

# design matters

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

**ED STONE TRIBUTE**  
A TRUE VISIONARY

**INK**  
ARTISTRY IN MOTION

**DESTINATION  
DESIGNER**  
25 INSPIRING  
P L A C E S

**GLOBAL AUTHENTICITY**  
DESIGN INSIGHT INTO  
DISTANT LANDS

ISSUE 01 | FALL 2011

With five decades of experience and hundreds of completed projects on six continents, **EDSA** has helped shape the global practice of planning, landscape architecture, and urban design.

BAHIA BEACH RESORT & GOLF CLUB  
San Juan, Puerto Rico





BOCA BEACH CLUB - Boca Raton, Florida

# CREDITS

## PUBLISHER

EDSA, Inc.

## EDITOR IN CHIEF

Doug Smith, Managing Principal

## EDITOR

Jill Martinez, Vice President of Marketing

## SPECIAL CONTRIBUTORS

John Allyn  
Bob Behling  
Rich Centolella  
Derick Cissel  
Tonia Davenport  
Jeannie Drake  
Bill Estes  
Miranda Estes  
Lucie Frohlichova  
Derek Gagne  
Jack Garcia  
Kona Gray  
Marc Hall  
Astrid Hoffmann  
Rob Hutcheson  
Joe Lalli  
Paul Kissinger  
Marco Larrea  
Gabriela Patocchi  
Neal Schafers

Mike Sheridan  
Gregg Sutton  
Ashley Walker Walden  
Ira Wolf  
Mihaela Zaharescu

## DESIGN & PRODUCTION

Mark Dineen  
Robert Micsak  
Andrew Schmidt

## PHOTOGRAPHY CREDITS

Boca Raton Resort & Club  
Steven Brooke  
Mark Dineen  
Bill Estes  
Derek Gagne  
Rob Hutcheson  
Chad Kovaleski  
Greg Kaeuper  
Len Kaufman  
Paul Kissinger  
Hitesh Mehta  
Robert Micsak  
Maria Rowland  
Neal Schafers  
Andrew Schmidt  
Scott Trees  
Peter Vitale  
Steve Uzzell  
Mihaela Zaharescu

## EDSA OFFICE LOCATIONS

### Fort Lauderdale

1512 East Broward Boulevard, Suite 110  
Fort Lauderdale, Florida 33301  
954.524.3330

### Orlando

Century Plaza  
135 West Central Boulevard, Suite 400  
Orlando, Florida 32801  
407.425.3330

### Beijing

1/F, Building 7  
Xiuju Garden  
Beiyuanjiayuan, Chaoyang District  
Beijing, China 100012  
86.10.8499.1818

### Baltimore

Inner Harbor Center  
400 East Pratt Street, Suite 902  
Baltimore, Maryland 21202  
443.539.3350

EDSA has been influencing the profession of planning and landscape architecture for more than 50 years and continues to be at the forefront of creative plans and strategies in the design of resort destinations, entertainment venues, residential communities, corporate and education campuses, mixed-use districts, urban centers, and public waterfronts.

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

With approximately 200 professionals, representing 25 countries, and projects in over 90 countries, EDSA has the experience, cultural diversity, and resources required to work effectively in the global arena - creating environments that are rich in character and detail. For more information visit EDSA at [www.edsaplan.com](http://www.edsaplan.com).

2011. Entire contents copyright by EDSA with all rights reserved. Partial quotation with attribution is encouraged but reproduction in whole or part is strictly prohibited.

Printed in China.



# JOE LALLI

on  
creativity \_\* \

To my friends,

What a roller coaster ride the past few years have been. It seems as if we are learning to walk again. Even after 50 years in business, we continue to discover and evolve. Will we ever have all the answers? I don't presume so, but the ongoing progression is part of the fun and challenge that keeps us creative.

Much has been said about the "new normal" and what that means as we recover from the global economic challenges that have impacted all of us. For EDSA, it is not about adapting and accepting a new standard but rather pushing ourselves farther than we ever have with a renewed commitment to innovation and creativity. I believe those who are surviving this economic storm victoriously are great thinkers – those who are pioneering – those willing to step out in front. This is a time of ingenuity and inspiration. A time when clients and consumers seek the most original and resourceful solutions and opt to not settle for less.

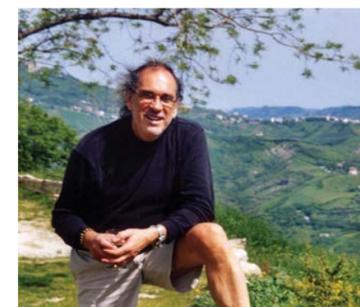
As we continue to grow and improve our respective practices, I ask all of our partners, staff, vendors, consultants, and clients to push the envelope in design and sustainability. I feel strongly that creativity = good design = sustainability = good health = a healthy society. Innovation and quality design will lead to a much healthier environment in which to live, work, study, and play. And that, in and of itself, encourages creativity.

Times of adversity provide great opportunities for us to learn. Let us learn how to cope with less and be more creative with limited resources in everything we do. As we progress from a deep recession, it is a perfect opportunity for us to take time to undo the wrong and make it right. A time to promote creativity in everything we do. A time to endorse happy, healthy, balanced living. A time to repair the environmental damage that has been done and give back to society as a whole. By doing this, we can all make a huge difference in making this earth a better place for future generations.

In our first edition of *designmatters*, we share our practical expertise, philosophies, and project details that embrace improved quality of life from hospitality design, residential living, and campus environments to the urban fabric of our cities, and many facets influencing arts and entertainment. At EDSA, we see our greatest gift in our diversity of staff and the creative minds busy at work. We hope sharing our knowledge, experience, and lessons learned assists you in creatively planning for the future; one that we see filled with hope and great optimism.

All the best,

Joseph J. Lalli, FASLA  
President & CEO



I F E E L S T R O N G L Y  
T H A T C R E A T I V I T Y = G O O D  
D E S I G N  
= S U S T A I N A B I L I T Y = G O O D  
H E A L T H e q u a l s A  
H E A L T H Y S O C I E T Y \* \*

INSIDE

10

ED STONE  
TRIBUTE TO A VISIONARY

14

GLOBAL AUTHENTICITY  
DESIGN INSIGHT INTO DISTANT LANDS

20

INK  
HALLMARK OF EVOCATIVE DESIGN

32

THROUGH THE YEARS  
AN EDSA PROJECT SHOWCASE

38

ANATOMY OF EDSA  
INSPIRING A DESIGN CULTURE

40

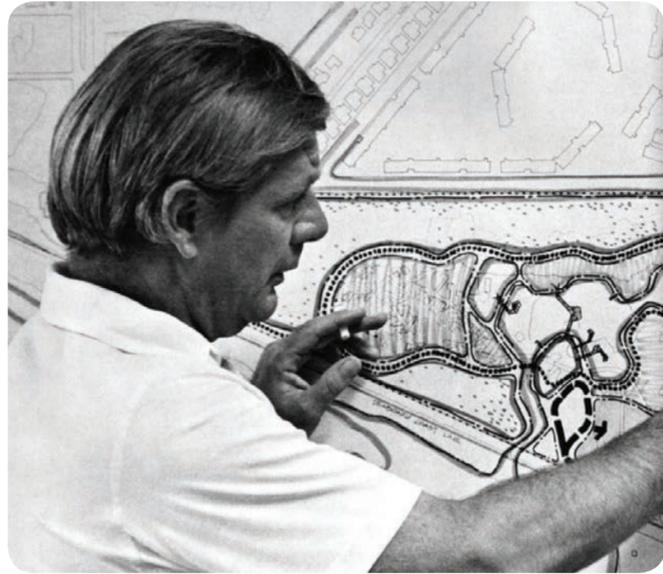
DESTINATION DESIGNER  
25 INSPIRING PLACES

54

THE EDSA FAMILY



PARK HYATT DUBAI CREEK GOLF & YACHT CLUB  
Dubai, United Arab Emirates



# ED STONE

TRIBUTE TO A VISIONARY

**NATURAL LEADER. INNOVATOR. MENTOR. FRIEND.**  
ED MEANT ALL THESE THINGS AND MORE TO THE PEOPLE WHO KNEW HIM AND THE PROFESSION THAT SUSTAINED HIM.

To know Ed, was to be in the presence of the perfect gentleman – a rare combination of charisma and warmth, infinite wisdom, and sense of wonder. His appreciation for the relationship between the built form and natural environment changed the face of land planning and landscape architecture as we know it today. His passion for creativity and collaboration launched a firm that still leads the industry after 51 years in business. And yet, it was his love of people and desire to give back that defined Ed as much as his professional achievements.

## ORIGINS OF AN ICON

For Ed, entering the world of design was inevitable. Born August 30, 1932 to Orlean Vandiver and distinguished architect Edward Durell Stone, Sr., he was influenced by design at an early age. During his formative years, Ed spent a serendipitous spring break in Palm Beach. A native son of southern New England and New York, he was instantly transformed by the architecture, landscape, and tropical climate. Ed vowed to return and bring landscape architecture to the Florida frontier.

A man of his word, he arrived in Fort Lauderdale in June of 1959, a newly minted graduate. Under the tutelage of Frederic B. Stresau, a prominent landscape architect and plantsman, Ed conquered a number of residential assignments and the occasional hotel. In 1960, with much trepidation, he journeyed out on his own, founding EDSA in his garage. At a time when the profession was on the eve of expansion, Ed's business sense continued to progress along with his passion to positively influence patrons of the world's landscapes through design.

TO TRULY UNDERSTAND THE BRILLIANCE OF ED, YOU NEED ONLY VISIT ONE OF THE COUNTLESS EVOCATIVE LANDSCAPES THAT BEAR EDSA'S SIGNATURE STYLE AND SUPREME RESPECT FOR THE LAND. HE LEFT A LIGHT FOOTPRINT, BUT ESTABLISHED A POWERFUL LEGACY FOR MAKING THE WORLD A BETTER PLACE.

## A COLLECTION OF PEERS

From the beginning, Ed nurtured a loyal group of talented designers. He instilled in his colleagues the value of a collaborative approach, pioneering the concept of egalitarian studios within a creative environment. He also recognized that landscape architects were uniquely qualified to take on complex master planning assignments, putting EDSA at the forefront of redefining the role of landscape architects as master planners and team leaders.

Yet it was Ed's ability to mentor and develop future leaders that remains the lifeblood of EDSA. As the consummate landscape architect, he encouraged and inspired generations of designers, colleagues, and constituents resulting in a wonderful trajectory of work all over the world. Ed's generosity and collaborative spirit continues to define EDSA's culture of design

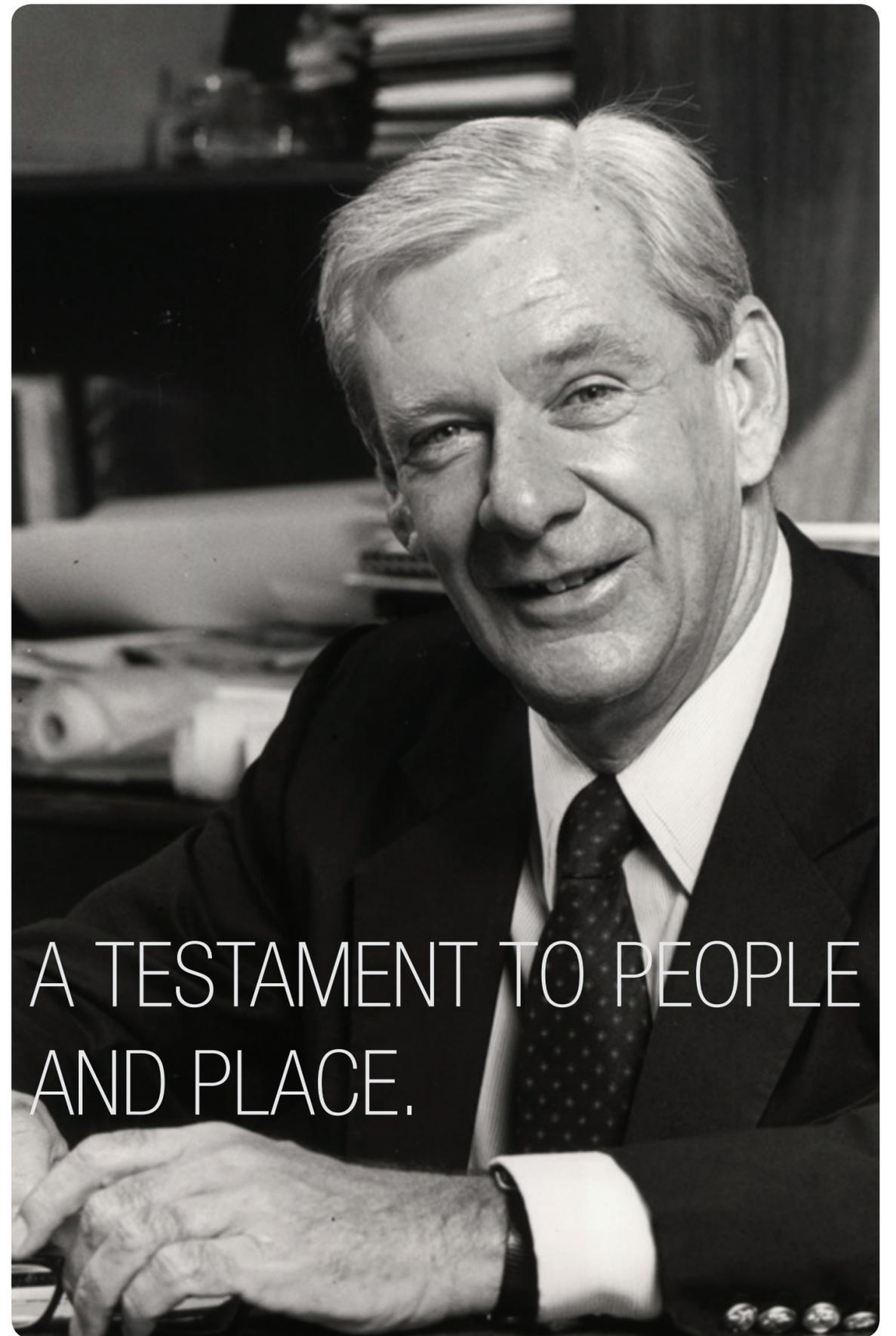
and relationships with clients – a tribute to his foresight towards ensuring the firm's continued success for generations to come.

## LEADING BY EXAMPLE

Besides Ed's contributions to EDSA, his gifts to the industry have left a tremendous imprint on the world landscape, ranging from PepsiCo's World Headquarters in New York to projects in Asia, Africa, Europe, the Middle East, and across the Americas. In 1994, Ed received the highest honor bestowed upon a landscape architect – the coveted American Society of Landscape Architects' Medal. He was cited for his honor and ethics, for establishing equal stature with allied professions, and his leadership role in the international expansion of the discipline. He was also recognized for his humanitarian and philanthropic nature.

As Ed garnered professional recognition and EDSA strengthened its global reputation, he never lost sight of the value of people and the potential for learning. Ed believed great ideas could come from anyone – from a new graduate, a partner, a consultant, or a client. Throughout his life, he continued to observe, learn, understand, and appreciate. One of Ed's favorite sayings to new recruits was, "I can't wait to learn from you."

Soon after his passing in 2009, the Florida Chapter of the American Society of Landscape Architects established the Edward D. Stone, Jr. Landmark Award as a part of its Annual Design Awards Program. Honoring Ed's legacy, the award celebrates design innovation that has withstood the test of time. Through this award and his tremendous portfolio of built works around the globe, we continue to pay tribute to Ed's memory and share his passion for making the world a better place.



A TESTAMENT TO PEOPLE  
AND PLACE.



# GLOBAL AUTHENTICITY

design insight into distant lands

FROM HOTEL DU PARC IN SWITZERLAND TO DOUBLE MOONS BAY IN CHINA TO LOS MORROS IN COLOMBIA AND ROYAL MIRAGE IN THE UNITED ARAB EMIRATES, THE EDSA DESIGN NETWORK SPANS OVER 90 COUNTRIES. REGARDLESS OF THE LOCALE, THE FIRM'S DESIGN PROCESS BEGINS WITH AN IN-DEPTH STUDY OF THE SOCIAL, HISTORIC, CULTURAL AND

ECONOMIC ASPECTS OF A SITE BEFORE DESIGNERS PUT PEN TO PAPER. THIS ABILITY TO THINK LOCALLY AND ENGAGE GLOBALLY IS PARAMOUNT TO EDSA'S CLIENTS' SUCCESS. HERE, WE TALK TO FOUR EDSA LEADERS, WITH 90 PLUS YEARS EXPERIENCE BETWEEN THEM, TO FIND OUT WHERE THE FUTURE OF LAND PLANNING AND DESIGN IS HEADED IN FOUR ICONIC REGIONS.

How do you incorporate elements from the Middle Kingdom's 4,000 year past into cutting edge designs for the future? Create a new concept for an oceanfront resort that involves the local community? Combine cultural traditions with modern trends in an area sometimes referred to as "Las Vegas on steroids"? Restore an 800 year old estate so that it seamlessly and culturally blends into the Tuscan landscape?

These are accomplished by responding to local traditions with worldwide innovations – something EDSA has been doing for more than 51 years. The company prides itself on studying the social, historical, architectural, cultural, and economic aspects of a project before designers put pen to paper. With a focus on lifestyle integration and environmental responsibility, EDSA visionaries are always searching for ways to improve implementation with a keen understanding of the strength authenticity brings. Thinking locally and engaging globally has significantly contributed to the success of EDSA's projects.

## LATIN AMERICA: NEW FRONTIERS IN SUSTAINABILITY

When EDSA started working on the Four Seasons Punta Mita Resort 17 years ago – a property that literally put Mexico's Riviera Nayarit on the map – it located the hotel on the beautiful beach. Fourteen years later, for the 262-acre Buenaventura development in Rio Hato, Panama, EDSA set the hotel back from the water's edge to give resident owners greater access to the ocean. The result? Consumer appeal. The project sold 50% to 60% of its inventory within days.

"It was a subtle difference", says Marco Larrea, EDSA Principal, "but one that was recommended after listening to the locals, accounting for cultural traditions, and incorporating the area's rich heritage into the process. When designing the Buenaventura master plan, we painstakingly studied local customs instead

of simply thinking about the out-of-country market," said Larrea, a native Ecuadorian with over 25 years of design experience in Mexico and Latin America. "We didn't want to repeat what had been done in the past – a 'build it and they will come' approach. Times have changed and design must change with the times".

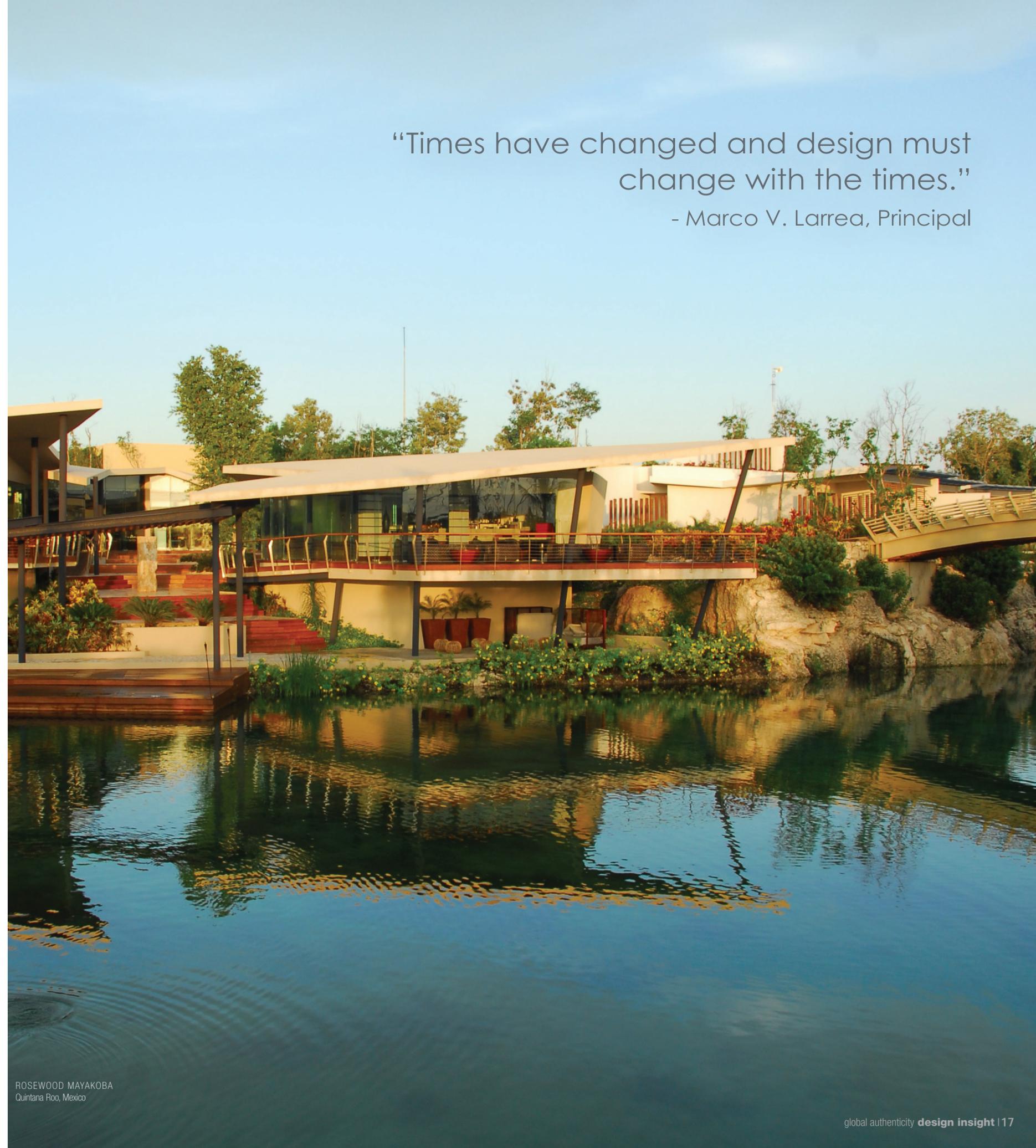
In Panama, a sense of community is very important and consumer interest has shifted from waterfront living to a waterfront experience. So, rather than early development consisting of a large hotel and golf course, EDSA designers recommended the creation of an oceanfront, vernacular, village neighborhood. "We designed an intimate beach club with a small roadway and courtyards. The fresh design had immediate appeal", says Larrea. Ten local community leaders soon built oceanfront homes there, making Buenaventura a community first and a resort destination second. The hotel itself was later positioned naturally, as if it had been there for years taking on the historical architecture of an old farmhouse. "We found a Guanacaste (Corotu) tree and built a plaza around it. We created an arrival experience reminiscent of Old Panama, similar to when people visit a hacienda," recalls Larrea. By employing a strategy that did not require an enormous initial investment and remaining true to authentic design, interest in Buenaventura soared and strong buyer investment followed.

An approach of combining cultural sensitivity and innovative design is evident in EDSA's other Latin American undertakings. "In the old Colombian city of Cartagena, we're preparing a master plan for a 2,000 hectare development responding to local traditions and global innovations," says Larrea. "The project will be an expansion of the old city – a mixed use development that appeals to the local community."

Travelers' demand in Mexico is also being influenced by environmental sensitivity and cultural awareness. According to Larrea, "Inspiration for the Rosewood Mayakobá responded to eco-based, vacationing trends by incorporating the character and uniqueness of the site. Derived from the Mayan phrase

"Times have changed and design must change with the times."

- Marco V. Larrea, Principal



ROSEWOOD MAYAKOBA  
Quintana Roo, Mexico

meaning ‘village of water’, the design takes cues from the waterway and historical context, developing a sense of place the ancient Mayans might recognize and appreciate.” By not crowding the beach with hotels, a network of mangrove swamps was preserved that serves to purify runoff and prevent clogging of the pristine coral reef. The low impact form is consistent with environmentally friendly design, energy efficient water conservation, and waste minimization. Lodging is concentrated inland and guests are transported through resort canals via custom-built mahogany gondolas called “lanchas”. Attention to detail and incorporation of Mayan traditions, has earned Mayakobá top ratings as a resort destination for authentic design and luxurious, sustainable living.

## EUROPE: Boutique Experiences with Historic Presence

Across the pond, EDSA’s European roots stem from the late ‘80s and early ‘90s in Aix-en-Provence, France, where the firm’s former branch office was responsible for master planning the milestone Pont Royal resort community. Decades later, the lure of historic estates as revitalized hospitality projects, reflects the region’s trend towards boutique-style properties that preserve history, embrace sense of place, and focus on guest experiences.

EDSA’s continuing quest to create a unique product while adhering to a region’s rich, cultural heritage is further evident at Castiglion del Bosco, an 800 year old Brunello

estate in Montalcino, Italy. EDSA helped restore the estate with a focus on the land, its vineyards, and the history. “Locations seem to be leaning towards greater exclusivity and an activity-based orientation,” says Rich Centolella, EDSA Principal. “They often involve a wellness component, vineyard experience, and golf amenity.” Castiglion del Bosco is replete with a holistic spa, culinary school, and winery – all on nearly 4,500 acres within the Val d’ Orcia UNESCO World Heritage Site.

“Much of the design style these days is to take cues from historical locations and simply renovate older buildings by installing modern elements,” says Centolella. “But we believe you can’t be cookie cutter. Each site is unique. Our client in Italy wanted a very authentic, very Tuscan product. So, we spent a lot of time touring the country to

understand historic design styles, customs, and most importantly, the Tuscan way of life. People do things differently in Tuscany, so spending time with them was important – understanding the simple things – like how they organize activities, what they spend their day doing, when they have meals.” The attention to social and cultural trends eventually brought forth in EDSA’s plans a subtle simplicity that others might have missed. “Tuscany is an agricultural region with a more relaxed way of life,” says Centolella. “When you are there, you sense it. As we understood the heritage and the culture more, the development became less and less about luxury as we know it and more and more about the simple things in life – designed in a luxurious yet understated way.”

Incorporating sustainability is also important, Centolella says. EDSA is master

“It’s our obligation to respect the land, the people, and the traditions.”

—Rich Centolella, Principal



FOUR SEASONS TERRE BLANCHE  
Commune de Tourettes, France



MADINAT JUMEIRAH - Dubai, United Arab Emirates

“We’re bringing in history and blending traditional and modern forms more now.”

- Bob Behling, Principal

planning The Cyprus Limni Golf Resort which will occupy about 700 acres of land that was formerly used to mine copper. The developer plans to create an eco-friendly, mixed-use resort of high quality standards, putting Cyprus on the international map for golfers and their families, second home buyers, and investors. “Our client is spending an additional \$30 million to transform an otherwise unusable property into one of the most innovative and sustainable on the island,” Centolella adds. “The re-use of water for irrigation, commitment to solar technologies, and energy efficient design principles will make Cyprus Limni a sustainable development well into the future.” Limni Resort will consist primarily of a Jack Nicklaus Signature Golf Course and a Gary Player Signature Golf Course, a 5-star hotel and spa, high-quality residential units, sports facilities, and other amenities.

Elsewhere in the region, Eastern Europe’s renaissance in new development, fueled by the robust Russian market, is shifting the coastal landscape of Croatia, Montenegro, Serbia, and Southern Turkey as fertile ground for clean, modern architecture and major resort amenities that appeal to international

tourists. Yet that doesn’t mean EDSA’s abandoning its commitment to cultural integrity. “Even if the market isn’t local, we have to be very aware of the regional culture and history in our planning and design. As leaders in our discipline, it’s our obligation and responsibility to always respect the land, people and traditions. If not, our designs fall short of their full potential,” concludes Centolella.

## THE MIDDLE EAST + NORTH AFRICA: East Meets West in a Modern Mosaic

People who think design in the Middle East – particularly in the United Arab Emirates – is still glitzy and over the top, should think again, says Bob Behling, EDSA Principal. Design in the Emirates – as well as in North Africa – is witnessing a metamorphosis as owners, developers, and the public sector are now realizing the importance of incorporating regional and cultural context into

new developments as countries consider ways to promote more rapid and lasting economic growth while maintaining an expression of history through original design.

“We’re bringing in history and blending traditional and modern elements more now,” explains Behling, who has more than 20 years of experience in the Middle East. “In Dubai, some were initially resistant to Islamic architecture and instead went contemporary. That’s changing. Developers see the opportunity for sophisticated, high-style design with a more Western flavor alongside very traditional walled villages.”

A testament to cultural contextual design, Madinat Jumeirah, designed by EDSA in 2001, recreated life as it used to be for residents along Dubai Creek. “Time was spent at the Old Towne Souk and ports of Dubai Creek, which are still rich in the traditions of the trade-based lifestyle. This inspiring landscape led us to the initial development concept styled after an ancient Arabian citadel. Our goal was to bring back history, blending traditional and modern elements in architecture and improving circulation and social

interaction. The waterway draws people out and around the site, allowing the guest experience to seamlessly flow from one area of the property to the next,” describes Behling. Complete with abras, wind towers and a bustling souk, the \$1.2 billion project is one of the largest and best known destinations in Dubai. Adding to its authenticity, the development includes a cultural village with museum providing for traditional activities as well as a souk-style retail complex intended to promote the historic trading culture.

Likewise, Abu Dhabi’s rapid development and urbanization, coupled with the relatively high average income of its population, has resulted in a larger, more advanced metropolis. As one of the world’s largest producers of oil, Abu Dhabi has actively attempted to diversify its economy in recent years through investments in tourism. Underlying this new development are the mandates of Estidama – the guiding vision for sustainability adopted by the capital city. This change is more apparent in the public realm and city planning where EDSA sees a focus on parks, circulation, and infrastructure. “And while



cultural significance is growing the arid climate, topography, and desert environment remain crucial in overall design. We cannot disregard human comfort and the need for respite from the heat in any design,” Behling states.

EDSA’s heightened understanding of diverse cultures and regional climatic conditions proved crucial to the master plan and design of Mazagan, a seaside resort just south of Casablanca in Morocco. The unique coastal destination is set in a region abounding in contrasts that has preserved all its authenticity. Where tradition and modernity go hand-in-hand, and where the Kingdom’s history and culture are fully evident, the project stands as the impetus for further growth of tourism in Morocco. “The design is based on traditional Moroccan architecture and emphasizes cultural origins. Design elements evoke an indigenous feel through shape and pattern, while material choices offer a unique and contemporary place,” says Behling. Golf, gaming, and cultural tourism are the featured activities while the hotel is set around a magnificent large internal courtyard with a swimming pool and landscaped gardens. The deep lying heritage remains interwoven reflecting the rich and colorful Moroccan history.

## ASIA + THE PACIFIC: Urban Design in the Fast Lane

EDSA entered the Asia Pacific market in 2000 and the sheer scale of projects and potential in China prompted the firm to form a joint venture - EDSAOrient, in Beijing. “China has become an important region for continued growth, not withstanding the challenges of working in a new culture. Our success is a testament to the dedication and flexibility of our people,” says Gregg Sutton, EDSA Principal and Chief Operating Officer.

“China is at the forefront of development with impressive technological advancements as it keeps pace with arguably the largest migration of people in history,” says Sutton. “However, not all developers are sensitive to the risks associated with land development and potential loss of traditions. At EDSA, we appreciate the cultural and ecological assets this region has and are determined to educate our clients and raise points of concern. With so much natural beauty and historic value, planners must be sensitive so design does not distract from the context but rather fuses and interacts with the heritage and customs.”

Currently, China is favoring higher density development to preserve land as well as designs that incorporate sustainability principles. “Historic areas are being challenged and wherever possible we opt to retain or reuse relics, villages, and structures of cultural interest within the development by integrating rather

“With so much natural beauty and historic value, design must infuse and interact with the heritage and customs.”

- Gregg Sutton, Principal



CROSSWATERS ECOLODGE - Mt. Nankun Ecotourism District, Guangdong, China

than replacing”, Sutton explains. At Clifford Bayview, just outside of Guangzhou, EDSA maneuvered development plans around an interior village along a historic lake capitalizing on characteristics from the vernacular street patterns, and utilizing clustering techniques with the existing housing. “It wasn’t a large parcel but a significant location and a basis to build from. Our client’s compassion for the villagers, their heritage, and lifestyle reinforced the need for integration of these attributes in the design,” Sutton notes.

Planting and landscape design are timeless and help incorporate new development within historical context bridging new construction and traditional forms. “When planning for a site, we look for something significant and unique that will attract people. If not in existence, we create gathering spaces such as plazas, parks, dining, shopping, or

waterfronts as a means to bring a place to life. The presence of people attracts more people,” Sutton explains. “At Nanhu Lake, we designed an easily accessible residential club area surrounded by a body of water. Accessed by bridges and walkways, this core component has become a central meeting place for the more than 1,000 residents in the community.”

Today, preservation of parks and extension of open space – especially in the planning of cities is particularly vital. Many Chinese are very health conscious and outdoor places for exercise are increasing in importance. Sutton adds, “Since Beijing hosted the Olympics, there seems to be a greater awareness of athletics and sports. Recreation and park areas are being designed to answer the needs and interests of city populations that continue to see an influx of rural young people.”

China and India are expected to lead hotel development in the coming years. While modest growth of 5 star and luxury brands are anticipated, the 3 and 4 star hotel brands will intensify by two to three times that. This is a result of increased travel amongst the middle class that now has the means and funds to explore their own country. With over 50 new airports under construction, 700 planes being brought online in the next five years and China’s extensive rail systems; it has opened up the interior. Coupled with the government increasing calendar holidays demand on tourism and hospitality is staggering.

“We are in China to help the government, developers, and hoteliers create experiences that are culturally memorable. Our projects in Sanya, The St. Regis and Intercontinental Hotel along with Crosswaters Ecolodge outside of Guangzhou are good examples

of this cultural tourism and its importance to a continuously evolving society.” Sutton concludes.

EDSA design remains influenced by three guiding principles – social, economic, and environmental benefit. With each project, in every corner of the world, EDSA takes a holistic approach, putting into practice what it has learned. True quality design is not about employing the latest trend or utilizing the most popular products on the market, it’s about creating new value propositions, being a leader, and doing what makes sense to improve quality of life for residents, guests, workers, communities, and the region as a whole.

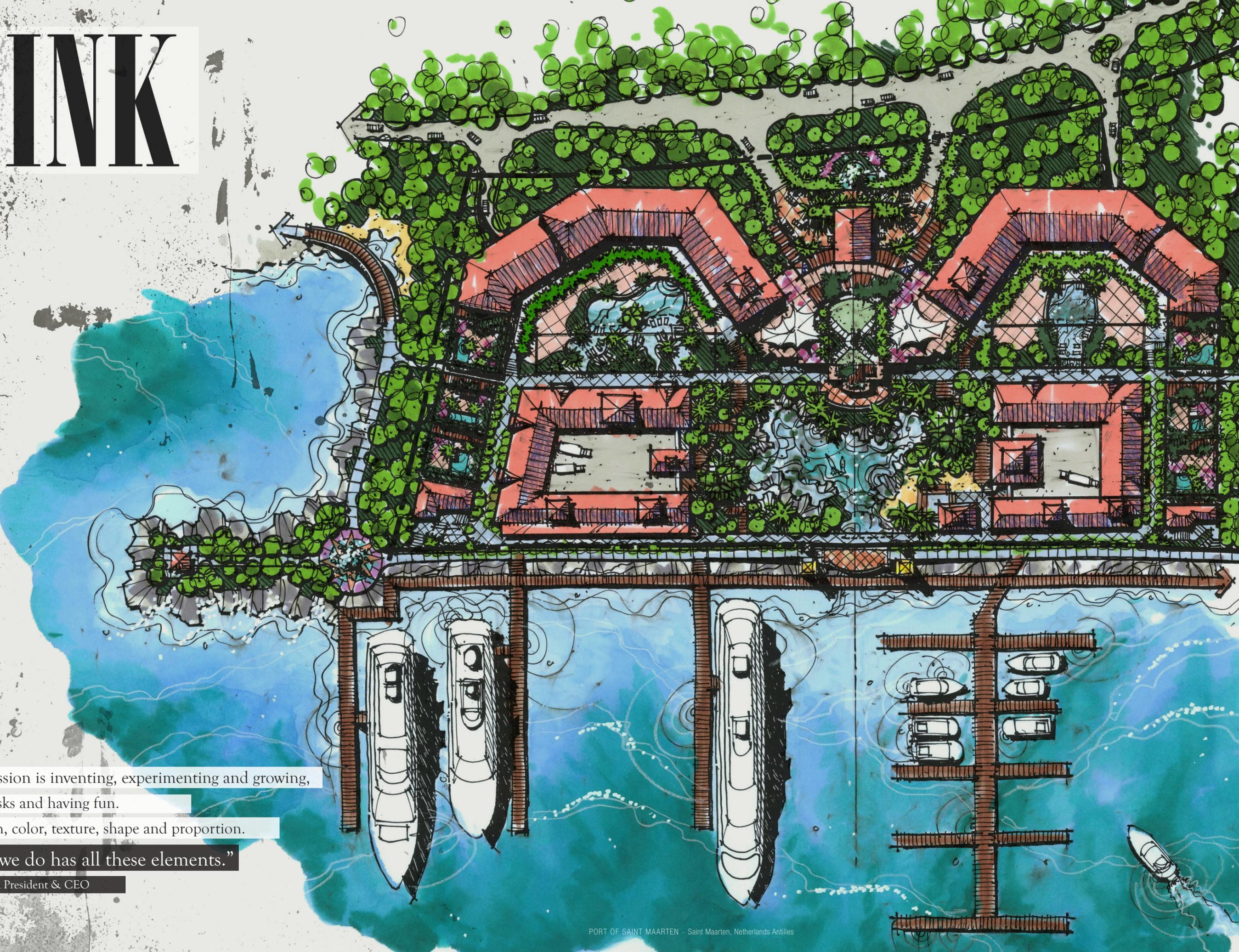
# INK

“Artistic expression is inventing, experimenting and growing,  
taking risks and having fun.

It’s about design, color, texture, shape and proportion.

Everything we do has all these elements.”

Joe Lalli, EDSA President & CEO





PORT GHALIB CITY - Marsa Alam, Egypt

## HAND GRAPHICS

### The Hallmark of Evocative Design

If a picture is worth a thousand ideas, then the EDSA design team has ideas in spades. One of the trademarks of the firm is the craft of producing hand-drawn design sketches and master plans that are rich in artistic quality and content. John Allyn and Marc Hall, both Vice Presidents who've been with EDSA for the past 14 years, have seen the firm embrace the computer age while at the same time maintaining the hand-drawing artistry that continues to be a distinguishing strength for the firm.

"Each of the principals grew up with a culture of doing everything by hand," says Marc. "It's an indispensable tool to have in your arsenal. By seeing and experiencing things with visual interpretation, we are able to conceptualize ideas and then immediately execute those thoughts through graphic illustration. We can show up anywhere in the world and are able to produce drawings that get people excited and energized."

### BRINGING THE STORY TO LIFE

Every EDSA design idea starts with a hand-drawn sketch that evolves into something more elaborate and complex. "The process often begins with concept phase workshops that take place on the development site or nearby," John explains. "The use of current technology and software can provide a skeletal framework, but nothing conveys mood and emotional depth like an artistic hand."

"A hand-drawn plan takes its presentation beyond explaining the design of a space," adds Lucie Frohlichova, EDSA Associate and architectural illustrator by training. "Within the blending of lines, clients can visualize the end-user's experience with an assurance that careful decision-making has influenced every aspect of development."

The EDSA style comes from the contrast of super-imposing hand-drawn artistry on the electronic world. "It's a particular look," notes Marc. "We can consistently recognize EDSA work by the color palettes selected for specific stages throughout the planning and design process and the hierarchy of pen and line weights. When you rely solely on computer graphics, there's less room for imagination."

John adds, "Good design is about intuition and experience. Our style is a little bit playful and full of life, yet still clean and professional. By bleeding-out line work, your eyes are able to fill in the spaces. It presents our ideas in an eloquent way that works with what a particular site has to offer."

### PORTABLE SOLUTIONS

For clients and consultants, hand drawing is the fastest and most efficient way to communicate

an idea – whether you're in a boardroom, hotel room, or the middle of a tropical forest. "Time is money," says John. "Drawing by hand actually speeds up the whole design process. Even at the construction level, adjustments to hardscape and landscape elements can be sketched in the field and on-site, allowing decisions to be made immediately."

Sometimes it's this simple expression of a solution that achieves the greatest results. "We were recently in a public workshop for a downtown redevelopment where we were able to express the idea of a museum extension in a quick sketch. That sketch resulted in a multi-million dollar donation," shares Marc. "Without helping the group understand the value of the experience, it may have been a missed opportunity for our client."



“It’s still the best way to convey a vision to our clients and consultants in a real, believable way,” concludes Marc.

“The emotional aspect keeps the tradition alive.”

### CREATIVITY IN THE EVERYDAY

The emphasis on creativity extends beyond the EDSA studio. For many, the love of art and its influence on the personality of the firm is expressed outside office walls. Crafted in oil painting, sketching, sculpting, photography, and even caricatures, a passion for art defines the psyche of every EDSA designer, translating into stronger design skills and philosophies. The firm not only encourages creative outlets for its associates, but also provides them.

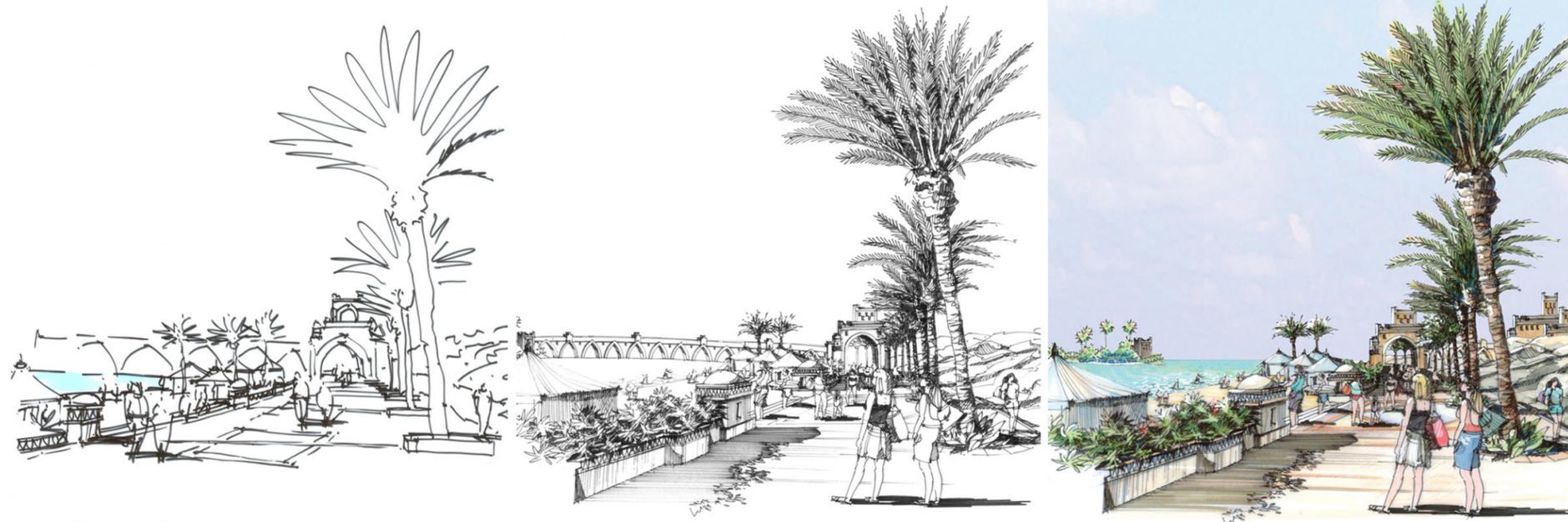
Each year, Joe Lalli, EDSA President and CEO, organizes a week-long art workshop at his Maine summer home. “The workshop is led by a phenomenal watercolor painter, Frank Webb,” shares Lucie, who was a recent invitee. “It was invigorating and inspiring to be surrounded by such talent and experience. Everyone at EDSA has some kind of artistic gift. I have no doubt about any individuals’ ability to draw and push the artistic envelope.”

### A LEGACY OF ARTISTRY

EDSA’s founders knew that cultivating a strong artistic legacy was the best way to differentiate the firm and add value for clients. “In the end, we are designing for the people who occupy the environments we create,” notes Marc, “and that means appealing to them on an emotional level. Even designs based on sound planning principles can result in rigid details with uninviting spaces if not portrayed properly.”

Similar to storytelling, illustration, or musical composition, EDSA views design as an art form. Bringing a project to life is based upon an artistic expression within. “We provide the visualization, as we understand that the best design requires both functionality and artistry,” says John. “You simply cannot have one without the other.”

“Not only do we believe that a hand-drawn product is aesthetically more appealing than



PORT GHALIB LAGOON - Marsa Alam, Egypt

“A hand-drawn plan takes its presentation beyond explaining the design of a space. Within the blending of lines, clients can visualize the end-user’s experience.” Lucie Frohlichova

a computer-generated one,” adds Lucie, “but we have been proven right on many occasions, as clients enjoy seeing they hired a group of imaginative people who can pick up a pen and humanize their vision without relying on technology.”

“It’s still the best way to convey a vision to our clients and consultants in a real, believable way,” concludes Marc. “The emotional aspect keeps the tradition alive.”



DALIAN WOLONG BAY INTERNATIONAL BUSINESS CENTER - Dalian, Liaoning, China

# Looking Back

EDSA through the years



WITH **FIVE DECADES** OF EXPERIENCE AND HUNDREDS OF COMPLETED PROJECTS ON SIX CONTINENTS, EDSA HAS HELPED SHAPE THE GLOBAL PRACTICE OF PLANNING, LANDSCAPE ARCHITECTURE, AND URBAN **DESIGN.** WE INVITE YOU TO LOOK BACK AS WE SHARE SOME OF EDSA'S KEY MILESTONES.



1963

Through design of the **John F. Kennedy Center for Performing Arts**, EDSA successfully creates a powerful civic statement and forum for cultural events. With a stately entrance, raised planters and pools that define a formal plaza, marble terraces overlooking the Potomac and a promenade with islands of willows accented by fountains, this iconic facility is one of national prominence.



1960

Edward D. Stone, Jr. establishes EDSA in South Florida and immediately begins to redefine the role of Landscape Architects.



1965

EDSA begins work on the **Museo de Arte** as a repository for local, regional and international works of art. Created to serve the public through acquisition, conservation, study, and exhibition, the museum is the only one in Puerto Rico accredited by the American Association of Museums.



1968

EDSA's design of the **PepsiCo World Headquarters** changes the persona of the corporate campus by nestling a major building complex into a landscape of great natural beauty - blending formal courtyards, informal meadows, and an outdoor sculpture museum.





1971



Ed Stone is appointed by President Nixon as the landscape architectural member for the Commission of Fine Arts. During his tenure, he helps shape the nation's Capital by influencing design of the Bicentennial Mall, Constitution Gardens, the Lincoln Memorial, Freedom Plaza, and the Vietnam Memorial. Ed serves two additional terms under Presidents Ford and Carter.



1981

EDSA's design of the first inland, five-star hotel destination, the **Grand Cypress Resort** in Florida, sets a new standard in free-form swimming pool design and establishes 45 acres of natural terrain as an Audubon Walk within the resort.

1973

The vacation village of **Babin Kuk** compliments historic Dubrovnik. A cornerstone of EDSA design, hotels, amenities and commercial areas are connected by a series of pedestrian streets, plazas, and squares encouraging circulation and social interaction while allowing for a seamless blend of natural beauty, heritage preservation, and ecology.



1984

The opening of a branch office in Orlando thrives with assignments from the Disney Corporation and the **Orlando International Airport**. EDSA's site design establishes OIA as a tourism gateway with a welcoming natural landscape paradise replete with lagoons and gardens.



1977

EDSA negotiates the first Development of Regional Impact (DRI) for **PGA National** in Palm Beach Gardens, Florida. With processing completed in 13 months, PGA serves as a model for managing complex issues of wetland preservation and management by multiple agencies in unison.

1987

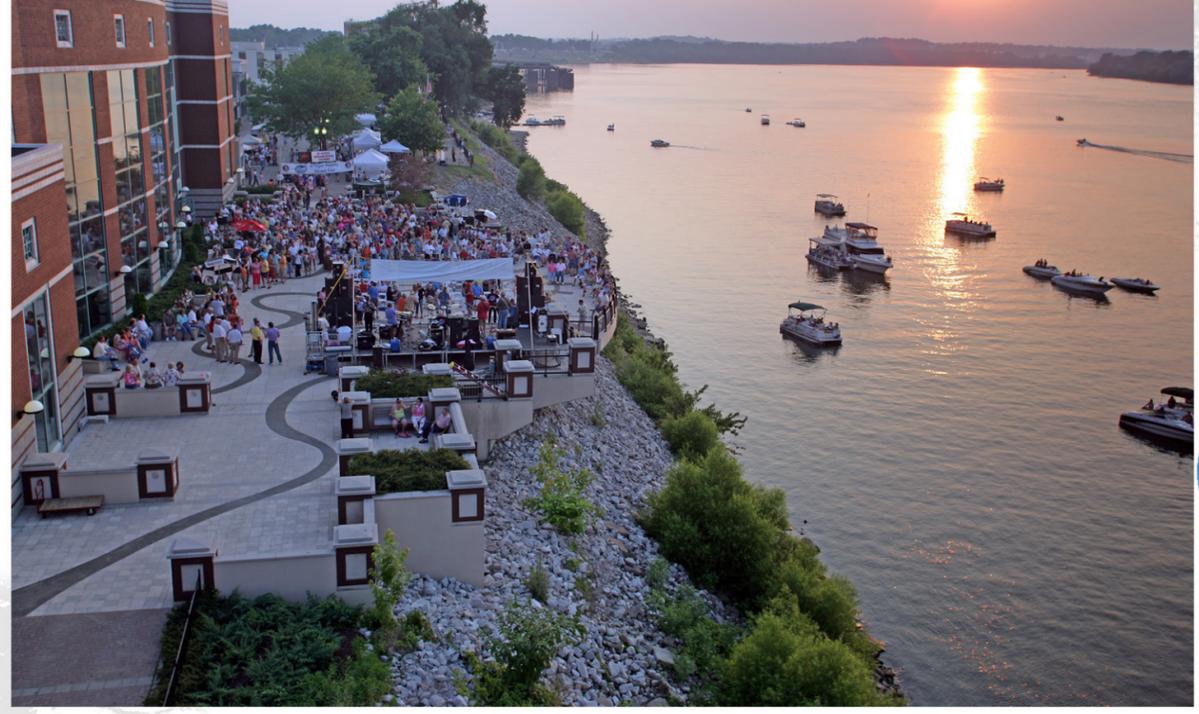


EDSA wins two major hometown commissions with the **Riverwalk Linear Park** and Fort Lauderdale Beach Revitalization. The projects stimulate over \$1 billion worth of private sector development in a 15-year period.





Art plays a pivotal role in creating a unified development. **The El Conquistador Resort & Country Club** utilizes sculptures to enhance the first-of-its-kind themed resort communities within a grander vacation destination. EDSA's successful revitalization serves as a stimulus for an improved tourism economy for the region.



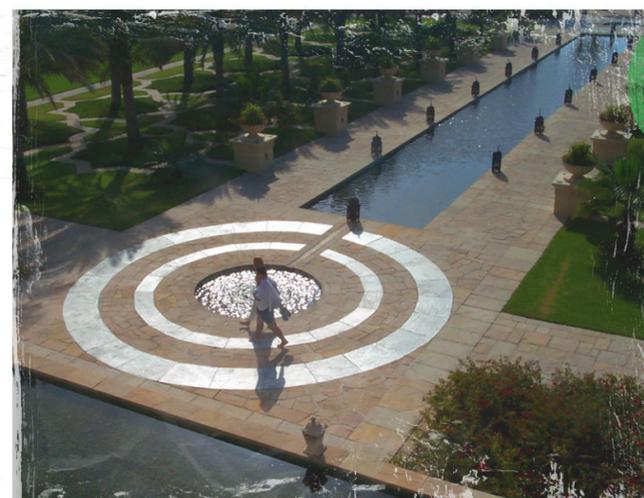
By embracing open space, improving access to the river, utilizing water as a focal point and addressing community needs, the **Owensboro Riverfront Revitalization** master plan set forth a framework for reinvigorating the character, charm and economic viability of this Kentucky town.



EDSA begins design of **Atlantis, Paradise Island**; the most intensely themed tourist destination in the Caribbean. The development generates over 900 permanent jobs and restores tourism in the Bahamas. The overall design is recognized for elevating the themed resort prototype to soaring levels through innovative detailing of entertaining attractions.



With the opening of **Madinat Jumeirah**, EDSA raises the bar in contextual design by recreating life as it was for residents along Dubai Creek. Complete with waterways, abras, wind towers, and a bustling souk, the \$1.2 billion project is one of the largest and best known destinations in Dubai.



Hailed as the finest five-star resort in the region, **The One & Only Royal Mirage** pays tribute to Arabian hospitality on a truly regal scale. EDSA's design authenticates the spirit of the region with dramatic architecture creating symmetry, amidst a landscape of fountains, walkways and lush gardens.



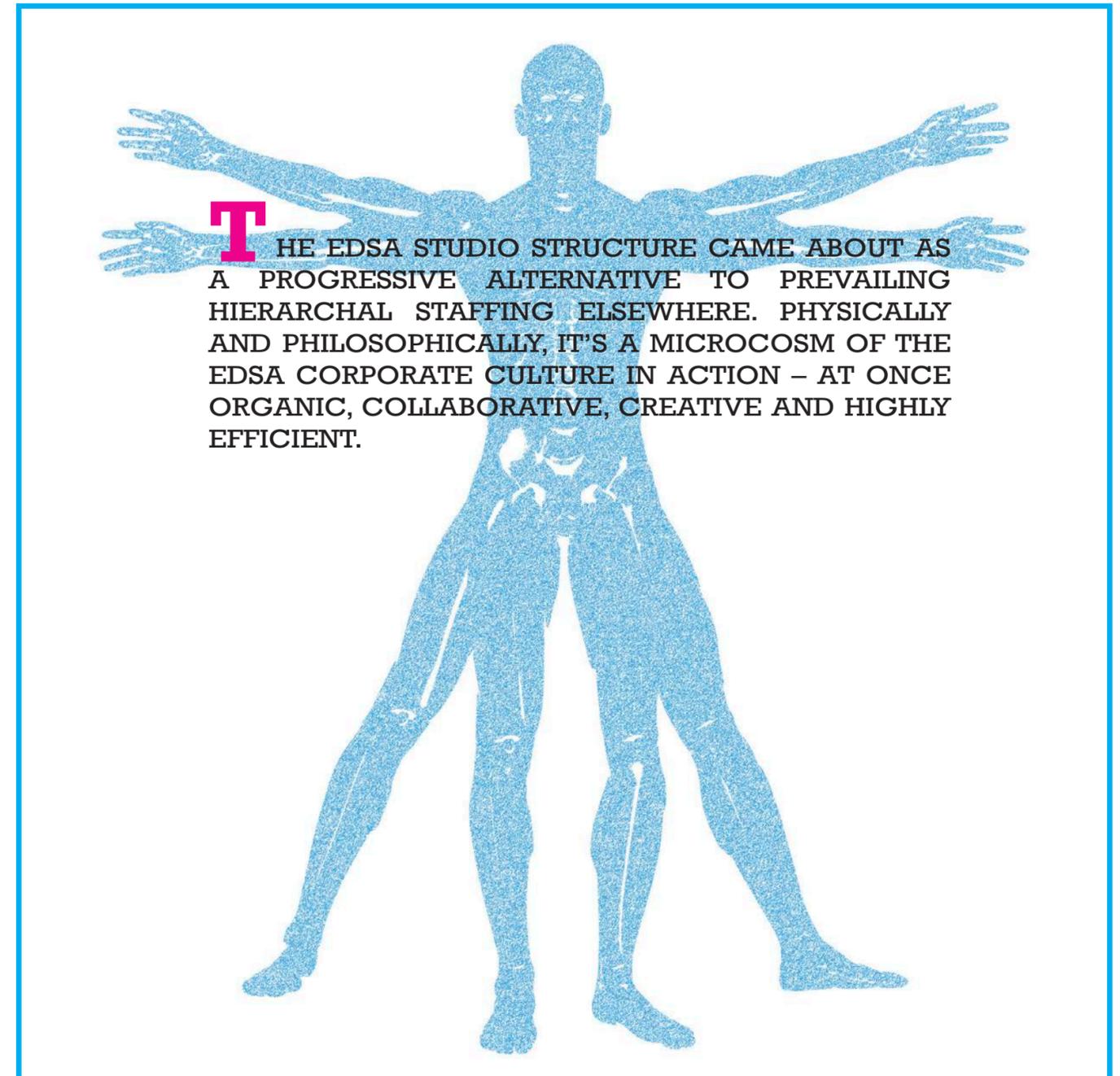
Reflective of a societal eagerness to reconnect with education, nature and world culture, EDSA begins design of the **Al Ain Wildlife Park & Resort** in the United Arab Emirates. The world-class leisure, learning and living destination is developed as an integrated, environmentally and commercially sustainable "desert of the world" themed resort community.

A LOOK AT THE

# ANATOMY

OF ED SA

INSPIRING A DESIGN CULTURE



**“It’s an interesting story,”** says Doug Smith, Managing Principal, who began his career as an ED SA protégée 24 years ago. “As the son of a renowned architect, Ed Stone, Jr. was exposed to the inner workings of his father’s design firm. The master designer’s name was on the front door and every decision came in a militaristic manner. Ed recognized the potential communication and design-oriented flaws in this system, and when it came time to launch his own design firm in 1960, he wanted a team-oriented approach that reflected his personal, artistic philosophy.”

...VERY INVITING,  
VERY CREATIVE,  
VERY ARTISTIC.

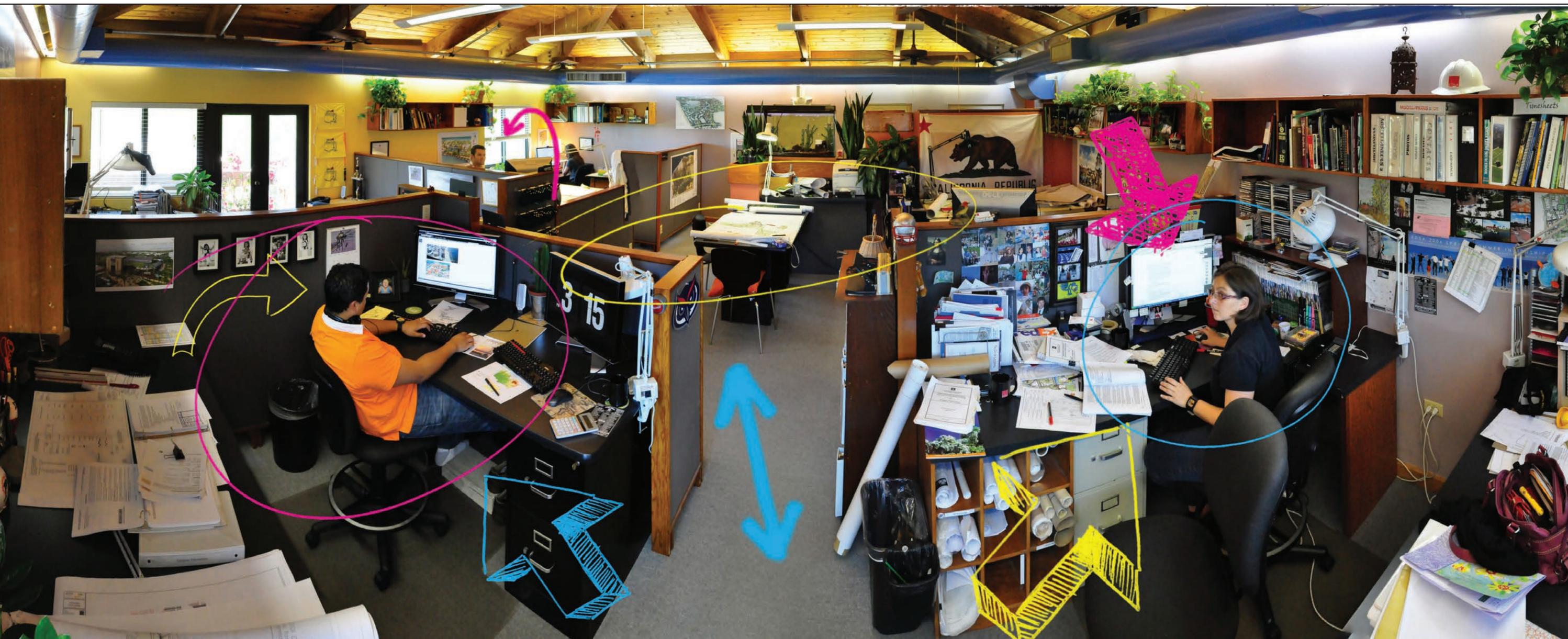
## The value of collaboration

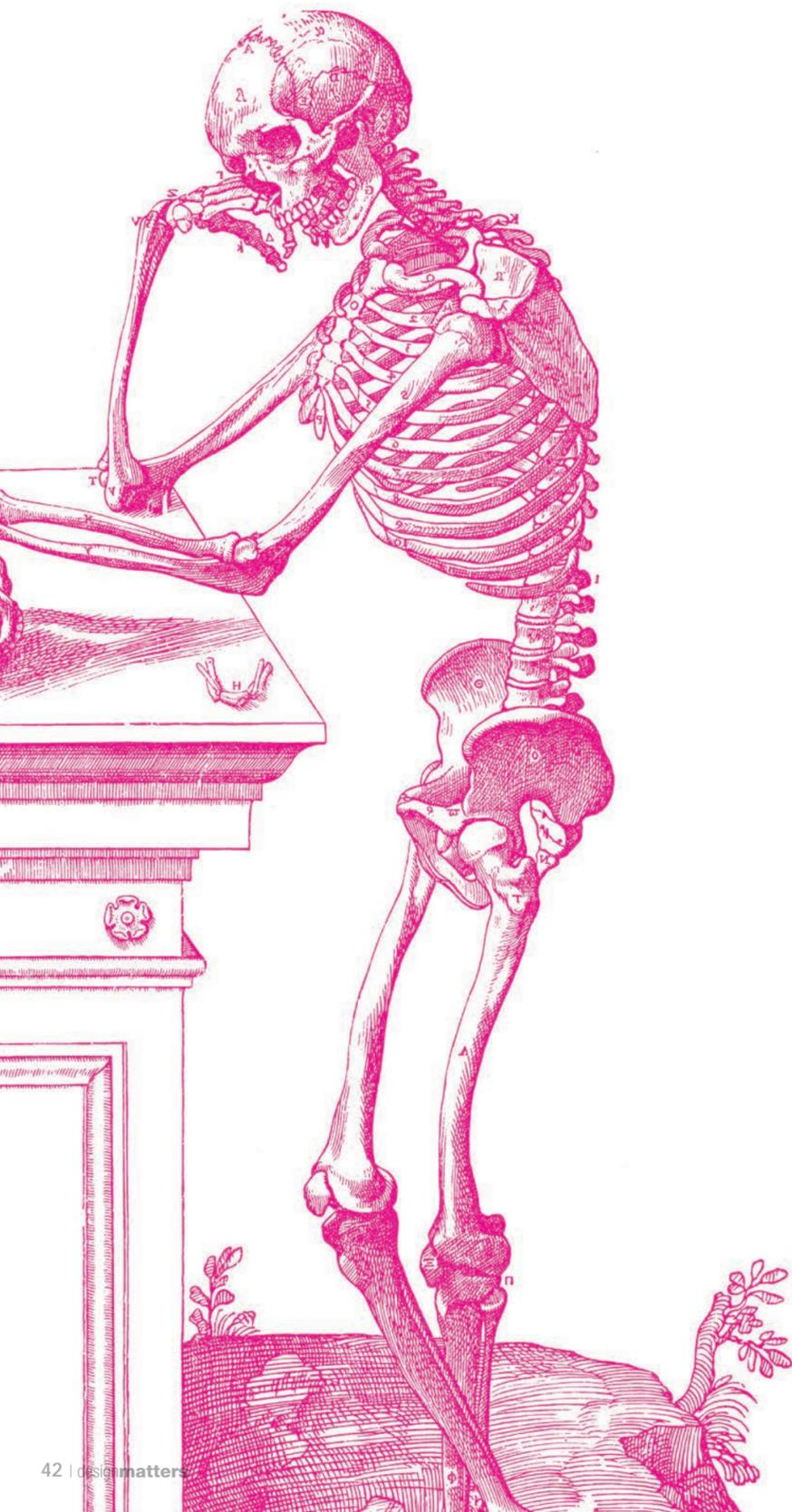
“Within our industry, our structure is very unique,” explains Kona Gray, Associate Principal, who’s invested 13 years of his 15-year professional career at EDSA. “It’s difficult for clients to feel taken care of under the conventional scenario of a single organizational pyramid.”

EDSA studios represent a cooperative of partnerships working together to achieve the best individual and collective results. At any one time, EDSA comprises a series of 8 to 10 individual studios, each typically home to a team of 12 to 15 people – a “magic number” that’s been refined over five decades to ensure the highest level of service, quality, innovation, and productivity for clients. Each studio is

led by a principal who works with a team of colleagues with varying skills, talents, and levels of experience. While many design firms organize into groups that tend to be focused on one particular aspect of the project or an industry, EDSA teams thrive on diversity – diversity of project type, scale, location, and complexity.

“One of our philosophies is that no one studio is solely focused on a single, specific task or type of project,” says Doug. “We all have some level of experience in hospitality, residential, campus, urban and entertainment work. Everyone gets exposure to each facet of our practice, from conceptual master planning through construction administration.” This approach provides continuity throughout the design process and allows for multi-disciplinary collaboration at all levels – building early on, the value of working





together with different groups of individuals – whether within a team, between studios, or among clients and consultants.

Adds Kona, “The principals and studio leaders are in constant communication to ensure we’re cognizant of deadlines and can respond to client needs quickly. We keep the workload and studio structure adaptable to stay ahead of the curve.”

### **Building a team of specialized experts**

“EDSA was founded on the ideals of service, stewardship, and expertise,” says Astrid Hoffmann, Senior Associate, who in her eight years at the firm has found a niche for creative work and positive professional interaction. Each EDSA assignment begins by looking across the board to select the most efficient and effective cross-section of people for a specific project. “EDSA is such a diverse organization, where people from different places and cultures come together. The pool of talent is immense, allowing for the best professionals to work together within each studio or among cross-studio partnerships, when needed. We are prepared to deliver the best to our clients based not only on skills, talents, interests, and personalities, but also on the understanding of a particular place, culture and traditions.”

Once the core team is assembled, the same designers are involved in the project – from the first handshake to the ribbon cutting – often staying in touch with the client beyond completion to help with renovations or changes over time. “Establishing long-term relationships with clients, developers, and consultants is important to us,” explains Doug. “Often, we’re the first consultants brought to the table to get the project off the ground, and then it can take several years for the project to come to fruition.

“EDSA HAS ALWAYS  
BEEN ABOUT BEING  
COLLABORATIVE,  
BEING  
CREATIVE  
AND BEING  
PASSIONATE  
ABOUT DOING  
GREAT WORK.”

The level of trust and compatibility we develop is critical to success.”

“Over the life of a project, building relationships with clients and consultants is essential to successful design,” adds Astrid. “Because we care, we see clients returning to work with us on new developments and challenges. In the end, we create a professional family with our clients and consultants based on the trust we place in each other.”

This continuity in design, quality and people creates a comfort level for EDSA clients. “There’s no hand-off from creative to technical to production,” explains Doug. “The familiarity gives the team a personality and creates a personal mode of communication.” Instead of dealing with hierarchy and turnovers, clients maintain a consistent contact and support structure throughout the process.

## Camaraderie with a dose of competition

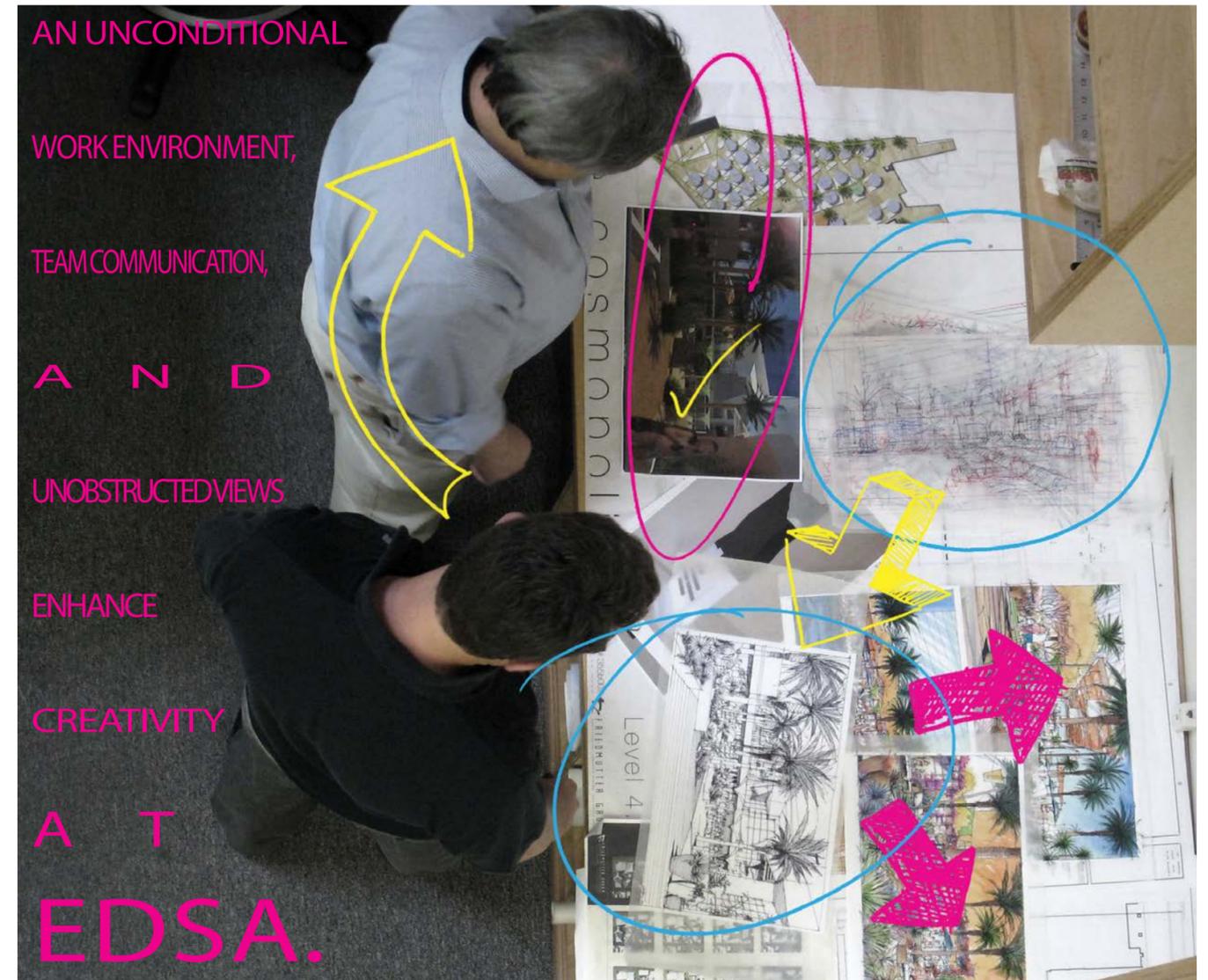
Besides the obvious benefits to clients, the EDSA structure fosters creativity and camaraderie within the firm. Every team member is assigned a studio and is quickly exposed to every facet of the design process. “Everyone is empowered to be knowledgeable and make decisions,” adds Kona. “No one gets pigeon-holed into only one aspect of work or project type. It creates variety and interest.” Astrid adds, “At EDSA everyone has a voice. If you have an idea, you are heard, no matter your level of experience or your professional position.”

There’s an emphasis on growth, mentoring, and real-world experience. People are given more responsibility at a younger age, so they can expand their skills, share knowledge, and learn professional ways and means. The enthusiasm shows. Kona recalls at a Monday Morning Meeting, “One of our principals asked ‘who has their passport on them?’ and a designer, new to the firm, raised his hand. That afternoon he was on a flight out to participate in a Design Workshop in the Dominican Republic.”

No wonder the longevity of the EDSA team is legendary. “Interns stay on. They get engrossed in the EDSA culture, environment, and atmosphere,” adds Doug. “We have an extensive internship program and we promote from within. It helps us retain and recruit the best talent.”

“Our work environment invites innovation and ingenuity,” adds Astrid, “creating a healthy competitiveness that leads to professional growth.” Doug continues, “People push themselves as they continue to raise the bar across all levels. It’s inspiring, it’s creative, and it’s efficient from an innovative production standpoint. Everybody’s energized. We want to see people succeed.”

When a studio’s second in command is ready for promotion to principal, they break off with a few designers to build their own team, creating a new branch on the EDSA family tree. “The system fosters professional growth and an entrepreneurial spirit that’s very organic – very EDSA. Two years at EDSA is almost equivalent to five at another firm,” says Kona.



"OUR WORK ENVIRONMENT  
INVITES INNOVATION  
AND INGENUITY,  
CREATING  
A HEALTHY  
COMPETITIVENESS  
THAT LEADS TO  
PROFESSIONAL  
GROWTH."

## Through halls without walls

To truly get a feel for the EDSA work environment, you have to tour their home office in Fort Lauderdale, Florida – a campus-like retreat complete with its own lush vegetation, courtyard, pool, and guesthouse where people can commune with nature and each other.

"It's very powerful to have clients, consultants, and guests visit our office to see our workplace in physical form," says Doug. "Unlike the typical big, open space that follows the Ed Stone, Sr. model, a series of symbiotic rooms and spaces lend themselves to substructures of studios and teams sprinkled throughout the office. There's creative work hanging on the walls. People are gathered around tables. Music inspires. Clients realize very quickly the advantages it affords if they were to hire us."

"We work in a creative atmosphere, one of interaction, and that's very attractive to clients," says Astrid. "It's interesting to see how comfortable our clients feel. They ask to host meetings here and even offer office tours to show their guests our projects and work environment."

"It's very inviting, very creative, very artistic," adds Kona. "Only two people actually have offices with doors on them. You need signage to know where one studio starts and another ends. The design is so low-key and residential; most neighbors think it's an apartment complex."

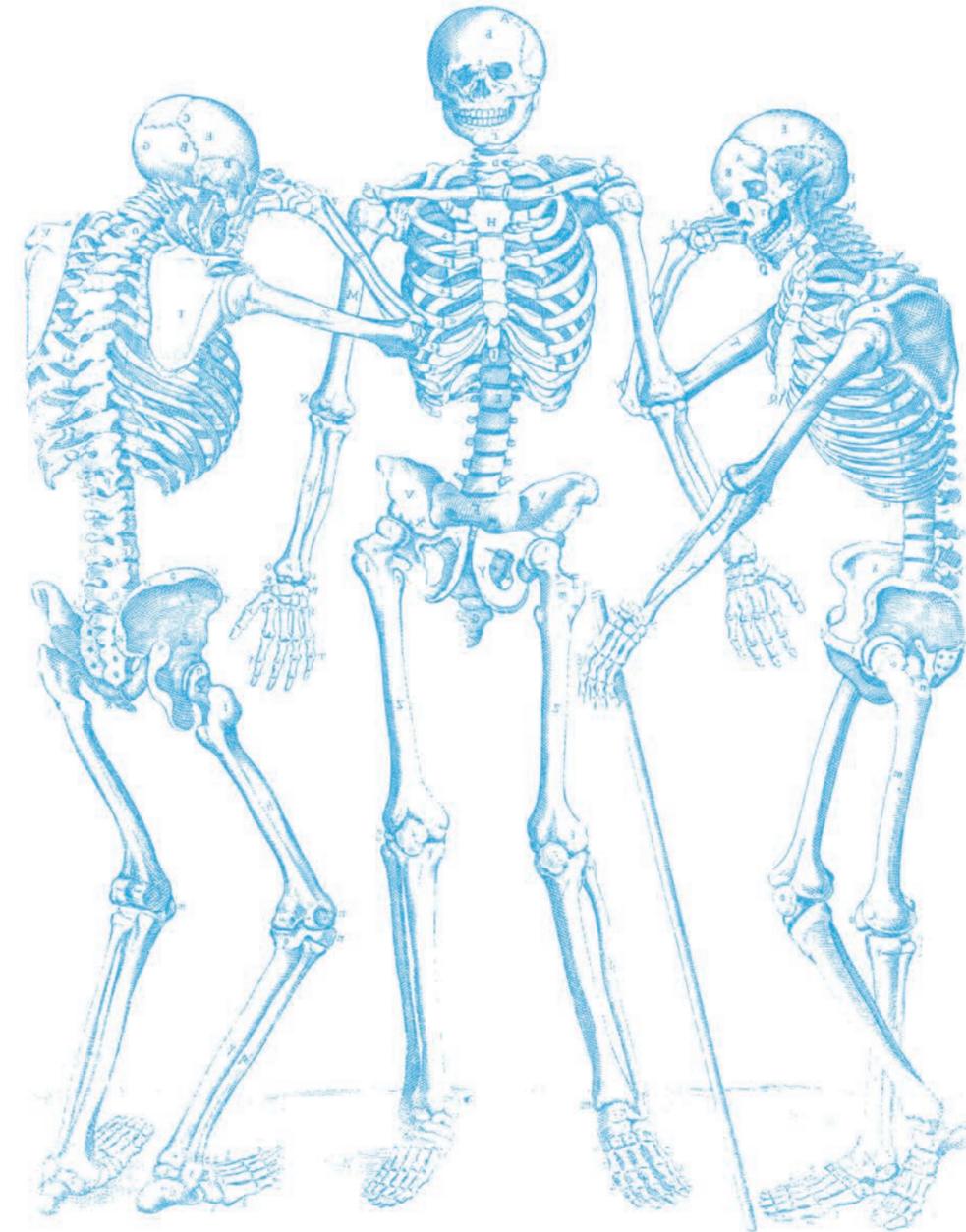
## A big firm with a boutique touch

One comment you continually hear from EDSA clients is an ability to partner with an organization that allows for personalization within a larger corporation to come through. "EDSA is a large firm in terms of numbers. The studio model allows us to be small and boutique," says Kona. "Each principal and team of talented designers gives personal attention to clients."

"EDSA is one of the largest firms in the world specializing in land planning and landscape architecture," says Doug. "It's a small niche and we're the biggest fish in the pond. That can be an exciting prospect for some, but daunting for others. When you explain that the firm is broken into egalitarian studios under the umbrella, resources, and horsepower of a big firm, people generally recognize that it's the best of both worlds."

Astrid adds, "Clients feel the safety of a large firm with broad international experience and recognition, but enjoy the special attention that is given by a smaller team. It's the credibility of the brand with a dedicated personal touch."

"Ed started this business in 1960," says Kona. "Together with Dave Armbruster and Joe Lalli, they were among a handful of trailblazers doing amazing things they probably thought they'd never have the opportunity to do. EDSA has always been about being collaborative, being creative, and being passionate; about doing great work. It's a pretty visionary philosophy. And we've just scratched the surface."





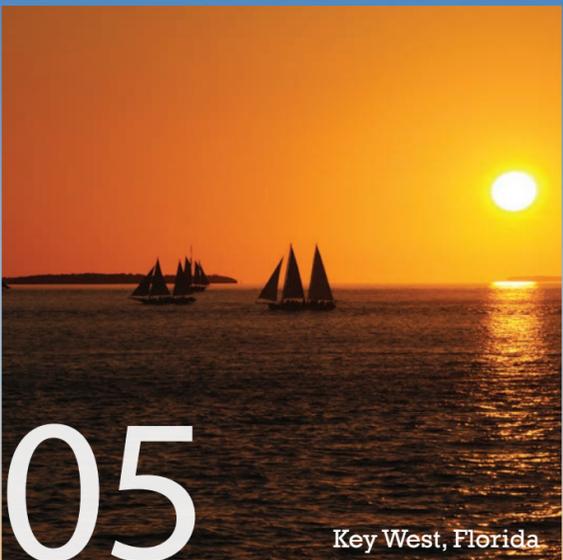
Cape Town, South Africa

01



Córdoba, Argentina

03



Key West, Florida

05



Valparaiso, Chile

07



# 25 inspiring places

captured through the lens of EDSA employees

44°13'18.24"N  
68°20'12.87"W

“ From Africa to Vietnam, EDSA employees pick their favorite places ”

#### CAPE TOWN, AFRICA

Always amazed by this city's sheer beauty and diversity. An incredible working waterfront, amazing small towns, whale watching off cliffs, and an unbelievable wine valley make Cape Town my favorite city in the world.

#### CÓRDOBA, ARGENTINA

The estancias are incredible pieces of architecture inscribed in an admirable overall master plan layout. For being almost 300 years old, it's a pretty contemporary vision of what design is and means.

#### KEY WEST, FLORIDA

Mallory Square is the epitome of Key West. It's a beautiful place to celebrate one of the most magnificent sunsets and be entertained. The range of colors in the red zone of the spectrum is unbelievable.

#### VALPARAISO, CHILE

Take one of the many "funiculars" or walk to the top of the hills to see the balanced mix of man-made urban outlines and nature's bold brush strokes. I love the hot chocolate at the Brighton Hotel on the hill of Bellavista.

#### TALKEETNA, ALASKA

Simply inhaling the crisp fresh air, pulling the waders on, venturing out into the cold water, and watching my wife hook a trophy rainbow trout, in the shadow of Mount McKinley was a memory for a lifetime.

#### ARUBA

Explore natural Aruba on the North Shore at Arikok National Park. Four wheeling along the sharp, rusty colored rock formations makes you feel like you've landed on Mars.

#### MOUNT DESERT ISLAND, MAINE

Acadia National Park is perhaps the most beautiful and accessible of all U.S. national parks. Hike through evergreen forest, scale a 1,000' vertical summit, and finish the day with a \$12 lobster dinner that a local kid traps, steams and puts on your plate.

#### SANTA MARTA, COLOMBIA

Walking through the ecological wonderland on the Caribbean coast, smelling the rich, turquoise water, and seeing pottery shards and antiques from different Colombian tribes, was humbling, yet breathtaking.

6 Mount Desert Island, Acadia National Park  
\*\_ / Maine

22°55'2.69"N  
54°31'13.69"E



**UNITED ARAB EMIRATES**  
The Qasr Al Sarab Desert Resort lies in the Liwa Oasis Desert in the Empty Quarter, the largest uninterrupted sand desert in the world - miles removed from anything. The 206-room resort unfolds like an old fortress set amongst towering red dunes and desert trails.

**HO CHI MINH CITY, VIETNAM**  
Experiencing as well as watching the mass of people, bicycles, motorcycles, buses, cars, and scooters has to be one of the seven wonders of the world as no one gets hurt and there is rarely road rage.

**NOSY TANIKELY, MADAGASCAR**  
For some of the most spectacular snorkeling, check out this little island. It is surrounded by the clear blue waters of a marine preserve that are full of the most colorful fish and meandering creatures.

**PARIS, FRANCE**  
Love the amazing ambiance and physical beauty at Buddha Bar. The transformation from restaurant into a night club is seamless and offers great times, good food, and awesome drinks. It's a bit expensive but the experience is worth it.

**MOOREA, TAHITI**  
Witness an unbelievable sunset - an astounding explosion of color where jagged green mountains appear to literally fall into lagoons.

**TORONTO, CANADA**  
Type is a great bookstore and after wandering in you'll immediately find yourself wishing you read more. Grab a croissant from Clafouti next door before plopping yourself in Trinity Bellwoods park for a lazy afternoon.

**SIEM REAP, CAMBODIA**  
Rising out of the steam of the jungle, the temples are visually, architecturally, and artistically breathtaking. The world's largest religious structure, Angkor Wat astounds the senses as the sun rises behind the vast temple city.

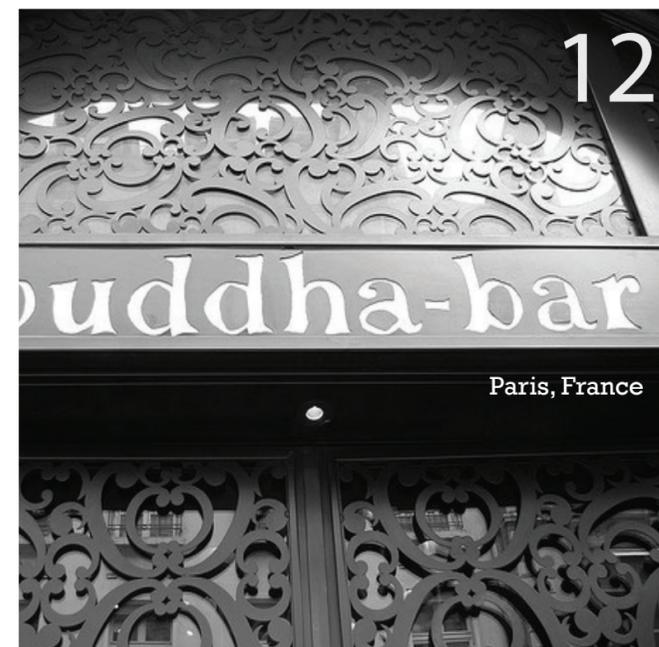
**JERUSALEM, ISRAEL**  
Witnessing the amalgamation of religions at the Western (Wailing) Wall, regardless of your own beliefs, provides a leap of divine understanding. The intersection of history, religion and culture is beyond amazing.



Madagascar, Africa



Ho Chi Minh City, Vietnam



Siem Reap, Cambodia



41°53'9.54"N  
12°30'22.59"E

As savvy designers, the people of EDSA see the world—and lots of it—through creative eyes. Here, they have shared 25 must-see places with intriguing design, breathtaking natural beauty, exotic cultural flavors, and historic ruins.

NEW YORK, NEW YORK

High Line Park is the place for a “green space” breather in the heart of Greenwich Village. Follow the winding path to Chelsea Market and the Fat Witch Bakery. The brownies are delicious but don’t outweigh the calories you might burn on the walk there!

ROME, ITALY

Walking down Via della Conciliazione and seeing the symmetry of St. Peter’s Basilica and the piazza is mind blowing. Knowing that this was all accomplished without laser survey equipment is simply amazing.

CHOQUEQUIRAO, PERU

The “lost city” can only be reached by foot from the little village of Cachora. An adventurous 5-day hike including a 5000-foot climb in a single day is both challenging and empowering. It felt great to have a guide, a cook, a porter and two mules at my disposition.

SINTRA, PORTUGAL

This region of the world harbors the largest concentration of magically built environments ever seen. Meander through the corridors and chambers of the National Palace of Pena and the Quinta da Regaleira, an estate complete with secret tunnels and an underground tower.

FORT LAUDERDALE, FLORIDA

The Floridian has been filling South Florida’s dining void for more than 63 years. While some say the place needs a major cleaning, we insist its part of the greasy spoon’s charm and its walking distance from the office!

ISLE OF SKYE, SCOTLAND

Among acres of beautiful, green hills, is the Toy Museum at the historic Holmsdale House. The love the owner has for his amazing collection and the joy he gets from sharing them with others is endearing.

CHICAGO, ILLINOIS

Take an architectural boat tour through this city that put up the first skyscraper and virtually redefined architecture in the 20th century. You’ll see the Aon Center, formerly the Standard Oil Building, designed by Ed Stone, Sr.

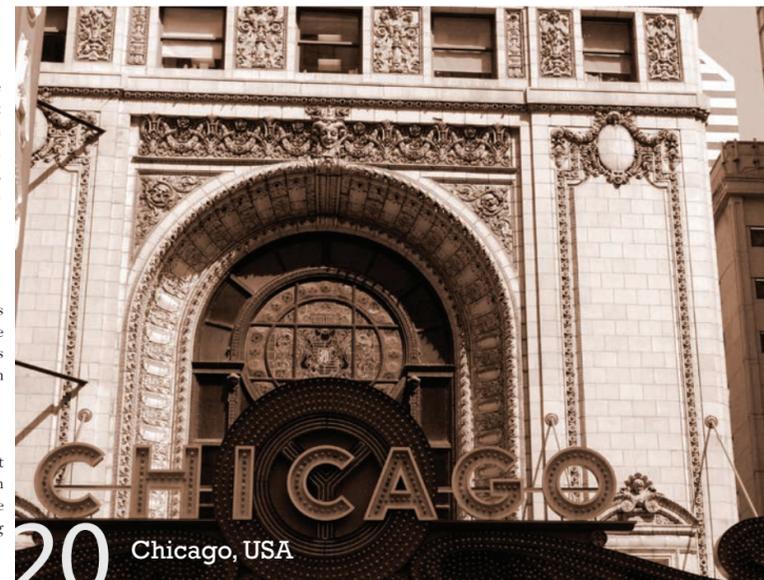
JEFFERSONVILLE, VERMONT

Smuggler’s Notch is one of the most incredible family oriented skiing facilities in the world. My kids were up and skiing in one day. The entire resort exudes a calm feeling that brings you back to nature.



New York City, USA

17



20 Chicago, USA

CAIRO, EGYPT

The procession of riding horseback in a foreign land in what feels like complete emptiness and then seeing the Pyramids of Giza literally rise out of the sand is surreal. Photos and reads cannot compare to the experience.

29°58'46.27"N  
31°8'4.54"E



21

Cairo, Egypt



EDSA®

EDS

JET SKI TOUR ADVENTURE

723 GILBERT  
748 MARITSA · 74  
CHINKO · 762 CHUN  
LITTLE COLORADO  
A · 796 SUSITNA · 78



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

FORT LAUDERDALE | ORLANDO | BALTIMORE | BEIJING  
PLANNING | LANDSCAPE ARCHITECTURE | URBAN DESIGN

1512 E. BROWARD BOULEVARD, SUITE 110, FORT LAUDERDALE, FLORIDA 33301 USA