



20 11 annual report

the cultural landscape foundation





events

What's Out There
Weekend San Francisco
See Page 11

Cover Photos:
(left) left to right, Gina and Raymond Jungles and Julie Bargmann, photo by Ann Billingsley
(right) Kaufmann Desert House

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Hudson Highlands Garden Excursion; Bridging the Nature Culture Divide, Rye, New York; Sunnylands Tour, Rancho Mirage, CA; NYASLA Awards Dinner

Letter from the President

TCLF achieved several major milestones this year, resulting in significant audience growth, valuable media coverage and attention for landscapes, landscape architecture, and practitioners. These efforts were made possible with generous support from our Season of Events Sponsors, The Davey Tree Expert Company and Charles Luck Stone Center.

Thanks to a Design Arts Grant from the National Endowment for the Arts and a lead gift from The Richard H. Driehaus Foundation, *What's Out There*® (WOT) now includes an online mapping component. We also established important academic partnerships at Columbia University, Louisiana State University, and the University of Washington. The WOT program took it to the streets during *What's Out There* Weekends in Chicago and San Francisco, with support from Bartlett Tree Experts and more than two dozen other corporate and private sponsors, and the two weekend tours attracted thousands.

This year we organized and convened three symposia: the well-attended ninth and final regional conference in our Shaping the American Landscape series was held in May at SCI-Arc in Los Angeles; we launched the first in an ongoing series of conferences on the nature/culture divide in June at the Jay Estate in

Rye, New York; and, on November 18th, the Second Wave of Modernism II: Landscape Complexity and Transformation was held at the Museum of Modern Art in New York.

In 2011, TCLF launched two compelling and illustrative new *Pioneers of American Landscape Design*® oral histories. The first with Cornelia Hahn Oberlander, the preeminent Canadian landscape architect, and the second with the Boston-based landscape architect Stuart O. Dawson – combined these two have been in practice for more than a century. We also began production on oral histories with San Diego-based landscape architect Joe Yamada and Israeli landscape architect Shlomo Aronson.

This year's annual *Landslide*® list titled The Landscape I Love celebrated specific landscapes and the often unheralded individuals working tirelessly to safeguard them. The Davey Tree Expert Company returned as a partner joined by new educational partner, the Land Trust Alliance. The launch announcement received extensive media coverage including *USA Today*, CNN and more than a dozen regional media outlets. The 2010 *Landslide* Every Tree Tells a Story collection of photographs and outdoor signboards continues to travel, making stops

in New York, Pennsylvania, and Kentucky this year. We are also very pleased that in 2011, the annual *Landslide* initiative was bestowed an Honor Award in Communications from the American Society of Landscape Architects.

TCLF continued to provide technical assistance at the Annenberg Estate at Sunnylands, in Rancho Mirage, CA, Baldwin Hills Village, a National Historic Landmark community in Los Angeles, the Santa Barbara Botanical Garden, Frederick Edwin Church's Olana estate in Hudson, NY, Peavey Plaza in Minneapolis and three Nashville, Tennessee sites—Centennial Park, the Hermitage and Cheekwood Botanical Gardens.

As the year draws to a close, we thank all of our supporters that continue to make our initiatives such a success.



Charles A. Birnbaum, FASLA, FAAR
Founder + President

education



Landslide 2011: The Landscape I Love

This year, TCLF partnered once again with the Davey Tree Expert Company in support of the 2011 *Landslide: The Landscape I Love*, celebrating great stewards and the landscapes they work to protect. The Land Trust Alliance joined us for the first time as our Education Partner. Along with the online feature, the partnership produced a 2012 calendar now available on TCLF's website. The Landscape I Love was formally launched on September 21, 2011 at a press conference at the American Life Building in Louisville Kentucky. Charles Birnbaum and steward Meme Sweets Runyon were in attendance, along with local residents, organizations and members of the press. The selected stewards and landscapes were formally announced in the October 2011 issue of *Landscape Architecture* magazine.

Landslide 2012: Landscape and Patronage

In December 2011, TCLF announced the call for nominations for the 2012 *Landslide: Landscape and Patronage*. Nominations will be accepted through May 31, 2012 and the selected sites will be announced in fall 2012. For the 2012 *Landslide*, TCLF has partnered with The American Society of Landscape Architects and *Landscape Architecture* magazine, as our educational and media partners, respectively.

Website (tclf.org)

The website surpassed 6 million hits with more than 600,000 unique visitors in 2011. TCLF has also begun the process of optimizing our website. The end result of this project, which will continue in 2012, should be a faster, more user-friendly experience for our web visitors, better search capabilities and an extended reach via newly integrated social networking tools.



exhibitions

Every Tree Tells a Story

The *Every Tree Tells a Story* signboard and photography exhibitions continued to travel this year. Created in partnership with *American Photo* magazine and with support from The Davey Tree Expert Company, the photography exhibit opened at the Philadelphia International Flower Show; and traveled to the Jay Heritage Center, Rye, New York, and 21c Museum, Louisville, Kentucky. The exhibit includes such nationally-known photographers as Pulitzer Prize-winning photographer, Jay Dickman; Director of Photography for Bonnier Corporation, Larry Nighswander; Founding Partner of Quadrant Photography, Bob Hower; and Professor of Media Arts, Emerson College, James Sheldon.



The *Every Tree Tells a Story* featured landscapes were also highlighted with an outdoor signboard exhibit, sponsored by The Davey Tree Expert Company. The signboard exhibit premiered at Longhouse Reserve in East Hampton, New York, in the spring and opened at Yew Dell Botanical Gardens, Crestwood, Kentucky, this fall. Media coverage for the shows has been extensive and visitorship has topped 10,000 since they premiered.

Pioneers of American Landscape Design Oral History Series

In the past year, TCLF has made much progress on the *Pioneers of American Landscape Design* oral history series. These developments include the completion and launch of the Stuart O. Dawson and Cornelia Hahn Oberlander oral history modules. Completion of the modules was made possible by generous sponsorship from more than a dozen corporate sponsors as well as the American Society of Landscape Architects, Canadian Society of Landscape Architects, British Columbia Landscape Architects, and Landscape Architecture Canada Foundation. With the support of a grant from The Hubbard Trust, footage is also being edited for the Richard Haag oral history. TCLF completed the filming of Joseph Y. Yamada in San Diego, CA, in July and Shlomo Aronson in Israel in December (pictured left).

outreach + events



seminars, lectures, technical assistance

The organization brought in more than \$60,000 through technical assistance and speaker honoraria. Over the past year, these projects have included technical assistance for the Santa Barbara Botanical Garden, Peavey Plaza in Minneapolis, and The Annenberg Foundation Trust at Sunnylands in Rancho Mirage, California. In addition, TCLF's President also contributed two essays to new publications: the introduction to Charlotte Frieze's *Private Paradise* (Monacelli Press 2011) and the introduction to *Wrestling with Angels, Singing with Dragons: The Making of a Garden Across 45 Years* by William H. Frederick, Jr. (forthcoming in 2012).

Lectures for the past year have reached a broad audience in the US and abroad. This has included a keynote at the British Columbia Society of Landscape Architects in Vancouver; the Erv Zube Memorial Lecture at the University of Massachusetts at Amherst; a lecture for the Chicago Botanical Garden; a special panel event organized for the Philadelphia Horticulture Society at the annual Flower Show (with Ken Smith, Doug Hoerr, Christy Webber, and Sue Weiler); an international invitational meeting on developing World Heritage Criteria for 20th Century Heritage sponsored by UNESCO and the Getty Conservation Institute; a plenary panel at the Association of Architectural Organizations; the IdeaFestival in Louisville, Kentucky; the annual keynote for the Cincinnati Preservation Association; and a lecture at the Technion - Israel Institute of Technology in Haifa.



awards

2011 ASLA Honor Award

September 28, 2011 | Washington, DC

TCLF was presented with an Honor Award by the American Society of Landscape Architects in recognition of *Landslide: 2004-2010 The First Six Years* at the 2011 ASLA Meeting held in Washington, DC.

2011 New York Chapter ASLA Dinner

November 17, 2011 | New York, NY

TCLF President and Founder Charles Birnbaum was presented with a Service Award by the New York Chapter of the American Society of Landscape Architects at a dinner held on November 17 in New York City.

events

A Celebration of James van Sweden, Landscape Architect

March 16, 2011 | New York, NY

A screening of the James van Sweden oral history packed all 235 seats at New York University's Cantor Theater on March 16, 2011. The New York Chapter of the American Society of Landscape Architects, the Horticultural Society of New York, New York Botanical Garden, and New York Restoration Project provided generous support for the event. Following the video presentation, TCLF held a reception sponsored by Charles Luck and Seibert & Rice. Capping the evening was a private dinner at Almond Restaurant hosted by Barbara Goldsmith and Barbara Slifka for friends, colleagues, and clients of van Sweden.



Landscapes for Living: Post War Landscape Architecture in Los Angeles

April 15, 2011 | Los Angeles, CA

The 9th and final conference in our Pioneers Regional Symposia series was held in concert with the Southern California Chapter of the American Society of Landscape Architects at SCI-Arc. Attended by more than 100 people, the all-day forum focused on modern landscape architecture in Southern California and the postwar pioneers who produced the work. Board members Caroline Bennett, Dennis McGlade, and Noel Vernon each contributed to making this conference a success by participating on panels. Notable results from this conference were two Los Angeles Times articles by Architecture Critic, Christopher Hawthorne. Sponsors included board member Susan Van Atta, Melendrez, AHBE Landscape Architects, SWA Laguna Beach, and Park West Landscape. Total revenue for the event was nearly \$15,000.



Premiere of Cornelia Hahn Oberlander Oral History Project

May 15, 2011 | Vancouver, BC

TCLF project manager Nancy Slade, working with the Sullivan Entertainment team of Taylor Sullivan and Christian Frias, completed the final edit and assembled the additional module elements for an April launch of the Cornelia Hahn Oberlander Oral History. On May 14 and 15, Cornelia and Charles participated in a seated discussion that was preceded by a 30-minute produced selection from the oral history, which premiered in Vancouver, BC at the BCSLA Annual Meeting and at the Museum of Anthropology.



Hamptons Gardens Book Launch

May 18, 2011 | New York, NY

TCLF garnered tremendous publicity by supporting the book launch for Jack Delashmet's *Hamptons Gardens*, held at publisher Assouline's bookstore on the terrace level of the Plaza Hotel, which attracted more than 200. The event helped increase our profile in the New York City area.



Hudson Highlands Garden Excursion

June 3, 2011 | Hudson Highlands, NY

The intimate Hudson Highlands Garden Excursion began with a tour of the formal gardens designed by William Welles Bosworth for the John D. Rockefeller estate, Kykuit. Attendees then travelled by boat along the Hudson River. After docking at West Point they were treated to lunch and a tour of the working Glynwood Farms. The capstone to the sold-out day was a tour of the Modernist home of Russel Wright, Manitoga, with a wine reception in its surrounding woodland garden.



Bridging the Nature-Culture Divide Conference

June 4, 2011 | Rye, NY

Hosted in partnership with the Jay Heritage Center, the Bridging the Nature-Culture Divide conference held in Rye, New York successfully generated discourse on the issues facing those who steward complex landscapes such as those found at the Jay property. The morning presentations offered a larger context for such discussions, while the afternoon panel focused more on the work being done at the estate and adjacent Marshlands. The conference was so successful, TCLF is organizing a series of regional conferences on this subject. The second in the series, which will focus on stewardship of Central Park's woodlands will be held in October 2012 in New York City.



What's Out There Weekend

June 11-12, 2011 | Chicago, IL

Chicago's *What's Out There Weekend Chicago* kicked off with a well-attended launch party on June 9 at Room & Board. Volunteers, sponsors, and friends mingled in the store's spacious second floor, with food and drink sponsored by A5 and Site Design. The event also included a book signing, with authors Julia Bachrach, Elaine Coorens, Susan Benjamin, and Cathy Maloney. The weekend of tours and events focused on the city's remarkable park system and highlighted its iconic Modernist landscapes. Sites ranged from Dan Kiley's South Garden at the Art Institute of Chicago to Jens Jensen's Columbus Park to a bus tour of four historic landscapes in Lake Forest. Through a close partnership with the Chicago Park District, TCLF secured a supporting grant from the Parkways Foundation to provide trolleys to increase accessibility to several regional park sites. TCLF and our partners offered children's activities at several sites and produced a Kid's Guide with worksheets and activities for each site that had a tour. This publication now lives on our website and is available free to the public as a continuing resource. Board member Peter Lindsay Schaudt participated, along with nearly 25 other guides throughout the region, by leading tours downtown at Daley Plaza and Federal Center Plaza. Thanks to Presenting Sponsors Bartlett Tree Experts and the Driehaus Foundation and nearly a dozen contributing partners and local sponsors, all events were offered free of charge to the public.



September 17-18, 2011 | San Francisco, CA

On September 15, the San Francisco Planning + Urban Research Association (SPUR) hosted two panel discussions to open the *What's Out There Weekend San Francisco* events. TCLF President Charles Birnbaum moderated "Space for Living: Modern Landscapes in the Bay Area" and participated in "Changing Places: Perspectives on Policy." Following the panel discussion, Room & Board hosted an evening reception that drew designers, preservationists and enthusiasts from across the area. During the event, TCLF honored publisher William Stout with the 2011 Stewardship Excellence Award for his visionary and long-standing leadership as a publisher of books on Modernist landscape architecture in the Bay Area.

The weekend of tours focused on the Bay Area's remarkable Modernist landscape legacy and some the region's unique local landscapes. Sites included Ted Osmundson's Kaiser Center Roof Garden in Oakland and San Francisco's Levi's Plaza Park designed by Lawrence Halprin, but also diversified to include the Olmsted Brothers' St. Francis Wood neighborhood and Sutro Heights. The success of the weekend relied heavily on our regional partnerships, including the ASLA Northern California Chapter, and the tremendous support of local contributors in addition to program sponsors, Bartlett Tree Experts.

TCLF's American Society of Landscape Architects (ASLA) Annual Meeting Events

October/November 2011 | San Diego, CA

Thanks to the generous ongoing support of the American Society of Landscape Architects (ASLA), TCLF's myriad events held at the Society's Annual Meeting and Expo raised more than \$90,000 for our education programs. This year's meeting took place at the San Diego Convention Center from October 29 to November 2.

EVENT HIGHLIGHTS INCLUDED

Modernism in Palm Springs

The sold-out excursion was held on Saturday, October 29, and began with a tour of the Richard J. Neutra-designed landscape at the Kaufmann Desert House, led by Chris Shanley, Senior Associate at Marmol Radziner, and JC Miller, JC Miller Studio. Minibuses transported guests to the not-yet-open-to-the-public Annenberg Retreat at Sunnylands in Rancho Mirage to view the historic estate, followed by a leisurely tour of the estate grounds with Willett Moss and Scott Cataffa from CMG Landscape Architecture. After lunch, guests visited the Elrod House, a John Lautner-designed residence commissioned by designer Arthur Elrod in 1968 with panoramic views of the surrounding mountains and valley below. Along with several TCLF Board members, attendees from across the country included landscape architects Lisa Gimmy, Ken Smith, Tom Oslund, Marty Poirier, Keith LeBlanc, Steven Koch, Pamela Palmer, and Renee Byers; architects Ronald Bentley, Salvatore LaRosa, and Joeb Moore, as well as Elizabeth Goodfellow, Chris Hacker, Will Thomas, David Zeitlin, James Lima, Kelly Comras, Sandra Donnell and Justin Faggioli. Earlier in the week, TCLF's Executive Committee, with special permission from the Palm Springs Art Museum, was treated to an intimate morning at Frey House II. The former residence of modernist architect Albert Frey is surrounded by sliding glass walls and perched on a dramatic hillside overlooking Palm Springs. That afternoon they visited the last gardens and landscapes designed by landscape architect Robert Royston. JC Miller, who worked with Royston on the landscaping at the side-by-side houses, accompanied the group and spoke to the design and the significance of the surrounding setting.



Silent Auction

In total, seventy-nine works by sixty-nine artists were auctioned over two days. The auction space was centrally located in the exhibition hall, close to the ASLA bookstore and final reception area. Our location resulted in an upsurge in first-time participants which we hope will bring further attention to TCLF's mission and programs. We received many positive comments regarding the strength and diversity of this year's collection, which included veteran and emerging landscape architects and artists. Thanks to our contributors and bidders (many of whom are repeat participants), the seventh annual Silent Auction was one of the highest netting years in auction history and TCLF earned over \$40,000.

Joseph Y. Yamada Oral History Launch

On Tuesday afternoon, Charles Birnbaum led an Educational Session about the work of landscape architect Joe Yamada (pictured left). As the focus of TCLF's forthcoming oral history, the session centered on Yamada's life and work in Southern California. Yamada and his wife, Liz, were both present and joined the conversation, along with colleagues Pat Caughey and Dennis Otsuji from his San Diego firm, Wimmer Yamada Caughey. The session included a preview of clips from the upcoming oral history on Yamada, which is now seeking funds to go into full production for release next year. For a preview of these clips visit TCLF's YouTube page.

ASLA Awards

At the ASLA awards ceremony, TCLF President, Charles Birnbaum, and Melanie Macchio were recognized with a Honor Award in Communications for the Foundation's annual Landslide initiative (The First Six Years: 2004-2010).



Stuart O. Dawson Pioneers of American Landscape Design Oral History Launch

November 10, 2011 | Watertown, MA

TCLF and Sasaki Associates celebrated the fifty-year career of Stu Dawson (pictured center left with son, Mark Dawson, Principal of Sasaki Associates, and grandson Patrick) and the completion and launch of his oral history at a premiere screening of selected segments at the Sasaki office in Watertown, Massachusetts. The Dawson oral history is the seventh completed module in the TCLF Pioneer Oral History series. The Dawson oral history was made possible by the generous financial support of the National Endowment for the Arts (NEA), Access to Artistic Excellence program, The Hubbard Educational Trust, Sasaki Associates, Stuart and Ellen Dawson, and the Boston Society of Landscape Architects.

Second Wave of Modernism II: Landscape Complexity and Transformation

November 18, 2011 | New York, NY

Conference

Just as its predecessor did in Chicago (2008), the completely sold-out Second Wave of Modernism II conference at New York's Museum of Modern Art (MoMA) generated lots of buzz. Attendees from around the country, plus Canada, Germany, Israel, the Netherlands, Switzerland and the United Kingdom, filled the auditorium's 350 seats. The conference raised more than \$65,000. TCLF organized the event, which was co-curated by Charles Birnbaum and Jane Amidon, co-sponsored by MoMA and the recipient of tremendous support from Charles Luck Stone Center and Landscape Forms. MoMA's Chief Curator of Architecture and Design, Barry Bergdoll (pictured in top right photo on right, with MoMA's Senior Deputy Director for Curatorial Affairs, Peter Reed, and speaker Kathryn Gustafson), provided opening remarks. Panels included: Residential Transformations, Urban Renewal Re-Evaluated, and Metropolitan Transformations. Residential Transformations, moderator Joeb Moore and speakers Lisa Gimmy, Christopher LaGuardia, and Gary Hilderbrand laid the groundwork by focusing on the shift away from the building as an integral part of a larger social and environmental system. Thaisa Way adroitly moderated Urban Renewal Re-Evaluated, which included speakers Raymond Jungles, Charles Renfro, Beth Meyer, and Michael Van Valkenburgh, each of whom took an intimate look at projects that have reflected the significance of their urban locale. Metropolitan Transformations, began with a cogent and sweeping opening by Brad McKee, with speakers Julie Bargmann, James Corner, and Kathryn Gustafson focusing on the philosophy that vibrant spaces that engage both the environment and human culture must also be maintainable, as people maintain what they love.



Reception

The day was capped off with a sold-out evening reception hosted at James Corner Field Operations, with guests including conference speakers, Field Operations staff, TCLF Board Members, and representatives from Charles Luck Stone Center, the reception's sponsor. Everyone took full advantage of the wonderful views from the 10th floor offices, savoring several different wines and appetizers, while mingling amidst scale models (projects, not people).

Saturday Tours

The following day, Saturday, November 19, featured sold-out morning tours of the newly opened 9/11 Memorial and The High Line, along with a boat tour from lower Manhattan along the East River waterfront, all co-hosted by the New York Chapter of the ASLA. The 9/11 Memorial tour, led by project manager Matthew Donham of PWP Partners, started with a panoramic view of the site from the W Hotel's luxe 5th floor lounge and included a walk through of the stunning bosque of swamp oaks trees leading to the twin Memorial pools. Justine Heilner and Elizabeth Fain Labombard, of James Corner Field Operations, led guests through Section 1 and the newly completed Section 2 of The High Line, which integrates the site's striking industrial features. More than 70 attendees departed from South Street Seaport for a four-hour design fest that showcased three recent award-winning parks along the East River waterfront: Erie Basin Park, Brooklyn Bridge Park, Queens West Stage 2 and Gantry Park. Designers Lee Weintraub; Nate Trevethan, Michael Van Valkenburgh Associates; and Petra Mager, Abel Bainnson Butz; spoke to the efforts to re-imagine the former industrial spaces into parks that embraced the city's waterfront past, including salvaging original gantries and retaining and expanding existing fishing facilities.



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Up to \$74

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Mary Gorick
Kenny Griffith Baldwin
Dorothy Knox Houghton
Marcus Ianozzi
Ruth Lacey
Nellie Longworth
Arthur Miller
Melissa Mourkas
Nimrod Long and Associates
Edward Olinger
Diana Painter
James Pitney
Mary Poppenberg
Remendschneider Assoc Inc
Marie Ridder
Frank Sanchis
George O. Siekkinen
Alexis Slafer
Glenn Smith
Reid Spearman
Kimberly Stryker
Alan Teitzman, DDS
John Troy

Statement of Financial Position

Assets

Cash & cash equivalents	\$	524,211
Contributions Receivable		121,980
Accounts Receivable		13,356
Prepaid Expenses		2,967
Property & equipment, net		36,383
Investments		1,171,207
		<u>1,171,207</u>
Total Assets	\$	<u>1,870,104</u>

Liabilities and Net Assets

Liabilities

Accounts payable & accrued expenses	\$	70,718
		<u>70,718</u>
Total Liabilities		70,718

Net Assets

Unrestricted		
Undesignated		1,495,461
Board designated		77,500
		<u>1,572,961</u>
Total unrestricted		1,572,961
Temporarily Restricted		226,425
		<u>226,425</u>
Total Net Assets		1,799,386
		<u>1,799,386</u>
Total Liabilities and Net Assets	\$	<u>1,870,104</u>

Financial statements for the year ending Dec. 31, 2011, audited by Mountjoy Chilton Medley LLP.

Statement of Activities

Revenue

Contributions & grants	\$	654,870
In-kind contributions		211,431
Program revenue		192,238
Technical assistance & Honoraria		67,875
Publication sales		2,195
Fundraising events, net		36,767
Net realized & unrealized gain on investments		(1,908)
Interest & dividend income		27,199

Total Revenue \$ 1,190,667

Expenses

Program Services	\$	665,069
Supporting Services		
Management and general		230,469
Management and general in-kind		42,286
Fundraising		64,525
Fundraising in-kind		2,114

Total Supporting Services 339,394

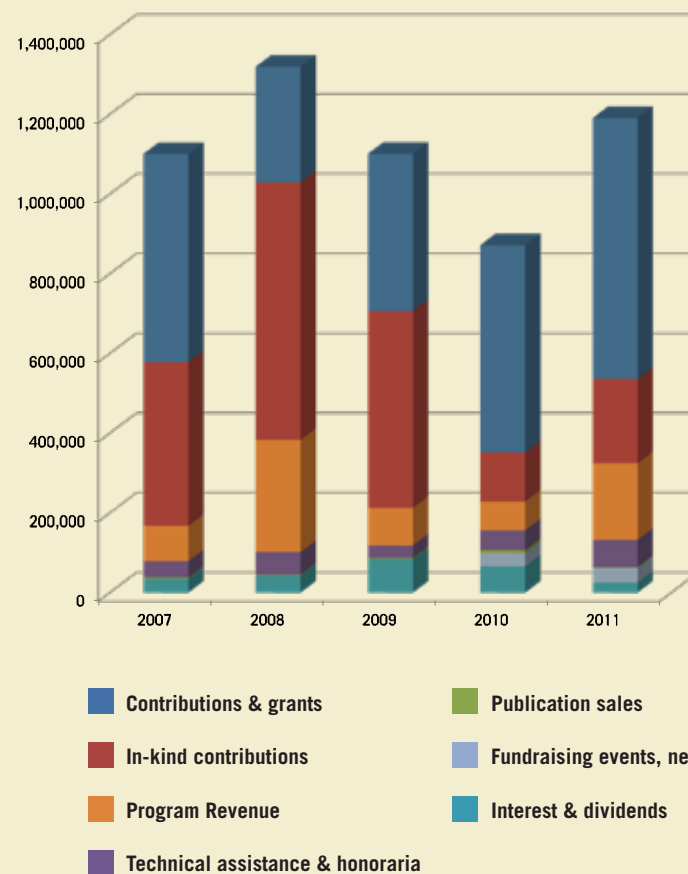
Total Expenses 1,004,463

Change in Net Assets 186,204

Net Assets at Beginning of Year 1,613,182

Net Assets at End of Year \$ 1,799,386

charting our financial growth



Schedule of Functional Expenses

Functional Expenses	Program Services	General & Administrative	Fundraising	TOTAL
Bank & credit card fees	\$ -	\$ 7,644	\$ -	\$ 7,644
Conference & meeting expenses	56,896	18,970	9,652	85,518
Consulting (Oral Histories)	39,498	-	-	39,498
Consulting (PR)	27,059	750	191	28,000
Depreciation expense	13,478	-	-	13,478
In-kind expenses	167,030	42,286	2,114	211,430
Business insurance	-	1,101	-	1,101
Landslide exhibits	16,463	-	-	16,463
Occupancy	14,160	7,200	2,640	24,000
Office supplies & books	239	1,675	38	1,952
Payroll processing fees	-	2,652	-	2,652
Postage & shipping	1,274	511	2,600	4,385
Web & Print Design/Management	59,701	12,315	45,730	117,746
Printing	13,309	-	-	13,309
Professional fees-accounting	-	21,336	-	21,336
Professional fees - legal	-	5,378	-	5,378
Salaries & benefits	245,280	132,294	-	377,574
Utilities, telephone & internet	3,223	1,639	601	5,463
Travel	21,666	2,797	3,073	27,536
Total Functional Expenses	\$ 679,276	\$ 258,548	\$ 66,639	\$ 1,004,463

Financial statements for the year ending Dec. 31, 2011, audited by Mountjoy Chilton Medley LLP.



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