



# PIA Interior Plantscape Awards Program 2005 OFFICIAL ENTRY FORM

(Please type or print; photocopies are acceptable.)

## CATEGORIES

(Check the appropriate category and dollar value.)

DESIGN

INSTALLATION

**SPECIAL EVENT & HOLIDAY**

MAJOR RENOVATION

SILK, REPLICA AND PRESERVED

ATRIUM

PATIOSCAPE & URBAN GARDENS

NOTE: all values are retail

\$2,501-7,500

\$7,501-15,000

\$15,001-25,000

\$25,001-50,000

\$50,001-100,000

**\$100,001+**

HORTICULTURAL SERVICE

TECHNICIAN (USE TECHNICIAN FORM)

Project Name: Macy's Flower Show 2005

Project Address: 170 O'Farrell St., San Francisco

Project On-Site Contact and Telephone: Jary Porter (415) 954-6205

Entrant Company Name: Decorative Plant Service Inc.

Entrant Company Address: 1150 Phelps St., San Francisco, CA 94124

Entrant Company Contact and Telephone: Carol MacCarron (415) 826-8181, x 1616

Designed by Carol MacCarron Installed by Beth Stenglein and Tony Cedeno

Installation/Service Assumption Date: 3/16/05 – 4/2/05 Date Photos Taken: 3/25/05

Names and roles of firms and/or individuals to be recognized for their involvement on the project:

Jary Porter, Macy's; Clayton Shieu, Macy's; Beth Stenglein, Tony Cedeno, DPS

Names of supplier firms to be recognized for their involvement on winning project:

San Francisco Foliage, Boething Treeland, Bayside Nursery, Aquatic Resources

Authorized Signature \_\_\_\_\_ Date: \_\_\_\_\_

# PROJECT DESCRIPTION

(Please type or print; photocopies are acceptable.)

The information you provide on this form will be read to the judges as they are viewing your prints. Please label each photo with the project name and number them in the order you wish them to be viewed. To ensure impartial judging, DO NOT identify yourself or your company on the photos. A minimum of five (5) photos is required; a maximum of (10) photos is allowed. **Use only the space provided below (single page). Keep this format with 10-point font.** For easier use, this form may be copied and pasted from the CIPA website ([www.cipaweb.org](http://www.cipaweb.org)) into the word processor of your choice. Save the completed entry form with the project name and include it on the CD with your pictures. **A printed version is still required.**

Project Name: Macy's Flower Show 2005 Category: Special Event

Overall Project Description To experience, firsthand, the exotic and mysterious world of China was to visit Gardens of the Dragon, Macy's 59<sup>th</sup> Annual Flower Show.

**Photo 1:** Twenty designers and 40 laborers had the dubious challenge of being restricted by only 2 nights of installation between the hours of 10:00 pm and 7:30 am to unload, locate, creatively arrange over 5,000 containers of plant material and 200 vases of cut flowers in 7 storefront windows, 14 cosmetic ledges, 26 handbag ledges, and 25 exterior planters to create the magic of "Gardens of the Dragon". It was mandatory that the show be as fresh on the 18<sup>th</sup> and closing day of the show as it was on the first night.

Our horticulturalists worked around the clock to insure perfection; watering, replacing countless blossoms, 6" color and "dead-heading" the specimen azaleas nightly. Windows were watered during the day to amuse shoppers.

**Photo 2:** One hundred fifty replicas of Emperor Qin Shi Huang's life-size terra cotta soldiers dating from 210 B.C. marching down the cosmetics isle were the focal point of "Gardens of the Dragon". "Soldiers traipsing through the woods!" was the directive from my client.

**Photo 3:** After much research and shopping, my creative vision of "Chinese woods" translated into the use of our own 50-year old collection of bonsai cedrus atlantica 'glauca', pinus thunbergii, and juniper torulosa. Phyllostachys aurea was added for texture and interest. Fourteen ledges transitioned one to the next in harmonious but not repetitive fashion.

**Photo 4:** "No blooming color in the Chinese woods"! was another mandate from above. Therefore, interest was derived from texture, form, contrast and colored foliage. Purple loropetalum 'chinense', bronze carex grass, chartreuse juniper 'golden mops', blue cedrus, red flax 'sundowner', silver cortaderia 'silver comet' and true green equisetum were a few of the more than 5,000 plants utilized in the design.

**Photo 5:** Select cut flowers and branches such as golden and bronze kangaroo paw, green euphorbia, red dogwood, and black pussywillow were chosen to blend into the "woods" – and I just had to add chartreuse spider mums to "pop" out of the landscape.

**Photo 6:** Amongst the chaos of designing and creating in the middle of the night; the sound of electric drills "whirred" as the containers of bonsai were drilled and fitted with fish line to suspend them at 45 degree angles to totally engulf shoppers in twisted limbs of bonsai as they perused the "Street of Dreams" – Macy's main cosmetics aisle.

**Photo 7:** The 14 cosmetics ledges had to be built out to three times their usual size to accommodate the "army of warriors", and there were serious weight limitations. All 5 and 15 gallon plant material had to be hand selected to insure that it was "overgrown" and would artistically fill the desired space. Designers who were "light on their feet" had to strategically place each piece lest the overweight ledge come crashing down in the middle of the night.

**Photo 8:** In the middle of the 2<sup>nd</sup> night of installation, while creating the cosmetics ledges, my client decided that color really WAS necessary amongst the emperor's warriors and requested "about 20 or 30" specimen azaleas. It was a miracle that we just happened to have exactly what was requested and quickly whisked our trucks off so he could have his wish within an hour!

**Photo 9:** The décor transitioned from Northern China to the tropical south in the Jewelry and Handbags area. To fool the eye, cut blossoms such as peach, cherry, pear, quince, forsythia and dogwood grew wild amongst cycads, bamboo and orchids. Exquisite representations of Chinese sculpture were strategically placed amongst the blossoms.

**Photo 10:** The corner window at Stockton and O'Farrell Streets had to stop the shoppers in their tracks! Through moon gates they gazed upon the tranquil gardens enhanced by graceful bonsai, miniature red azaleas, blue campanula, multi-colored gerbera daisies and blue ophiopogon. Installation next to window glass must be "seamless" - even the most remote grow pot must be disguised with moss or foliage to create the mirage of perfection.