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**From:** Kurt Bluemel Inc. [news@kurtbluemel.com]  
**Sent:** Saturday, August 07, 2010 3:55 PM  
**Subject:** Treasured Landscape Design Theories - Kurt Bluemel, Inc.



## Kurt Bluemel Inc. Newsletter

### **This Issue's Articles**

:: A message from Kurt Bluemel & Weekly Availability

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*Kurt Bluemel*

& The Team at Kurt Bluemel, Inc.

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Message from [Kurt Bluemel](#)

## LANDSCAPE and LIFE DESIGN THEORIES

I was recently asked to give a written synopsis of my relationship with a famous landscape design firm as its history approaches a very important milestone. The requestor mentioned that the firm was appreciative of my synergistic relationship with them and that



without my plant material they would not have been able to realize their designs to their fullest. My relationship with the firm continues upwards of 35 years and the biography would be extensive. So, she asked that I start with how my relationship began with that firm. What she did in that request was actually start my thinking about my own landscape history and how it ended up that I become a nurseryman.

Many of you may know already that I came to this country to apply the landscape design theories that I learned in Switzerland. In fact, I built this business based on my passion for design. In the first 30 years of this business, I had the opportunity to design and help others design some very significant projects not the least of which was Disney's Animal Kingdom. I had the great fortune of being a consultant, purveyor and grower for that project along with dozens and dozens of other talented people.

Here in the USA, I struggled (and watched others designers struggle) in the early years to find specific plant material that I required to make my hard scapes come alive and become true garden rooms. There were very limited choices, most of which were not hardy or had vivid unnatural color scapes that did not blend nicely with my use of natural materials such as flagstone, indigenous stone and water elements. You can imagine the frustration of designing a beautiful slate patio only to be offered white petunias and red geraniums to surround it. Spring in America was a veritable riot of color and then lawns, lawns, and more lawns for the rest of the year. Our collective desire and demand for four (4) seasons of garden interest was also a new idea. Sure, you here all about garden rooms, outdoor living spaces, and naturalizing your environment now, but at one time these were such foreign ideas here.

If you have been involved in landscaping as long as I have you'll well remember those days and that look. Front door flanked by yews that naturally grew on the wood's edge, white crushed stones in little garden squares around the mailbox, linear gardens like runways that outlined the house all surrounding the ever-important green lawn, and neat little rows of rainbows of marigolds, geraniums, petunias and the dotted-in annual asters. I have nothing against any of those window box plants, but it did not suit my designs. So a decision had to be made. I could not abandon my passion and theories and I had to charge forward to make the difference I came here to make. If I couldn't find what I wanted I would grow it. I would grow the perennials and ornamental grasses that I needed for my own designs and further I would introduce, educate and offer them to others for their designs.

I shared the concept and theories of outdoor living spaces and garden rooms (which were not even a consideration by most Mid-Atlantic landscape firms) and the plants that would make them spectacular. Rich palettes of color, intense layers of texture, and viable plants for year round beauty was on the short list for choosing what to grow. The demand for these plants as the New American Landscape spread bi-coastally became greater and greater. As it happens, my landscape designs became more exclusive and now my firm only designs for the 2nd and 3rd generations of my original client base. To date, I have been keenly focused on providing the most interesting, vigorous, and dramatic plant material. Every choice that I make speaks to my original mission of creating outdoor living spaces and to make every day a new garden experience. In fact, I don't even think in terms of seasons or conventional months when making plant choices. I think about what is blooming today and what will be blooming tomorrow and then the next day after that so that I can offer 365 days of garden beauty. I can imagine every plant I grow placed properly in the landscape.

I have and continue to work shoulder to shoulder with landscape designers and installation for years with some of the most talented and renowned designers in the United States. I taught some and learned from others, but ultimately growing the much needed ornamental grasses, hardy perennials, and bamboos that would give their designs life was and will always be my true passion and purpose.

**Weekly Availability**

| Location | Excel Format  | PDF Format   |
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| Florida  |  |  |

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