and Ed Stone – it just felt right. I sensed their team had the creative spirit and entrepreneurial thinking we needed to bring the Atlantis concept to life," says Kerzner. "Bob and his group remain heavily involved in all development aspects of Atlantis and we continue to value their creative energy in all our ongoing renovations, expansions and new builds." The destination's renowned success elevated the themed resort prototype and established a successful partnership of mutual respect which continues to flourish today.



BOB BEHLING, PRINCIPAL



We enjoy working with EDSA because of the quality of their people and their diverse experience in a wide variety of projects. They have invested the necessary time and effort to understand our business and have a real handle on the wants, needs and demands of consumers. Our long-term relationship has certainly played a role in the success of our organization.

– Dan Snyder, Brunswick Crossing, LLC.

“The success of our projects mirror the success of the EDSA/Kerzner relationship,” explains Behling. “Kerzner’s receptiveness to reach beyond the design edge, see benefit in that which has not been done before and remain open to exploring new technologies and strategies remains the impetus of any endeavor we assume together. We find solutions that work and if something doesn’t initially, we keep at it until it does – working together to reach a final outcome that is fantastic.”

But EDSA does not work alone. Into this process is a history of building teams with consultants across the globe. Behling explains, “As a distinctive planning and landscape architecture firm, it has always been our practice to bring together a team of experts, from various disciplines, unique for each project we undertake. Regardless of project location, we determine what our clients need and engage the best people to get the job done right.”

Many times the dynamic team building process involves reaching out to consultants with whom EDSA has a proven track record and the ability to seamlessly work together in delivering a phenomenal final product. “Our experience and history has enabled us to form exceptional relationships with specialized consultants,” says Behling. “We have friends of the firm with whom we’ve been to battle – colleagues who have proven that they have what it takes and can contribute at the highest of levels. Once this trust is built, there is no limit to the places we can go and things we can achieve together.”

A network of consultants becomes even more crucial when a project opportunity is in an unfamiliar region. Identifying the best partners and capitalizing on the experiences of other team members to tackle site challenges and bridge cultural differences is an invaluable tool. The right partnership guarantees delivery on a client’s vision while establishing a trust and reliability that perpetuates the relationship. “There have been several times in recent years where I have gleaned insightful advice and wise counsel from trusted colleagues who have been where I am going – philosophically and logistically. Late night phone calls and strategic conversations have helped me ‘get smart’ on global markets and uncover the ideal team members for new projects,” explains LaMont.

For each person, what makes a business partnership work is the ability to ‘relate’ to one another and find mutual ground in values, goals, processes and personal commonalities. For LaMont, “Our clients have become friends with whom we choose to have a relationship with. We get to know each other

as individuals and that only makes working together more enjoyable. It also sets the stage for us to push the envelope and challenge expectations as we approach new endeavors. Over the years we have learned the value in asking why and taking a different approach to a given set of requirements, often yielding productive discussion and better solutions.”

EDSA is known for an ability to listen and to see things differently – to work with clients to achieve their dreams and help them perceive what can be. As a firm with an incredibly diverse portfolio, in a myriad of locations, the firm’s leadership realizes that it is people who make this difference. “Our team portrays the legacy that surrounds everything we do – establishing crucial relationships throughout the world. What fosters the relationship is the individual who extends their hand, has the conversation, presents the design and represents the EDSA brand – that same person possesses a comprehensive understanding of the client’s vision and what it takes to make that vision a reality,” explains Behling.

“Investment in relationship building means investment in our people and we take pride in mentoring younger staff, teaching them how to develop new relationships and strengthen existing ones. It’s important for them to be involved so that new generations continue to strengthen the bonds. By doing so, not only do our future leaders have the opportunity to witness the manner in which a relationship is fostered, but it renders an appreciation for our legacy and what it means to be part of a distinguished company,” concludes Behling.

From playgrounds to conference rooms to remote sites around the world, a relationship that stands the test of time is a valuable and sought after commodity in life. For a company, it signifies a difference making factor – something that both solidifies success and ensures longevity. EDSA takes pride in its client and consultant relationships. If you are one of our lifelong colleagues, we thank you for your continuing trust and commitment. If you are seeking to partner with us, please give us a call so we can begin that journey.

AS AN EXTENSION OF THE COMMUNITY, CIVIC SPACES, WHEN DESIGNED APPROPRIATELY, SERVE AS A STAGE FOR OUR PUBLIC LIVES. THEY ARE PLACES WHERE PEOPLE WANT TO BE.

KEITH WEAVER, ASSOCIATE PRINCIPAL



The value of great public spaces

ACCESS & LINKAGES



Lehigh River Waterfront – Allentown, Pennsylvania.

strongly about it. Public spaces affect everyone, whether in a small town, a major metropolis or an urban city core in one of the most populous countries in the world. You simply cannot create a public space in a vacuum. You need input from the people who will use the locale, like the woman with the watercolor. That's key."

Public spaces must not only be interesting and attractive, but also functional and creative while providing opportunities for entrepreneurship, economic growth and relief from urban living. "As an extension of the community, civic spaces, when designed appropriately, serve as a stage for our public lives. They are places where people want to be," says Weaver. And while some public places are world-renowned such as Central Park in New York, Las Ramblas in Barcelona or the Piazzas San Marco in Venice, most public spaces become significant because the people in a particular neighborhood value them. "When cities have thriving public places, they tend to contribute to a community's well-being and bring people together." From Allentown to Aruba, Malta to Mexico, EDSA has been creating impressive, invigorating and innovative public spaces for over 50 years.

When EDSA was redesigning Buck Boyle Park as part of the Lehigh River Waterfront redevelopment in Allentown, Pennsylvania – a woman at a public meeting handed EDSA's Keith Weaver, Associate Principal, a carefully preserved watercolor of what the riverfront district looked like in the 1950s. The print showed a thriving destination with baseball fields, walking trails and other place-based activities," recalls Weaver. "The woman asked us to restore the riverfront to what it was like a half century ago. She felt very



In Aruba – one of the most traveled islands in the Caribbean with a million visitors a year – EDSA created a master plan for the longest linear park in the region. “Our mission was to create a ‘marketing trail’ from the Queen Beatrix Airport encompassing the downtown, the hotel districts and the beaches,” says Paul D. Kissinger, EDSA Principal and Chief Operating Officer. “We wanted to connect pedestrians from one end of the island to the other by leveraging Aruba’s abundant natural resources and building upon the island’s cultural character. The linear park theme was implemented through a series of phased recommendations that addressed accessibility, environmental stewardship, historic preservation and promotion of the island’s distinct identity.”

The welcoming design incorporated a new streetscape concept with wider walkways and mediums, canopies of trees, drought-tolerant plantings, lighting, signage, parks, public respite and amenities. “Too many towns suffer from streets dedicated to moving high volumes of traffic quickly – a goal that effectively eliminates healthy street life and economic activity. Our vision was to develop a scenic gateway that also addressed adjacent land uses by contributing to the civic realm and overall community health.”

“Knowing how a public space will be used is extremely important,” says Eric Propes, EDSA Associate Principal. “It’s not always what designers have preconceived. We need to balance each user’s experience and expectation. It’s all about what people want – how they will access the space – how people will use it and feel while they are there. We are constantly seeking input and learning from the locals. You can plan a large, impressive public space but the citizens may want soccer fields, performance spaces, gardens or promenades instead – so your design evolves and improves with input from the people who will use it.”

IT IS ALL ABOUT WHAT
PEOPLE WANT— HOW
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WHILE THEY ARE THERE.

ERIC PROPE, ASSOCIATE PRINCIPAL



Valetta Waterfront - Valetta Malta

Diamond Bay - Dalian, China



“In the U.S.,” Propes continues, “designers are creating public spaces within an existing environment. But in countries such as China, we often start with a blank piece of paper to create a large network of public spaces. In Asia, it’s about creating a memorable outdoor environment that addresses pedestrian and vehicular circulation. With more people moving to the cities, it’s important to create large, impressive, inviting public spaces with greenway connections and pocket parks that maintain the historic heritage. Residents want to go outdoors and enjoy healthy activities and new residential and commercial developments require large green areas as well as intimate spaces.”

Sino-Ocean’s Northeast Regional Division engaged EDSA to work on its 300-hectare Diamond Bay development in Dalian, China. The initial assignment was to establish a cohesive vision and preliminary master plan for a series of independent parcels that addressed underutilization of the public waterfront and urban context. “Dalian is larger than Chicago and is experiencing rapid growth. We are creating 90 hectares of pure new development



WHAT MAKES THE OWENSBORO WORK SPECIAL IS THAT THE PUBLIC SPACES ATTRACTED NEW ECONOMIC DEVELOPMENT AND REVITALIZATION OF BLIGHTED DOWNTOWN AREAS.

PAUL KISSINGER, PRINCIPAL AND CHIEF OPERATING OFFICER

linked through a rhythm of parks and greenways that represent a ship's wake flowing through the entire development. The green corridor, with connections to numerous adjoining parks, open space areas, retail and dining opportunities, will unify the commercial, residential, entertainment and recreational zones. The green spine will also serve as a means for people to connect with the natural environment and experience the outdoors. Additionally, design details of color, texture, form and pattern will bring a sense of proportion to the large space that reflects Dalian's historic heritage. The strength of this vision is in its focus toward creating a vibrant waterfront activity center anchored by a dynamic mixed-use core which is supported by the surrounding walkable neighborhoods carefully planned and programmed to serve both regional tourists and local residents," explains Propes.

In China and elsewhere, demographics are also an important catalyst. "More people are moving into the urban areas – especially younger generations – who are active in recreational sports and desire cultural enlightenment," says Weaver. "They want places to participate that are accessible, activities-driven, comfortable and safe. Having something to do gives people a reason to come to a place – and return. So it is important to accommodate as many functional uses as possible. That's why we complete an in-depth analysis of the breadth of the site before we start the design process – and garner input from local business owners, stakeholders and the public. One must understand the context, the residents and what age groups need to be accommodated before any planning begins. You then create a series of concepts from the best collective thinking, guided by fundamental principles of design to create greater community livability."

"What makes a great public space is that residents and visitors alike feel comfortable using it," adds Kissinger. More than a decade ago, EDSA began the master planning for Owensboro Riverfront District in Kentucky, a 1.4-mile area along the southern edge of the Ohio River. The city wanted to reclaim the riverfront as a major public amenity and regional icon. "We designed a series of strategic action projects including the first improvement project, the RiverPark Center Patio expansion," says Kissinger, "which has been a tremendous success. As a multi-purpose, open space performance venue, city park and plaza, the place is alive with programmed special events. There are large spaces for gatherings and smaller areas to break away from the crowds. But what makes the Owensboro work special is that the public spaces attracted new economic development and revitalization of blighted downtown areas. By creating vibrant public spaces, Owensboro is leveraging the growing tax

Owensboro Redevelopment – Owensboro, Kentucky

SA

TA



Valletta Waterfront – Valletta, Malta



Smothers Park – Owensboro, Kentucky

CITIES TODAY ARE
REINVIGORATING THEIR
PARKS AND PUBLIC
PLACES IN ORDER TO
DRAW PEOPLE BACK TO
THE URBAN CORE AND
SPUR DEVELOPMENT

ERIC PROPPES, ASSOCIATE PRINCIPAL

base so the community can see its quality of life improve. Citizens not only enjoy the physical space, but also the economic benefits.”

A great public space serves as a catalyst for attracting people – not only for passive visitors who relax on benches and enjoy the views – but with settings where celebrations are held, social and economic exchanges take place, friends run into each other and where cultures mix. “A public space serves its purpose when it is active and animated,” says Kissinger. “It’s music to my ears when an urban space like the plaza in Owensboro is continually programmed for a variety of special events including music festivals, 5K runs, art shows, barbecues – whatever attracts and appeals to the public. You know you’ve done a good job when the destination gains wide acceptance and recognition.”

Designers of public spaces must constantly be creative and not see things as they are, but rather envision what they could be. EDSA planners transformed a rundown parking area in Oakland Park, Florida, into a simple, elegant, public space – a gathering area for the community that is expected to benefit surrounding property values. “It was a very small area that just grew,” says Kissinger, “and now it is one of the anchors for downtown.”

EDSA has also worked on larger public space projects such as master planning the Valletta Waterfront in Malta. One of the top ten cruise ports in the Western Mediterranean, the Grand Harbour now welcomes over 500,000 passengers a year. “We were tasked with bringing positive change through redevelopment of the physical and economic

environment while conserving the 500-year-old waterfront,” Kissinger says. “Development included the restoration of the historic Forni and Pinto stores for retail and commercial uses, design of waterfront piazzas and public spaces, staging for cruise ships and tourist activities, as well as enhanced vehicular and pedestrian circulation. Re-creation of the waterfront’s edge highlights the historic buildings and now provides a venue for outdoor activities,” concludes Kissinger.

In today’s economy, a key consideration in planning public spaces is maintenance. “Durability and long life cycle costs are major considerations as well as water usage and irrigation,” says Weaver. “For example, public swimming pools are being replaced with spray parks that are more cost effective and can accommodate more people within an entire wet

zone of interactive sprays. Pop up fountains – jets of water that come up out of the ground – are also very popular in public spaces. They can be programmed to different themes or even music and LED lighting. Water features also spur one of the biggest pastimes for people – watching other people. Individuals are fascinated by others and creating a venue that allows for this interaction is priceless.”

What makes a public space particularly popular is flexibility – that it can be used in different ways for various demographics of the population – activities for families and children, things to do for couples and even attractions for dogs and cats. “Cities today are reinvigorating their parks and public places in order to draw people back to the urban core and spur development. A park that looks and feels new will attract more activities and generate

new development, which inevitably increases the municipality’s tax base,” Proppes adds.

Throughout the world, the traditional definition of public spaces is changing, especially in the downtown environment. “In cities where high density reigns and there isn’t much public area, open space is going vertical. Cities are now paying more attention to public space that is elevated,” says Weaver. “There’s the High Line in New York City, a public park built on a historic freight rail line elevated above the streets on Manhattan’s West Side. We’re also seeing more rooftop gardens and recreational venues enabling people within a building to use an area that may be 19 floors above them rather than on ground level. At the Shaw Center for the Arts on the Louisiana State University campus in Baton Rouge, the

rooftop has become the Irene W. Pennington Rooftop Terrace and Sculpture Garden, a wonderful public space including a restaurant.”

The size of a city does not matter. “Owensboro with a population of 58,000, is investing in their community by renovating areas, building parks and fixing its infrastructure,” says Kissinger. “As a result of Owensboro’s riverfront redevelopment, this ‘little’ city has amassed more than \$1 billion in new development including hospitals and hotels. We are not directly responsible for all the economic growth in the region; but have played a large part in helping make it happen with the Riverfront District Master Plan. The residents appreciate the waterfront improvements. Their life will never be the same – it has become a better place because of the work we’ve completed there.”



LIFESTYLE DESIGN/ RESIDENTIAL HOUSING

GREAT STREETS, GREAT NEIGHBORHOODS



IF YOU ARE CREATING A NEW COMMUNITY TODAY, IT MUST HAVE A CENTER, A HEART, A SOUL...HOMES ARE NOT JUST PLACES FOR SHELTER BUT A SOURCE OF PSYCHOLOGICAL RESPITE AND SERENITY

JOSE JAGUAN, PRINCIPAL

AS THE WORLD BECOMES MORE CONNECTED, THE NEED FOR A SENSE OF COMMUNITY GROWS STRONGER.

Citizens seek a feeling of belonging not only with physical amenities but with opportunities for self-determination and an enhanced collective identity. Designers are responding to these wishes by emphasizing a renewed neighborhood orientation as well as a more defined focus on sustainability that moves beyond experimentation – incorporating social and economic stewardship.

“If you are creating a new community today, it must have a center, a heart, a soul,” says Jose Jaguan, EDSA Principal. “Homes are not just places for shelter but a source of psychological respite and serenity – where homeowners expect to escape and relax. The community must extend beyond a place to live – and serve as a locale to meet others. This is best accomplished with a network of invigorating, pedestrian-oriented streets that unify a neighborhood with strong offerings of open green spaces and recreational areas. Intimate scale, proportions, patterns, landmarks and signage all help to create a sense of orientation and intimacy.” Homebuyers in the 21st century demand this sense of place, so designers are creating developments where people are visible by focusing on the formation of critical mass elements such as town centers, entertainment areas, social clubs and public parks that reinforce a community’s rhythm and character of life.

“The idea of community is increasingly important throughout the world, particularly in the populous country of China,” says EDSA Vice President, Xiang Li. She notes that as more people leave the countryside for metropolitan areas, demand for new city residences has increased. “We’ve been working on a number of high-end communities and now see a greater need from middle income families wanting smaller compact

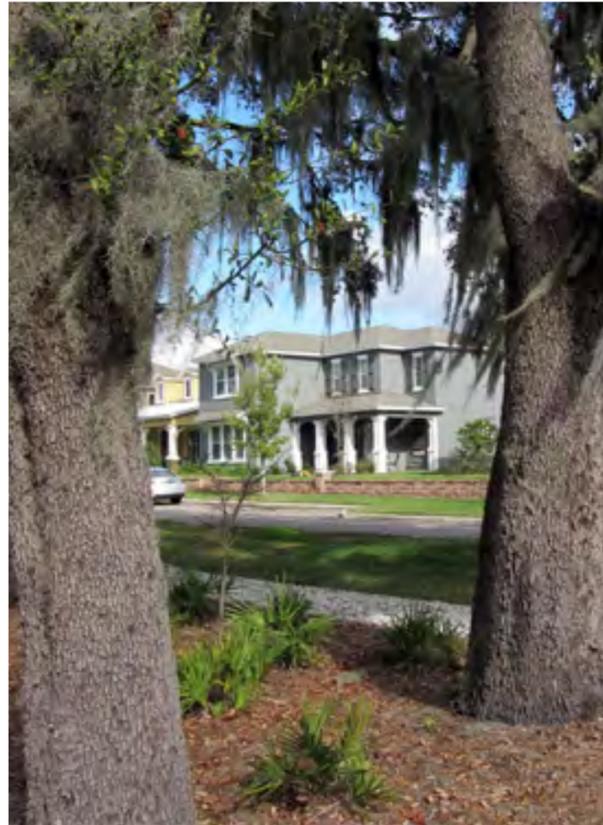
communities within loftier cities,” she explains. “In China, the idea of a community is a bit different because it usually involves multi-generational living – grandparents, parents and grandchildren. Taking care of your parents is a key social responsibility.” As such, extended families need to live close-by giving credence to the need for a variety of residential product types and a hierarchy of streets that encourage walking, exercise and healthy living.

Individuals also are looking to leave a lower carbon footprint and are concerned about the environment. “Buyers are becoming more conscious of green practices and sustainability,” says Li. “We are heavily promoting the idea of being kinder and gentler to the surrounding environment by retaining the ecological and cultural integrity of a community. This is not without its own set of challenges as many new emerging professionals view automobiles as symbols of wealth, status and success adding to pollution and traffic. As designers, we address this trend by carefully siting program elements and considering vehicle and pedestrian circulation, parking, road width and public transportation alternatives. In the end, we press forward with an understanding that individual preferences may cause us to take a step back but we continue to advance – committed, to what we know to be the right choice for future development and the lifeblood of a community.”

As an example, EDSA’s design at Double Moons Bay in Huizhou, Guangdong, China resulted in an energetic beachfront community. The community incorporates unique living, leisure, shopping, sports, entertainment and natural exploration. The 78.2-hectare Spanish style development includes a 5-star hotel, a dynamic town center, yacht club, marina and commercial offerings. A variety of residential products – ranging from townhouses and multi-story apartments to ocean view condominiums – accommodating a wide range of demographic and economic profiles are provided. Electric carts are promoted as the main means of transportation within the community. Pedestrian friendly paths, courtyards and gardens are niched throughout the neighborhood while a mangrove park has been restored along the inner bayside – encouraging an awareness of the importance of stewardship in nature and sustainable living. EDSA provided the conceptual master plan for the entire site and is completing detailed design and construction administration services.

Amidst the booming growth throughout Asia, there are additional, admirable signs of property renovations within larger cities resulting in reactivating buildings for new uses. For example, in Beijing, old factory warehouses are being converted to museums and art galleries. In these instances, the inside has been modernized and retrofitted for a new purpose yet the historic features have been retained. “By redefining reasonable development and creating a mix of uses for people of all ages with layers of personal and public spaces, the proper ecological, economic and physiological balance for simpler living can be achieved,” concludes Li.

“Traditional Neighborhood Design (TND) is also experiencing a renaissance as the global economic gyrations of the past several years have changed the design of communities worldwide”, says Doug Smith, EDSA Principal and President. No longer can a developer build a 5,000-acre suburban project and sell all the lots. “You can’t capitalize



WE ARE HEAVILY PROMOTING THE IDEA OF BEING KINDER AND GENTLER TO THE SURROUNDING ENVIRONMENT BY RETAINING THE ECOLOGICAL AND CULTURAL INTEGRITY OF A COMMUNITY.

XIANG LI, VICE PRESIDENT

on large tracts now because the risk has become too great and the absorption rate too slow. The capital investment is just not market justified,” says Smith. “So, instead, we’re seeing smaller tracts of land being developed in phases with greater densification.”

With responsiveness to context and an established hierarchy of public space, the TND format incorporates functional open space for programmed social events such as weekly green markets and family movie nights. Supplemented with a pedestrian street system that promotes healthy, active living, the emphasis is on connectivity, community, minimization of automobile usage and water conservation within a village setting. “While large, new real estate developments are still being planned,” Smith says, “there is an added emphasis on a community’s cohesive tapestry and pedestrian intimacy. Homebuyers are willing to give up yards for shared spaces like parks, walking trails and recreational areas that help build a community fabric.”

One such project is the 1,100-acre Ruckel property in Niceville, Florida – which has been in the same family for six decades. Planned for 2,700 residential offerings, the mixed-use development includes 750 rental apartments, some 1.5 million square feet of office/research space and a village center. “The residential development pays careful attention to block patterns, scale of roads and streetscape components,” Smith explains. “We are emphasizing a mix of products within the community – blending offerings in a meaningful way. A variability of experiences will be woven within the community. Three neighborhood cores, each with commercial space and a fine grain mix of housing products, are being mapped out. More importantly, the Turkey Hen Creek corridor, which runs through the center of the property, will act as an environmental spinal cord. With the creek, we are not only preserving a tremendous natural resource, but designing the built environment around it in such a way that it connects the overall community via trails and overlook features along its edge,” says Smith.

Connectivity is also a key consideration thousands of miles away in Saudi Arabia, where EDSA is working on a 2.5 million square meters project. Plans call for the creation of four villages, each anchored by an 8-hectare amenity core with a mosque, sports center with playing fields, community and cultural facilities, government and commercial office space intended to compliment the medium-density residential offerings. “Every resident will be within 10 minutes of the village core,” says Smith. “We’ve changed the typical design approach. It’s a style of development that is more like a social network – making the community closer and more inviting.” To handle traffic, EDSA is creating a modified street grid based on vehicular movement that allows for intuitive circulation but removes predictability. “We are also developing a variety of pedestrian use areas and destinations to create linkage and access within neighborhoods. As communities become denser, the design of streets becomes more finely tuned and the structure of avenues, boulevards and public spaces emerge as part of the social fabric.”



COSTA VENTURA – FUERTE VENTURA, CANARY ISLANDS, SPAIN

Public spaces have become very important in providing residents with a sense of community. “Communities in Europe never had the luxury of large green spaces to develop the way America, China and other parts of the world have,” says Smith. “Europeans learned centuries ago about building more compact, dense places, so in theory the design concept is not new, but it is a change in mindset and need-based priorities for Americans. Societies have to learn from past experiences, and of course these patterns happen and evolve over time.”

Sustainability is also affecting community development. “Now most residential developments have storm water retention basins – usually a pond,” says Smith. “Soon we’ll be able to integrate storm water retention throughout the design. Instead of large retention areas that collect the rain, water collection will be integrated

throughout the entire development. That will free up more land for green and open space. The area saved could be turned into a park to enhance the sense of community.”

Around the globe, real estate is becoming more localized, with developments melding into the cultural fabric of the area. Consumers are seeking a healthier, more active lifestyle. Many don’t want to drive to the mall or the movie theater. At the same time, communities are becoming more affordable and are reflecting the needs of the region. Near Queretaro, Mexico, EDSA is developing the master plan for Desarrollos Residenciales Turísticos’ (DRT) Zibata project – a 1,000-hectare development built around a lake with plenty of green space, bike lanes and botanical gardens, as well as the first Carter Morrish/Rafael Alarcón-designed public golf course in Mexico outside a beach resort.

“The variety of single-family products appeal to the country’s emerging middle class and the design is very much in line with the goals of SEDESU, Querétaro’s Secretariat for Sustainable Development, in which all development must address the needs to drive economic growth and balance bio-capacity against the ecological footprint,” says Jaguan.

Zibatá, meaning “place at the top of the valley” in the indigenous Otomi language, includes everything the modern families need. The mixed-use master plan places public space at the heart of the community. The town center features commercial spaces and cafés conveniently situated close to a choice of residential plots. Zibatá’s 30,000 affordable housing units – with amenities including a university, 18-hole golf course, golf academy and a network of green spaces and corridors – are

designed to appeal to the local market. “You can’t take a US residential development plan and put it in a country like Mexico,” says Jaguan. “New development needs to respond to the local culture, the area is environment and include regional identity. Connectivity – that feeling of belonging – is very important.”

Now, more than ever, people want a sense of place. It’s all about connectivity and a more robust feeling of being together. No longer is the isolated home in suburbia desirable. Thus EDSA is working with existing neighborhoods to improve a sense of community. “We’re now going back and looking at some of the developments that have been built to see how we can improve them for a better sense of place,” says Smith. “Scale is a big component. Great streets are important for a sense of community. You need to make a neighborhood interesting with its own character. At the heart of most residential developments – there should be an amenity such as a town center. Collector roads should focus on and connect with the center so residents can walk or bike.”

Today, firms like EDSA are at the forefront of orchestrating community change that has social impact while balancing the very real concerns of cost, livability and aesthetics. Not only are planners the designers of developments and moderators of change, they are also social arbitrators. Over the next decade, the idea of community, connectivity and sustainability with a focus on environmental and social responsibility will continue to evolve as citizens around the globe transform how they live, work, learn and play.

THERE IS AN ADDED EMPHASIS ON A COMMUNITY’S COHESIVE TAPESTRY AND PEDESTRIAN INTIMACY.

Doug Smith, President



tech talk

a Q&A session with edsa's own bob dugan, ira wolf and kevin jund about the evolution of technology

From the introduction of Microsoft Windows to the inception of 4G technologies, from tape recorders to Apple iPads, from landlines to an abundance of smartphones, from origins of World Wide Web to addictive social networking websites, technological advancements have impacted our lives in a way that is next to impossible to imagine this world without.

Technology has not only influenced our personal lives but our professional practice and how we conduct business. During the last century, planners, landscape architects, architects, engineers and other design professionals worked in 2D. As the dominant medium used to explore ideas, collaborate, record and distribute work, it was hard to conceive something more durable, economical and useful than paper drawings. But is paper the best medium for design today? With new technology moving at warp speed, is the industry as a whole on the cusp of a new paradigm in design?

EDSA recently conducted a focus group where professionals weighed in on the pros, cons, whens and whys of technology and the role it plays in designing environments. EDSA's panel of experts included Bob Dugan, Principal; Ira Wolf, Director of Information Technology; and Kevin Jund, Associate.

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meet the panel

In my old school opinion, technology certainly has its place but it is best used once the conceptual design has been established.

bob dugan, principal



kevin jund



ira wolf



bob dugan

Here are excerpts of their discussion:

What role does technology play in planning and design?

Dugan: Technology has certainly come a long way in a short period of time, and life in general seems to be proceeding at an increasing rate. In the business world, our process of submitting drawings, reviewing designs, updating plans and interacting with clients is forever evolving and the “here and now” expectation is driving corporate technology decisions. However, we should also consider that the pace of communication and anticipated deliverables puts pressure on design decisions. We must remain cautious that amidst quick response, we continue to think clearly and concisely about what we’re doing and understand the inherent vulnerability in loss of quality that may come from the price of speed.

Jund: We need the most appropriate technology-based tools to be more effective in how we communicate with clients and how we design. Our job is to constantly figure out what is the best, quickest and most applicable way of developing, accessing, and presenting information without losing content. That’s the role technology supports.

Wolf: Information technology’s role in business transformation is considerable. The ability to share information and collaborate without geographic constraints has changed the way we communicate with consultants and clients. For example, our work in Asia allows us to submit documents for review at end of business one day and based on time zones, clients are able to respond the same day – work is actually happening around the clock. Enhanced mobile communication devices and Internet access allows staff to work from anywhere with great flexibility.

What technology is mandatory in the development industry?

Dugan: Often times our work has us collaborating with teams of consultants and clients around the globe. How we place our concepts in their hands, how we obtain feedback and how we determine our next course of action requires a host of communication and design tools. We are using WebEx and GoToMeeting to exchange ideas with clients when schedules/budgets do not allow for in-person visits. FTP sites, ShareFile and YouSendIt allow us to transport large files in a very efficient way; and online project management platforms such as Aconex help manage drawings, models, contracts, reports, schedules and other documentation online reducing project risk.

Wolf: We are equipping our team with accessibility to virtual desktops so that designers can work on every platform, everywhere. Our new website aids in the business development process allowing

for customized presentations and accessibility by all types of mobile devices. It’s about finding the right tools to stay in touch and connect with people while enabling employees to efficiently perform their daily tasks. I sleep better at night knowing that our technology can keep up with the changing needs and desires of our clients.

How has technology influenced the way you do business?

Dugan: I would have to say that while intrigued by all the devices, programs and apparatuses out there, we still have a love affair with hand graphics. It allows us to feel more creative and access our thoughts through the movement. Drawing by hand forces you to think instinctively. Don’t get me wrong, technology certainly has its place but it is best used once the conceptual design has been established in my old-school opinion. It is very effective in the detailed design stage and construction administration but there is no replacement for hand graphics.

We often use technology tools to alleviate some of the intense labor necessary at the onset of a project. For example, when approaching a master planning assignment, we can use technology and programs like Google Earth Pro and Sketchup 3D to develop a basis for site analysis and considerations like slope, vegetation and aspect (sun orientation), but it is not a substitute for going out in the field, standing on a piece of land, wherever it is, and sensing the environment first hand. Being out there in person allows you to make good judgment decisions. In our international business, it also gives you a real sense of the people, culture and community flavor.

Jund: In working with clients, a more visual, intuitive product is sometimes necessary to communicate more complex design ideas. In these more complicated instances, section and elevation drawings have the ability to be replaced with 3D modeling graphics. Visualizing an element of a project in a three-dimensional space can replace 3 to 4 “flat” drawings and be more effective in communicating the overall vision.

What cutting edge technology is being used in the industry as it relates to design, communications or construction implementation?

Jund: We are always looking for new technology, programs, hardware and printing options to aid in work efficiencies. We are currently assessing drawing tablets that blend a sense of hand rendering with computerized graphics. Each stroke has a purpose and it provides a more artistic feel than a standard mouse. It allows us to really be creative.

In addition, CAD automation makes each component of a drawing capable of being separated into an infinitely reproducible item. For example, when construction details that work in more than one

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ira wolf, director of information technology

The single, most beneficial thing that technology has done is to create a new medium for designers. Design becomes a living, breathing animal that users can interact with.

kevin jund, associate

place can be quickly manipulated and modified slightly to fit a new location, there is an inherent time and cost savings.

Dugan: 3D Fly-Through Animation. While we are not animators, we respect the professionals that possess the skill set that brings a true sense of realism to a project. We find ourselves orchestrating, editing and choreographing flight paths. While the video creates shapes and forms, it is our role to place materials in the environment so they have meaning and design intelligence. Having a person walk through a site from a ground level perspective and feel how the spatial design works, allows us to quickly adjust little things like degree of enclosure, views and other site elements. Clients are amazed as they can experience design a lot earlier in the process because of this type of technology. They don't just want to see plans; they want a more experiential-based design. The expectation is here.

Wolf: Technology is exponential. We need to grow at that same pace to keep up. Many industry architects are using BIM (Building Information Modeling) that allows for a team of consultants to exchange information. But while it currently works well for products or assemblies, the site information modeling is not yet there. It may be applicable when designing an urban plaza where site materials are more extensive but not in greenfield or land-based developments. To improve upon the services offered by landscape architects, there still needs to be more headway made.

How can we expect things to progress in the future?

Dugan: Hand drawing will always be a valuable and effective way of expressing a project's vision in a very emotional way. But there will be, and already has been, tremendous change in the way designers work. Technology has already revolutionized industries such as animation, journalism, accounting and graphic design. Undoubtedly, we will see more and more change in the way landscape architects, engineers, and architects conduct their businesses.

Jund: I can imagine a future, not too far away, where the bulk of design work is done within an immersed 3D digital environment. If you think this sounds silly, then you haven't seen the exponential influence and growth of programs like Google Earth. Our world is being mapped out digitally. It's already happening. We, as designers, and our clients expect more colors, higher resolutions and greater detail. Our

computers can now handle these demands – whereas even as little as five years ago, we had to be mindful of our processing limitations. It is becoming an expectation for us to not only produce a design that functions well, but also graphically seems to jump out of our computer monitors.

What are you doing right now that is technologically forward?

Wolf: EDSA is leveraging technology as a differentiator. From an information technology perspective, our designers help us stay on top of emerging trends and are critical to moving technology forward. Recent college graduates and our interns share what they are using and how they are learning. We encourage all our employees to explore new software/hardware and support all users with the tools they want to use and try. We are currently evaluating Greenbuilding xml. and AutoDesk Infrastructure Design Suites.

Why are technological advancements important to the design industry?

Dugan: Technology has enabled instant collaboration. Online communication allows designers to work together to generate solutions that arise. Uploading work for review or tweaking is simple with the massive online storage space and high-speed Internet available to anyone at a reasonable cost. A consultant in Panama can instantly comment on the work of a designer in the United States. And with a global client base, cultural boundaries melt away and influence becomes farther reaching than ever before.

Jund: The single, most beneficial thing that technology has done is to create a new medium for designers. Design becomes a living, breathing animal that users can interact with. Whether watching a movie, flash animation or using interactive tools on a well-designed website, the user is no longer a passive participant. With a powerful web-based project management interface, a designer can take clients and stakeholders on a virtual tour of the project before the shovel ever hits soil in real time.

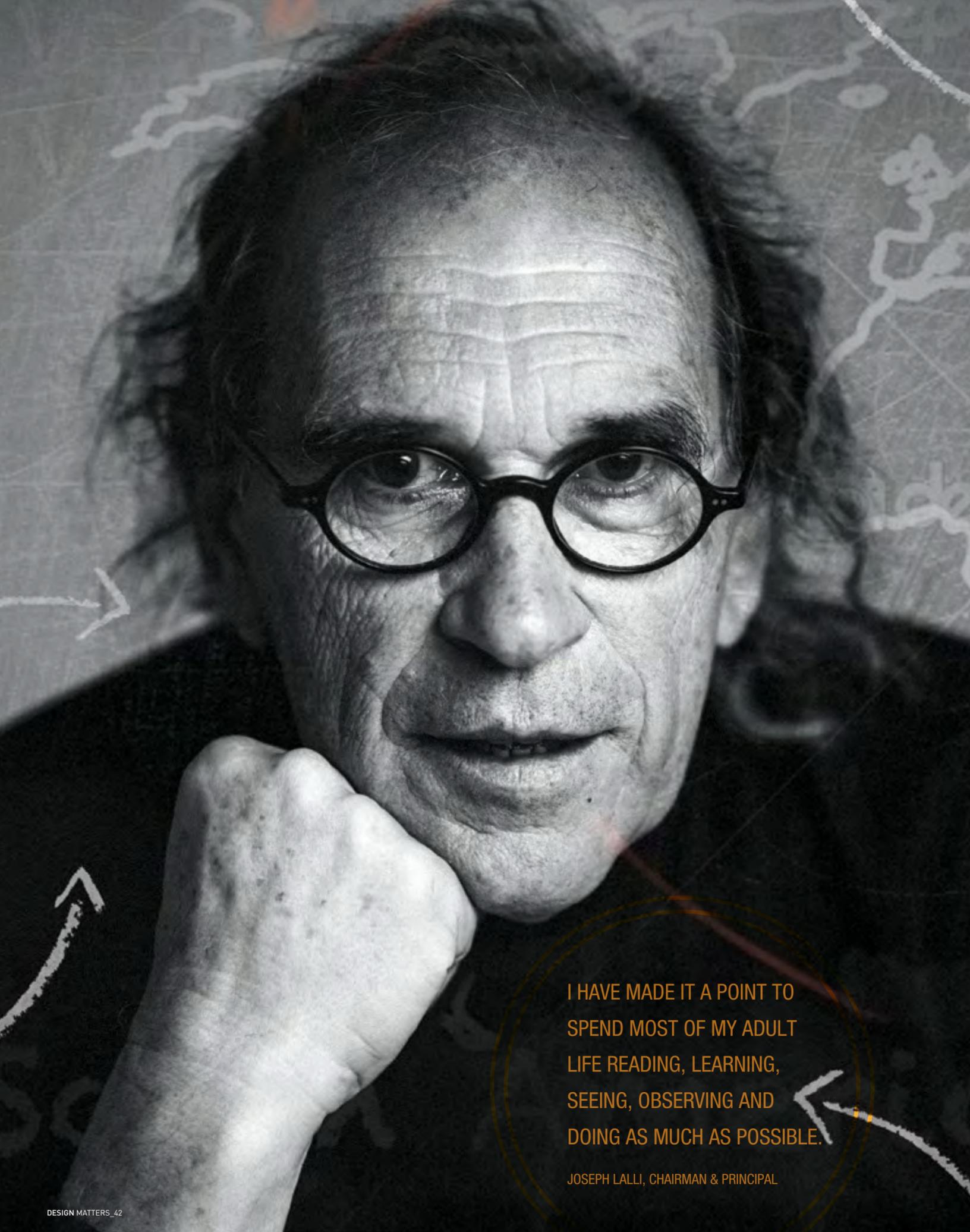
What will be in five years?

Dugan: Technology is necessary, but we can never lose sight of our innate feel for design or good judgment. There is no doubt in my mind that in five years we will have more sophisticated software that is easier to manage and tools that helps us focus on good decision-making. But we must continue to focus on environmental stewardship and good social design and that only comes from training, experience and one-on-one client interface. We must never lose that which comes naturally to us.

Jund: We view technology as an enabler not a replacement for knowing the client, understanding the project goals or being prepared to define our unique value proposition. There is a value in collaborating with others, sitting at a table, sharing a meal. Technology will not replace a smile or a handshake. Nor do I believe that everyone wants to be on the "cloud".

Wolf: In our digital age, clients and consumers have loftier expectations and as a design firm we need to invest in new technologies to stay competitive. The digital world is such a big part of everyone's lives. People are demanding it and it's moving so fast. I think everyone in the industry is trying to weigh how far do you jump in? And you've got to make decisions that are going to stand the test of time and evolve with change. You don't want to install something that is going to be obsolete before you have an opportunity to perfect it. If a cool technology doesn't provide real value to our clients, then we're not going to waste our time and money on it.

The planners and landscape architects of EDSA have been evolving and changing throughout the years, often redefining form and functionality. Thanks to the ever-rapidly developing technology used to create, display, and even print graphics, we're seeing designers push themselves – as well as the boundaries – as to what we define as possible.



TWENTY YEARS FROM NOW YOU WILL BE MORE DISAPPOINTED BY THE THINGS THAT YOU DIDN'T DO THAN BY THE ONES YOU DID DO. SO THROW OFF THE BOWLINES, SAIL AWAY FROM THE SAFE HARBOR, CATCH THE TRADE WINDS IN YOUR SAILS, EXPLORE, DREAM, DISCOVER.

– MARK TWAIN

WORLDWIDE

I HAVE MADE IT A POINT TO SPEND MOST OF MY ADULT LIFE READING, LEARNING, SEEING, OBSERVING AND DOING AS MUCH AS POSSIBLE.

JOSEPH LALLI, CHAIRMAN & PRINCIPAL

Since ancient times, when tribal leaders left camps to hunt for food, travel has been a part and parcel of life. Historic monuments, showering waterfalls, breathtaking views, cityscapes and rural markets – all stand as personification of beauties which can only be unveiled through personal view. So while books provide basic descriptions, travel affords enriching experiences. Travelling provides an opportunity to observe. It teaches us about the cultures of different people living in different places. It also breaks the monotonous routine of our daily lives and fills us with new energy. No one can deny the glory of mountains which can only be appreciated upon sight – the variations of topography and climate which are unveiled only by being present.

Worldwide travel has and always will be a big part of EDSA. As a global firm, learning about new regions, understanding local traditions and immersing yourself in different cultures is

essential to expanding one's design skills. Travel is considered fuel for brilliant work and it continuously reenergizes designers by providing constant, "get-fresh" inspiration. In an effort to enthruse young leaders, EDSA has established the Joseph J. Lalli Design Fellowship in recognition of Joe's experience, talent and mentorship. He has traveled the globe for more than four decades as a practicing landscape architect. Through his travels, Joe has witnessed spectacular environments and appreciates the value of design-based, attributes of place.

"I have made it a point to spend most of my adult life reading, learning, seeing, observing and doing as much as possible. New experiences almost always yield fresh ideas. Travel has enabled me to visit and experience many things for the first time. It gets your creative juices flowing. I can clearly remember the first time I saw, in full scale, the sheer magnitude of the Coliseum in Rome – sampled camel delicacies that had

cooked over an open flame in the desert – felt the ancient and well-worn marbles from the Taj Mahal in India – and heard Mandarin spoken at warp speed for the first time in China. When you travel, your senses are always being stimulated – from architecture, nature, art, culture, fashion, and so forth. Besides getting inspired, you also become attuned to direct visual design patterns by understanding how things are organized, how they fit together, how coloration is adapted and simply what looks good,” explains Lalli, EDSA Chairman and Principal.

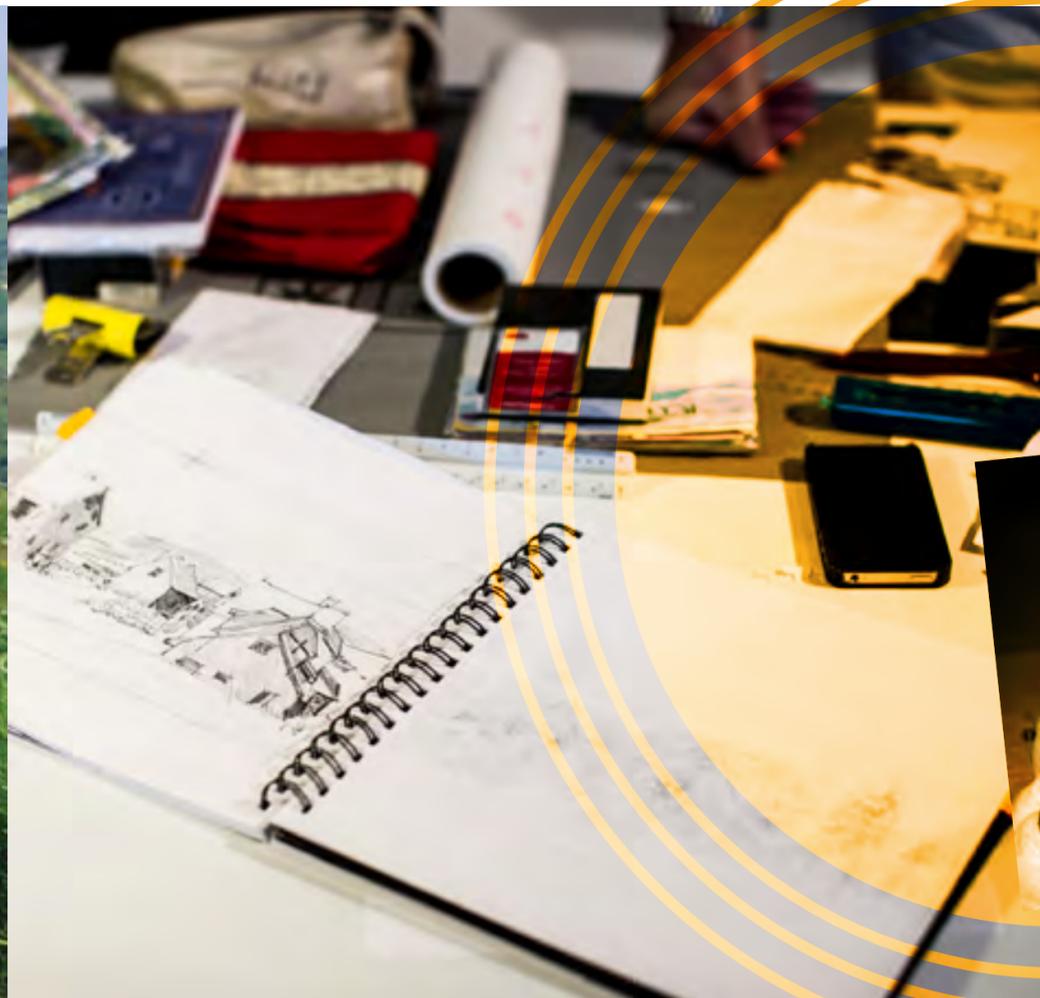
It’s through travel, first and foremost, that people meet and understand the outside world. Some read about other countries in papers and magazines or see things on television, but it’s



remarkable how different places really are when actually visited. “The media feeds us stories about other countries, but the reality is that most people in the world are searching for the same things – a better life, a better future for their children – and they’re only too ready to lend a hand to a fellow human being,” says Lalli. Today, travelling to other countries is more important than it has ever been.

Somehow, we have gotten the idea that it takes money to be happy. Tell that to a group of islanders from the tiny Pacific nation of Tuvalu who party like there’s no tomorrow. Go to a village dance on the magical Indonesian island of Bali and you’ll begin to wonder why anybody ever bothered to invent television. Take a trek in Nepal, and it’s clearly obvious how proud a Sherpa camping crew is of the beautiful Himalayas and the excellent job they do in guiding you along the mountain trails.





GROWTH COMES FROM BEING PLACED IN SITUATIONS YOU HAVE NEVER ENCOUNTERED AND YOU HAVE NO POINT OF REFERENCE BUT INSTEAD GAIN A DIFFERENT LEVEL OF AWARENESS.

Much of one's experience depends on how different their environment is from what they are used to. Travelling to a completely different country in which you're clearly out of your comfort zone can be beneficial. Growth comes from being placed in situations you have never encountered and for which you have no point of reference but instead gain a different level of awareness. This experiential learning changes how we perceive things and gives us a greater sense of awareness of place, people and design.

Lalli explains, "In the 1970's I spent time in Zagreb, Yugoslavia (now Croatia), a country

known for its spirit and architecture, with a population of 4.9 million. We were providing design and onsite construction supervision for a government touristic project in Dubrovnik called Babin Kuk. As new landscape architects working abroad, we lived the life. Our monthly allowance was \$350 for room and board but we found the means to supplement our income – becoming pinball champions at a local pub. When not working or perfecting our wizardship with the silver ball and finger flippers, I took every opportunity to visit galleries, museums, churches and palaces or simply relax in a local park. I did, and still do, anything and everything I can to

soak in the culture and become a richer person wherever our work takes us."

"With more than sixty active projects throughout our firm in China, I travel to Asia frequently and spend about a week on the ground during each visit. I try to start each morning with a walk to clear my thoughts and absorb what the people, language, customs and history have to offer. During these times of self-discovery, I am mindful of the role we play in trying to make the world a better place – knowing that there is a higher significance in that which we design to influence others to do better."

Travel plays a role in everything. You get excited to see new environments and meet people, try unique things, and be surrounded by incredible places. "By stimulating yourself with new sights and experiences, you gain a greater understanding of basic design principles. You begin to look at a raw site and know what to look for as you develop an ability to gain feeling from a place – a means by which to visually portray its essence."

"Travel has enabled me to hone my knowledge of detailing, proportions and cultural realism in design. Wherever I am, I seek out the most authentic museum and spend hours scouring

the collections – becoming absorbed in the balance, symmetry, massing and detailing with a sensitivity to the subtleties. I then utilize art as a medium to capture my experiences whether through sketching, painting or photography," explains Lalli. Exposure to varying means of cultural expression forces a sense of openness that further enhances one's ability to become a creative thinker and designer. "Upon my return from any international expedition, I always have a renewed sense of what I want to accomplish and a motivation to reach beyond the ordinary. After sojourns abroad, I return with an abundance of ideas that I wish to explore through my design work."

With an increasingly globalized world and the rising demands of the competitive marketplace, EDSA leaders believe travel is one of the best things you can do to develop as a professional and as a person. Excelling does not just entail hard skills – it also involves personality, life experiences and everything that makes you who you are. "So, don't think of traveling as some all-or-nothing affair. The point is, do something, anything, to explore something and somewhere new. Your design work – and by extension, your clients and/or visitors and users – will thank you," concludes Lalli.



BABIN KUK – DUBROVNIK, CROATIA

A magnificent curtain of walls surrounds marble streets and baroque buildings that exude a pearly light in the Adriatic sun. Beyond the city is a heavenly landscape of beaches, wooded peninsulas and a sea strewn with lush islands.



BEIJING, CHINA

The fast changing metropolitan city of old and new is a vibrant mix of history and modernity; behind its rich and complex historical tapestries, everyday life unfolds with bewildering variety.



TELA, HONDURAS

A sleepy coastal town well-known for white sandy beaches and the Garifuna culture, Tela is surrounded by three of the most important and amazing natural parks in Honduras.

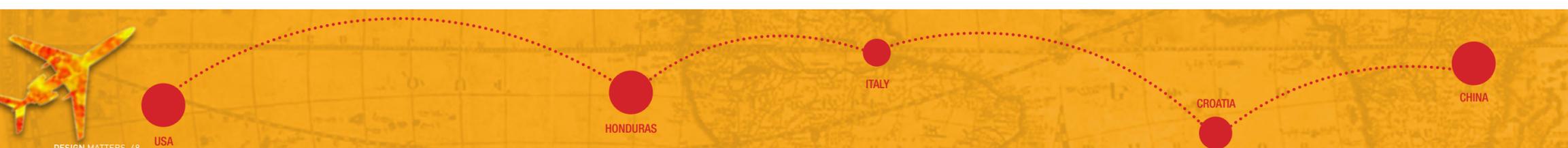


TUSCANY, ITALY

Rich in history, encompassing the ancient, modern, urban, artistic and bucolic, Tuscany represents a journey of leisure, pleasure, and above all, discovery.

WHERE WILL EDSA TAKE YOU?

TO CELEBRATE JOE'S LEGACY, THE JOSEPH J. LALLI DESIGN FELLOWSHIP IS AN ANNUAL DESIGNATION GRANTED TO AN EDSA EMPLOYEE WHO PRESENTS A COMPELLING PROPOSAL TO TRAVEL AND IMMERSE THEMSELVES IN A PLACE OR CULTURE TO BETTER UNDERSTAND THE ATTRIBUTES OF THAT PLACE. THEY ARE REQUIRED TO SHARE LESSONS LEARNED WITH COLLEAGUES THROUGH SOME COMBINATION OF JOURNALING, PHOTOGRAPHY, SKETCHING AND CASE STUDY ANALYSIS. THE 2013 FELLOWSHIP WAS AWARDED TO DEREK GAGNE.



Visitors are always looking for incredible things to do, hidden gems and attractions that most people don't know about unless you're a "native".

EDSA designers share their list of the coolest, quirkiest things to do in our office hometowns that are guaranteed to not only keep you busy but leave you with stories to share. Follow our list of faves to experience Fort Lauderdale, Baltimore and Orlando as we do.





1 las olas art fair

If visiting in January or October, check out the Las Olas Art Fair where an eclectic mix of artists display their work in what looks like a mini art gallery lined along the street. The event features several EDSA employees showcasing their spectacular paintings, one-of-a-kind jewels, photography, sculptures and ceramics. It is a great place to learn the sources of their inspirations and purchase fine works of art at affordable prices.

2 marando farms

A local organic alternative to mainstream supermarkets, Marando Farms is dedicated to saving Florida's ranch land and promoting healthy farming practices. Off the beaten path, they offer fresh produce, an extensive nursery and an organic, locally grown and pesticide free farm. A great place to learn and fuel your body.



3 sonic america's drive in

Only on Fort Lauderdale Beach can your tater tots and cherry limeade come with a choice of 28 flavors of beer, several wine selections and a floor to ceiling view of the Atlantic Ocean. As the second Sonic Beach opened in the country we embrace this new and improved version.

4 markham park

Surprisingly, in a state that is vertically challenged, (Fort Lauderdale is only 8ft above sea level), there are several excellent mountain bike trails for those seeking a thrill. Markham Park has off-road double and single track trails that loop along lake shorelines with intermediate climbs, ingenious terrain, water breaks and small ramps. Markham Park tops our "must-ride" list.

5 paddle outs & sandbars

Full Moon Paddle Outs are the only way to enjoy the beauty of a full moon on a clear South Florida night. These excursions are sponsored by several surf shops and retailers along the beach. If you prefer just hanging out in the water, make your way to 26x06'43.39" N/ 80x07'07.80" W. At these coordinates, you'll find a nice little sandbar where the New River meets the Intracoastal – a popular gathering spot for water lovers.

6 blondes

If you walked into Blondes 25 years ago you'd find many of EDSA's current principals hanging out as younger versions of themselves. Still 'divey', it's an awesome spot to hang out after a long day at the beach, a place to catch a little breather or watch the people and the people watching the people.

7 rustic inn

This smash 'em, eat 'em, crab house is one of those places you have to be ready for when you enter. Don't expect a fancy schmancy dinner – instead prepare for mallet cracking, bib wearing, hand dirty eating.



8 everglades holiday park

A top choice for introducing out-of-town guests and families to native South Florida with an educational twist. Airboat rides through Everglades Holiday Park offer up-close and personal opportunities to witness alligators and a variety of other animal and plant species native to the habitat. Also keep your eyes open and cameras focused to catch a glimpse of the 'Gator Boys' now featured on Animal Planet.



9 cinema paradiso

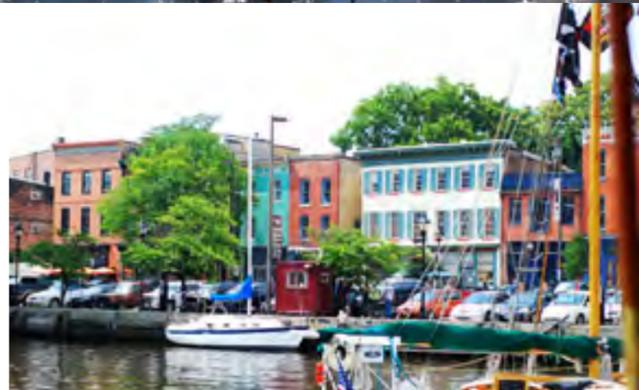
Originally a church, the theater and its stained glass windows now draw a different congregation of followers. Home to the Fort Lauderdale International Film Festival, one can see great off the beat flicks – the kind of movies that make your heart pump, eyes water and mind streeetch – movies for which there are no commercials but you hear about them through your artsy, well-read friends. It's a great remedy when you're feeling sun-stroked and culture-starved.





1 charm city circulator

Fast, free and convenient, the Charm City Circulator is the best way to travel between local sites and appointments in the downtown area. Intended to reduce congestion and greenhouse gas pollution by offering a reliable and eco-friendly alternative, the shuttle is the ticket to stress-free transportation.



6 chesapeake bay

Avid fishermen don't have to look too far to find local favorites. Chesapeake Bay – specifically around the Bay Bridge – is a sweet spot to catch flounder, bluefish, striped bass (stripers to the locals) and flounder. You may even snag a croaker, so named for the frog-like sound it makes when being pulled out of the water.



2 one-eyed mike's

It looks like a run of the mill pub from the outside, but man do they have a great menu. They're one of those restaurants that takes the basics and adds that little something to bring it up a notch or two. Ask how the owner got the nickname One-Eyed Mike (he still has both of his eyes). It's a great story.

5 fells point fun festival

Celebrate autumn in Baltimore at the Fells Point Fun Festival, an outdoor street festival held at the city's original deep water seaport. What began as a small neighborhood festival more than 40 years ago is now one of the biggest local events, attracting more than 700,000 weekend attendees. Held in October, the festival has good food, good tunes and more pit beef than you can shake a chicken-on-a-stick at.

7 fort mchenry national monument and historic shrine

The Fort McHenry National Monument and Historic Shrine is a beautiful historic site. The guardian of Baltimore's Harbor, it was the valiant defense of Fort McHenry by American forces during a British attack that inspired Francis Scott Key to write "The Star-Spangled Banner" – the song which is now synonymous with American pride.

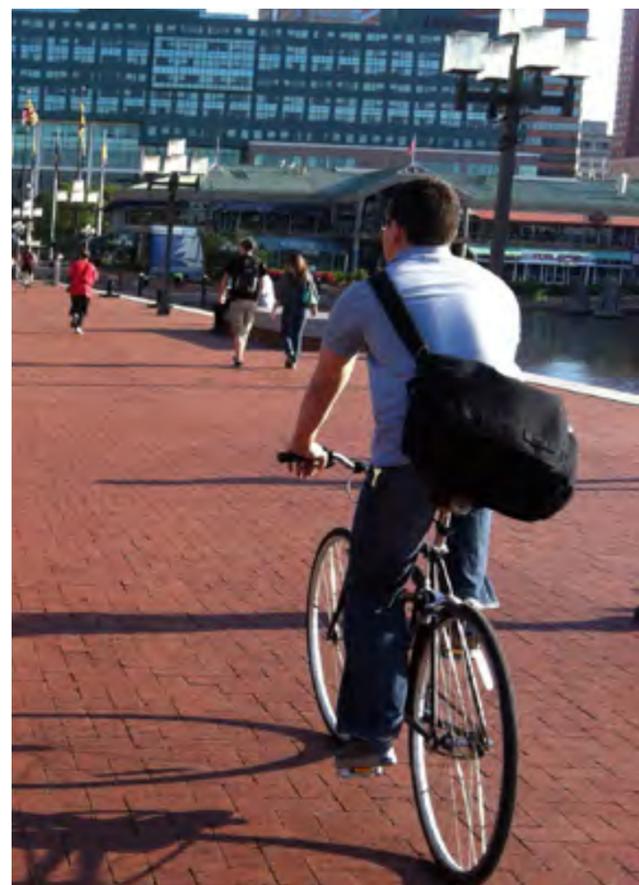
10 american visionary art museum

Off-the-wall thinking gives this non-ordinary museum its character. The exhibits are art produced by self-taught individuals, whose works arise from an innate personal vision that revels foremost in the creative act itself. The Annual Kinetic Sculpture Race is most definitely the pinnacle of creativity, ingenuity and spirit.



8 cross street market

One of Baltimore's premier urban spaces, the market has the best fresh produce, meats, seafood, flowers and baked goods. But come happy hour, it becomes part of Baltimore's hip bar scene. Set in the middle of the thriving Federal Hill neighborhood, it serves as an anchor for the restaurants, bars, boutiques, coffee shops and stores that surround it.



4 waterfront kitchen

Fill your stomachs and support a better community at the Waterfront Kitchen, a seed-to-plate restaurant. Your food order helps support Living Classrooms Foundation which works to strengthen communities and inspire young people by utilizing urban, natural, and maritime resources. Kids actually grow produce for the restaurant in gardens and a greenhouse just down the street.

8 sherwood gardens

Best if visited towards the end of April/beginning of May, approximately 80,000 tulip bulbs are planted annually along with other spring flowers. Dogwoods, flowering cherries, wisteria and magnolias bloom throughout the garden. More than six acres in size, Sherwood Gardens has no gates, fences or other barriers so stroll leisurely throughout the grounds.

9 patterson bowling center

If duckpin bowling is your game – or if you even just want to know what it is – head to Patterson Bowling Center, the oldest operating duckpin bowling alley in the nation. Located in an old rowhouse converted into a multi-level alley, it's unique fun for the whole family.



1 wekiva river ▲

The Wekiva River beckons all city dwellers to canoe or kayak their urban cares away down a 15.7-mile-long stretch of fresh spring-fed water bordered by centuries-old trees and wildlife. The meandering blackwater streams and wetlands open to beautiful vistas – offering a glimpse of what Central Florida looked like when the Timucuan Indians fished and hunted these lands.

2 shinjung korean restaurant

Try the spicy squid, a favorite lunch spot near the Orlando office which serves up very authentic Korean cuisine. Definitely bring some friends as the portions are big enough and with some rice and ban-chan, sharing is a must.

3 60 miles of rail trails

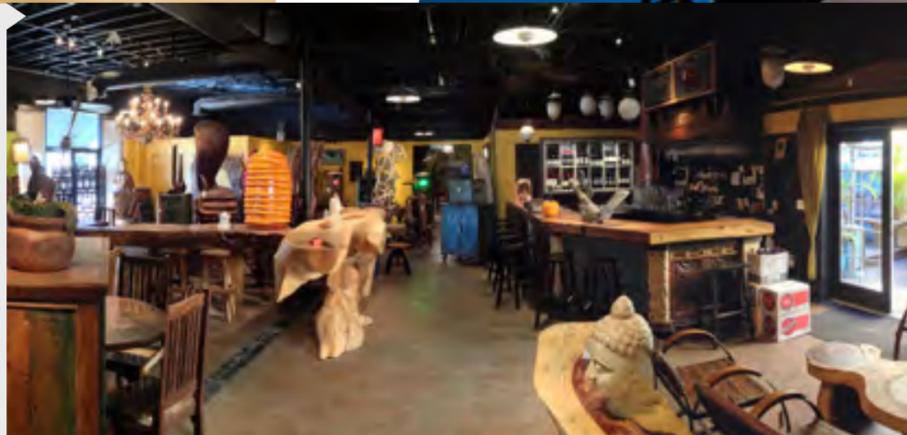
Orlando's more than 60 miles of rail trails is part of a nation-wide movement to convert abandoned rail lines into a network of public, nature trails and connecting corridors. This means plenty of outdoor fun for cyclists, runners, in-line skaters and hikers. Both the Little Econ Greenway and Cady Way trails are great choices.

4 millenia fine art

The largest art gallery in the Southeast U.S. with 30,000 square feet of exhibition space, the gallery brings together an unparalleled collection of works in mixed media, photography and bronze, and is distinguished by its extensive collection of glass sculptures. Works by Chagall, Spei, Botero, Stephen Powell are displayed beside Stanislav Libensky's monumental glass castings and a virtual museum of works by Dale Chihuly.

5 the imperial at washburn imports

A bar in an import furniture store, what could be better? For years Washburn Imports was a great place to find unique and trendy antiques great for those living in remodeled old style homes in the downtown area. Then someone had the idea to stick a bar in there and serve beer and wine and it has been a big hit with locals. It's a different bar experience than most because you'll be sitting amongst eclectic furniture, figurines, and art collected from around the world that are most likely for sale.



6 food truck fair café event

Head down to Lake Lily Park in Maitland on any Wednesday evening from 6pm – 9pm to enjoy the Food Truck Fair Café Event. Top picks go to the Korean BBQ Taco and Big Wheel Provisions trucks.



7 the social

If you're in need of a live music fix, The Social is the first place that comes to mind. It's in the middle of downtown Orlando, the booking staff has impeccable taste, and they treat artists respectfully no matter what stage they are in their career. It maxes out at a few 100 people so you can definitely get up close and personal with upcoming bands or top notch national acts.

8 tap room at dubsdread

Whether you're over or under par, the Tap Room at Dubsdread Golf Course is a delicious way to finish up a day at the oldest public course in the Orlando area. The restaurant is known for its great food – we suggest the buffalo chicken sandwich.

9 wally's mills avenue liquors ▲

Every town needs a favorite dive bar and Orlando's is Wally's Mills Avenue Liquors, simply known as Wally's to the locals. Not just a bar, but also a small liquor store, this is the place where many a great night has started and ended. But for the best stories, one must partake in a few cocktails with the regulars.

10 stardust video & coffee

The funky indie vibe makes this a good place to chill with a great selection of coffee, tea and microbrewery beer. Try the stoner; it's a coffee with butter, brown sugar and honey. Complementing the drinks and food, there is often live music, poetry readings and fun little touches like a photo booth, tables made of old doors, photography and local art strewn about, and of course the thousands of videos along the walls available for rent. Definitely worth some time.

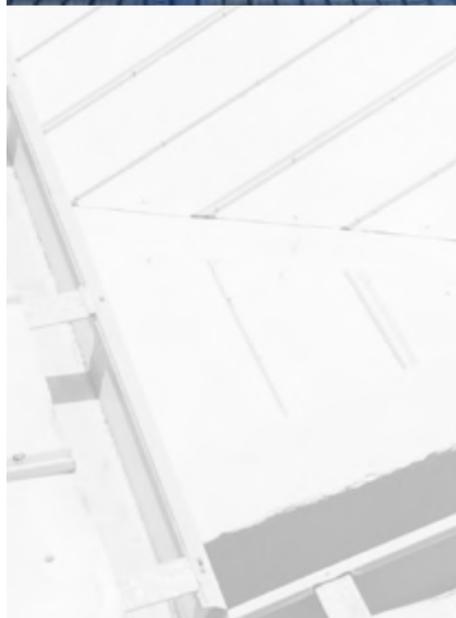
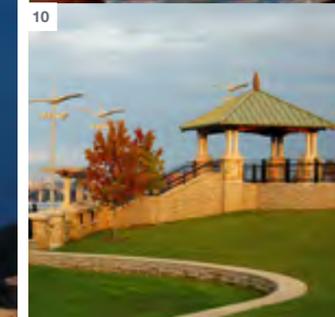
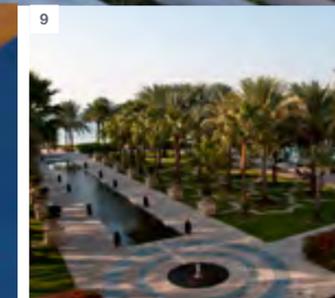
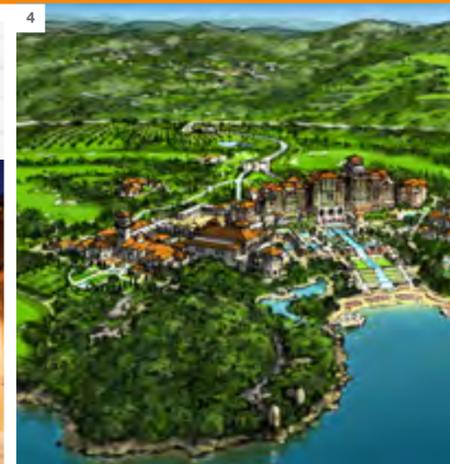


year in review

IN 2012, EDSA WAS HONORED WITH 13 INDUSTRY AWARDS FOR PROJECT INNOVATION AND CREATIVE DESIGN SOLUTIONS. FROM INTERNATIONAL RESORT DESTINATIONS TO HEALTH CARE INSTITUTIONS AND URBAN WATERFRONTS, ALL OF THE ACKNOWLEDGED PROJECTS WERE CREDITED FOR DEMONSTRATING A THOROUGH AND INSPIRED USE AND IMPLEMENTATION OF OUTSTANDING PLANNING AND LANDSCAPE ARCHITECTURAL DESIGN PRINCIPLES.



awards



1. BAOBAB RESORT / GRAND CANARIA, SPAIN
Award of Honor, American Society of Landscape Architects/Florida Chapter

2. CASTIGLION DEL BOSCO / TUSCANY, ITALY
Award of Excellence and Stresau Award, American Society of Landscape Architects/Florida Chapter

3. DIAMOND BAY / DALIAN, LIAONING, CHINA
Award of Honor, American Society of Landscape Architects/Florida Chapter

4. MISSION HILLS / YUNNAN, CHINA
Award of Merit, American Society of Landscape Architects/Maryland Chapter

5. HOWARD HUGHES MEDICAL INSTITUTE / CHEVY CHASE, MARYLAND
Award of Merit, American Society of Landscape Architects/Maryland Chapter

6. MISSION HILLS HAIKOU, HOT SPRINGS AND SPA / HAIKOU, HAINAN ISLAND, CHINA
Award of Honor, American Society of Landscape Architects/Maryland Chapter

7. MITCH MCCONNELL RIVERWALK AND PLAZA / OWENSBORO, KENTUCKY
Award of Merit, American Society of Landscape Architects/Florida Chapter

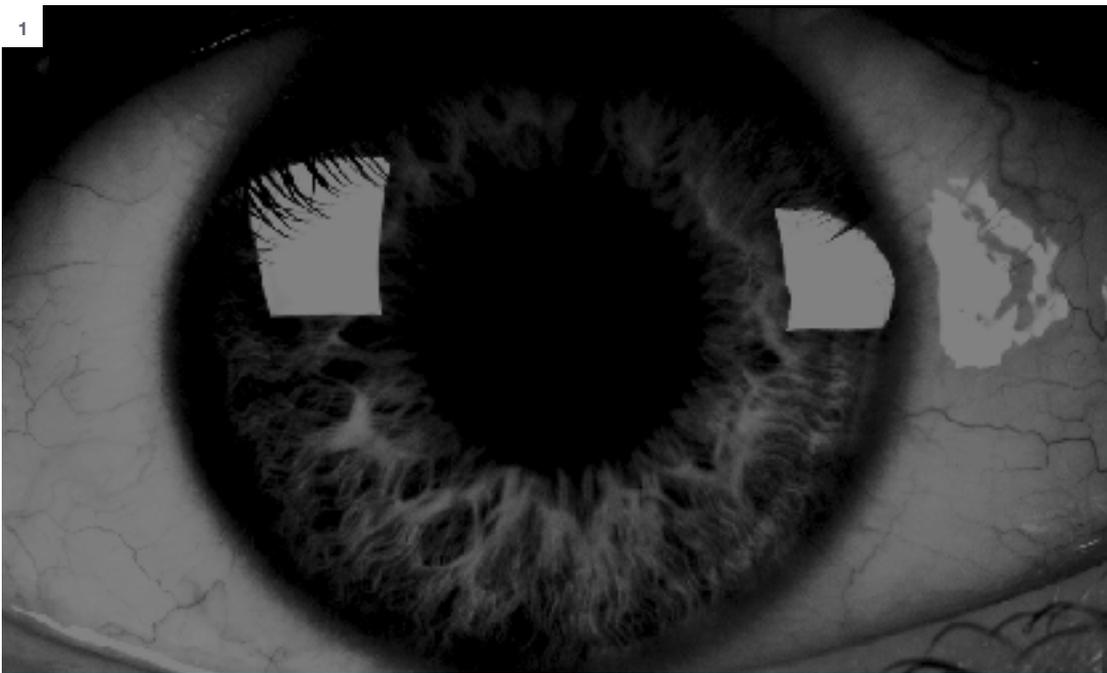
8. QUARRY LAKE AT GREENSPRING / BALTIMORE COUNTY, MARYLAND
Award of Merit, American Society of Landscape Architects/Maryland Chapter

9. ONE & ONLY ROYAL MIRAGE / DUBAI, UNITED ARAB EMIRATES
Award of Honor, American Society of Landscape Architects/Florida Chapter

10. OWENSBORO ENGLISH PARK AND BOAT RAMP / OWENSBORO, KENTUCKY
Award of Merit, American Society of Landscape Architects/Florida Chapter

11. VALLETTA WATERFRONT / VALLETTA, MALTA
Global Award of Excellence, Urban Land Institute; Excellence on the Waterfront, Waterfront Center

12. VICEROY ANGUILLA / ANGUILLA, BRITISH WEST INDIES
Award of Honor, American Society of Landscape Architects/Florida Chapter



1 [DESIGNING FOR THE SENSES]

milestones

1. DESIGNING FOR THE SENSES CAMPAIGN

The dynamic *Designing for the Senses* campaign combined both electronic and mail mediums to effectively communicate how imagery creates an emotional connection in setting the stage for sense-filled experiences. Artistically interpretive photographs taken by EDSA employees were featured throughout the series.

2. EDSA LAUNCHES NEW WEBSITE

With a fresh, inviting, sophisticated look, the newly launched EDSA website provides visitors with a more intuitive and interactive experience. Please be sure to visit us at www.edsaplan.com.

3. RIVERWALK REDEDICATION

EDSA in conjunction with Riverwalk Trust celebrated the importance of public spaces and the role landscape architects play in improving quality of life with the rededication of the iconic Fort Lauderdale Riverwalk Linear Park.

4. SMOTHER'S PARK GRAND OPENING

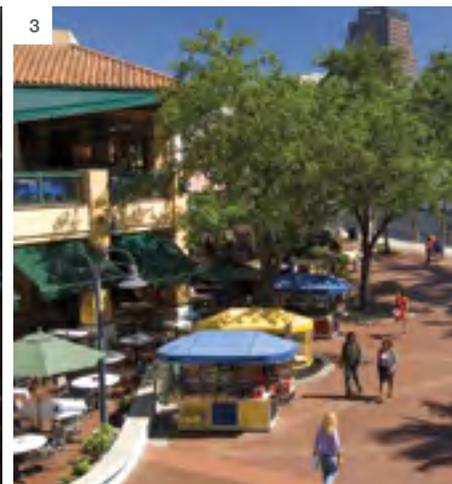
The unveiling of Smother's Park in Owensboro, Kentucky represented the latest, capstone project for the City, bringing another bright, energized, public outdoor space to the thriving downtown district.

5. NOVA SOUTHEASTERN UNIVERSITY'S CENTER OF EXCELLENCE FOR CORAL REEF ECOSYSTEMS RESEARCH

Grand opening ceremonies for the \$50-million facility celebrate the University's vision to provide significant environmental research and boost South Florida's \$6 billion coral reef industry while creating 71,000 jobs. The University was awarded one of 12 grants given by the Department of Commerce's National Institute of Standards and Technology in 2010 for development of the Research Center.

6. READERS' CHOICE AWARDS 2012

The Condé Nast Traveler Readers' Choice Awards recognized 37 EDSA resort projects around the globe.



**THIS HAS BEEN A FANTASTIC YEAR
FOR EDSA, BOTH PROFESSIONALLY
AND CREATIVELY. WE LOOK
FORWARD TO THE MANY MILESTONES
AND ADVENTURES THAT LIE AHEAD.**

design
matters
A VISUAL GUIDE INTO THE LIFE OF EDSA



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