



Redefining Winter

MNLA Great Lakes Trade Expo

Tuesday, January 23rd

8:30 – 9:30 AM

Matthew Ross, matthew@thebotanicgarden.org

Executive Director of The Botanic Garden at Historic Barns Park

PROGRAM OVERVIEW

There's nothing more rewarding than expanding your clients' use of their landscape. Whether it's exterior lighting, adding in a fire pit, or installing a new container garden. As an industry we focus heavily on the bonus time that hardscape elements add to the enjoyment and entertainment value of the landscape. What if those same concepts were applied to winter? From the white bark of birch trees to the golden hue of certain evergreens, there is a plethora of underused and underutilized plants and design techniques that you can use to redefine wintertime for you and your clients and create unique moments for them. Expand your winter interest palette with a dozen of Matthew's favorite winter gems and see how best to integrate them into seasonal and permanent plantings.

INTRODUCTION: WHAT IS WINTERSCAPING?

TRENDS IN THE WINTER GARDEN

- 1.
- 2.
- 3.
- 4.
- 5.

DRAWING INSPIRATION FROM OTHERS

CREATING AN INVITATION WITH HARDSCAPE

The Element of Fire

Making a Statement with STRUCTURE!

Elevating the Experience

Light Up the Night

PLANTS THAT IGNITE THE WINTER LANDSCAPE

Bookend with Blooms

Brilliant Bark

Fantastic Foliage

Contain your Excitement

WINTER GEMS

- | | | | |
|---------------|-------------------|------------------------|---------------|
| 1. Hellebore | 4. Taylor Juniper | 7. Stewartia | 10. Sedges |
| 2. Epimedium | 5. Arborvitaes | 8. Red Twig Dogwood | 11. Bergenia |
| 3. Witchhazel | 6. Firs | 9. Virginia Sweetspire | 12. Snowdrops |

DESIGNING A CAPTIVATING WINTERSCAPE

Start with the Small Things

Blend the Interior and Exterior World

Don't Stop with "The Holidays"

RECAP: A PARADIGM SHIFT