



design  
**matters**

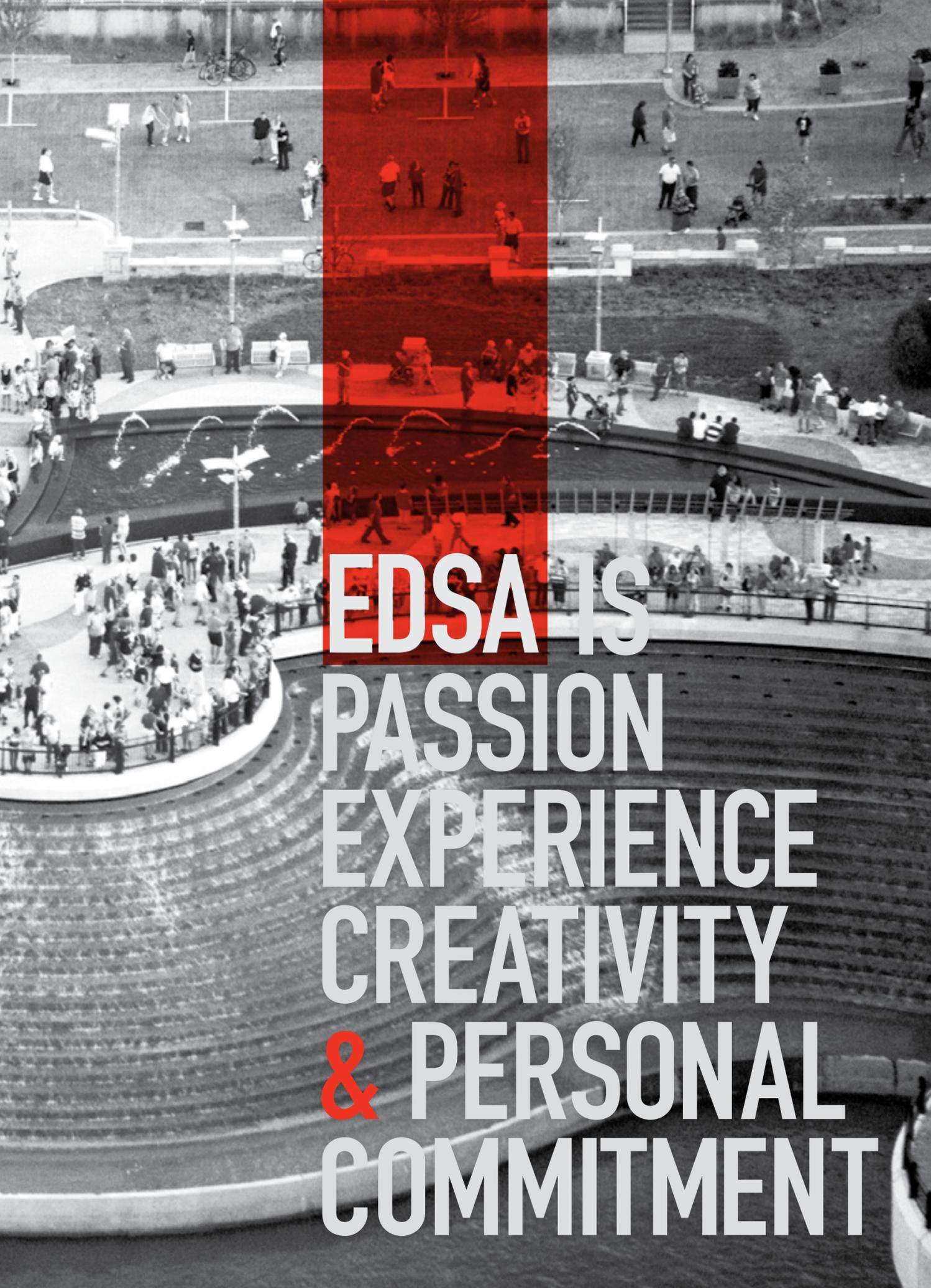
A VISUAL GUIDE INTO THE LIFE OF **EDSA**

**\_ LUX EVOLUTION**  
AUTHENTIC EXPERIENCES & MORE

**\_ CAMPUS**  
OLD SCHOOL VS NOW SCHOOL

**\_ LIFE CHAT**  
INSIDE THE DESIGN STUDIO

**\_ HEALTHY LIVING**  
HEALTHY DESIGN



**EDSA IS  
PASSION  
EXPERIENCE  
CREATIVITY  
& PERSONAL  
COMMITMENT**



Guacalito de la Isla – Nicaragua

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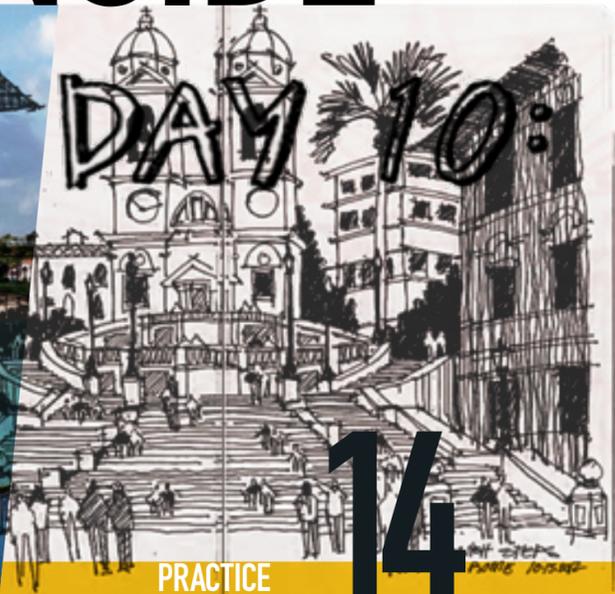
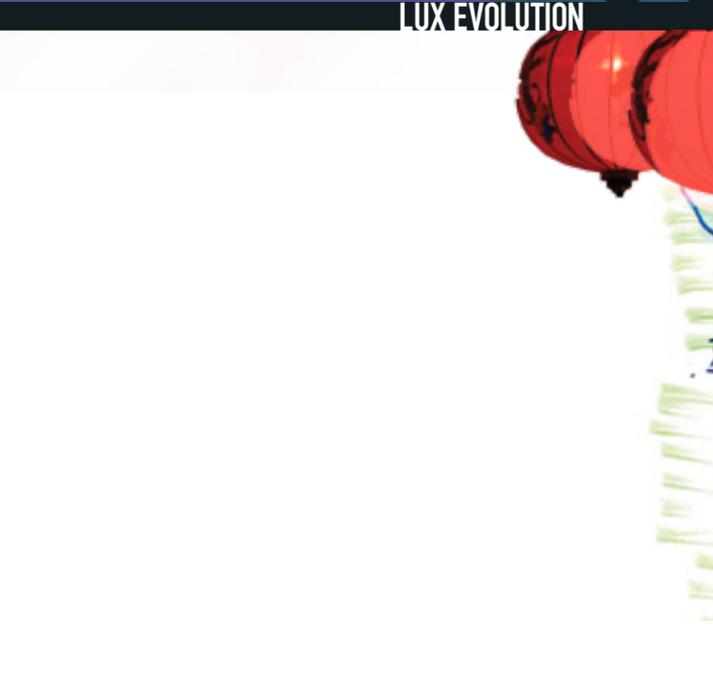
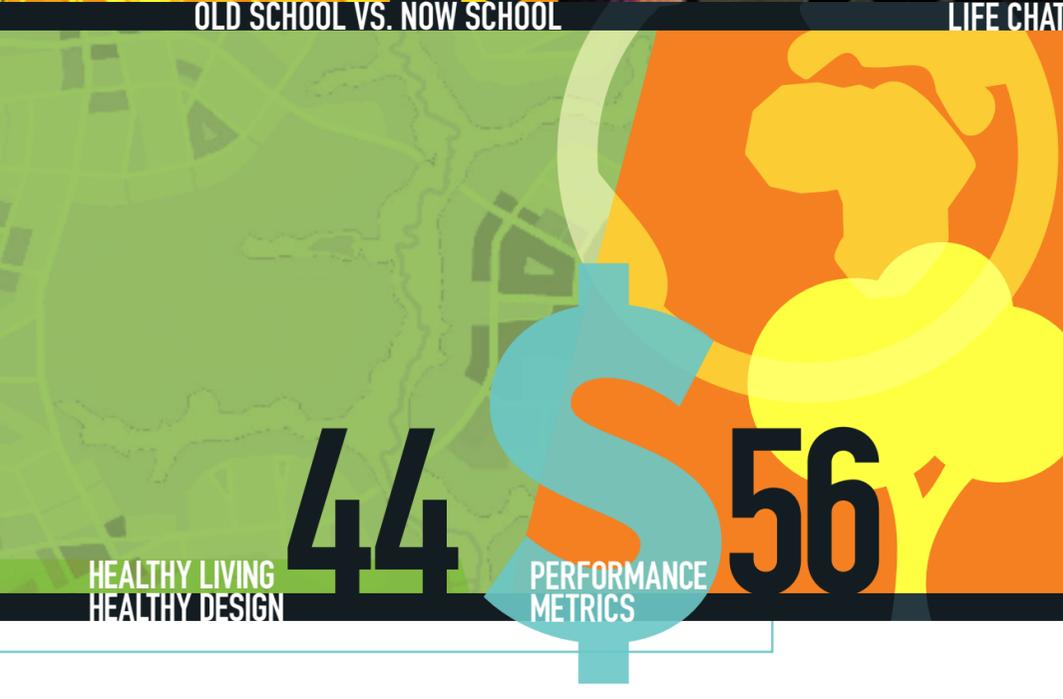
From modest but ambitious beginnings, EDSA’s legacy has grown in stature to one of the world’s most renowned planning and landscape architecture firms. With hundreds of completed projects on six continents, the firm continues to be at the forefront of creating successful tourist destinations, resort communities, entertainment venues, urban districts, waterfronts, mixed-use developments and public places.

The professionals at EDSA push design to a higher level with an adventurous spirit that propels the firm forward in exploring new and interesting challenges – embarking upon undiscovered regions and strengthening their position as a global leader. For EDSA, this has translated into worldwide recognition and the responsibility to lead complex consulting teams in the implementation of holistic and meaningful design. By balancing ecological, cultural and economic interests, they provide sustainable solutions for long-term efficiency while enhancing the overall aesthetics of a development. With 120 professionals and projects in over 90 countries, EDSA has the experience, cultural diversity and resources required to work effectively in the global arena – determining viable program alternatives, forging strategies for development and synthesizing plans that are both creative and economically sound.

[www.edsaplan.com](http://www.edsaplan.com)

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# EDSA ON INNOVATION

For successful businesses, making bold choices is imperative in order to be a trend leader and an innovator. Such choices have been at the core of EDSA's business philosophy since Ed Stone founded the company in 1960. Today, we work hard to carry on this tradition by encouraging a collaborative and entrepreneurial spirit and by cultivating creativity. These principles steer us toward our eventual design solutions through a process that includes plenty of twists and turns and a lot of persistence. At the core of this evolution is making sure our behaviors, systems and ethos are not barriers to experimentation, invention and pioneering viewpoints. As we've grown, we've worked hard to maintain the unique spirit and corporate culture that was in play long before I joined EDSA in the late 1980's – and it remains alive and well today.

Within our team, we are spending considerable time discussing what it takes to innovate. As land planners and landscape architects, it is about understanding how the systems of the world are evolving and how our work is connected to the natural, cultural, economic and political systems in which we engage. We strive to create a working environment where individuals are afforded opportunities to take risks – to approach project design with empathy and creativity. We take the time to understand a project's vision – stepping back and asking questions that challenge us and others to dig deeper and stretch our imagination further.

Good solutions rely on research, analysis and the pursuit of design excellence. In our professional practice, we get to imagine the future and invent a sense of place that has not yet been realized. And that means gaining first-hand experience and understanding what people are doing today, why they are doing it and the benefits they receive. It also means absorbing as much inspiration as we can handle from the world around us and seeing art through its many forms and functions. It is through our work that we have the fortunate opportunity to positively impact the lives of people around the globe.

Although we are faced with a very busy and fast-paced world, I encourage all, to take the time in 2014 to reconnect with and mentor the people in your own organizations. Constructively challenge thought processes, strategies and behaviors through the lens of innovation. This approach will broaden the perspectives of others to create and envision alternative futures. I'm convinced that the world will be a better place if we do.

All the best,

A handwritten signature in black ink, reading "Douglas C. Smith".

Douglas C. Smith, PLA, ASLA  
President

# LUX

# Evolution

*Authentic Experiences & More*

**WELCOME!**  
*I will be your personal host, combination butler, concierge and guest relations officer.*

Luxury is no longer defined by a brand's status, but rather an increase in **expectations around personalization** that cuts across all touch points.

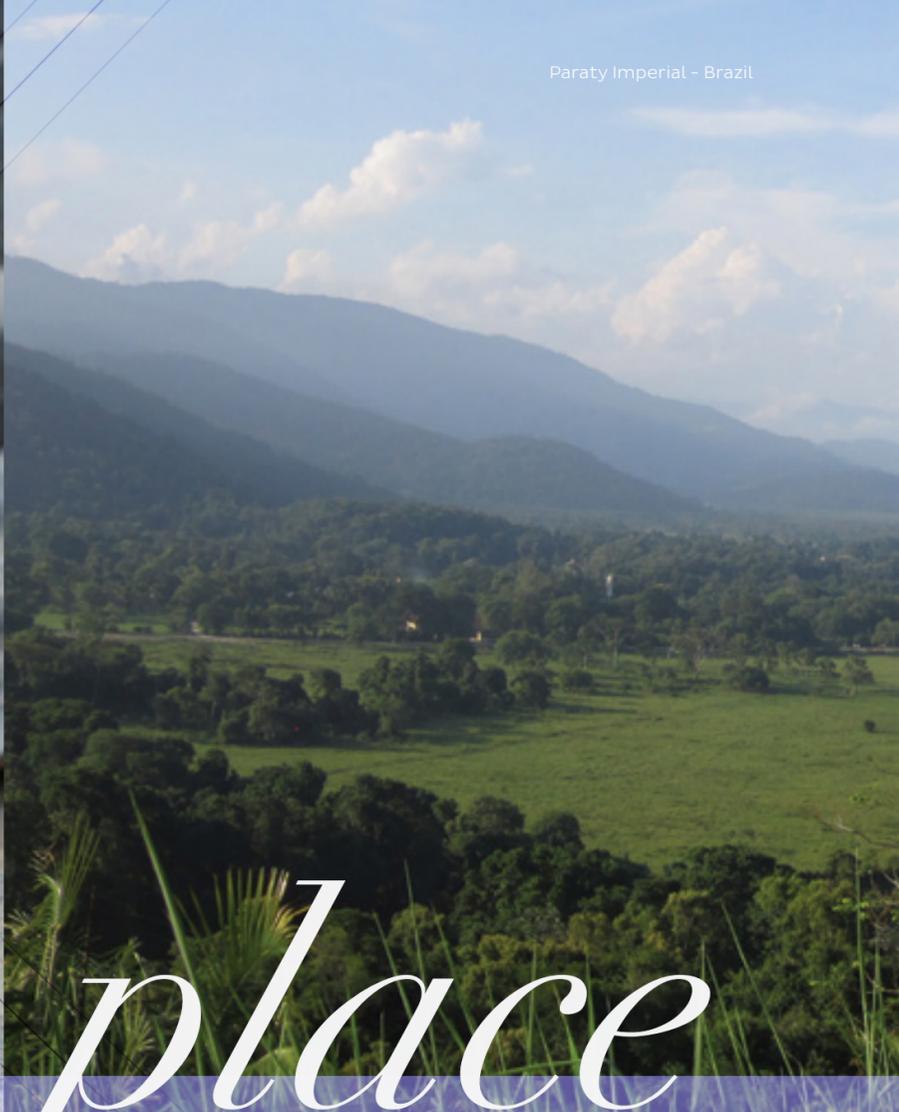
Bob Behling, Principal

"It's about increased guest participation, immersion, heightened experiences and the significance travel brings to a person's life. Luxury is no longer defined by a brand's status, but rather an increase in expectations around personalization that cuts across all touch points," says Bob Behling, EDSA Principal. "Travel has been trending for some time toward authentic experiences and now we're seeing our clients take it one step further by catering to each, individual traveler's wants and needs. It's not enough to visit a destination – travelers want to do so in a way that is completely unique to them. Imagine a place where each guest is assigned a personal host, a combination butler, a concierge and a guest relations officer – a team of service professionals who handle every aspect of a guest's stay, including providing personal insights, advice

on the host city and even introducing them to knowledgeable and trusted locals."

The global luxury customer has evolved dramatically over the last few tumultuous and transformative years and guest offerings must follow. Priorities for high-end travelers include exposure to authentic experiences in new destinations, personal enrichment and spending time or reconnecting with loved ones. "Luxurians can generously pay for the things they want. But behind-the-scenes access and exclusive experiences that money alone can't buy, are what hoteliers can offer to keep them interested. That means uncovering what truly matters to a guest and their family, rather than providing over-the-top opulence. It is not about having the last word in luxury, but continually looking for distinctive ways to delight each client," explains Behling.

The quest for new horizons is on – travelers are looking for untried, exotic, out-of-the-ordinary experiences. Destinations like Bhutan, Croatia, Africa, Cambodia, and for the next ten years, South America will continue to shine with Colombia, Peru, Ecuador and Argentina growing even more in popularity for the luxury traveler. But, no longer is it enough to simply travel to the latest, off-the-beaten path destination – personalized, experiential travel is the new luxury. Experiences must go deeper and appeal to an individual's passionate interests and exploration. So, what's really on the travel agenda for globe-trotting, high-net worth travelers for whom room upgrades and complimentary bubbly are simply yesterday's news?



# true essence of a place

For a new project in Colombia, EDSA is designing a resort with the tag line, “beyond luxury.” The property blends luxury, ecology and sustainability with vanguard technology. “One of the development partners is in the ultra-high-end tech business, so the resort will have a superior system that senses who you are when the staff first greets you,” Behling says. “The technology then follows you throughout the day. You walk into a room and the system plays the type of music you like. At the resort restaurant, the system identifies what your individual dietary needs are and what you’ve ordered in the past – a special type of cheese or a brand of wine, for instance. It’s all sensory driven – a means by which to anticipate your preferences and things you haven’t experienced.”

Memories are what matter most to well-heeled luxury travelers and brands riding this wave are creating new types of interactive experiences that focus on escape, learning and communal connections with others. Once-in-a-lifetime experiences are the new stock-in trade of this concept. The

days when luxury hotels were self-inclusive, designed to insulate their clients from the surrounding environment, are long gone. Now travelers are demanding to engage with the tastes, smells, sights and sounds of their location.

At Guacalito de la Isla, a planned resort development along a four-mile stretch on Nicaragua’s Emerald Coast, one of the most important elements is not the sustainable, five-star hotel or the pristine white sand beaches or even the dramatic cliffs and high elevations. It’s the local people and talented artisans who have become part of the hotel’s fabric. Owned by Pellas Development Group, the destination offers guests an authentic Nicaraguan experience by safeguarding its people and the traditions, customs and heritage of the region with nearly 65% of its employees living in surrounding communities. “From a social sustainability perspective, the soul and spirit of the local culture has become embedded in the property. It’s an instinctive approach for practical as well as philosophical reasons. Engaging with the local community is critical to the success of any hotel, wherever they operate. It is the best means by which to capture the true essence of a place,” says Marco Larrea, EDSA Principal.

A thousand miles south, in the small Brazilian coastal village of Paraty, about 2 ½ hours from Rio de Janeiro, a deluxe development with a royal connection aimed at attracting upscale baby boomers, Gen Y and X guests, is taking shape on one of the most beautiful and enchanting locations in the world. Paraty Imperial, as the development is called, is located adjacent to a historic colonial town on the shores of the Atlantic Ocean surrounded by mountainsides covered with lush tropical rainforests. The project, which is being guided by EDSA, is designed to complement the unique character of the regal town, preserve natural resources on the site and celebrate its unique history.

Engaging with the local community is critical to the success of any hotel, wherever they operate. It is the best means by which to capture the true essence of a place.

Marco Larrea, Principal

Guests of Paraty Imperial will experience first-hand the area’s agrarian lifestyle by participating on a working farm and operating orchard. Hundreds of miles of trails will enable guests to ride horses, hike or simply take in what nature has created. At the center of the development will be a small hotel. “Paraty Imperial is an old palm plantation and we are utilizing some of the existing palms to create an expanded urban fabric of the colonial town,” says EDSA Principal, Rich Centolella. “At one end will be the resort and as the property narrows to the foothills, it becomes less dense and more about the natural environment.”

To attract guests seeking to immerse themselves in the local culture, Paraty Imperial will have a unique royal connection. “The owner of Paraty Imperial, Dom Joao de Orleans e Braganca, is a great, great, great, grandson of the last king of Brazil, and a well-known figure in the country,” says Centolella. “He also has an incredible collection of family artifacts, paintings, sculptures and historical documents – that tell the history of his family and his country. He wants to create a museum at Paraty Imperial that celebrates

the Brazilian monarchy after it declared its independence from Portugal.”

Guacalito de la Isla and Paraty Imperial are just two examples of how the global luxury hospitality market is being transformed to accommodate the desires of the next generation of guests. “Deluxe design isn’t just about the high quality materials like travertine marble in the lobby or crushed silk curtains anymore,” continues Centolella. “It’s about guests having authentic experiences that are grounded in reality, not contrived, where the design palette for example, takes on the style of local stone and iron craftsmanship.”

## TODAY'S ITINERARY:

- Participate in an aboriginal ceremony
- Incorporate Tai Chi into morning routine
- Eat lunch with a local family
- Purchase ingredients at the local market for cooking classes with the chef
- Learn basket weaving from the experts
- Work on the coconut plantation
- Observe nature on horseback
- Volunteer to read to local children

*We hope you enjoy your stay!*



Educated travelers with significant disposable income don't want to sit in a well-appointed hotel room or spend hours lounging around a pool. They have an active lifestyle and want to be involved with activities that allow for greater investigation of purpose and place. They want to learn about their surroundings as well as relax. Cultural collaborations, neighborhood partnerships and holistic synergies are becoming increasingly important to Luxurians.

In addition to providing a place to sleep, luxury resorts around the world are embracing a new outlook that involves more local residents in operations. "It's about the whole experience. The deluxe hospitality sector is getting away from the 'bling' of

yesterday and working hard to create memories of tomorrow instead," Centolella says. "The physical things of importance have changed. Today it's about how guests are treated and how they become part of the resort 'family'. Memories are based on the experiences guests have, not just the opulence."

At Tropicalia in the Dominican Republic, the owners are working to establish a stronger connection between guests and the local culture. The planned development will infuse environmental protection, social responsibility and the integration of the surrounding communities. According to Larrea, "We're relying on the natural beauty of the 800 hectares to create the story of place – with the low lying coconut plantation and stunning beaches

contrasting with mountainous uplands – the visitor experience is as much about the natural environment as the built environment."

As a portion of Tropicalia is a former coconut plantation, EDSA designers are proposing a concept that includes harvesting the coconut fruit for different uses – from food and drink to furniture and power generation. "The whole coconut production will become part of the guest experience," says Larrea. "That's the kind of luxury experience people are seeking today. In the end, all resort developers must create something very unique and authentic because the new generation wants an experience, not just a vacation."

This trend has been called 'barefoot luxury or rustic-luxe'. "It is all about the experience, the location and the materials, not just about being expensive," Larrea continues. "The total aesthetic gratification comes from the land, the culture and the natives – the experience should be at the lowest, purest form."

Children have also become a critical component in the race for luxury accommodations. "Guests want to vacation with their families and often bring children, so resorts must have something for them," says Behling. "The Atlantis resort in the Bahamas, for instance, has a Kids Club that offers various activities specifically for the children. They've spent a lot of time determining what children want, what their guests need and have designated areas at their resorts carved out for children – pools, tree houses, clubs, small structures etc. where kids can play, interact and gain exposure to new experiences."

Behling works with One&Only, Kerzner International's luxury brand whose corporate mission promises each of its resorts will provide guests with a distinctive and unique experience – within spectacular destinations, remote locations where guests participate in an adventure and experience the unknown. Behling explains, "Through design, a feeling is created – it's what guests see and it effects how they move along, in their way – you can't always describe it but you feel a special sense of place."

So, what's next in the luxury experience sector? "We haven't got there yet," Behling says. "But it will probably involve increased guest participation, heightened experiences and simple elegance – with a stronger relationship to the regional context and customized vacation packages."

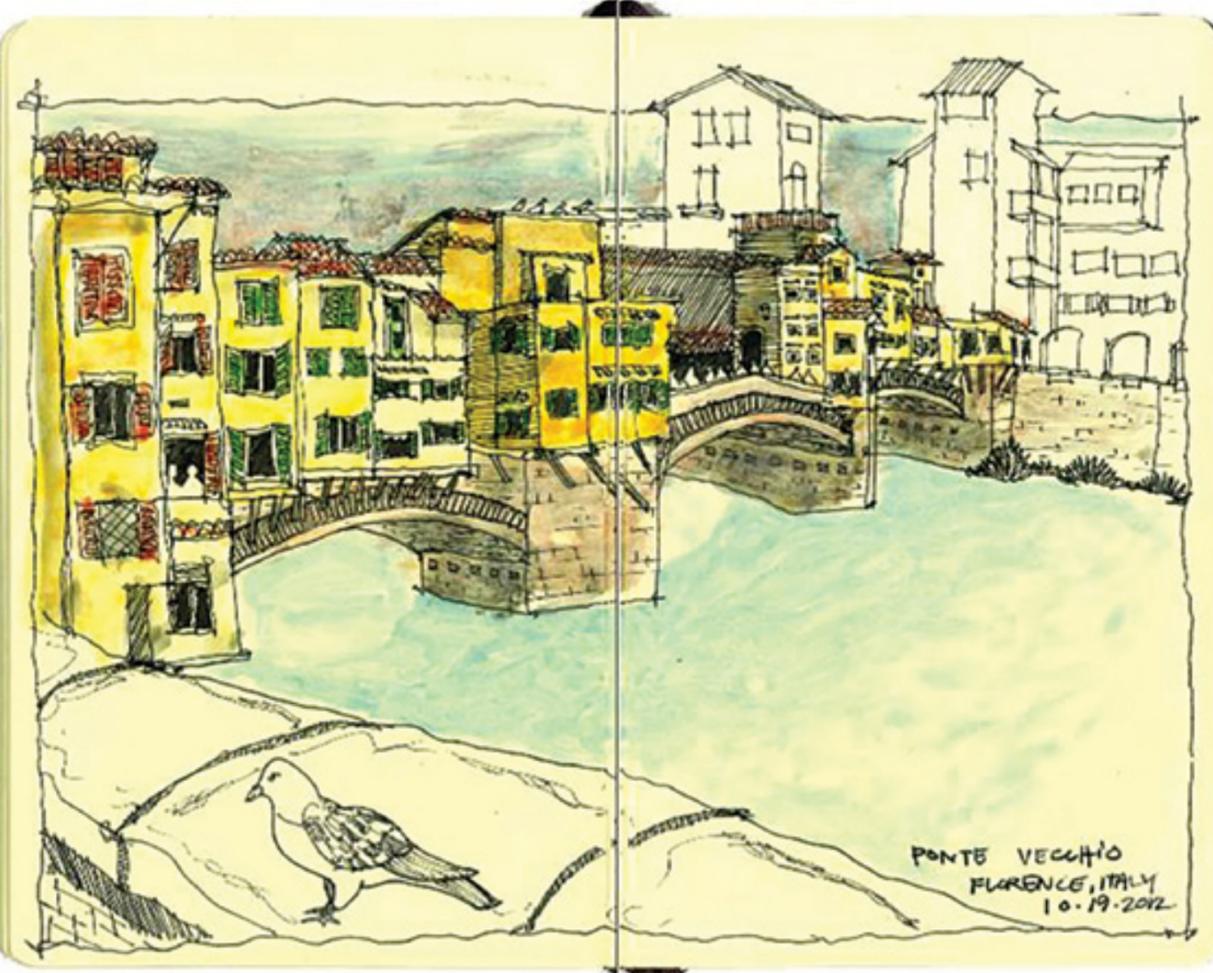
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Rich Centolella, Principal

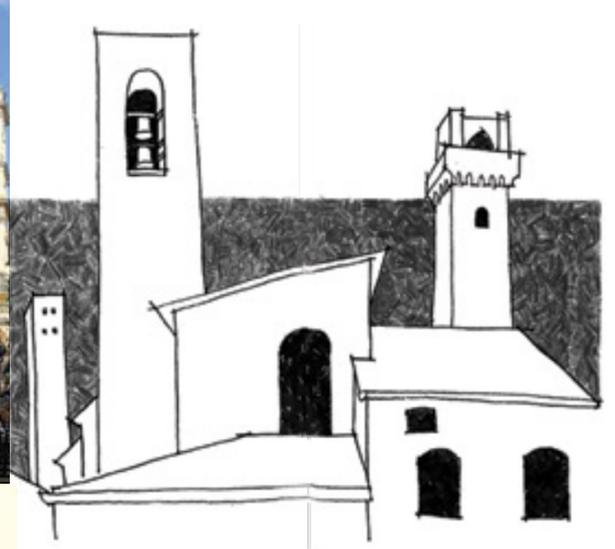
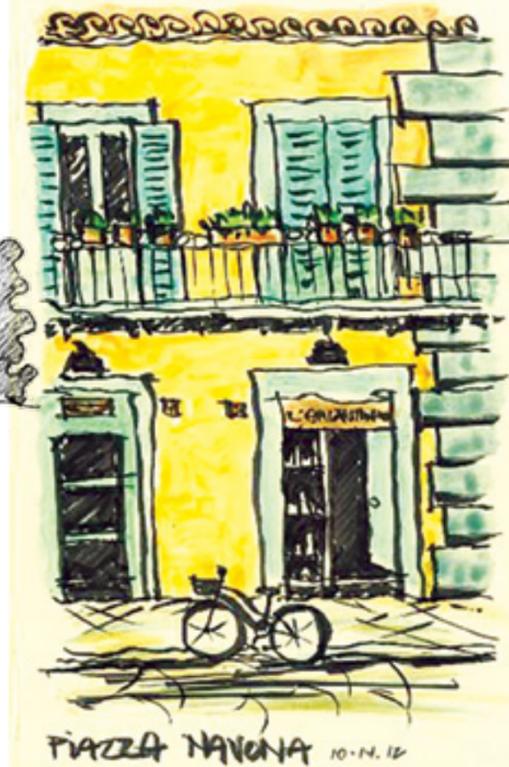


# come back soon!





Woke up early & had an awesome Tuscan breakfast prepared by host Laura.  
 Got into the car to start on the day's road trip which went better than expected.  
 Drove about an hour to Volterra which was recommended by host Roberto.  
 Turned around the village & went & found the old Roman theater just outside. Spent some time sketching it.  
 Drove another half hour or so to San Gimignano. Walked around, photographed, sketched.  
 Drove around looking for a good spot to see the city from afar & got some photos & sketches of how it's perched on the hill.  
 Drove back to San Gimignano after dark & got pizza at a local pizzeria.  
 The man prepared the best pizza I may have ever eaten.



A country continually inhabited since the 8th century BC. A place that has survived two world wars and countless political, religious and economic turbulence. A representation of cities, towns and villages that have changed over time – changed in how they are used, who uses them and how they look. So how does what was built so long ago remain relevant and functional today?

"I stood within monumental spaces that make you feel tiny and insignificant. I walked down narrow streets and through small piazzas that were proportionally very much human-scale – all the while trying to determine the qualities that made these places sustainable. For my resources, I had places to walk, to eat, to sit, to sketch, to live. I had people to watch, talk with and learn from. I took classes and lessons in language, cooking and wine in order to gain an appreciation and understanding for the important elements that represent Italian culture," explains Kaeuper.

David Macaulay, in his book City says "The Romans knew that well planned cities did more to maintain peace and security than twice the number of military camps. They also knew that a city was more than just a business, government or religious center. It was all three, but most important, it had to be a place where people wanted to live." For this reason, the form of a city is usually a clear expression of the values of the civilization that built it with a sense of mastery for the elements of composition, urban form and hierarchy.

The cities of Italy were built where no city previously existed or where small villages stood. They were established from a wide variety of circumstances expressed in their chosen form including values, philosophy, population size, systems of government, artistic sensibility, design techniques, building methods, paving techniques and transportation technology. Planners allotted adequate space for houses, shops, squares and temples. They decided how much water would be needed as well as the number and size of streets, sidewalks and sewers. By planning this way they tried to satisfy the needs of every individual – rich or poor. They recognized the danger of overpopulation and agreed that when a city reached its maximum, a new city should be built elsewhere. And our predecessors understood a city forced to grow beyond its walls not only burdens existing systems but eventually destroys the farmland on whose crops the people depend. Regardless of their structure, Roman cities were designed and built to serve the needs of all the people who lived within them – and as such has stood the test of time.

My definition of 'sustainable' goes far beyond porous paving, green roofs and aquaponic gardens. I believe that a place is truly sustainable when it stands the test of time and holds the defining aspects of a culture intact for hundreds, if not thousands of years.

GREG KAEUPER

It was during his flight to Rome that Greg listened to an audiobook in which an ex-FBI agent was describing how to 'read' an interviewee. "Be a competent observer of your environment" the author stated. "Concerted, effortful observation is absolutely essential to reading people. Most people spend their lives looking, but not truly seeing. They are unaware of the rich tapestry of details before them," suggests Joe Navarro, author of What Every BODY Is Saying.

What if, what is true of reading people is also true of reading a city, a landscape or a culture? "If I were to answer any of the questions that I had initially proposed, I could not rely on merely sight-seeing. I did not have time to see enough, read enough or measure enough to come to any significant conclusions. I would have to become an astute observer. As such, my authored conclusions are based heavily on awareness, intuition, discernment and opinion," says Kaeuper of his journey and experience.

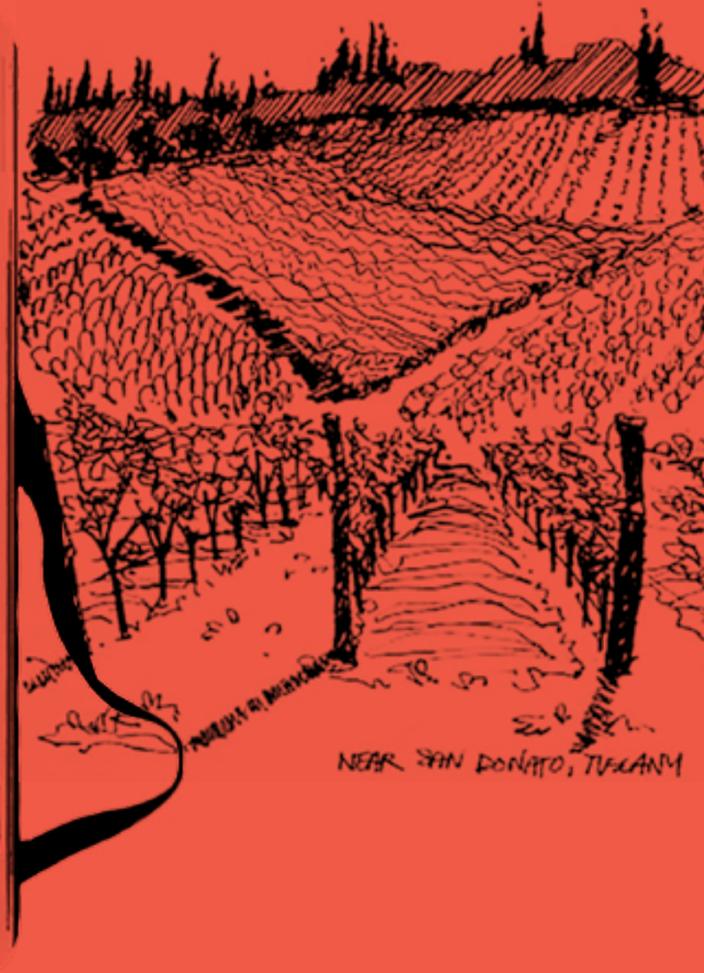
This new revelation proved to be extremely formidable for Greg. Instead of simply coming to conclusions about height-to-width ratios or stone construction, Kaeuper began to see the broader principles of Italian design. "My definition of 'sustainable' goes far beyond porous paving, green roofs and aquaponic gardens. I believe that a place is truly sustainable when it stands the test of time and holds the defining aspects of a culture intact for hundreds, if not thousands of years."

So why Italy? What makes it so special? How can we learn from these cities and villages without just repurposing a style? The following pages include a collection of sketches, handwritten notes and photographs that served as Greg's tools for purposeful observation during his two-week travel in Italy.

# DAY 10

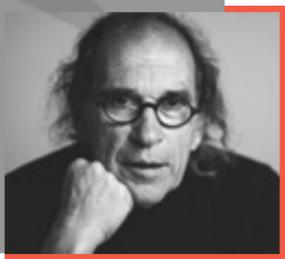
## SAN DONATO, VOLTERRA, SAN SIMONIANO

Woke up early & breakfast fresh  
 Got into the car trip which went  
 Drove about an hour recommended by  
 turned around the old town some time &  
 Drove another hour  
 Walked around  
 Drove around to see the old photos & sketch the hill.



### WHERE WILL EDSA TAKE YOU?

TO CELEBRATE JOE'S LEGACY, THE JOSEPH J. LALLI 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 2014 FELLOWSHIP WAS AWARDED TO BILL ESTES.



Joe Lalli

During this process of observation, Greg discovered a number of unique qualities and design traits of Italian cities and villages. According to Kaeuper, "They have consistent paving. They have public piazzas of varying sizes. The ground plane in the piazzas is almost always sloping which helps with drainage and creates a hierarchy by adding emphasis to important buildings or statues. As for streets, the patterns are the result of events or, of orientation coupled with the configurations of the terrain. Informal, irregular street arrangements often arose when paths turned into streets as people began to erect buildings along them. Highly travelled principal roads are encased by a profusion of narrow side streets which are often reserved for pedestrians. Outdoor dining is typical on these side streets with a mix of shops and restaurants."

For example, take the Piazza Santa Croce in Florence, Italy. At first glance it is basically a big, fairly empty rectangle. So why do people hang out in this empty rectangle? Part of its success is that there is life and activity. "There are reasons for people to be there – other than people watching – cafes, dining, shops, souvenir stands, benches and the Santa Croce church as an anchor. I counted a total of nine roads all leading to the piazza – assurance that people will at least be directed there. The vertical scale of 4-5 story buildings is comfortable. There is stadium style seating and all activity is located around the perimeter along with first floor commercial, but the center is completely open," recalls Kaeuper.

I stood within monumental spaces that make you feel tiny and insignificant.

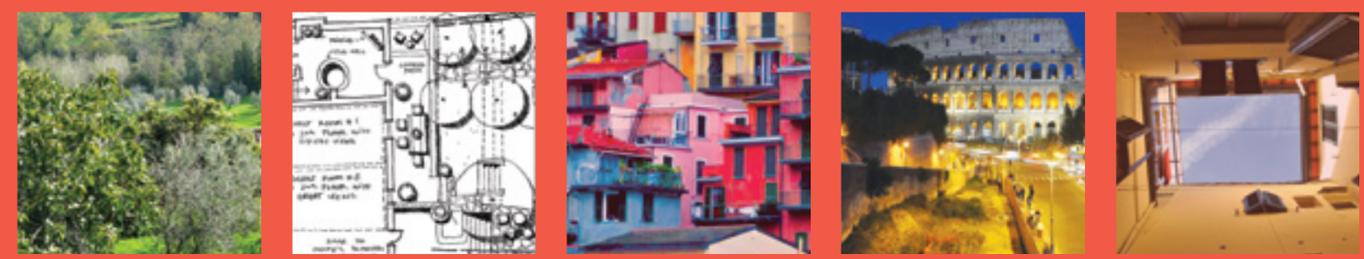
GREG KAEUPER

Piazza del Campo is another major public space in the historic center of Siena and a distinctive place in the world – starting with the very particular conformation of the ground, which turns the square into a concave shell. The white marble of the Fonte Gaia stands out against the red brick and travertine paving. "In the very first architecture class I took, the professor showed Piazza del Campo as his favorite space in the world. I'm inclined to agree. The sloped design invites people to sit, lie down and even sleep on the pavement. Would they do that if the Piazza del Campo was flat? My guess is – probably not," says Kaeuper. The size and proportion of the space maintains the perfect balance of sun and shade throughout the day and the large space also allows children to run around and play without really disturbing anyone.

Likewise, Italian hill towns are proof that a good fit was arranged between human needs and existing topography. Take the stunning coastal village of Cinque Terre perched upon the rocky outcrops. One can't help but notice the beauty in this alluring countryside with its rolling hills, lines of Cyprus and crisscrossing patterns of vineyards and crops. "These farming towns were not built for charming gelato shops and tourists but for protection against villainous pirates and harsh, coastal weather conditions. They were not laid out for their beauty, form or design but rather what was best for the crops. Here again, I challenge that the Italians built what was called for. Doing so happened to evoke forms and patterns that are now considered exquisite," says Kaeuper.

Cultures and climates differ all over the world but people are basically the same. They gather in public if you give them a good place to do it. Timeless design principles and ideas reassert themselves with clarity when one understands the land and natural forces, gains a greater sense for the culture and captures the hearts and imaginations of the people who live in, work in and visit the place. So how can we apply Italy's proven design philosophies and principles?

"Every project is set in a very specific time in history and a very specific place on Earth. We should distill what is called for and capture it within our designs. It is our responsibility to educate. Instead of taking an aisle seat on the plane, we should take a seat next to the window and absorb the patterns of the built and natural environment. Continually learn and broaden our travel experiences. Above all, we should remain astute observers and design what is called for," concludes Kaeuper.



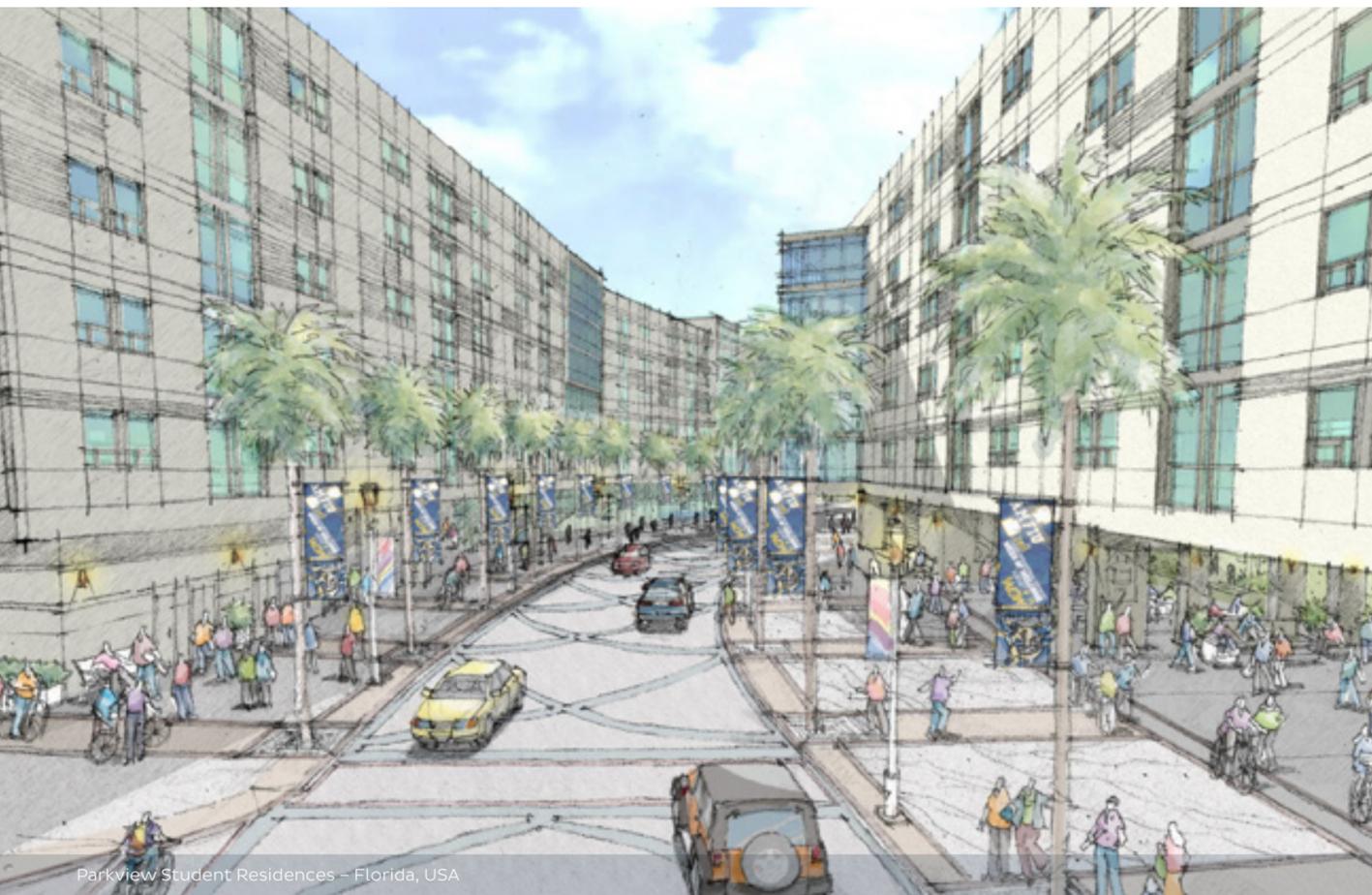
# CAMPUS



◦ old school vs. now school



**W**hen Miami's Florida International University (FIU) decided to build additional housing for its students, it eschewed the typical cookie-cutter, dorm-style development. Instead, it engaged EDSA. The result? A residential community – two new structures connected by an elevated bridge offering community lounges, study rooms and state-of-the-art, multi-purpose gathering spaces as well as outdoor social areas – to accommodate academic and residential life programs and activities.



Parkview Student Residences – Florida, USA



Florida International University – Florida, USA

one of the trends in 21st century education is an increased emphasis on building mixed-use developments and creating a-typical classroom structures.

kona gray, principal

As Miami's first and only public research university, EDSA's design solution for FIU fosters student interaction and socialization while placing priority on safety and security. Resembling a town-like environment with pedestrian streets, covered walkways, outdoor seating areas, green spaces, retail and other amenities, the Parkview student residences have a focus on learning, innovation and collaboration.

"One of major trends in 21st century education is an increased emphasis on building mixed-use developments and creating a-typical classroom structures," says EDSA Principal, Kona Gray. "Higher education groups and institutions are looking to design professionals to maximize building usage within the campus infrastructure. As colleges and universities deal with blurring the distinctions between residence halls and other facilities on campus, they are also wrestling with several trends that are shaping the discussion. Students don't only learn in class, between 8 a.m. and 5 p.m. They don't only study in libraries

and they don't just sleep in dormitories. Any space on campus can be a multi-functional, learning space and that includes residence halls."

The intersection where people, place and pedagogy come together is where possibilities for learning best take place. This intersection is a mix of characteristics that help define the design as well as the spirit of the place. "Effective learning spaces, including those found in residence halls, are adaptable, social, healthful, stimulating, resourceful and sustainable. These common spaces blend relaxing and studying. They are places much more in line with the multi-tasking nature of students," explains Gray. Providing these features as well as upgrading the infrastructure of aging residences comes with a hefty price tag. Nearly 60 percent of housing officers said upgrading housing is a major concern and 41 percent state they'll be doing just that within five years. The median cost for a residence hall being constructed today is \$20 million, about \$171 per square



foot. So, institutional leaders need to get creative in finding opportunities to accommodate students.

With increased enrollment and fluctuating demographics, many colleges and universities are trying to find unused spaces and retool classrooms as transformative learning centers. "Universities are using alternative spaces for interdisciplinary education where you see engineering students learning from art students who gain knowledge from business students. It's a mixed, fusion environment where every student learns from each other," says Gray. "To meet this demand, we are trending towards the first floors of residence halls and open space connections devoted to hybrid learning. In years past, the residence halls were basically quiet during the day. That has changed. With the addition of classrooms, courtyards and external study spaces – residence halls are bustling with activity and increased student/teacher interface."

"Consider the expansion of urban universities and colleges that are acquiring properties outside their walls because of an existing, dense campus footprint. Institutions of higher learning are moving the boundaries of their campuses into urban corridors with a transit-minded facilities orientation, says EDSA's Keith Weaver, Associate Principal. "To free up space on their main campus, many colleges and universities are looking at retrofitting buildings in urban settings, blocks away, if it is more cost effective," he says. Columbus State University (CSU) in Columbus, Georgia, has a main campus, but also a strong presence in the nearby Uptown Business District area. CSU officials realized that students are attracted to downtown living because they want to learn, work and relax in an eclectic urban core.

So CSU has augmented on-campus housing with downtown residential offerings. This expansion was the result of the acquisition and rehabilitation of older buildings remodeled for student housing and additional classrooms. CSU is also looking at moving its nursing school downtown into an empty newspaper printing plant that has long since moved out. “We showed them how this potential acquisition could be creatively repurposed as a new urban activity hub for the nursing school and education programs. University officials are now considering opening a teaching school in the area to give back to the community. The move would not only free-up space on their main campus for other uses, it will also benefit the local community with first floor clinics in which the nursing students would gain first-hand experience working directly with patients. In expansions like this, city blocks, streets, sidewalks, parks and plazas become part of a university’s campus – just as the university’s new classroom buildings, research laboratories and residential housing become part of the city,” explains Weaver.

Arts colleges, which are not concerned about being one cohesive campus, are also moving into neighboring urban cores. For example, The Savannah School of Design acquired a series of buildings downtown and transformed them into different types of classrooms with community-based programs. The Maryland Institute College of Arts (MICA) is acquiring infill sites for some of its classrooms and residences. MICA’s new \$63 million Leake Hall, which houses 240 students, includes a performance space, a lecture hall and two large studios. In addition, the college continues to develop student housing next to light rail lines so students have access to convenient public transportation.

As an added bonus, colleges locating new development along transit routes are realizing they can build less parking structures if they place a greater emphasis on public transportation. “Stop for a moment and consider that some of the largest employers are local colleges and universities. Campuses today are dealing with transit more – not only for students but accessibility to a quality work force,” adds Weaver. “Easy, available and convenient access to mass transit is a huge benefit when you are looking at attracting the best employees and staff. Campus design of the future must continue to focus more on transit-oriented development.”

Historically, campuses have placed a greater emphasis on students and curriculum, but potential students are shifting in thought towards environment, lifestyle and future employment opportunities. “While some of these forces are beyond our control, the way in which we respond to them is not,” states Gray. For half a century, EDSA has undertaken numerous educational campus challenges. The firm understands how institutions of higher learning work and the competition among universities to remain innovators.

campuses today are dealing with transit more - not only for students but accessibility to a quality work force.

keith weaver, associate principal





College design today is also meant to encourage social interaction especially in this age of Facebook, Twitter, Instagram and other interactive media. “So much more is communicated and available electronically. Libraries for example are not just book depositories but information centers where people go to do digital research, work in groups and exchange thoughts, ideas and opinions. It’s changed in scale and purpose so much that a library nowadays could be in someone’s residence hall,” explains Gray.

Physical classrooms are changing form too – some are going outside. One of EDSA’s recent projects was Nova Southeastern University’s (NSU) Oceanographic Center in Hollywood, Florida. As the nation’s sixth largest independent university with 26,000 students, NSU’s campus is the modern embodiment of Thomas Jefferson’s vision of a university as society’s intellectual and cultural hub. In 1992, EDSA was first contracted to master plan the NSU campus to help attract the best and brightest students and faculty. The Oceanographic Center was the team’s latest endeavor.

“The Oceanographic Center was a huge coup for Nova,” says Gray. “NSU was competing with top research schools including Harvard and the University of Pennsylvania. Nova won. NSU is very entrepreneurial and for the Center, they wanted EDSA to think outside the box. So we designed a site plan which focused on coral reef research – but as an outdoor facility rather than a typical indoor lab. We wanted to get the scientists out of the building and into the water. The openness of the Center gave researchers more access to the area’s ecosystem and local coral feeding grounds. Building the Center has led to additional funding. As a matter of fact, one of the larger energy companies wants Nova to undertake a study to better understand the impacts oil spills have on natural eco-systems and how to best set priorities for restoration.”

So, if the way students’ access and exchange information has changed, what about basic living needs? Many universities require freshmen to live on campus especially in today’s wired world – students need to polish their social skills as well as learn from books. “They can get a lot of information online, but they need the interaction with others,” says Gray. “While students are going digital, they still need to practice their interpersonal and social skills sometimes in non-traditional settings.”

Campuses today must constantly evolve. At the 115 acre Barry University in Miami, officials wanted to enhance the student and faculty experience with a more efficient use of space. “Barry had a historical core but limited land,” says Gray. “It was a traditional campus where students could roll out of bed and be at the classroom in minutes. EDSA discovered there were a lot of underutilized areas such as open spaces close to residence halls and libraries. We recommended breaking those areas into smaller communities. We felt this would help students connect more with each other and the faculty. It’s working.” To help

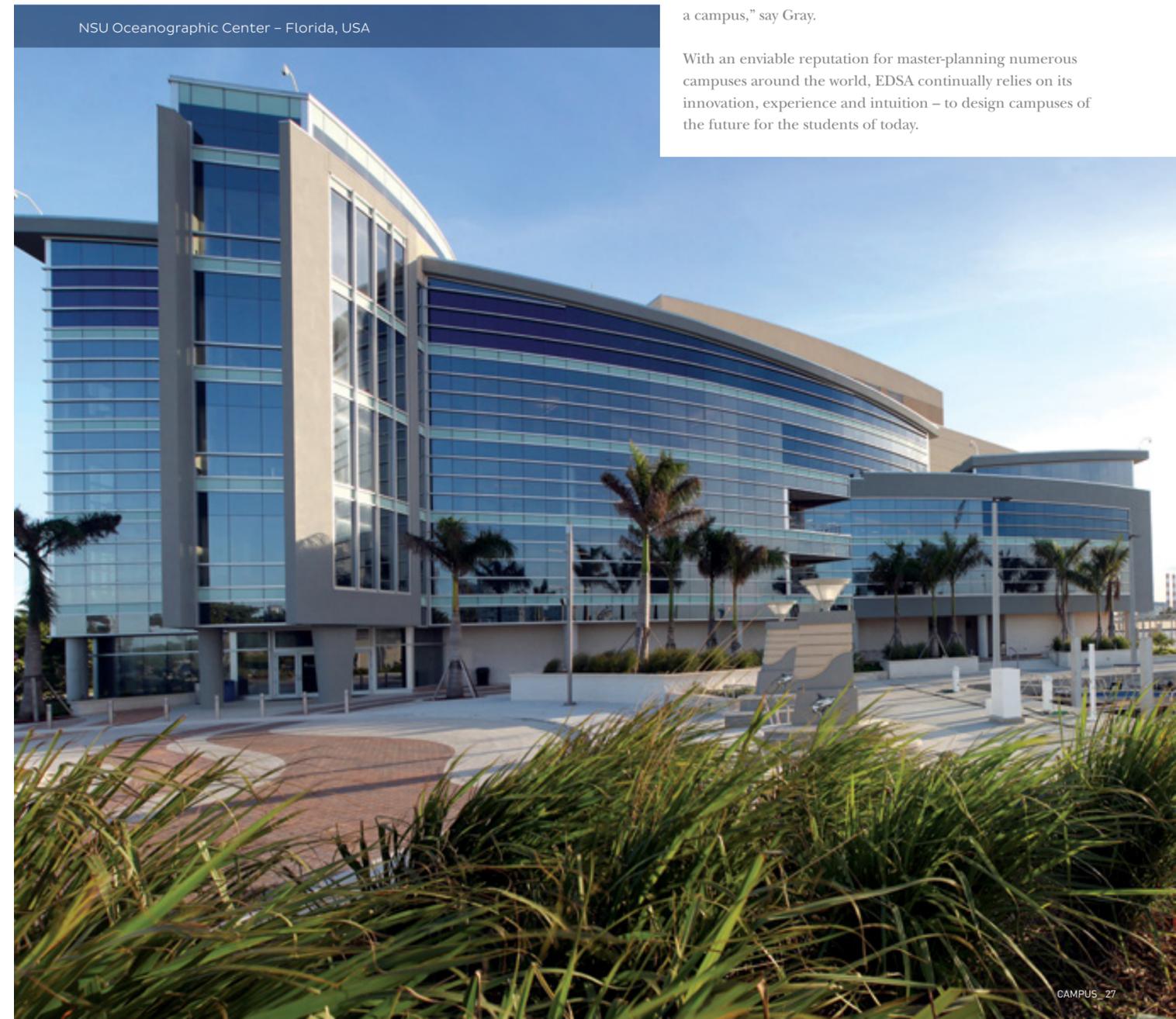
connect with their bodies as well as their minds, universities are not only building new classrooms and residence halls but putting a major emphasis on fitness. Many colleges are investing in health facilities such as jogging trails and other leisure activities. Additionally, some colleges such as Barry University are incorporating quiet meditation areas on campus for students.

And lastly, who can speak of college and not address a parent’s biggest concern as they send their young adults off to college –

security. Security continues to be an integral part of new campus design including the addition of kiosks where a student can call campus security and within 30 seconds a person responds. Depending on the campus, it might be more obvious by design, with cameras and kiosks as well as campus police patrols. If the campus is in a good location, with a quality neighborhood surrounding it, security may be more subdued. If it’s an older campus in an area that has evolved, safety may be addressed by possibly adding decorative fencing – not a chain link barrier – that has a nice look with landscaping that underscores the security aspect but still gives a friendly feeling. “Students need to feel safe and secure but it should not override the overall feel of a campus,” say Gray.

With an enviable reputation for master-planning numerous campuses around the world, EDSA continually relies on its innovation, experience and intuition – to design campuses of the future for the students of today.

NSU Oceanographic Center – Florida, USA



while students are going digital, they still need to practice their interpersonal and social skills sometimes in non-traditional settings.

kona gray, principal



# LIFE CHAT:

## INSIDE THE DESIGN STUDIO

WE MEASURE A DEVELOPMENT'S SUCCESS BY ENVIRONMENTAL SUSTAINABILITY, ECONOMIC VIABILITY, CULTURAL SENSITIVITY AND A DEGREE OF SOCIAL JUSTICE.

PAUL KISSINGER, PRINCIPAL

What are today's leading companies doing in order to become more successful and maintain a competitive edge? It's true that successful organizations are often led by visionaries who are proponents of sound strategic thinking – innovators who understand the importance of branding, internal assessment and performance evaluation, amongst other things. But being a successful company is also about being a pioneer in your chosen field, inspiring and motivating your staff with the courage to take risks and assume responsibility for your actions. For a global design firm such as EDSA, success also means having the skilled ability to develop expressive, creative solutions by truly understanding the environments and cultures that surround us.

So how does a firm like EDSA maintain a competitive edge and level of success while continuing to be inspired in a constantly evolving world? Master planners and landscape architects have the unique opportunity to create defining places that are approachable, aesthetically pleasing and functional. Here, three of the firm's leaders provide insights into what makes the company tick, along with sharing their personal experiences of what it means to look at the world through the eyes of a global landscape architect.

At the root of the firm's core philosophies is a strong belief that their success is partly due to the fact that the company tackles each project by offering innovative solutions that address the real issues at hand with a broad, holistic approach. "As landscape architects, we look at all aspects of project development through a problem solving lens and contribute to the team with a critical, comprehensive oversight to ensure success of the overall project. We measure a development's success by environmental sustainability, economic viability, cultural sensitivity and a degree of social justice," says Paul Kissinger, EDSA Principal.



Additionally, EDSA Principal Jose Jaguan notes that when EDSA designers take on a new project, every team member immediately immerses themselves within the environment in which they are working to gain a true sense of its people and culture. “We like to understand the general design philosophy and receive inspiration from the local culture, people and art.” For example, on the Four Seasons Paiva in Recife, Brazil, Jaguan and his team looked at the artistry of Roberto Burle Marx who lived for many years in the area. His designs capture the essence of the Brazilian culture which is very much influenced by the interesting patterns and shapes of African motifs as well as the simplicity of the very clean Portuguese European style. “This inspiration helped us develop a concept that created a unified fabric among all hardscape and landscape elements in the resort community,” says Jaguan.

“Our team enjoys getting involved with projects from the beginning, participating on workshops, visiting the site and

understanding the local culture. In this way, we honor the value of emergent ideas. It is always important for the team to hear directly from the client as to their vision and project brief so we can best design a place which will appropriately enhance peoples’ experiences and exceed clients’ expectations,” explains Jaguan.

There’s no doubt that inspiration comes in many shapes and forms. For landscape architects, this is a critical factor in being successful and maintaining a competitive edge. “We are ultimately responsible for creating an emotional connection to the land or space through our work,” explains Li Xiang, EDSA Associate Principal. “We have the ability to transform a blank canvas by addressing land forms, site context and regional preferences with the intent of creating a place that emits certain feelings – a human response.” Unlike many other firms, EDSA has mastered the ability to configure and design places that elicit emotions and change how people feel about a location – pseudo-psychologists in a sense.

Finding that inspiration and connection is essential, according to Xiang. It often originates from the natural landscape of the surrounding area of a project. On her recent first visit to Lijiang, China, Xiang was immediately drawn to the beauty of the location and transported back in time. “You see the mountains with its snow tops, the barren land, a few trees – and you can visualize the colorful costumes and traditions of the ancient people that occupied the land. That’s where the design inspiration forms.” She adds, “In order to be proper and respectful to the context, you need to be cognizant of the emotional response different sites elicit and draw upon these feelings. Design does not need to be complicated but it needs to have a big picture purpose. After all, it’s how we see things that set the limitations of our perceived opportunities, solutions and alternatives. We must always step up to the challenge.”



DESIGN DOES NOT NEED TO BE COMPLICATED BUT IT NEEDS TO HAVE A BIG PICTURE PURPOSE. AFTER ALL, IT’S HOW WE SEE THINGS THAT SET THE LIMITATIONS OF OUR PERCEIVED OPPORTUNITIES, SOLUTIONS AND ALTERNATIVES.

## LI XIANG

ASSOCIATE PRINCIPAL



THE THINGS WE COLLECT IN LIFE, THE EXPERIENCES WE HAVE AND MEMORIES WE MAKE, ALL INFLUENCE OUR PERSPECTIVE. THE POWER OF A DESIGNER IS NOT JUST THAT OF A DOER BUT OF A THINKER AND MAKER.



Rosewood Mayakoba – Quintana Roo, Mexico

Adding to this, Kissinger says, “The interesting thing about landscape architecture that keeps me inspired is that every single site is different. And while there may be common issues related to drainage, access, utilities and other elements, there are always different situations to be solved – so we are forced to respond in a very creative way by continually injecting fresh ways of thinking.”

In addition to finding inspiration, having a clear perspective and effectively communicating those ideas are defining strengths of EDSA. “Because we often see things differently, we visualize new perspectives and ideas that others often cannot. We see what others see, but we see so much more.” For Kissinger, it is a fascination with the human condition and normal people acting extraordinarily that has enabled him to see things differently. “We truly have the opportunity to make places for people that affect their quality of life for the better. Be it a large scale master plan or site specific design of a plaza, there’s a genuine purpose to our profession – and that’s a fascinating thing,” he adds.

Jaguan also views the world differently. “Part of what I enjoy when traveling is observing how people use spaces and what makes them unique and exciting. It’s a continual learning experience. The things we collect in life, the experiences we have and memories we make, all influence our perspective. The power of a designer is not just that of a doer but of a thinker and maker.” EDSA designers have the ability to go beyond consulting, conceptualizing and tinkering, and cause what needs to be done, happen. This power is what makes them stand out as qualified strategic partners and leaders.

## JOSE JAGUAN PRINCIPAL

In today’s economic landscape, it has been to EDSA’s advantage to factor in the thoughts and opinions of every staff member, so that the company continuously evolves and has a clear pulse on which direction the industry is heading. Whether it is modifying the way in which ideas are being interpreted and shared, or shifting the thought process in a sustainable design or new urbanism plan, this ability to modify company practices and invite employee participation has allowed EDSA the ability to maintain its competitive edge.

Being able to share ones’ personal experience and perspective on a project, and having a voice within each studio is an important part of the firm’s culture. While it may seem cliché, it is of vital importance that there is a sense of camaraderie throughout the firm. For example, Jaguan notes that when a new project is introduced, every team member has the opportunity to share their own thoughts and opinions, regardless of title. “We genuinely believe that our unique culture can’t strengthen and grow without new voices. As such, we expect every employee to participate in our design process, speak up and drive innovation.”





Nova Southeastern University – Florida, USA

“We all sit together and share ideas and everyone feels very much respected and involved”, explains Xiang. Through this process, team members are given a sense of ownership and accountability for a project and they have a real sense of pride in their work. “I guess you could say it’s in our DNA. We travel, we observe and we search out new innovations. We pay attention and never step down from a design challenge – always adding interesting work to our portfolio. And of course, our clients help keep it exciting with their individual ideas that help foster our creativity.”

One such example is an upcoming phase at Double Moons Bay, a residential community in Huizhou, Guangdong, China. There was a switch to a contemporary, modern Asian style that includes a central park with dramatic land forms, a sports park and extreme skateboard arena – something EDSA has never done before. “Your first reaction is – are we really going to do that? In researching, we found only a few references of similar development anywhere in the world. In the end however, our goal is to take our clients’ vision and make it work well. It’s important to step out of our comfort zone and stay energized. And then, to be able to travel and see the things you’ve designed being built. Well, that’s very exciting,” adds Xiang.

“We’ve had the profound satisfaction of seeing projects get built and experienced the joy and sense of pride in seeing people use the spaces we create. With that said, we are still a branded force within the industry and we’ve come to the understanding that

WE LOOK TO HAVE PEOPLE COME TO WORK EVERY DAY DRIVEN, PASSIONATE, THINK READY – AND WE WANT PEOPLE MOTIVATED BY THIS EXPECTATION.

# PAUL KISSINGER

PRINCIPAL



PepsiCo World Headquarters – New York, USA

in order to stay a force, we need to allow for ample participation in our business,” says Kissinger. The number one strategic thing that the firm did about 15 years ago was to say, ‘we can’t do it all ourselves’ and allow younger generations to participate in the business of the firm. Through this strategic move, the resulting collection of experiences and lessons learned has contributed greatly to the longevity of the organization.

For Kissinger, Jaguan, Xiang and the entire EDSA working family, the information they have absorbed over the years undoubtedly provides a wealth of knowledge. And in a world that seems to change and evolve on a daily basis, it is a necessity to keep up with professional trends, cultivate a positive work environment and find ways to remain inspired. EDSA has successfully maintained each of these important elements throughout its history and in return, continues to be a leading force within the industry.

For the next 50 years, EDSA will remain courageous in their expansion into new markets and industries, finding reward and gratification in their resulting designs and continuously inspire innovation and participation amongst the entire firm family. “We look to have people come to work every day driven, passionate, ‘think’ ready – and we want people motivated by this expectation. And while some of our projects extend over a period of years, we want our people to view the experience as a – look what I’ve learned, contributed and accomplished,” concludes Kissinger.



**U**ndisputedly, the volume of development and rate of urbanization that is occurring in China is unmatched in the world. The need for

green space and public accessibility is tremendous. Depletion of agricultural farms, poor air quality and elimination of pedestrian scale are of vital concern. This puts a huge demand on all infrastructure be it related to tourism, residential, commercial, retail or environmental considerations. In turn, this places great responsibility in the hands of both developers and designers like EDSA.

Over the past several years, China has opened its doors to embrace foreign design teams and in many cases entrusted EDSA to work on some of the country's most important projects. EDSA first entered the China market in 2000 with the design of the Nanshan Cultural Tourism Zone, a Buddhist Cultural Park in the Hainan Province as well as involvement with the Urban Land Institute on a study related to tourism development in Sanya. Since then, the firm has worked on more than 150 projects and experienced a full circle in design preferences from over-the-top opulence to a refined simplicity in styling.

"We are creating real places and destinations for real people and we are responsible for the environments we create," says Joe Lalli, EDSA Chairman. "Occasionally there are project guidelines or requirements that may contrast with our clients' goals or what we know to be right for a project. Our responsibility is to not be afraid to ask 'why'. As international designers, we must question these issues and respectfully challenge assumptions to help a project achieve its full potential for the client and future residents, visitors and guests."

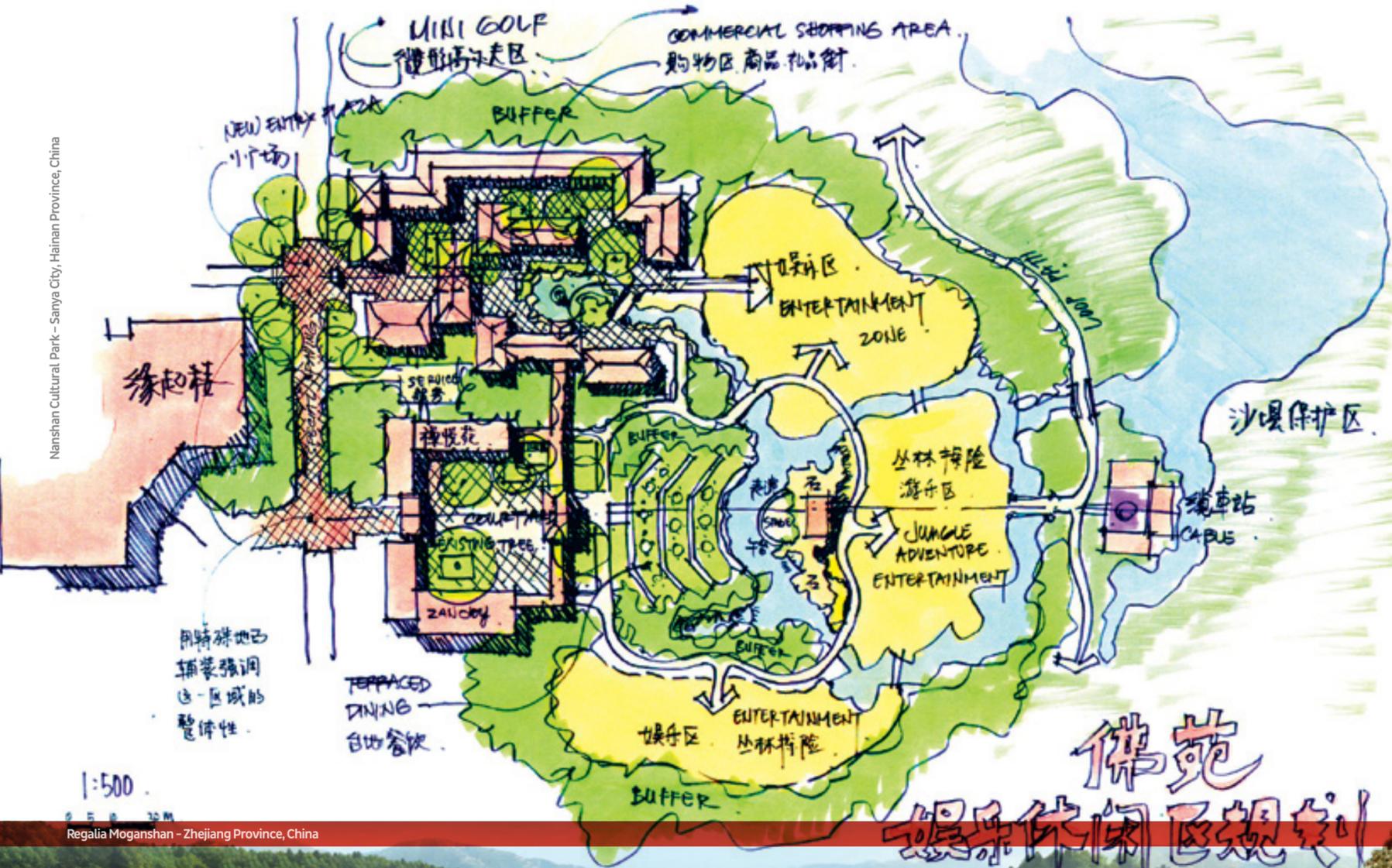
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RESPONSIBILITY IS  
TO NOT BE AFRAID  
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Joe Lalli, Chairman

NEWER, STRONGER  
MODES OF DEVELOPMENT

CHINA





Regalia Moganshan - Zhejiang Province, China



The landscape of China is as unique and extreme as the vast country itself. "We must be careful about assuming China is only one market and one people with only one set of objectives," says Lalli. Consider the variance within the United States – it is not just Florida, not just Vegas, and not just LA. The country is all of that – differing people, lifestyles, needs and expectations. It's the same with China. "We have to acknowledge the diversity in markets and the resulting demand from emerging consumer groups when it comes to real estate. There is more movement by air and a greater sense of adventure that is driving where, why and how development is happening." Additionally, there is an enormous pressure "to be done" that can take precedence over the quality of design and implementation. "We are developing places that are meant to last a lifetime and we should advocate for appropriate design standards and necessary construction periods to allow this to be realized. Every project in the world has deadline pressures, but we have to remain focused on our implementation goals to make sure that this pressure does not prohibit the proper execution," says Lalli.

Lalli continues, "When EDSA first started doing work in China, developers didn't want anything Chinese. Now we're seeing

a change. Before, it had to be totally western. Then development went through a Mediterranean phase. Now it's more modern and chic, and I think it has to do with the age of the clientele. There are a lot of young professionals in China who are quite wealthy. They want good quality, contemporary design with simple, clean lines. Tastes change as buyers have become worldlier, more cosmopolitan."

Scott LaMont, EDSA Principal and General Manager for the Shanghai Studio agrees. "Experienced developers also understand that there is so much 'big and new' in China that it can be overwhelming and lacking in cultural charm. 'Big and new' isn't big and new anymore – so we must find a way to be more genuine, more reflective of the Chinese cultural experience. Being authentic is starting to resonate with developers and they are embracing these ideas. It's good for the local cultural and the local economies," says LaMont.

In a nod to Crosswaters Ecolodge in the Nankun Mountain National Forest Park, Lalli notes EDSA is seeing more awareness about sustainable development and green building. "We've been able to talk with our clients about employing best practices, discussing cultural experiences, positively impacting local villages and things like the need for water management. The program 20 years ago was to demolish old villages and bring in Western style development. That's changed. Now the attitude is to retain the Chinese heritage because it's important. We are still building tourism driven developments, but we are also building relationships between the resort and nearby villages, so guests can visit and experience what's happening there."

# 佛苑 娱乐休闲区规划

BEING AUTHENTIC IS STARTING TO RESONATE WITH DEVELOPERS AND THEY ARE EMBRACING THESE IDEAS. IT'S GOOD FOR THE LOCAL CULTURAL AND THE LOCAL ECONOMIES.

Scott LaMont, Principal



Mission Hills Haikou – Haikou, Hainan Island, China

ONE OF THE MOST VALUABLE LESSONS WE'VE LEARNED FROM OUR GLOBAL EXPERIENCE IS THAT SIMPLE OUTDOOR ACTIVITIES ARE AMONG THE MOST POPULAR. YOU REALLY DON'T HAVE TO SPEND A TON OF MONEY TO MAKE PEOPLE HAPPY.

Joe Lalli, Chairman

Work continues to grow in China for EDSA. "We've been in the country for over a decade and have recently opened a studio in Shanghai to support our efforts throughout the region. Our Shanghai Studio allows our team to better serve our clients' changing needs and ensure quality on the construction side – giving projects a better chance of being built according to what was designed and planned," explains LaMont.

With numerous projects under construction, planned or "on the boards", EDSA is involved with several new communities, eco-resorts, new towns and even a winery. The company is providing master planning for the Golden Pebble Winery outside Dalian, a 230-hectare development that is the region's first vineyard. Nestled in the rolling hills of Liaoning Province, the Golden Pebble Winery offers an agrarian escape, a world

class winery, boutique hotel, commercial village and luxury residential offerings.

Located in Lingshui, Hainan Province, China, the Lingshui Water Town project is part of the Hainan Lingshui Experimental District. The diverse, international, tourism attraction establishes a model for future economic development in the region. The open space concept focuses on the Venice style with a waterfront commercial area, iconic canal gateway, dynamic mixed-use harbor and charming artist village. EDSA has collaborated with the client group in efforts to stimulate

the local economy and drive long-term visioning for the community.

Work on the Andaman Moganshan Eco-Resort in Zhejiang Province is also progressing. The 49-hectare project includes a hotel, villas and homes around the Changlingwu Reservoir. Planned with the utmost care to protect, preserve and enhance the design for Moganshan uses environmental and cultural components related to the elegance of the land. The juxtaposition of contemporary, sustainable architecture seemingly floating above the rugged, natural terrain

will serve as the unique signature of this eco-site. The small structured footprint allows for minimal disturbance to the site as well as assisting with irrigation, drainage, air flow and enhanced views. There is also an emphasis on didactic opportunities for children to be taught about the importance of local agriculture and farming techniques. Both of these endeavors will take place in carefully protected fruit orchards, bamboo and hardwood forests and terraced tea gardens.

"One of the most valuable lessons we've learned from our global experience is that simple outdoor activities are among the most popular. You really don't have to spend a ton of money to make people happy," says Lalli. "It's pretty basic – having a comfortable environment makes people feel really good and we brought that with us to China."



Lingshui Water Town – Lingshui, Hainan Province, China



Crosswaters Ecolodge & Spa - Nankun Mountain National Forest Park, Huizhou, China



Konka Zhouzhuang - Jishui, Jiangsu Province, China



In addition to hospitality development and projects along the eastern seaboard, there is increasing demand from second and third tier cities in the South Central and Western regions of China. “Officials realize the rapid growth in population, accompanying migration patterns and the need to improve infrastructure with the right mix of business and residential as the foundation for dynamic expansion. As the urbanization in China increases, the significance of the spaces we create today will become even more important. We need to visualize the future urban fabric to create healthy living environments that will be enjoyed by future generations,” says LaMont.

LaMont recalls one of his first projects in China, “We were invited by the South Architecture Design Institute to join their team for the Dalian Wolong Bay International Business Center.” Wolong Bay is within a 1,500 hectare Central Business District and will include over 40 hectares of mixed-use development as part of Dalian’s long-term growth plan. This project was significant because EDSA was given the opportunity to influence the social, environmental and economic fabric for such a large number of people. “We had a chance to

work directly with the local government group and our role became that of advocates for public open space, landscape and community walkability. We not only hit the development targets but made the project a great place to live by creating meaningful places.”

“China is a key market for our worldwide practice, but more importantly it is a place we care deeply about. Over the years our entire staff has been inspired by China’s diversity, culture and spirit. Our teams have developed strong friendships here and we are dedicated to high quality design to help shape the future landscape

of Asia and ensure that the growing population thrives in environments that make sense,” concludes LaMont.

Looking ahead, Lalli and LaMont agree that China’s future lies with the emerging middle class. Within a decade, this demographic group is forecasted to be twice as large as the middle class in the U.S. and with twice the purchasing power. With such a demand, China development isn’t expected to slow down anytime soon. As for EDSA’s future plans in Asia, they are committed to the continued growth of their practice from the United States and local offices in China.

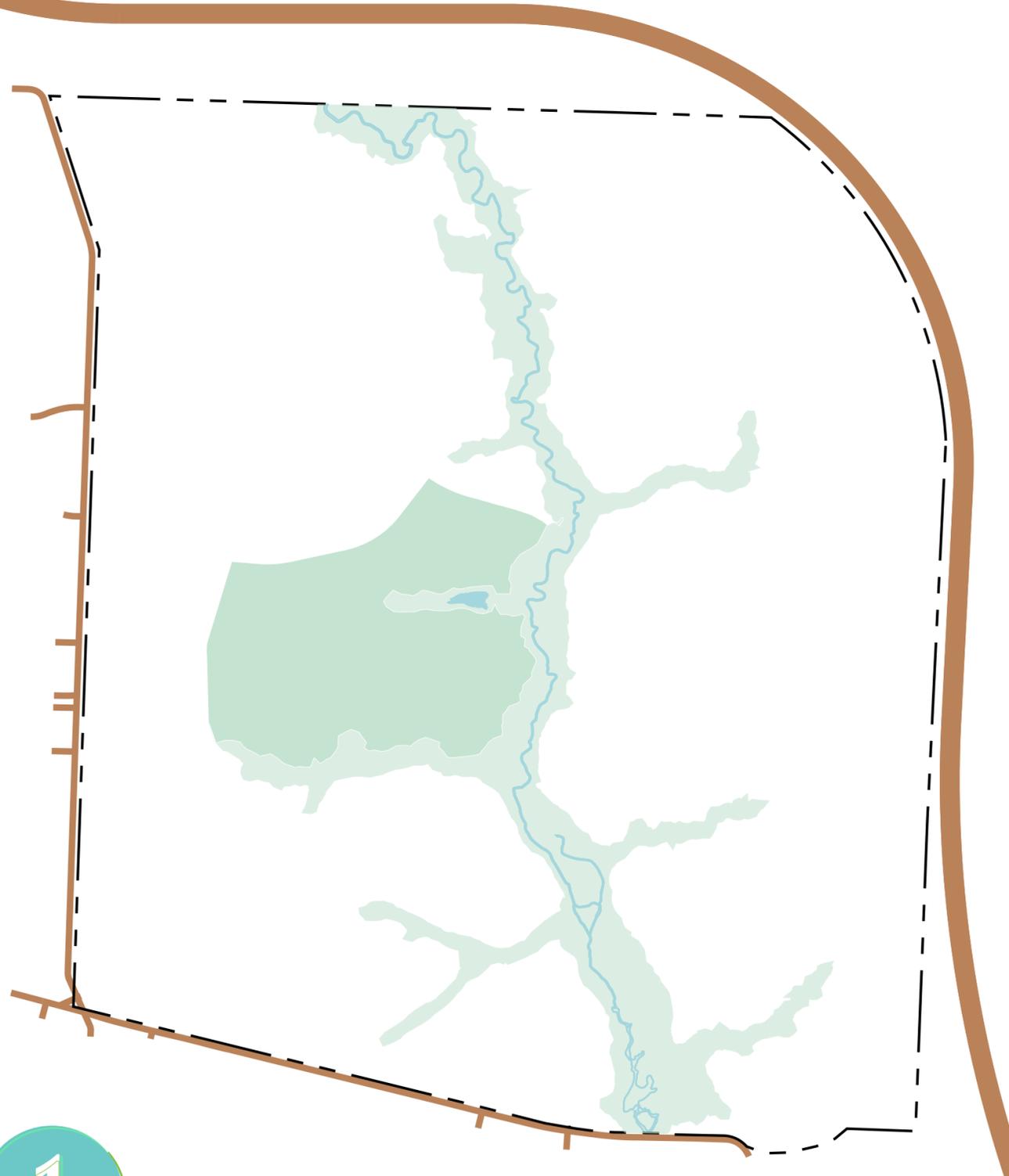
WE ARE DEDICATED TO HIGH QUALITY DESIGN TO HELP SHAPE THE FUTURE LANDSCAPE OF ASIA AND ENSURE THAT THE GROWING POPULATION THRIVES IN ENVIRONMENTS THAT MAKE SENSE.

Scott LaMont, Principal



# HEALTHYLIVING HEALTHYDESIGN

WHEN EDSA DESIGNERS LOOK AT A SITE, WE CAN SEE A **CONNECTED COMMUNITY**. HERE ARE THE **SIX STEPS** WE TAKE TO GET THERE.



1

**NATURAL CORRIDOR**

This creek corridor serves as the natural “spinal cord” of the community.

Once upon a time, wellness meant getting an expensive spa treatment, embarking on a short lived exercise routine, starting a fad diet, reading about nutrition from a pamphlet the doctor gave you or working out in a closet-like gym. It was about spurts of commitment towards a healthy lifestyle. No more.

“Years ago, wellness centers were more about a place to go, a point in time – when you were looking to get a ‘fix’ on changing your lifestyle or breaking a bad habit such as smoking,” says Ed Linquist, Principal at EDSA. “You’d check in and go through a rigorous diet and exercise program. You’d get motivated toward action and then life and routine would slowly put a damper on your otherwise healthy plans. That’s changed.” Today there is a more holistic approach to wellness that includes a person’s

physical, intellectual, spiritual, environmental and occupational health. It’s an active process of becoming aware and making choices toward a healthy and fulfilling life – a growing trend that influences how we live, learn, work and play.

Health and wellness have become a cultural movement in North America. No longer a niche lifestyle, there’s an expectation that if a person is going to be a contributing member of society, they need to be cognizant of their own self well-being. And, it reaches beyond just eating and exercising. There is an increasing awareness about a person’s social relationships, mental/emotional health and even the well-being of communities in which they reside.

Planners and landscape architects are tackling this issue and implementing design alternatives that foster a stronger social fabric, thus promoting wellness in residential neighborhoods, urban city centers and resort

destinations. According to Doug Smith, EDSA President, “The discussion about walkable and scalable communities is now viewed as critical to promote a healthy lifestyle, not only for physical and environmental health but also to facilitate human interaction.” Consider that in the 1990s, site planning of primary home communities often included a golf course and clubhouse, long cul de sacs and no real grid of streets so people were not encouraged to take a walk around the block. “Connectivity is now foremost in communities where amenities are redistributed throughout to provide gathering points for social interaction within a 3-5 minute walk from every home. Everybody now recognizes the need for physical activity, so we are creating places where people don’t have to rely on a vehicle – where the school is positioned and connected by a hierarchy of trails and walkways so children have opportunities to get on bikes and ride to class rather than being dropped off by mom or dad.”



Pompano Beach - Florida, USA

THE DISCUSSION ABOUT WALKABLE AND SCALABLE COMMUNITIES IS NOW VIEWED AS CRITICAL TO PROMOTE A HEALTHY LIFESTYLE, NOT ONLY FOR PHYSICAL AND ENVIRONMENTAL HEALTH BUT ALSO TO FACILITATE HUMAN INTERACTION.

Doug Smith, President



HEALTHY LIVING IS NOW ABOUT  
SUBTLETIES IN PROGRAMMING  
THAT ARE GREATLY INFLUENCED  
THROUGH THE MASTER PLANNING  
AND DETAILED SITE DESIGN PHASES.

Bob Dugan, Principal

Dulles South Master Plan – Loudoun County, Virginia, USA



Today, diet and exercise fads have been replaced by slow and steady wellness programs that are selected by confident consumers who are investing increasing amounts of time and money in their physical, emotional and spiritual well-being. In short, health and wellness are no longer only for diehard devotees; it is transforming into both a civic and social sense of being.

“As the definition for wellness has broadened,” says Bob Dugan, a Principal at EDSA, “healthy living is now about subtleties in programming that is greatly influenced through the master planning and detailed site design phases. Wherever possible, we create places that allow activities to happen in the natural environment.” People want a sense of fulfillment where they live, vacation and work, in addition to being sensitive to environmental concerns and long term sustainability – preferring ecologically friendly activities, materials and nutritional options. For example, when given the option to ride a jet ski that burns fossil fuels, or take a kayak, most resort guests choose the kayak. They simply prefer to be immersed in the natural environment – giving rise to more biking and hiking trails, yoga decks, gardens and park spaces. “The depletion of natural resources and the scrutinizing consumers’ increasing understanding of the environment are guiding the design and programming of exterior spaces toward environmental preservation and healthy living alternatives.”



2

COMMUNITY GREEN SPACE

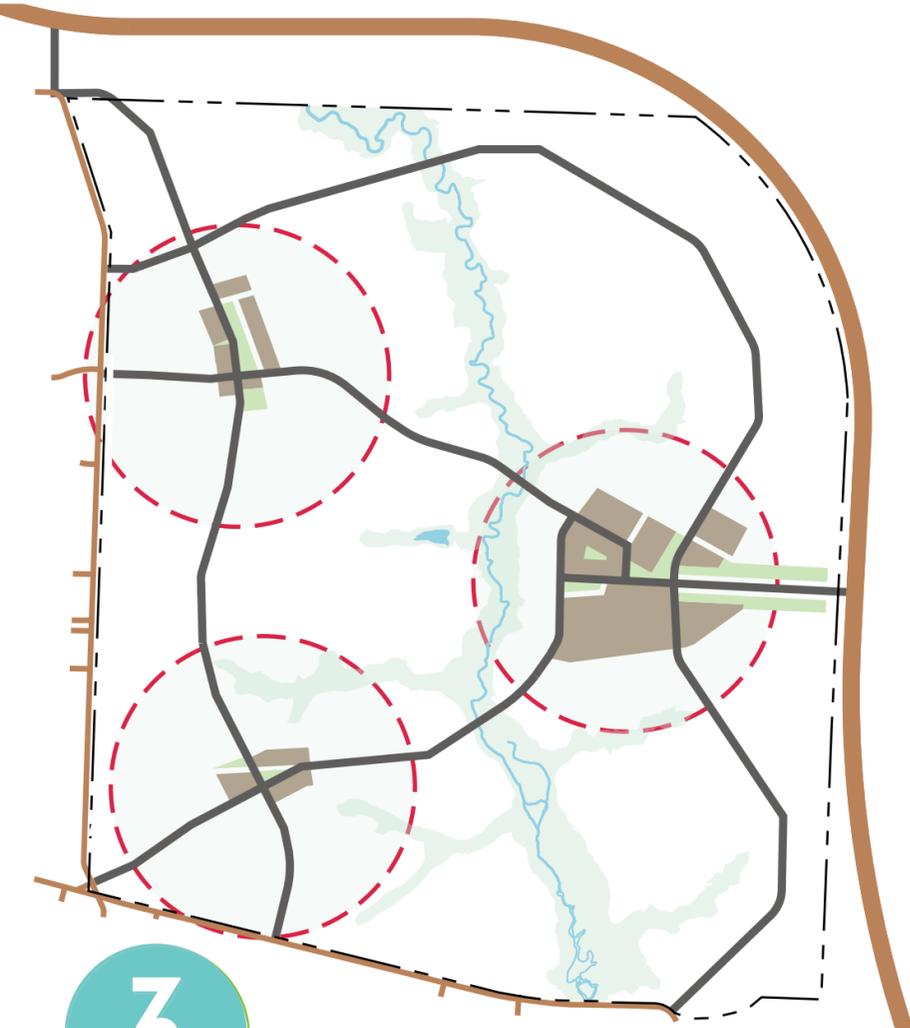
Defines open space such as neighborhood parks, linear greens for tree saves and potential areas to meet water retention needs. These spaces are critical to the livability, spaciousness and connectivity of the community.



Brunswick Crossing – Maryland, USA



Marina Village at Atlantis – Paradise Island, Bahamas

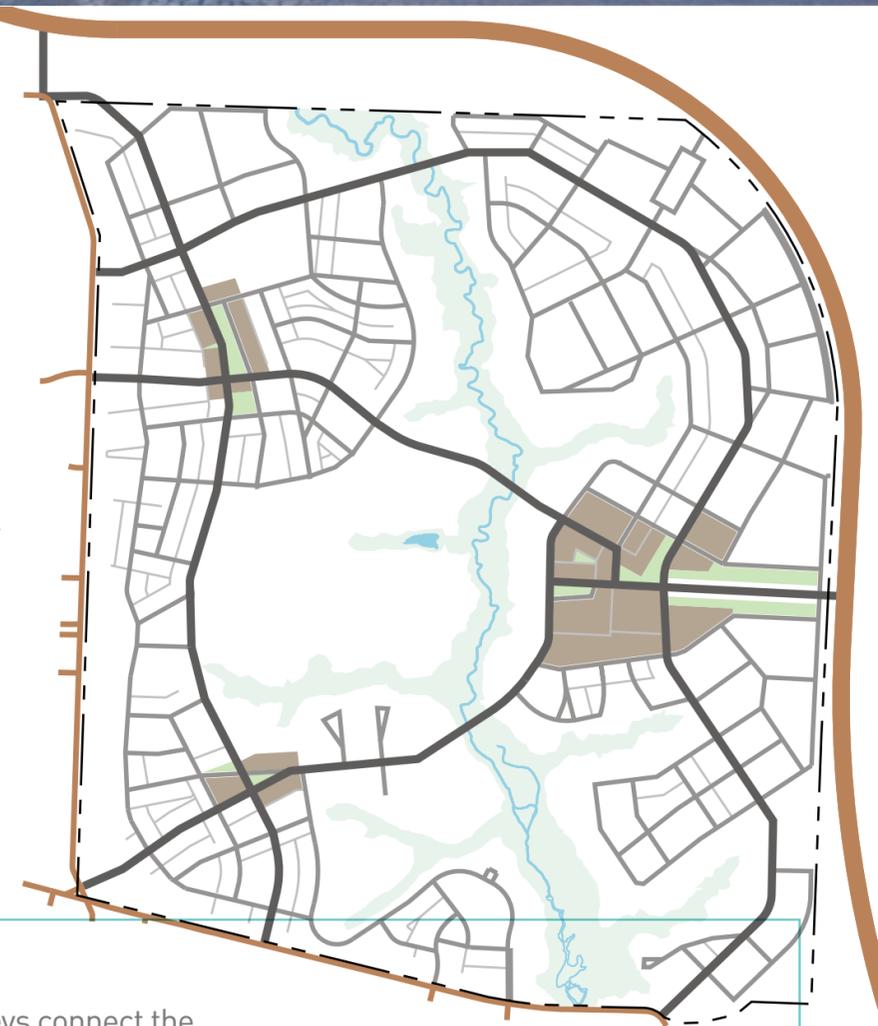


Baby boomers have become a key force behind the growth of the wellness movement. A large portion of this cohort is reaching their most productive years, have disposable income and more importantly, have ample time to spend on wellness. Their interests lie in quality and choice. Baby boomers understand that community engagement and promoting health is good business. Community oriented wellness activities such as walking clubs have the capacity to create a sense of unity, improve productivity and contain healthcare costs.

Gradually, our society is making a connection between the environment we live in and the health of individuals. "It's as simple as making communities more pedestrian friendly, so people can walk to the grocery store or the library," says Linquist. "There is greater emphasis on designing less auto-centric neighborhoods. We're also seeing a trend that instead of building a golf course as a premier amenity to sell residential real estate, developers are carving out parks and open spaces that offer spontaneous or organized ways to play and

exercise with the added benefit of people getting to know their neighbors. We are putting more emphasis on environments with healthy living as the main driver, as opposed to ease of access or being able to park your car as close as possible to the market."

Because residential community development is a highly competitive business, it's critical to use wellness as a selling point to the buying public. "People openly seek wellness in their life, so developments should entice people to have an active lifestyle," Dugan says. "They should incorporate streetscapes shaded by trees with sidewalks and trail systems that encourage human-powered activities." Additionally, an increasing number of buyers are interested in alternative modes of transportation and mass transit as a means to get to work. "They don't want to spend 2-3 hours commuting every day. So they ask: Does the community have everything I need at my fingertips? Is work close to where I live? Can I ride my bike to the grocery store? Does the community incorporate sustainable design?"



### 3

#### CIVIC NODES

Denotes three important nodes within the community formed by the intersection of primary streets. These nodes represent the most logical locations for civic and commercial components. The dashed circles around each node denote 3/4 mile, five minute walking distance to the center.

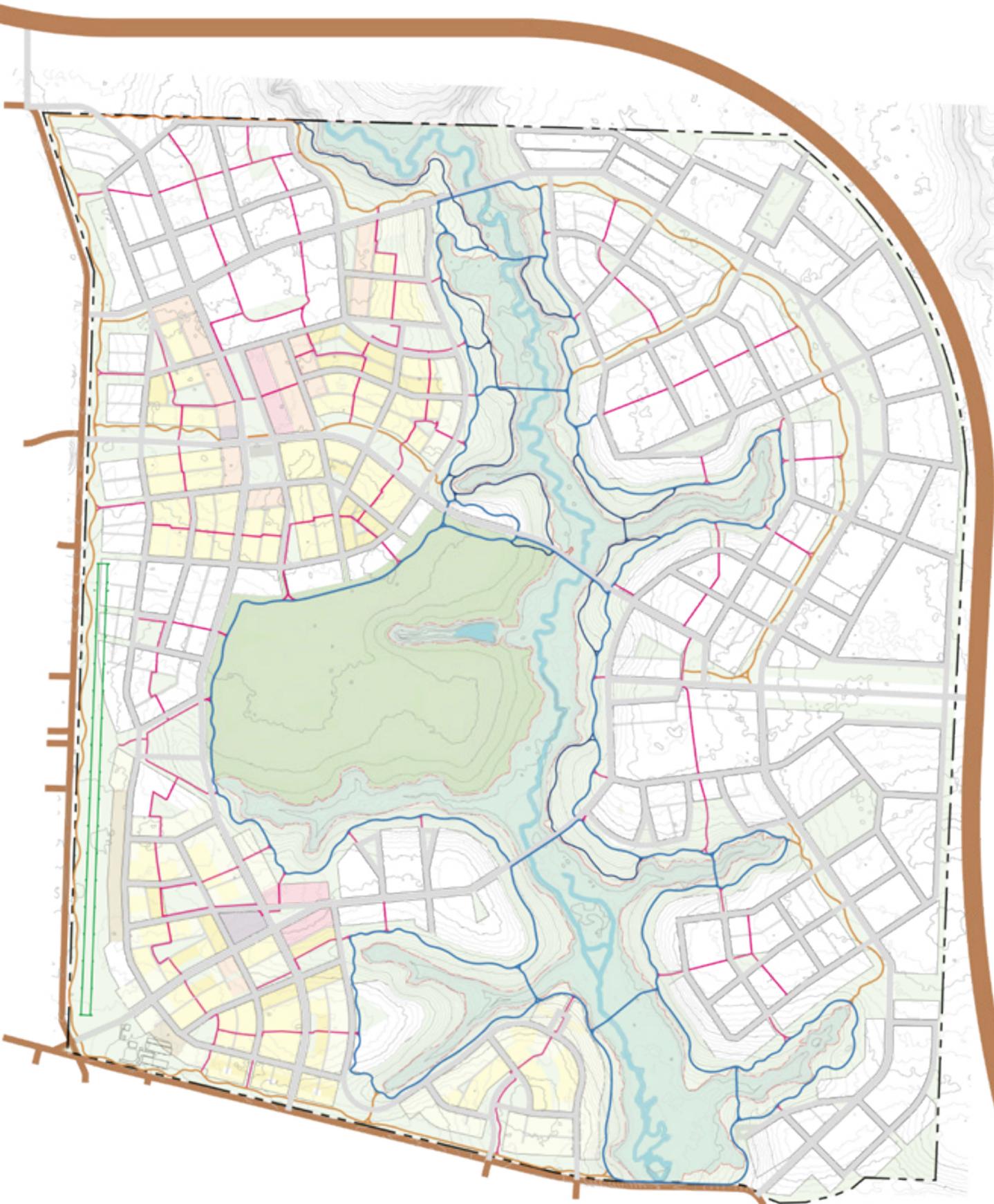
### 4

#### STREET NETWORK

A hierarchy of streets and alleys connect the community and provides options to disperse traffic.

THERE IS GREATER EMPHASIS ON DESIGNING LESS AUTO-CENTRIC NEIGHBORHOODS WITH DEVELOPERS CARVING OUT PARKS AND OPEN SPACES THAT OFFER SPONTANEOUS OR ORGANIZED WAYS TO PLAY AND EXERCISE.

Ed Linquist, Principal



5

West Lake Park - Florida, USA

TRAILS

Primary trails navigate creek corridor edges and create perimeter pedestrian linkage for neighborhoods and areas of commerce. Secondary trails allow users to access creek and wetland edges, while paseo connections occur within neighborhoods to provide inner block access for residents. The final layer of the pedestrian network is sidewalks that are part of the public realm of every street in the community.

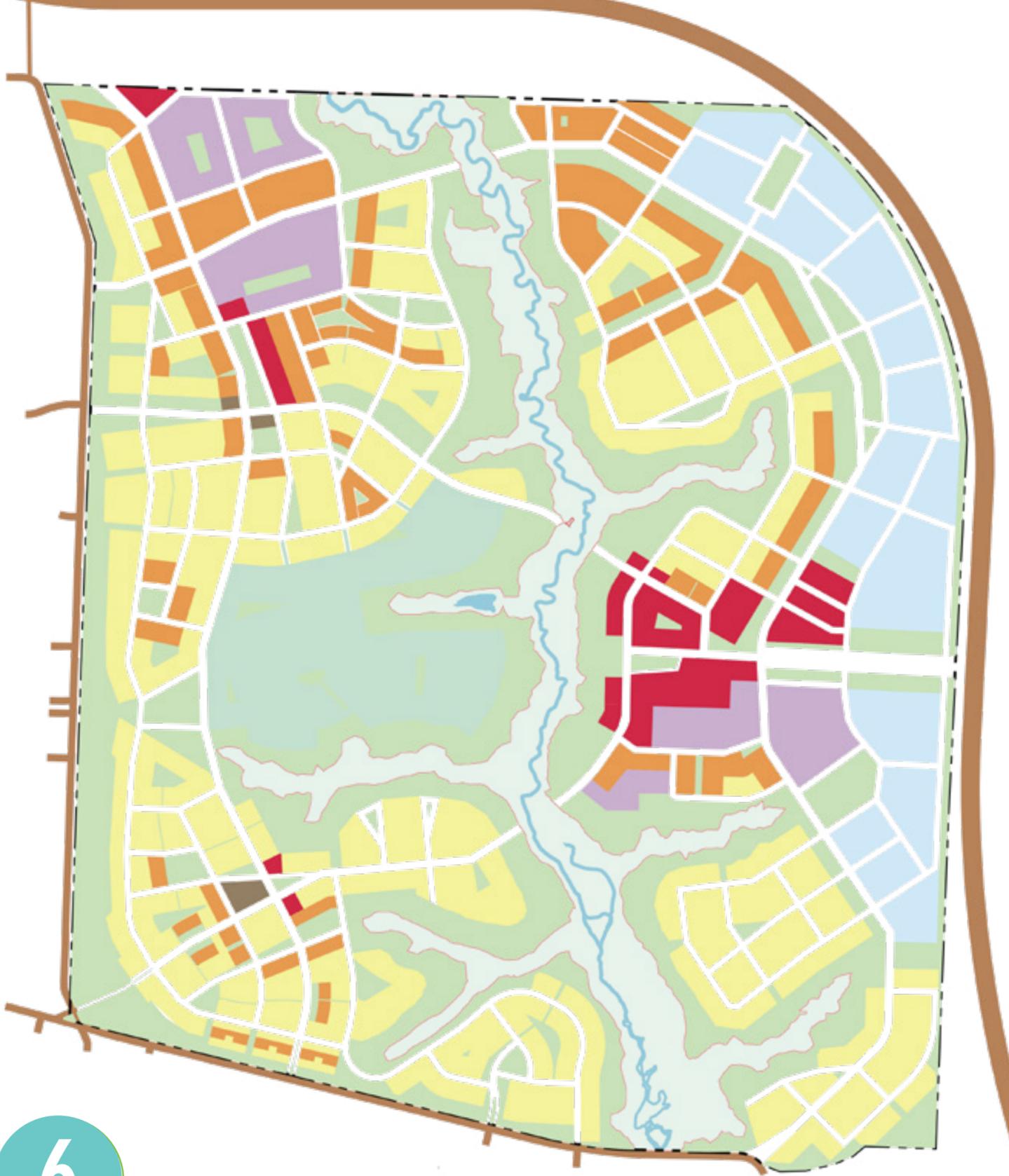
PEOPLE OPENLY SEEK WELLNESS IN THEIR LIFE, SO DEVELOPMENTS SHOULD ENTICE PEOPLE TO HAVE AN ACTIVE LIFESTYLE.

Bob Dugan, Principal

Connectivity is a key element of wellness – both physically and mentally. At the Lustica Bay Resort in Radovici, Montenegro, EDSA’s master plan for the resort community deals with extremely steep terrain conditions and accessibility to a traditional hillside village and the sea. The plan carefully prescribes a variety of connecting trails up and down the slopes of the village through the use of stairs, ramps, walls and architecture – to link the village to the magnificent marina that is the heart and soul of the neighborhood.

In the city of Campeche, Mexico, EDSA is developing an urban framework to strengthen connections between the city and its beautiful waterfront – again

concentrating on wellness and a sense of community. “Campeche lacks a strong pedestrian system within its urban core – there’s very little room for people to walk and a few trees have been planted over the years. So we re-envisioned the street design on important corridors. We have opted to eliminate center medians on many streets to give that space back to the edge thereby improving walking connections and comfort for pedestrians. We are also emphasizing streets that lead people to the waterfront. The waterfront is always what people are drawn to and it therefore becomes a highly significant social and cultural link for the people of the city,” says Smith.



6

LAND USE

The Land Use Plan provides color coded information about the land use and product. This diagram is a quick reference to the patterns of the community and zones of intensity.

GROWTH IN THE WELLNESS SECTOR IS DRIVEN BY LONGER LIFE SPANS AND AN INCREASING AWARENESS OF THE LONG TERM BENEFIT OF FITNESS. WELLNESS, IS HERE TO STAY.

Doug Smith, President

Today, wellness knows no bounds, and it has evolved to underscore the importance of what and how people eat, Smith adds. "More community developers now are considering food sources and food systems as part of the community plan," he explains. "It's a little cliché, but community gardens are looked at as an excellent way to bring people together socially." In a much broader sense, there is increasing interest in food sourcing related to organically grown food, as well as how far food products travel from farm to table. It's not only a wellness concern but also one of long term sustainability. "For instance, incorporating an organic farm into the fabric of a new community benefits people and becomes a very interesting amenity. You might have a barn that would be open for retail produce sales and also used for other activities that serve as a hallmark of the community ethic. Such amenities are also found within the wellness amenities at resorts. These health-conscious offerings are popping up at resorts through spa aromatherapy treatments or herbal ingredients in the executive chef's prestigious menu."

Not surprisingly, wellness is also affecting the way health care providers, such as hospitals, operate and offer services. New facilities are often affiliated with, or operated through, a health organization where patrons might take a spa treatment as well as attend a course that discusses nutritional guidelines or healthy lifestyle alternatives with experts contributing to the conversation.

EDSA is working with Florida Hospital, an institution on a new health campus in central Florida. As a lifestyle resource, the client more wants the facility and its offerings to be highly integrated with the community. Linquist explains, "The facility wants to open its doors and invite the public to visit and experience the hospital as a neighborhood facility – not something to visit only when they are sick. The campus master plan proposed by EDSA would accommodate a main hospital as well as a medical office building, hotel and a community park. "The goal is to provide a community-friendly healthcare facility with a strong connection to the Winter Garden community," says Linquist. "Our concept is to provide a 'green spine' that connects the campus with the surrounding neighborhoods and mixed-use, commercial areas. It will include a strong pedestrian connection with a rain garden, flower garden, social spaces and a hub for bicycling enthusiasts."

Growth in the wellness sector is driven by longer life spans and an increasing awareness of the long term benefits of fitness and a healthy lifestyle – with younger generations of consumers also increasingly interested in wellness in addition to the yet untapped markets in Asia and Latin America. "Wellness," says EDSA's Smith, "is here to stay."

Riverwalk - Florida, USA



Pompano Beach - Florida, USA



With an increased awareness of how systems affect our health, well-being and the environment, there is a **higher demand on design professionals to model and measure such performance standards.**

Gregg Sutton, Principal

urban plaza, but in recent years, the world's landscapes are being evaluated under the added dimension of performance. What should a building, park or streetscape contain? How does it contribute to a community's fabric, social influence and sustainable practices? Is it performing? "There is a change in how we all perceive our environs with much more attention being paid to efficiency, sustainability, cultural enrichment and longevity," says Sutton. With an increased awareness of how systems affect our health, well-being and the environment, there is a higher demand on design professionals to model and measure such performance standards. More than ever, landscape architects are incorporating data-driven design into their everyday practice.

The transition toward performance-based design has been facilitated by a number of green building programs. The highly recognized United States Green Building Council's Leadership in Energy and Environmental Design (LEED) rating system has been instrumental in providing universal metrics and publicizing the influence of design on healthy living. The LEED rating system awards points based on architectural, engineering, site and landscape elements. "Although LEED has contributed to market change, its evolution remains building centric and could be stronger in recognizing the impacts and contributions of designed landscapes," suggests Bill Estes, EDSA Vice President.

In 2005, the American Society of Landscape Architects (ASLA) recognized this disconnect and partnered with the Lady Bird Johnson Wildflower Center at The University of Texas at Austin and the United States Botanic Garden to establish the Sustainable Sites Initiative (SITES™). Currently in its pilot phase, SITES™ offers a set of metrics and performance benchmarks for sustainable land design, construction and maintenance practices. SITES™ provides tools for land development and environmental management by addressing increasingly urgent global concerns such as climate change, loss of biodiversity and resource depletion.

These analytical programs have been a tremendous catalyst for shaping resource efficient design and how the environment is perceived by end-users. "While the criteria measured through LEED and SITES™ is intuitive and often integrated in our design, we must continue to challenge our best practices and provide verifiable results that substantiate a reduced carbon footprint and savings to a project. The aesthetic, social and economic contributions of our work must be realized in all aspects of the design," says Estes.

**I**n today's modest world, consumers are inundated with products competing for their attention and dollars. Through the use of attractive packaging and poignant ad campaigns, brand experts influence purchasing decisions and convince shoppers of how products or services will enhance their lives. However, before investing in any product, savvy consumers are conducting research to better understand a product's true value. For example, the saturation of food nutritional labels are scrutinized for their '100% organic', '30% less sodium', or '2x more absorbent' claims. Doing some type of comparative analysis has become routine with the availability of baseline standards and value metrics to help consumers determine if and how they want to spend their money. Ultimately, consumers make decisions not just by how a product looks, but how it performs.

"Our built environment can be viewed in the same way," says Gregg Sutton, EDSA Principal. Many marvel at the beauty of a building, an outdoor sculpture garden or a cleverly designed



PERFORMANCE METRICS

**METRICS**



Sheikh Zayed Desert Learning Center – Al Ain, United Arab Emirates



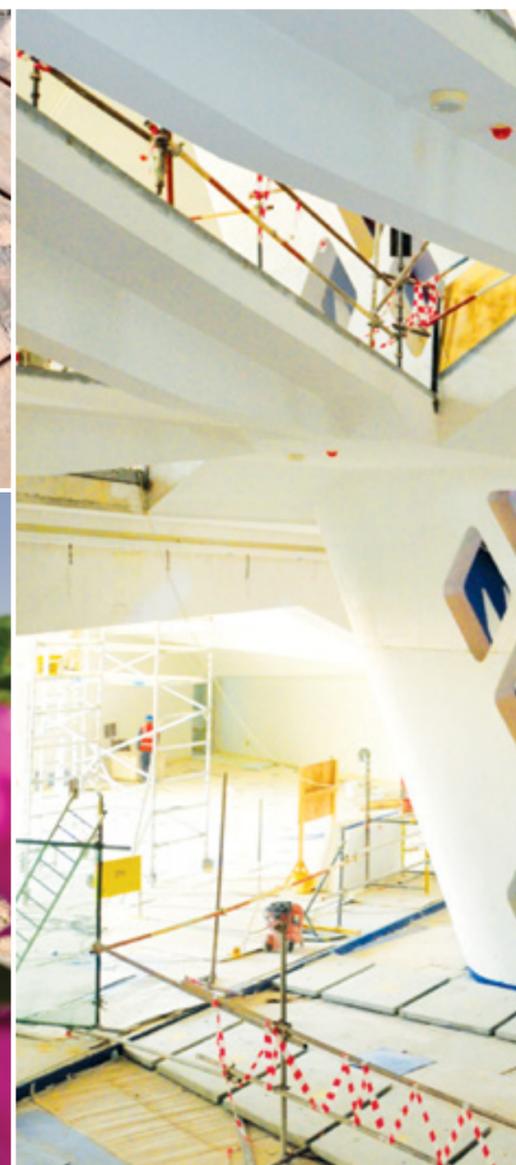
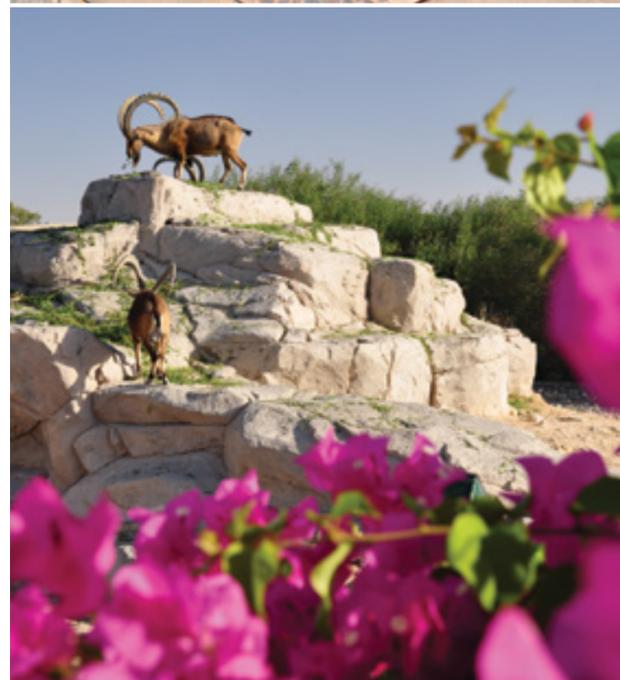
The advantage of the LAF type case studies is that it encourages an evolution in thought and process with an increased focus on the analysis phase of a project.

Gregg Sutton, Principal

As the master planners for the Sheikh Zayed Desert Learning Center (SZDLC) at the Al Ain Wildlife Park & Resort located in the United Arab Emirates, EDSA placed a high priority on sustainability and resource efficient design. The project is not only anticipated to achieve LEED Platinum level certification, but was also required to obtain Estidama certification. Estidama is a rating system specific to the Middle East region that takes into account unique culture and environmental attributes. Combining these two rating methods presented several challenges – beginning with identifying where the systems overlapped and adopting the more stringent metrics. “At the onset of the project, we noted the importance of reducing heat island effect. For hardscape materials, these credits required a solar reflectance index (SRI) value of 29 or higher. In response, light color products that do not absorb the sun’s heat were selected. In addition to measuring the heat gain potential, several other criteria such as water efficient landscaping were also employed. After calculating the base as outlined by LEED, we quantified reduced water usage with a design

scenario that incorporates native plantings, drip irrigation, rain sensors and the non-irrigation of natural habitats. Additionally, the project is fortunate to have non-potable irrigation water available, which eliminated potable water demand for irrigation,” explains Estes.

While green building rating systems have helped create some basic standards of performance measurement, another sponsor of landscape performance research is the Landscape Architecture Foundation (LAF). This organization has taken a different approach towards evidence-based design. Unlike LEED and SITES™, the LAF does not promote specific metrics but rather encourages academic research related to sustainability. As in most instances, the benefit of this type of research is typically witnessed in the lessons learned. “The advantage of the LAF type case studies is that it encourages an evolution in thought and process with an increased focus on the analysis phase of a project and an awareness to collect measurable data against which to test your design,” explains Sutton.



<b>Location:</b>	Al Ain, United Arab Emirates
<b>Size:</b>	15.25 acres
<b>Type:</b>	Institutional, Mixed Use
<b>Rating System:</b>	LEED – NC version 2.2 Estidama

**Environmental**  

 Uses energy efficient, full cut-off lighting that protects the night sky, minimizes light trespass, and uses only 48% of the allowable power output. Overall irrigation water demand is reduced by 59% and uses 100% gray water to eliminate the use of potable water for irrigation.

**Economic**  

 In addition to construction jobs created and the use of locally sourced materials, the 137% increase in tourism and the creation of nearly 500 permanent jobs at the Al Ain Zoo provide positive economic benefits.

**Cultural**  

 Features educational exhibits on wildlife and traditions of the desert and the conservation heritage of the late Sheikh Zayed while also promoting sustainability education of international scope, reaching 1,000,000 visitors per year.

# Sheikh Zayed Desert Learning Center

# Valletta Waterfront

**Location:** Valletta, Malta  
**Size:** 11.86 acres  
**Type:** Waterfront, Retail, Transportation  
**Rating System:** LAF Performance Series



## Environmental

Reduced impervious surfaces on the site by 16.3% by removing 9,152m<sup>2</sup> of hardscape and installing 46 native shade trees. This enhancement along replacing existing paved areas with high albedo paving helps reduce the urban heat island effect of the site.



## Economic

Nearly 500% increase in tourism since 1998 has created approximately 400 permanent jobs and contributes \$54.5 million annually into the Maltese economy.



## Cultural

Restored historic buildings as well as the historic waterfront. Designated a UNESCO World Heritage Site.



Identifying goals for site performance early in the process will help guide the **functional aspects of the landscape design** where **emphasis** is placed on an **inclusive, integrative approach.**

Bill Estes, Vice President

EDSA has long been an advocate of the LAF's efforts and has participated in both the Landscape Performance Series and Case Study Investigation Series programs. The EDSA team is currently working on a case study for the Valletta Waterfront in Malta which entailed the privatization and reconfiguration of a portion of the historic waterfront into a highly successful local and international destination. "As a contribution to the LAF Performance Series, we selected a project that was both challenging and prototypical of other projects within the firm. This allows our designers to learn from the experience and apply that

knowledge to future work," explains Sutton. The most challenging part of the case study was collecting verifiable baseline metrics for comparison. Knowing that the primary purpose for revitalization was to enhance tourism, the team collected pre and post development data to support the resulting economic benefit. Although more challenging to measure, it was determined that the design also had a strong influence in reducing the heat island effect and improving pedestrian circulation. In addition, regeneration of the historic core and repurposing of the waterfront helped celebrate the history and culture of the area.

before and after view of Valletta Waterfront – Valletta, Malta



Valletta Waterfront – Valletta, Malta

We will continue to support such efforts and look for ways to improve our work through case studies and lessons learned so that when our clients view a well-designed landscape, they see more than a beautiful composition; they understand how the landscape performs and adds value to their project.

Gregg Sutton, Principal



Castiglion Del Bosco — Tuscany, Italy



## Castiglion del Bosco

**Location:** Tuscany, Italy  
**Size:** 4,500 acres  
**Type:** Resort + Hotel, Nature Preserve, Working Landscape  
**Rating System:** Landscape Architecture Foundation Case Study Investigation [CSI]



### Environmental

2,700 lbs of organic vegetables, fruits, and herbs per year in the 3,500sf kitchen garden for use in the restaurants and culinary academy. Vineyards rely on manual labor over machinery, organic practices, and use no irrigation.



### Economic

Produces annually 300,000 bottles of wine from 170 acres of vineyards. Founding member of the Consorzio del Vino Brunello di Montalcino, a voluntary association of producers that regulates and controls the quality of Brunello production.



### Cultural

Restored 800 year old historic buildings or rebuilt on the foundations. Designated a UNESCO World Heritage Site.



EDSA agrees that stronger partnerships and collaboration between the private sector and academic researchers will enhance research efforts. The LAF is helping bridge this gap. In 2012, EDSA partnered with the University of Maryland to create an LAF case study for the Castiglion Del Bosco resort community in Tuscany, Italy. The most significant challenge in evaluating the project's performance was the availability of data. Physical location, language barriers and tracking the property's operating systems all proved challenging in the analysis process. For example, kitchen gardens were incorporated to allow onsite restaurants to serve fresh, locally grown food, which they are successfully doing. Measuring the amount of site grown food compared to what would have been imported is difficult to accurately determine without a tracking measurement performed by restaurant operations. Related economic impacts proved easier to quantify through tourism revenue, job creation and product exportation from the winery. Additional environmental initiatives such as rainwater collection in underground cisterns for irrigation use, preservation of mature forests and wildlife habitat, and the use of local stone and native plantings were more easily tabulated.

As with Castiglion del Bosco, social impacts are the most difficult aspects to measure on most projects. Castiglion del Bosco has incorporated a number of communal and cultural initiatives such as language programs, wine making classes and workshops led by local craftsman to teach their trades. With data available on program

enrollment, these efforts can be determined as successful, but without specific feedback from participants, it becomes more difficult to ascertain just how these programs are affecting the region and the visitor's experience. Estes agrees, "These social impacts are equally as important in determining a project's success as are environmental and economic efficiency metrics."

Performance metrics are changing the design process and how we view our built environment and green building rating systems are helping lead the way. "Continuing advances in research are needed to gain a better understanding of how landscape interventions affect larger systems, both within specific projects and relative to the region. Identifying goals for site performance early in the process will help guide the functional aspects of the landscape design where emphasis is placed on an inclusive, integrative approach to sustainability to include economic, social and cultural aspects," suggests Estes.

Support for organizations like the LAF and university level research is critical to development of better data and tools to help landscape architects measure and quantify project performance. "We will continue to support such efforts and look for ways to improve our work through case studies and lessons learned so that when our clients view a well-designed landscape, they see more than a beautiful composition; they understand how the landscape performs and adds value to their project," concludes Sutton.

# STAMPS OF APPROVAL

[staff picks]

## FAVORITE APPS

- epi** 1. Epicurious  
An informational site about food and cookery offering a recipe database, message board, interviews with famous chefs, articles, culinary tourism and more.
-  2. Beijing Taxi Guide  
An app filled with over 3000 big, bold-faced addresses in Chinese that show drivers where we need to go!
-  3. Dropbox  
A file hosting service that offers cloud storage, file synchronization and client software.
-  4. Over  
This app gives the ability to add well-designed, artistic text and artwork to photos.
-  5. Nike+  
A device that measure and records the distance and pace of your run or walk with the ability to add friends, make challenges and create an online community.
-  6. Mint.com  
You can set a budget, track your goals and do more with your money - a best bet - it's free.
-  7. Leafsnap  
This free mobile app uses visual recognition software to help identify tree and plant species from photographs of their leaves. It also contributes to a growing database of scientific knowledge.
-  8. BitMap  
An offline map viewer with navigation features that allows recording and display of waypoints and routes. These can then be imported into desktop applications. Very useful during site analysis.
-  9. AllTrails  
Revolutionizing the way you discover, plan, and experience the outdoors.
-  10. History Here™  
Is an interactive travel guide to thousands of historic locations across the United States. The easy-to-use interface, photos, video and dynamic maps bring history to life anywhere in the country.

## TRAVEL NECESSITIES

1. Documentation & Passport
- 2. SEAT ASSIGNMENT ON THE OPPOSITE SIDE OF THE PLANE AS YOUR BOSS PER ABE NIELSEN**
3. Camera
4. Toothbrush!
5. Water
6. Haribo Gummy Frogs
7. Comfortable Shoes
8. Cash
9. A Positive Attitude
10. Noise Cancelling Headphones



**5. [A GREAT] STRESS RELIEVER SAYS BRANDON HUFFMAN BUT ONLY IF YOU'RE PLAYING WELL, OTHERWISE IT CAN CREATE MORE STRESS.**

**7. [A MUST] SAYS KATY HALLGREN, FOR LANDSCAPE ARCHITECTS & PLANT ENTHUSIASTS.**



## STRESS RELIEVERS

1. Movies
2. Video Games
3. Biking
4. Reading
- 5.**
6. Exercise
7. Wine [or Jack Daniels]
8. Couch
9. Meditation
10. Laugh!

# MUSIC

1. Justin Timberlake
2. Bronze Radio Return
3. Michael Bublé
4. Luke Bryan
5. Imagine Dragons
6. Bruno Mars
7. The Lumineers
8. Waylon Jennings
9. Streaming 89.3 The Current

## 10. [ANYTHING] ON DERICK CISSEL'S SPOTIFY ACCOUNT

# 10.

HERE ARE DERICK'S TOP 5 TRACKS HE IS CURRENTLY LISTENING TO

- A. Old Pine – Ben Howard
- B. Ride On Right On – Phosphorescent
- C. We The Common – Thao & The Get Down Stay Down
- D. Kill For Love – Chromatics
- E. Tiderays – Volcano Choir



# BUZZWORDS

1. Napkin Sketch
2. The Cloud
3. Foodscape
4. Buzzwords
5. Twitterpeeps
6. Selfie
7. Infographic
8. End User
9. Glamping
10. BYOD [Bring Your Own Device]

## 4. BEN BOYD THINKS BUZZWORDS ARE SILLY CORPORATE SPEAK!



# QUOTES TO LIVE BY

1. "Laugh loudly, laugh often, and most important, laugh at yourself."  
– Chelsea Handler
2. "Lights will guide you home."  
– Chris Martin from Coldplay song "Fix You"
3. "You can't depend on your eyes when your imagination is out of focus."  
– Mark Twain
4. "Individually, we are one drop. Together, we are an ocean."  
– Ryunosuke Satoro
5. "I can't go back to yesterday - because I was a different person then."  
– Lewis Carroll
6. "The difference in winning and losing is most often, not quitting."  
– Walt Disney
7. "We are what we repeatedly do. Excellence then, is not an act, but a habit."  
– Aristotle

## 2. SCOTT LAMONT BEING SUCH A FREQUENT TRAVELER IDENTIFIES WITH THESE WORDS



8. "Great minds discuss ideas. Average minds discuss events. Small minds discuss people."  
– Eleanor Roosevelt
9. "Design is a funny word. Some people think design means how it looks. But of course, if you dig deeper, it's really how it works."  
– Steve Jobs
10. "Without leaps of imagination, or dreaming, we lose the excitement of possibilities. Dreaming, after all, is a form of planning."  
– Gloria Steinem



WE HAVE ENJOYED THIS YEAR  
IMMENSELY AND TRULY APPRECIATE  
THAT OUR CLIENTS, FRIENDS AND  
COLLEAGUES MAKE OUR DAYS MORE  
EXCITING AND MORE INTERESTING.  
WE ARE HUMBLLED BY OUR GROWTH  
AND ACCOMPLISHMENTS –  
RECOGNIZING THE IMPORTANCE OF  
OUR PEOPLE. WE WISH YOU AND  
YOUR FAMILY A YEAR OF HEALTH,  
HAPPINESS AND PROSPERITY.

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



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