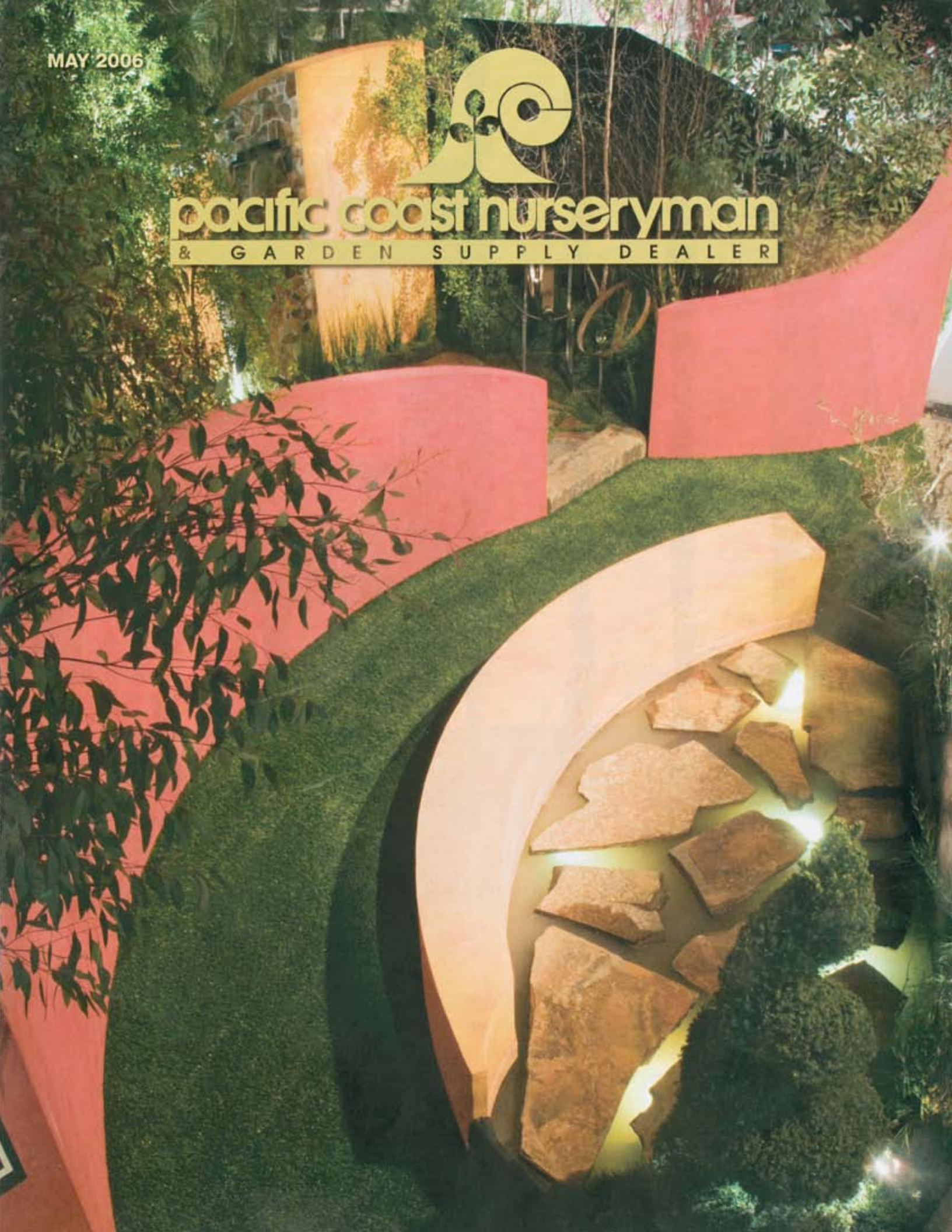


MAY 2006



pacific coast nurseryman
& GARDEN SUPPLY DEALER



San Francisco Flower & Garden Show Celebrates End of Winter with Eye-Catching Exhibits

The 21st annual San Francisco Flower & Garden Show celebrated the end of winter March 15-19, 2006 at the Cow Palace, drawing Bay Area gardeners to view some six acres of plant and flower-covered areas, including 27 beautiful display gardens, educational seminars by leading experts, and a Marketplace with nearly 400 exhibitors with everything for a beautiful landscape and to make the garden grow.

Responding to research done by Salmon Bay Events, the company that produces the show, new marketing approaches were taken with this year's event and a number of new areas were added or enhanced on the show floor. Research details were outlined in greater depth in PCN's article on the Northwest Flower & Garden Show (produced by the same company) in the April issue. But, in brief, more effort has been put forth to

increase the show's appeal to urban dwellers, first-time homebuyers, gardening "newbies," gardeners in the 20-30 age group, and families with their children. Smaller space gardens, a children's area called "Sproutopia" for learning about and playing with plants and gardens, wandering show musicians, wine and cheese on the garden floor at night, and more plants than ever before were all part of the new look.

More than 70 educational seminars featured topics ranging from perennials, roses, native plants, Mediterranean plants, creative containers, pruning, wildlife habitats, floral arranging and do-it-yourself projects. There was plenty of emphasis on topics for those just starting out with new homes or new spaces to garden with young families.

But for most visitors, what initially draws them to the show each year are the world-class display gardens from which they can draw ideas and inspirations from some of California and the Southwest's best garden designers. This year there were 19 large display gardens and eight smaller "urban space" gardens on the show floor. Three highly regarded landscape and horticulture experts spent several hours judging the display gar-

dens and determined a number of awards. In addition to eight special awards, there were numerous Gold, Silver, Bronze and Crystal Medals, judged on how well each garden achieved its own design objectives and quality of execution. This year's judges were: Ursula Buchan, a British gardening journalist for more than 20 years, having trained at the Royal Horticultural Society's garden at Wisley and the Royal Botanic Gardens, Kew; Page Dickey, a garden writer, lecturer and designer, who often teaches at the New York Botanical Garden; and Mia Lehrer, an internationally acclaimed landscape designer and founding principal of the Los Angeles firm Mia Lehrer + Associates.

The Golden Gate Cup for Best of Show went to "Livin' Cheap in Baja," designed and created by Gary Gregg, Golden Gate Palms & Exotics, Lafayette. The garden also received a Gold Award. The design includes an intermingling of Baja's exotic semi-tropical flora of palms, cacti, and agaves with Upper California's familiar chaparral of manzanitas, ceanothus, and yucca.

The People's Choice Award, voted on by show attendees, was "Moroccan Modern," from Diane Turner, Garden Design Magazine, Winter Park, FL; Mike Hertzler, Modern Landscaping, Campbell, and Michele Swanson, CLTV8 Art Design, Santa Cruz. Southern Mediterranean garden and architecture are influences for this design. This garden also took a Silver Award.

Receiving the Pacific Horticulture Magazine Award, the Garden Designers' Choice Award, and a Gold Award was "POD" from Beth Mullins, Growsgreen Landscape Design, San Francisco. Textures and forms are emphasized in this garden inspired by multiple connotations of the word "pod."

The Sunset Magazine Western Living Award and a Crystal Award went to "Orange and Red Streak" from Katey Mulligan, Liquidambar Garden Design, and Damine Martin, Martin Masonry, both of San Francisco. This garden abstracts the colorful images of Georgia O'Keefe's vast western

