

Pro **Landscaper**

Concept to Delivery

DESIGN, BUILD,
AND MAINTAIN

December 2013

LET'S HEAR
IT FROM
**MATT
O'CONNOR**

**FUTURESCAPE
2013**

A snapshot of
the event

**TEMPERATURE
OF THE
MARKET**
ANNUAL
UPDATE

CHARLOTTE ROWE GARDEN DESIGN

URBAN UPDATE

An urban and contemporary London garden



Alastair Henderson

Aralia Garden Design LLP
www.aralia.org.uk

What is your most important piece of equipment?

Vectorworks when I'm in the office, secateurs when I'm on site.

What is the busiest time of year for you?

We seem to just be consistently busy, which is good.

What do you think the trends will be in 2013?

I like to see designers take an existing material, plant, or feature and use it in an unconventional, different or innovative way.

Do you monitor your competitors' progress?

Not meticulously. It's useful to keep up speed on what others around you are doing, but not so much to distract your focus from what you are doing.

How do you find new clients?

Thankfully, they tend to find us! We have a strong

website that showcases what we can offer to both residential and commercial clients and that drives people towards us.

Describe yourself in three words.

Enthusiastic, ambitious, perfectionist.

What are your unfulfilled career ambitions?

To design a classical English walled garden.

Best book you've ever read?

The Man Who Planted Trees by Jean Giono.

Your most inspirational garden?

The High Line, New York. Such an exemplary landscape for so many aspects of design and horticulture.

What would people be surprised to learn about you?

Last year I jumped out of a plane, and I plan to do it again!