



Amitola
design concepts

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How Do I Choose a Landscape Designer?

People who call themselves designers may be amateur or professional. It's important to evaluate their qualifications beforehand so that you know what you're getting yourself into. A designer's qualifications can be measured on the basis of their tangible & intangible skills:

Tangibles - are skills that can be measured, like education and experience. What kind of skills can this person bring into your spaces? Do their services offer a variety of ways of assisting you, depending on your needs?

It makes sense to play your own matchmaker. On the following page is a triangle diagram that can be printed and used to measure the tangibles of any designer. As an example, Anaya's are shown with lines pointing to the tangible skills she has and services she provides. Note: beyond Anaya's level of education are post-graduate studies. Though invited, she felt post-graduate studies would serve to zoom-in on theoretical specialization. She chose instead to zoom-out to a larger picture; a holistic integration of understanding, knowledge and experience. Her dynamic and largely unparalleled expertise has allowed her to develop a unique approach to creating designs for truly amazing, healthy outdoor spaces.

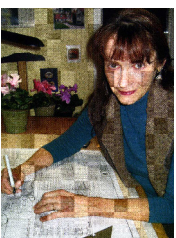
Intangibles - are characteristics that cannot be measured. For example: do you have a sense that you can trust their guidance? Do they understand what you are saying? Do you understand what they are saying? Are they advocating you and gently helping you even on their web-site, in advertising material and in early communications? Artfulness, depth and common sense come into play.

Examine your own feelings as you look upon examples of a designer's work. Do their landscape designs bring you a sense of warmth or invitation? Do the designs look like they belong; like they naturally fit? Are the designs cold and sterile? Do they seem cluttered, or boring, or just like everyone else's? Does their portfolio exhibit a variety of stylizations and features, in a variety of situations? Regardless of how pretty it looks, people rarely stay in poorly designed spaces: if people do not migrate there, the space is probably poorly designed. So, do the designer's testimonials verify their designs for outdoor spaces actually function as joyful places of gathering, of connection, or of harmony and peace?

Answers to these types of questions will give you clues to a designer's intangible skills and the degree of finesse in their work. A skilled designer also knows how to design so that their plan can be properly installed by landscape construction companies or an eager capable owner. Look for a balance in a designer's tangible and intangible skills and expect a cost/quality connection as skills improve.

A good landscape design increases in value for decades and helps people to feel happy. A poor design decreases in value for decades and helps to stress people. Validate what people, including construction companies, tell you by taking the time to print and use the following page, [keys: control and print screen]. Play your own match maker. Peruse the before and after pictures of Anaya's remarkable designs in the photo galley menu.

Outdoor designs give back to the owner for decades. Anaya is an expert who blends your thoughts with her keen artistic eye, her knowledge of structure and form in human spaces, her knowledge of construction, of plant qualities, soils, microclimates and nature; to create a captivating design specifically for you.



Anaya Gene-Webb

B.Sc. Plant Sciences, Horticulture
Landscape Planning/Landscape Design
Certification: Project Management in Construction
Trades Ticket: Landscape Gardening (& Construction)
+ 25 Years Experience Designing Outdoor Spaces

See Next Page 

Landscape Designer Qualifications



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