

Landscape Architects raise public awareness for the profession  
By Brian Wolf

Cheryl Dacus 1/8/12 11:59 AM

**Comment:** Title of article

On Wednesday, August 18<sup>th</sup>, 2011, a team of landscape architects descended upon Downtown Honolulu's Tamarind Park (Bishop Square) to educate Hawaii's public on the profession of landscape architecture.

Cheryl Dacus 1/8/12 11:58 AM

**Comment:** by Author

The American Society of Landscape Architects (ASLA) is undertaking an unprecedented effort to raise public awareness for the profession of landscape architecture. From Alaska to Hawaii, California to Florida, and everywhere in between, landscape architects across the country held over 130 simultaneous events to educate the public that landscape architecture is your environment, designed.

ASLA has adopted the mantra of The Understory - the section of a forest between the floor and canopy that thrive with life. It's the Understory that connects a forest's ecosystem together. Despite its importance, we easily miss the Understory for the canopy, for the trees.

Cheryl Dacus 1/8/12 12:01 PM

**Comment:** Use Times Roman 12 point  
350-650 words for one page  
1100 - 1500 words for two page  
Spell check article  
Eliminate any double spaces

As landscape architects, much of our work is similarly missed.

The team engaged the public about landscape architecture by distributing flyers and displaying boards "Designed by A Landscape Architect" throughout Honolulu's streetscapes and green spaces.

The landscape architects who participated in the event were from the American Society of Landscape Architects, Hawaii Chapter, and represented local companies including AECOM, Belt Collins, Ki Concepts, and PBR Hawaii.

After engaging the public, the group met several people who had never heard of a landscape architect and we're interested learning more and potentially hiring one. Landscape architects in Hawaii are stepping out of The Understory!

Brian Wolf is a project designer for Belt Collins and the President Elect of the Hawaii Chapter of the American Society of Landscape Architects.

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<<Photo captions>>

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1.jpg

Landscape Architects raising public awareness (left to right) Vivian Arita, Lorenda Lo, Brad Tanimura, Kyle Sasaki, Brian Wolf, Scott Murakami  
Photo by Brian Wolf

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Raising awareness of Landscape Architecture at Downtown Honolulu's Tamarind Park  
Photo by Brian Wolf

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**Comment:** Photo caption