Marvels of Modernism Exhibition and Opening Reception at Design Within Reach, Dallas, TX

Cover Photos:
(left) Newport Garden Excursion, March 2009
(right) TCLF Excursion at the Farnsworth Pavilion in Plano, IL, September 2009

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Exhibition and Opening Reception at Design Within Reach, Dallas, TX
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The Cultural Landscape Foundation (TCLF) achieved several major milestones in 2009, resulting in significant audience growth, valuable media coverage and attention for landscapes, landscape architects and practitioners. Here are a few highlights:

First, we launched What’s Out There, the first-ever Web site about parks, gardens, and other publicly accessible designed landscapes. This database, fully searchable by site, designer name, style and/or locale, currently includes more than 650 landscapes and 380 designers—and it will continue to expand as rapidly as funding is received.

Equally important, and ten years in the making, is the launch of Shaping the American Landscape: The Cultural Landscape Database. This initiative dovetails with the book of the same name and features an interactive component that builds on the book’s themes. The resulting media attention, including features in The New York Times, Los Angeles Times, San Francisco Chronicle, and The Washington Post, helped our Web site visitation surge more than 18% since 2008. Partnerships have always been essential to our mission.

TCLF continued partnerships with the American Society of Landscape Architects (ASLA), Garden Design magazine, the Chicago Architecture Foundation, and the National Trust for Historic Preservation and established new partnerships with New York Botanical Garden, University of California Berkeley, and The Andy Warhol Museum. Through these partnerships, we organized five conferences in New York, Nashville, Berkeley, Pittsburgh, and Chicago to celebrate the publication of Shaping the American Landscape.

Continuing the Pioneers of American Landscape Design oral history project, we completed the St. Paul Friedberg module and filmed celebrated landscape architects Stuart Dawson and James von Sweden. Just weeks before his passing, we also completed edits for the Lawrence Halprin module. At ASLA’s annual meeting, we sponsored our third gala lunch—this year at the Farnsworth House and Lake Point Tower roof garden in Chicago—and our annual Silent Auction benefiting American Forests.

For the fourth consecutive year, we partnered with Garden Design on What’s Out There, our annual thematic competition of threatened and at-risk landscapes. This year’s theme—Shaping the American Landscape—dovetails with the book of the same name and features sixteen seminal works by landscape architects including Frederick Law Olmsted, Beatrix Farrand, and Hideo Sasaki. Previous Landscape photography and graphic board exhibitions remain very popular. We are equally energized as we approach next year’s initiatives. Thanks in part to generous grants from the Richard H. Driehaus Foundation, the National Endowment for the Arts Design Arts program, and the National Center for Preservation Technology and Training, we plan to exponentially grow What’s Out There. We have also issued a call for nominations for our 2010 Landslide theme, Every Tree Tells a Story, with sponsors The Davey Tree Expert Company and American Forests.

As we continue to promote awareness of our country’s collective landscape heritage, we are tremendously grateful for the support of our friends and sponsors.

Charles A. Birnbaum, Founder + President

Letter from the President
TCLF transitioned its Web site to a Web 2.0 format in the fall of 2009, with technical support from Oviatt Media and Message Agency. The new format, which included the launch of What's Out There, offers a more user-friendly experience for Web site visitors. Expanded capabilities include the addition of online site nomination and user comment forms and an integrated “shopping cart.” Thanks in part to this new format, the Web site experienced nearly 6 million hits, including nearly 600,000 visits for the year. The new Web site format also has enabled us to utilize Google Analytics, as a statistical tool that will allow us to learn more about how our growing Web site is being used by the public.

TCLF also transitioned to a new newsletter service, Vertical Response which will better allow us to manage our e-letter subscribers. At the beginning of 2009 we had 3180 subscribers. As of December 31, we have grown to 3718 subscribers, a 17% increase in subscribers. For the second consecutive year, with support from Monrovia and Landscapeforms, TCLF produced a special e-letter in March that announced our Season of Events for the year.

What's Out There

After a decade in development of both content and technology, in October TCLF launched What's Out There, a searchable, profusely illustrated database of the nation’s designed landscapes. At launch, the site included a glossary of 27 landscape types, 13 landscape styles and 600 landscapes and designers. The database provides images and biographical and project information as well as concise definitions of different categories of cultural landscapes. The project content was compiled and vetted by a team of staff and board members, including Rebecca Frischkorn and Noel Vernon. The launch was made possible with invaluable support from contributors including John Beardsley, Ann Breen, Ted Booth, Ethan Carr, Hope Coughlin, Shaun Eyring, Tom Fox, Carol Gove, Linda Jewel, Susan Klaus, Ahman Law, Judith Mayer, Linda McClendon, Robert McMichael, Karen Menchel, Lauren Nave, Beth Meyer, Julia Monteith, Patricia O'Donnell, Susan Olsen, Reuben Rainey, Richard Longstreet, Dick Rigby, Judith Robinson, Lu Sargent, Stephanie Finel, David Smaltelli, and Judith Tankard.

Since its launch the project has by far exceeded our expectation in creating an ongoing dialogue between Web site users and TCLF about designed landscapes and their designers.

Web Site (tclf.org)
In 2009, there were a number of promising developments for Marvels of Modernism sites.

Heritage Park was recognized as eligible for listing in the National Register of Historic Places and the Indianapolis Museum of Art hosted an event at the Four Seasons in New York to celebrate its acquisition of the landmark Miller House and Garden. The Marvels of Modernism signboard exhibition was featured at a special reception on February 5, 2009, at Design Within Reach in Southlake, Texas. The event, a huge success, was the final in a series of five events that took place at Design Within Reach stores throughout the country, beginning in 2008.

Landslide 2009: Shaping the American Landscape

This year’s Landslide: Shaping the American Landscape launched on October 8 in conjunction with the Shaping the American Landscape book launch at the Museum of Modern Art (MoMA) in New York. Our presenting sponsor, Garden Design, ran a special 2-page feature on the selections in their November issue and, ASLA featured the announcement in their e-letter, Landonline. Other coverage included features in Denver Magazine and dozens of regional publications. For the first time, along with the online exhibits, TCLF produced a 12-page, fully illustrated brochure highlighting each site’s history.

Sixteen sites were selected from scores of nominations submitted from across the country and included: Santa Barbara Botanic Garden, CA; the 16th Street Mall, Denver, CO; City of Hartford Parks System, CT; Washington Park, Chicago, IL; Scripps Estate, Lake Orion, MI; The Elizabethan Gardens, Manteo, NC; Elizabeth Lord and Edith Schryver Legacy, Salem, OR; South and North Park, Allegheny County, PA; Overton, Memphis, TN; and Washington Square Village, New York City (pictured top left). Six of the sites were grouped under three thematic listings; Rural Cemeteries (Riverside Cemetery, Denver, CO and Oakland Cemetery, Atlanta, GA); Asylum Grounds (Richardson Olmsted Complex, Buffalo, NY, and Northern State Hospital, Sedro Woolley, WA); and Hudson River Valley Picturesque (Olana, Hudson, NY and Wilderstein, Rhinebeck, NY).

Landslide 2010: Every Tree Tells a Story

The theme of Landslide 2010 is Every Tree Tells a Story, which will focus on sentinel trees, witness trees and tree collections. The Davey Tree Expert Company is supporting the initiative as sponsoring partner and the New York Restoration Project and the Friends of the Urban Forest are educational partners.

In May, TCLF launched the third module in the oral history series, M. Paul Friedberg (pictured left), with support from the National Endowments for the Arts. For the Friedberg oral history we inaugurated a new feature called “Remembrances,” a collection of letters from past employees, colleagues, students, and clients discussing the designer and projects.

Sadly, Ed Stone Jr., a very distinguished practitioner, passed away before we could interview him this past summer. Stone’s death and that of Lawrence Halprin in December, a year after filming was completed for his oral history module, highlights the importance of creating a timely record of these careers. Halprin’s oral history was in production throughout 2009, with a scheduled launch date of spring of 2010.

A special exhibition about Ed Daugherty, which includes his oral history module (completed in 2008), was on view at the Atlanta History Center from October 2008 until the spring of 2009. In 2009 the Pioneers Oral History series was the recipient of a National Endowment for the Arts grant.

Landslide Web Features

In 2009 TCLF’s Landslide Web highlights have focused on a variety of nationally-significant landscapes including: Jefferson National Expansion Memorial, St. Louis, MO; Gunning House, Columbus, OH; Bell Laboratories, Holmdel, NJ; Center Plaza, Baltimore, MD; and, our first international, Landslide the Cadillac Factory in Montréal, UK (pictured right). With the special collaborative e-letter, MoMoMa we highlighted the threat to the Michael Reese Hospital Campus, Chicago, IL, and the recent successes with Heritage Park, Fort Worth, TX and Bell Laboratories, Holmdel, NJ. In all cases, these features have garnered TCLF attention in national and local media outlets.

In addition to these current Landslide stories, TCLF is pleased to announce that the Charlotteottesville Mall VA has been moved to the “saved” category after extensive documentation and a thoughtful renovation, currently in progress. A feature was also done on the Omni Hilton House in Harberton, UT, which we have also listed as “saved.” Unfortunately, as we reported in August, the SaaskiStrong landscape at Reese has been destroyed.

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After nearly a decade of work, this Fall Shaping the American Landscape, a follow-up to Pioneers of American Landscape Design, was published by University of Virginia Press. In response to growing interest, and the surge in scholarship generated by that inaugural volume, the second one covers the lives and careers of more than 150 pioneering designers. The official launch took place on October 8 at MoMA’s The Modern during an intimate evening reception underwritten by Peter McQuillan and Adam Rose. The following day TCLF, in partnership with the New York Botanical Garden, hosted the first of nine planned regional Pioneers Symposia to be held in conjunction with organizations across the country (see Events).

TCLF is pleased to be honoring the culmination of this project with a year-long celebration of the featured landscape architects, designers, educators, and authors highlighted in the compendium.

Modern Landscapes: Transition and Transformation

In addition to Pioneers, TCLF has been working with Princeton Architectural Press on a thematic series for which we executed the contract this past winter. The first book in the series, authored by Ann Komar of the University of Colorado will be dedicated to Lawrence Halprin’s Skyline Park.

Landslide 2008: Marvels of Modernism

Thanks in part to the support of the Hillman Foundation, the Marvels of Modernism exhibition of photography opened at the Andy Warhol Museum on November 5, in conjunction with the Pittsburgh Pioneers Symposium. The exhibition, produced with George Eastman House Museum of International Photography and Film and with support from Garden Design, will be on display through January 3, 2010.

In tandem with the photography exhibition, TCLF produced a traveling signboard exhibition that opened in several locations in 2009 and will continue to be on display through 2010. Openings included:

- Centennial Center Gallery, Kent, WA
- Rochester Community & Technical College, Rochester, NY
- UC Berkeley Archives, Berkeley, CA

publications

Shaping the American Landscape: New Profiles from the Pioneers of American Landscape Design Project

Landslide 2007: Heroes of Horticulture

The Heroes of Horticulture exhibition of photography, produced with George Eastman House Museum of International Photography and Film and with support from Garden Design, opened at the Reynolda Museum in Winston-Salem, North Carolina, on July 31 and ran through September 27. In 2009, a specially commissioned outdoor version of the signboard exhibit was on view on the U.S. Botanic Garden in Washington, D.C. The exhibition has attracted such a wide and enthusiastic viewership from national and international visitors that it was extended through spring 2010.

outreach + events
seminars, lectures, technical assistance

TCLF staff delivered lectures throughout the country including keynote lectures at the Art and Antiques Show (Nashville), Daviess Horticultural Symposium (North Carolina), Stanley White Memorial Lecture (University of Illinois), Casa dei Veterano NHV Ceremony (Santa Barbara), Cherokee and Peachtree Garden Clubs (Atlanta), and Saarinen Symposium (St. Louis).

The foundation also provided technical assistance and guidance at a diverse set of cultural landscapes, among them Centennial Park, Nashville; Blithewold, Rhode Island; St. Elizabeth’s, Washington, D.C.; 16th Street Mall, Denver; and Rochester Parks and participated in the National Trust for Historic Preservation Sustainability Summit held at Pocantico Hills.

The work done in 2008 at the University of North Carolina (consulting to Peter Schaudt) was awarded a Society for College and University Planning (SCUP) award in the spring.

events

TEN 4 TEN

January 29, 2009 | Louisville, KY
Charles “Mac” McClure

In 2009, TCLF hosted the last in its series of TEN 4 TEN events in recognition of the foundation’s 10th anniversary. TEN 4 TEN honored ten individuals who share the foundation’s vision of “stewardship through education.” The final event celebrated the work of Charles “Mac” McClure at a reception in Louisville, KY.

Newport Garden Excursion

March 29-30, 2009 | Newport, RI

The opening of this intimate, two-day land and sea excursion began with an overview lecture by John Tschirch, who introduced attendees to the estates and gardens of Newport. Attendees toured several private in-town and country gardens, including the newly restored, private landscape Williams, a YWOD Arts & Crafts style summer residence designed by Frederick Law Olmsted Jr. They had a fascinating visit to the SVF Foundation’s working farm focused on the preservation of heirloom species, took a boat tour of Newport harbor aboard the yacht Rum Runner that highlighted the city’s close relationship between land and sea and had lunch at the historic New York City Yacht club (picture right).

Pioneers Symposia

In concert with the publication of Shaping the American Landscape: New Profiles from the Pioneers of American Landscape Design Project, TCLF partnered with dozens of organizations across the country to host a series of regional Pioneers Symposia. The series focuses on specific designers, projects, and regional trends that collectively make up our unique and historically significant designed landscape heritage. Speakers include leading historians, designers, and practitioners. Each of the symposia was accompanied by the following receptions and tours:

Shaping the American Landscape: New York City and the Region
October 9 | Bronx, NY | New York Botanical Garden

Following the book launch at MoMA TCLF hosted the first of the regional Pioneers symposia. Speakers included Charles Birkheuser, Thomas Campagnola, M. Paul Friedberg, Keith Morgan, Laurie D. Olin and Thaisa Way (pictured left).
TCLF’s American Society of Landscape Architects (ASLA) Annual Meeting Events
September 2009 | Chicago, IL

TCLF is pleased to announce that the events (outlined below) held in concert with this year’s American Society of Landscape Architects’ Annual Meeting were a tremendous success, raising nearly $70,000 for the foundation’s educational programs. The meeting, which took place in Chicago, IL from October 3-7th, was the most well attended to date, with nearly 7,000 registrants.

**Silent Auction**
TCLF’s fifth annual Silent Auction, our largest to date with 85 works by more than 70 artists, was a tremendous success. Bidding began at a preview on Friday September 18, from 5:30pm and continued Saturday and Sunday from 8am-6pm. The auction was centrally located within the McCormick Conference Center’s Lakeside Building, which provided panoramic views overlooking Lake Michigan from the auction space. The event garnered nearly $42,000 and more than half of our winning bidders were first-time participants. The Silent Auction was, for the second consecutive year, generously sponsored by Monrovia and ASLA, allowing TCLF to earmark funds raised during this event for our educational initiatives.

**Landscapes for Living: Past War Years in Northern California**
October 24 | Berkeley, CA | UC Berkeley – College of Environmental Design
Held in partnership with Garden Conservancy and the California Garden History Society, the event kicked off on the evening of the 23rd with a specially curated exhibition at the Archives of the College of Environmental Design of drawings by pioneers including Garrett Eckbo, Lawrence Halprin and Geraldine Knight. Scott Freitas in our new volume. The evening was partially underwritten by the Western Regional Office of the National Trust. The following day included Asa Hanamoto, Tito Patri, Steven Koch and Andrew Sullivan (who both worked for Halprin), Walter Hood and Ken Kay (who worked for/with Garrett Eckbo) and others.

**Carrie Bilardi**

**Shaping the American Landscape: Spotlight on the Tennessee Valley**
October 13 | Nashville, TN | Cheekwood
Held in partnership with presenting sponsor Garden Design, sponsor, Landscapeforms, co-sponsors, National Trust for Historic Preservation and Cheekwood, along with education partner ASLA, speakers included Charles Birnbaum, Kurt Culbertson, Arleyn Levee, Frances Lumbard and Panelist, Jack Becker, Ben Page, Maia Prichard, Lisa Thompson and Eleanor Willis. The conference was split into two parts, with speaker presentations in the morning, an afternoon tour of the Cheekwood Landscape, designed by landscape architect Bryant Fleming in the late 1920s, and a speaker’s dinner hosted by Libby Page.

**The Hunter and the Philosopher: John O. Simonds Pioneer Landscape Architect Symposium**
November 6 | Pittsburgh, PA | The Andy Warhol Museum
The symposium coincided with the opening reception of the Memorials of Modernism photography exhibition at the Andy Warhol Museum, and an unveiling of the Mellon Square master plan. The conference, held in partnership with the Pittsburgh Parks Conservancy, focused on the life and legacy of Pittsburgh native, John O. Simonds. The three-day symposium concluded with a walking tour led by Patricia O’Connell and Marion Presley of two signature Pittsburgh projects – Mellon Square and Allegheny Commons.

**Shaping America’s Heartland: Reflections on Landscape Architecture in the Midwest**
November 13 | Chicago, IL | Chicago Architecture Foundation
Speakers at the one day symposium included Joe Kour (who worked with Dan Kiley on the Chicago Art Institute Garden and the Water Filtration Plant) and celebrated scholars Arnie Alanen, Elen Deming and David Hayes, and practitioners Peter Schaudt and Peter Oster.

**Farnsworth House and Lake Point Tower Roof Garden**
The day-long excursion (pictured right) limited to 40 people, sold out weeks in advance. Guests travelled via minibus from Chicago to Plano, IL, the site of the 1951 Mies van der Rohe designed Farnsworth House, an icon of 20th century modern architecture. The sunny, fall day was a wonderful backdrop to the intimate tour and afternoon lunch on the house’s back lawn, overlooking the Fox River. The day concluded with a tea at the Lake Point Tower roof garden, a revolutionary Prairie style skyscraper roof garden designed by Alfred Caldwell with panoramic views of Lake Michigan and the Chicago skyline. Thanks to special support from Landscapeforms, the event was nearly fully underwritten, allowing funds raised to be directed to TCLF’s educational programming.

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Statement of Financial Position

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<th>Assets</th>
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Statement of Activities

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<td><strong>Net Assets at End of Year</strong></td>
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Schedule of Functional Expenses

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<th>Functional Expenses</th>
<th>Program Services</th>
<th>General &amp; Administrative</th>
<th>Fundraising</th>
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<td>Conferences &amp; meetings</td>
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<tr>
<td>Consulting</td>
<td>$33,687</td>
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<tr>
<td>Depreciation expenses</td>
<td>$3,294</td>
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<tr>
<td>Insurance</td>
<td>$453,570</td>
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<tr>
<td>Scenarios</td>
<td>$24,499</td>
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<tr>
<td>Office supplies &amp; expenses</td>
<td>$2,175</td>
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<tr>
<td>Payroll processing fees</td>
<td>$2,922</td>
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<tr>
<td>Postage</td>
<td>$333</td>
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<tr>
<td>Printing</td>
<td>$10,254</td>
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<td>Professional fees-accounting</td>
<td>$6,012</td>
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<td>Professions - legal</td>
<td>$78,588</td>
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<tr>
<td>Salaries &amp; benefits</td>
<td>$800,000</td>
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<tr>
<td>Special assets</td>
<td>$767,500</td>
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<tr>
<td>Telephones &amp; internet</td>
<td>$159,000</td>
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<tr>
<td>Tissue</td>
<td>$11,171</td>
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<tr>
<td>Website maintenance</td>
<td>$56,124</td>
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<tr>
<td><strong>Total Functional Expenses</strong></td>
<td>$658,057</td>
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</tbody>
</table>

**Financial statements for the year ending Dec. 31, 2009, audited by Taskey, Neff & Associates, LLC.**

Financial statements for the year ending Dec. 31, 2009, audited by Taskey, Neff & Associates, LLC.