

2007 Official Awards Program Entry Form

(Please type or print; photocopies are acceptable.)

CATEGORIES – Choose one appropriate category and dollar value

x DESIGN

- INSTALLATION
- SPECIAL EVENT & HOLIDAY
- MAJOR RENOVATION
- SILK, REPLICA AND PRESERVED
- ATRIUM
- PATIOSCAPE & URBAN GARDENS
- HORTICULTURAL SERVICE
- TECHNICIAN (USE TECHNICIAN FORM)

NOTE: all values are retail

- \$2,501-7,500
- \$7,501-15,000
- x \$15,001-25,000**
- \$25,001-50,000
- \$50,001-100,000
- \$100,001+

Project Name: **Crowne Plaza Ventura**

Project Address: **450 E. Harbor Boulevard, Ventura, CA 93001**

Entrant Company Name as it should appear on award: **Initial Tropical Plants, Los Angeles**

Entrant Company Contact Name: **Dawn Von Rueden-Zeek**

Entrant Company Address: **9160 Norwalk Boulevard, Santa Fe Springs, CA 90670**

Entrant Company Contact Telephone and email: **(562) 463-0660 ext. 23104** email: dzeek@initialplants.com

Designed by: **Dawn Von Rueden-Zeek** Installed by: **Installation Department and Sales Department**

Installation/Service Assumption Date: **November 2006** Date Photos Taken: **December 28, 2006**

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

Island View Nurseries, West Coast Nurseries, Gainey Ceramics, and Sunshine Products ~

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

Gainey Ceramics, Sunshine Products, and Island View Nurseries

Authorized Signature _____ Date: _____

Make check payable to PIA: _____ \$185 PIA Member _____ \$285 non-PIA Member _____ \$20 Late Fee

Payment by credit card: Please charge my ___ VISA ___ Mastercard ___ AMEX

Card # _____ Sec. Code _____ Expiration date _____

Cardholder name _____ Signature _____

Mail this form, project descriptions, 2 prints (4"x 6") of the picture you want to see on the award plaque (if awarded), and one digital image file for each photo. Save your completed entry form and project descriptions on the CD with your digital pictures and send to: Awards Program Chair, PIA, 493 S. Highland Ave., Ukiah, CA, 95482-4713.

Deadline for Entry is June 11, 2007. Late entries will be accepted up to 5 pm on June 15, 2007 and must include the \$20 late fee for each entry.

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 and project description form. A minimum of five (5) photos is required; a maximum of (10) photo(s) 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 PIA website (www.piagrows.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: Crowne Plaza Ventura Category: Design

Overall Project Description An obsolete hotel on Ventura beach in Southern California was reflagged as a Crowne Plaza and thus, renovations began. After nearly eighteen months of religious cold calling, our office was awarded an opportunity to provide a bid for the makeover. Of course, the call came in on a Friday night and the installation was politely demanded for Tuesday morning. The real challenge was being able to complete the initial installation within this narrow window. Per the hotels request, all of the plant material was set to be installed in Chrome colored plastic planters. Once successfully completed with these, other than spectacular planters, the relationship and the design work with the client began. Since then, the Hotel has taken on a dramatic facelift. The first time we saw the lobby in its completed phase, was, in fact, the same day that the installation took place.

Photo 1: At the entry hall to this hotel three huge framed mirrors were placed by the interior design team. The client wanted something to accent this artwork. The dramatic solution called for the placement of two planters in Scarlet Red with Raphis Palms placed between the mirrors. This statement was bold and beautiful in its simplicity.

Photo 2: In the Lobby Bar there was a stark and empty windowless area that was in need of attention. The space was primed for a grouping of tall planters which were placed in the corner with a Kentia Palm and an arrangement of Bromeliads.

Photo 3: Additionally, the Lobby Bar needed to be separated from the more public access side of the lobby. Four rectangular planters with Bamboo Palms were set in place to create an interior hedge and added privacy to the two areas, yet still allowing a view from the entry to the ocean outside.

Photo 4: In other areas of the Lobby, we provided additional Kentia Palms and a replica blooming program of Orchids to warm and enhance the seating for the guests.

Photo 5: Outside the hotel restaurant was a newly created seating area for those who want to enjoy the sun and scenery. Still, the client wanted to provide some degree of separation. Large Phoenix Roebellini were placed in Venetian planters to continue the tropical theme and to provide the ambiance and atmosphere the client was seeking.

Photo 6: On the interior of the restaurant we placed Dracaena Marginata in a tall cylindrical planter with a small footprint in order to provide the height for the plant material and save space.

Photo 7: At the entrance of the restaurant, where others may have provided a blooming program or simply installed Pothos, we installed replica grasses. This decision was based on several ideals including the ease of maintenance, lack of required available light and to provide an interesting and unique look that would not detract from the proposed signage above the planter.

Photo 8: At the exterior entrance of the hotel where the client wanted additional greenery we placed four additional planters, Two at the Lobby door and two at the valet driveway to provide enhanced greenery and to provide security to prevent cars and people from driving through the entrance.

During the renovation this hotel morphed from a tired classic to that of a contemporary, clean, inviting space. In fact, the Hotel now possessed that "WOW" factor that patrons long for.