

CONNECTING WITH THE LANDSCAPE

As the spring season kicks off and consumers look to buy their plants and enhance their outdoor living areas this year, it appears they will be looking for native plants that are easy to care for and have minimal watering requirements. And many of them are still looking to grow their own fruits, vegetables and herbs.

Those are the findings of a recently released survey from the American Society of Landscape Architects (ASLA). The organization polled landscape architects and asked them to rate the expected popularity of a variety of residential outdoor design elements in 2017.

According to the ASLA survey, the top landscape and garden elements that consumers are asking for this year are native plants (82 percent), low-maintenance landscapes (79 percent) and food/vegetable gardens (77 percent).

The next most requested items are rain gardens (69 percent) followed by organic gardens and water-saving xeriscape/dry gardens at 66 percent. Plant walls/vertical gardens (56 percent) and rooftop gardens (52 percent) round out the list.

When it comes to the most popular outdoor structures, pergolas (50 percent) top the list, followed by decks (41 percent), fencing (40 percent) and arbors (39 percent).

“Well-designed residential landscapes provide social interaction, enjoyment of nature and physical activity, while also reducing water use and stormwater runoff,” said Nancy C. Somerville, ASLA’s executive vice president and CEO.

Today’s consumers are looking outdoors to reduce stress, unwind and escape the craziness in their lives. They are looking for a place of restoration, relaxation and reconnection. Our sister publication, Lawn & Garden Retailer, took a look at this topic in February. Check out the article “The Benefits of the Garden” (www.lgrmag.com/article/the-benefits-of-the-garden) to learn how people are making new connections with nature and gardening in their own landscapes.

A DISCONNECT?

Even though consumers are escaping to the outdoors, they still don’t want to be totally disconnected. According to the ASLA survey, 71 percent of the respondents said wireless/internet connectivity was a critical component of their outdoor living plans.

“The fact that more consumers want outdoor wireless access shows that they want expanded options for remaining connected to their devices,” Somerville said.

But Wi-Fi access in the garden isn’t just for checking your email, Facebook or Twitter accounts. Visit any home gardening show or garden center and you are sure to find a plethora of “smart” products that are Wi-Fi enabled — products for controlling the plant irrigation system, turning on the garden lights, adjusting the volume on the outdoor sound system or turning up the heat on the internet-connected barbecue just to name a few.

Today’s consumers are looking to connect with their landscape — now they just need to find the right balance of nature and technology. [gpn](http://gpn.com)



Tim Hodson

616.520.2161
 thodson@greatamericanpublish.com
 ● www.facebook.com/gpnmag
 ● www.twitter.com/gpnmag



STAFF

EDITORIAL DIRECTOR

Tim Hodson, thodson@greatamericanpublish.com
 616.520.2161

MANAGING EDITOR

Jasmina Dolce, jdolce@greatamericanpublish.com
 616.520.2162

RETAIL EDITOR

Abby Kleckler, akleckler@greatamericanpublish.com
 616.520.2163

ASSISTANT EDITOR

Ana Olvera, aolvera@greatamericanpublish.com
 616.520.2171

CREATIVE DIRECTOR

Kristina Howell, khowell@greatamericanpublish.com
 616.520.2168

GRAPHIC DESIGNER

Greg Ryan, gryan@greatamericanpublish.com
 616.520.2145

DIGITAL DESIGNER

Allison McKenzie, amckenzie@greatamericanpublish.com
 616.520.2142

PRODUCTION ASSISTANT

Samantha Orsi, sorsi@greatamericanpublish.com
 616.520.2148

CUSTOM MEDIA EDITOR

Courtney Coon, ccoon@greatamericanpublish.com
 616.520.2141

AUDIENCE DEVELOPMENT

Becky Stovall, bstovall@greatamericanpublish.com
 616.520.2138

GROUP MARKETING DIRECTOR

Melissa Gray, mgray@greatamericanpublish.com
 616.520.2153

ACCOUNTING/BILLING

Sally Ostman, sostman@greatamericanpublish.com
 616.520.2136

CEO

Matt McCallum, mmccallum@greatamericanpublish.com

ADVERTISING

VICE PRESIDENT, GROUP PUBLISHER

Bob Bellew, bbellew@greatamericanpublish.com
 606.520.2164

INTEGRATED MEDIA CONSULTANT - EAST COAST

Amanda McAdam Brown, amcadam@greatamericanpublish.com
 708.560.4046

INTEGRATED MEDIA CONSULTANT - WEST COAST

Kimberly Sammartino, ksammartino@greatamericanpublish.com
 630.901.4735

CLASSIFIED ADVERTISING MANAGER

Kim Meyers, kmeyers@greatamericanpublish.com
 616.520.2137

SUBSCRIPTIONS

CIRCULATION OFFICE

616.520.2137

EDITORIAL ADVISORY BOARD

DIANE BLAZEK NATIONAL GARDEN BUREAU

MARSHALL DIRKS PROVEN WINNERS

PAUL FISHER UNIVERSITY OF FLORIDA

JUSTIN HANCOCK COSTA FARMS

LELA KELLY DOSATRON

ANNE LEVENTRY PANAMERICAN SEED

DANNY TAKAO TAKAO NURSERY

BRIAN WEESIES MAST YOUNG PLANTS

GREAT AMERICAN MEDIA SERVICES INC.

P.O. Box 128, Sparta, Michigan 49345

Phone: 616.887.9008 • Fax: 616.887.2666

Email: frontdesk@greatamericanpublish.com



GPN accepts no responsibility or liability for the validity of information supplied by contributors, vendors, advertisers or advertising agencies.

SUBSCRIPTION INFORMATION

GPN (ISSN 1529-5524) is published monthly by Great American Media Services Inc., 75 Applewood Dr., Suite A, Sparta, Michigan 49345. Subscription rates in the U.S. are \$30 per year (Canada is \$50 and all other countries are \$60 payable in U.S. currency). Reproduction of contents forbidden. Copyright 2017. Periodical postage paid at Sparta, MI and additional mailing offices.

Printed in the USA. Postmaster: Please send address changes to Greenhouse Product News, Attn: Circulation, P.O. Box 128, Sparta, Michigan 49345, USA.

