



PRESIDENT'S BULLETIN

WORLD LANDSCAPE ARCHITECTURE MONTH

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IFLA EUROPE

INTERNATIONAL FEDERATION
OF LANDSCAPE ARCHITECTS

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Springtime is arriving. And with it the renewed hopes and illusions of a dawning year in which, once more, we will see our profession pick up its never ending dynamics. Its complexity bridges humanism and technical knowledge, emotions and the rationale. It encompasses minute ecosystems and eye-spanning territorial scales. It deals with sustainable development, and furthermore, with human rights and individual identities.

This passionate profession which defines us as **landscape architects**, started more than 150 years ago. The very same term of *landscape architect* was conflictive from the very start, as it is still now is. Andrew Jackson Downing, the instigator of New York's Central Park, used it in his book *A Treatise on the Theory and Practice of Landscape Gardening, adapted to North America* (1841). Downing met Calvert Vaux in London and convinced him to go to America. After his death, Vaux convinced in this turn Frederick Law Olmsted to collaborate in the Central Park competition, and together –in 1858- they would present themselves as *landscape architects*. Olmsted became famous and, little by little, those who followed him in the profession used the same term. Finally, Thomas Mawson, the first President of the English Institute of Landscape Architects, used it in 1904, being finally adopted by the ILA in 1930 and by the International Federation of Landscape Architects –IFLA- in 1948.

It might be precisely due to the fact that **Frederick Law Olmsted's** birthday is on April 27th; possibly also because of Earth Day (April 22nd); or simply because springtime is the perfect month to share our profession, that April has become the World Landscape Architecture Month. A time when, in addition to their yearly activities, most of our National Associations set up events to celebrate this annual happening.

IFLA EUROPE will contribute to this year's WLAM with the launching of **SCAPEWORLD**. This is an action group focused, in Manuel Sanchez's words, *in showing and explaining what landscape architecture is about. Its main objective is to create both a virtual as well as a physical –at times!- playground where LA professionals, young LA and LA students can meet each other. This will help to show society what the members are creating and developing. It will help to explain what LA is about to a wider audience, and why it is so important for the future of our societies. What we feel, know and think about Landscape is not the same than people perceive of us. This network and its activities will help promote and show our profession, bringing us closer to society.*

We therefore invite you to join us in the activities of IFLA EUROPE's National Associations – you will find information about these in our web-, besides a logo you can also download. This is for the use of our members as well as others willing to contribute to a way of understanding our relation with society and the environment.

Spread the news that springtime is coming and be ready for the SCAPEWORLD launch with its first happening: **00_Landscape architects under an almond tree [26.04.15 for real in Madrid].**