



IFLA
INTERNATIONAL FEDERATION
OF LANDSCAPE ARCHITECTS

2010 - 2014



IFLA

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OF LANDSCAPE ARCHITECTS

This publication is dedicated in the first place, to our colleagues leading IFLA in the following terms,
as a documentation of our way through the development of the organization during these last 4 years.
Of course it is also meant to be an acknowledgement to the work for all my colleagues that contributed
as EXCO members and committee chairs and members to the development and success of the organization.
This is also dedicated to all IFLA member organizations and its members all over the world, MANY of them
who are so special friends of mine, incredible people, with those I had the privilege to share amazing moments!
Finally this is dedicated to all people interested in our profession and to all persons that value honorary work!



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opening event of the memorial wall, with all logos of IFLA members framed with the most beautiful Chinese girls in red. It brought tears to my eyes, it was so overwhelming!

One of the most important decisions made during the World Council in Suzhou, was to appoint Kathryn Moore as chair for the International Landscape Convention project and Martha Fajardo as Co-Chair focused in the Americas.

In 2011 we met again in Zurich, Switzerland. It was my very first time to chair the World Congress and I was quite nervous. We had some difficult issues to address and hard decisions to make. Thanks to the understanding of the delegates of the World Council and the support of the EXCO, especially Nigel Thorne, Vice-President of Europe, who volunteered to take over the vacant treasury for an interim term until a new officer was elected, everything developed well and we had a successful meeting.

I remember the accurate and punctual organization of our BSLA colleagues, everything worked just as a Swiss Watch! The Congress was perfect. It took place in a beautiful setting beside the Zurich Lake and had a friendly and wonderful atmosphere! I absolutely loved the moment I had the honor to bestow Cornelia Hahn Oberlander with the SJGA. We connected from the beginning and cherished each other from the first moment. The incredible party at the Zurich Lake was really unforgettable, I think I never danced as euphorically as I did that night!

2012 took us all the way to Cape Town, South Africa. After the foundation of the Africa Region of IFLA that was

successfully completed that same year, the venue of the Congress was really a stroke of luck! Africa was, from the first time I set foot on its soil, VERY special for me. The connection between the people and the landscape can be deeply felt.

The World Council meeting was wonderful. Ilya Mochalov, our (at that time) recently elected General Secretary “took the bull by the horns” (as we say in Mexico), and began to implement issues that had been long outstanding; a virtual office in Brussels, which is much more representative and less expensive than the office we had previously, the digitalization of IFLA’s historic files and their online availability through the René Pechère Library Webpage and the organization of IFLA’s legal situation, having been founded in France but now operating in Brussels.

IFLA's 50th World Congress took place at the end of the Earth in Auckland, New Zealand; a green jewel on our planet! The World Council revolved around the Strategy Plan. Workshops and discussions generated the most interactive council I ever attended. I deeply thank the engagement of the delegates and of course, the EXCO and our facilitator Mike Owen.

The Opening Ceremony of the congress had a very special traditional and spiritual touch. Following the Maori welcome rituals, all participants had the opportunity to get immersed in a magical atmosphere. We were received by a representative of the Elder Council of Auckland, who welcomed us and wished us all well. With this beginning, the congress could only become a huge success!

Once, again the tours were magical. The omnipresence of the Maori Culture touched our hearts. The beautiful volcanic landscape with its unique vegetation charmed all of our senses.

The congress ended with the Tamaki Makarau Declaration and a deep commitment to landscape.

The next congress will be in Buenos Aires, Argentina, in my home Region. I am sure it will also be a success, closing an IFLA term and a cycle in my life. Touring through all IFLA regions, getting to know amazing landscapes, wandering through all continents, having incredible experiences and getting to know the MOST wonderful people in the World, landscape architects!!!

Regional Conferences and The General Assembly

Invited by our regional vice-presidents, I had the opportunity to attend several regional events.

In Asia Pacific I attended a conference in Bangkok, Thailand (2011) and in Kuching, Malaysia. Both events were perfectly organized and I had the opportunity to share experiences with my dear friends and colleagues in the Asia Pacific Region. The ancient garden and landscape culture in Asia is profoundly rooted in people's identity. It is no wonder that a dominant topic that unifies the region is cultural landscape.

Additionally, I feel surprisingly at home in this region. I find so many similarities to our (Mexican) indigenous culture in markets, food and land-use.

The delegates in this

wonderful moment in IFLA's history. The work of so many people, among them James Taylor, Hitesh Metha, Martha Fajardo and Ingrid Duchard, finally crystallized into the good will and enthusiasm of African Landscape Architects willing to work together to foster the development of our profession in the region. I really want to thank all IFLA delegates and officers that contributed to the achievement of this goal, in and outside of Africa.

Last year in 2013, we met again in Abuja, Nigeria, for an Africa Symposium, with the theme "People and Landscape". This theme really describes how African people feel a true unity with landscape. The Symposium was a definitive step towards the consolidation of the region. The regional EXCO was elected, considering all member national associations in the region. They began to work on developing strategies and agreed to organize a regional event every 2 years.

An understanding within the African region of IFLA is precisely the link between people and landscape in addition to the enthusiasm and working energy of African landscape architects. There are still many nations with very few landscape architects within Africa and the continent is huge. However I am very confident that our African colleagues will make it because they are creative, flexible and smart! I wish only good things for this region. I left my heart in Africa!

I also was invited by the IFLA-Europe vice-president at that time, Nigel Thorne, in 2013 to Berlin. It was a very European, simple, elegant, sustainable and efficient event. I enjoyed seeing my dear European friends and spending time in Berlin, which is a city I truly love!

Ana Luengo was endorsed as the new IFLA-Europe Vice-President; a wonderful and brilliant woman. All other new officers are also great people who are enthusiastic landscape architects. I see sunny times for the European region. A significant memory I take from this experience was the Havel boat tour. I remember gazing at Berlin's incredible urban nightscape, celebrating with friends and feeling terrific.

It was then that the BDLA celebrated its 50th Anniversary. We had the opportunity to attend the BDLA Awards and a big "Birthday" party at the Allianz Foundation Building, with an amazing view of the Quadriga at the gate of Brandenburg.

The EXCO fostered my attendance to all

The main challenge for the region is to even out the differences between the member nations regarding education and professional practice in our profession. It is a lot of work, but I am sure the region will achieve this through the exchange of experiences and collaboration.

Working with Partners and IFLA Projects International Landscape Convention - UNESCO

After having approved the pursuit of an International Landscape Convention in Rio de Janeiro in 2009, together with UNESCO, following the example of the European Landscape Convention in Suzhou, we decided to approve the document sent by UNESCO's Assistant General Director for Culture. It was at this time that we began to plan and implement actions towards an International Landscape Convention.

One of the first steps towards implementing an International Landscape Convention, was an expert meeting in Paris, convened by UNESCO. Francesco Bandarin, Assistant General Director of UNESCO, Pietro Laureano and Mechthild Rössler from UNESCO, Maguelonne Degeant-Pons from the Council of Europe and other outstanding personalities took part in the meeting. Representing IFLA we had Kathryn Moore, Patricia O'Donnell, chair of the Cultural Landscape Committee, Xiaoming Liu and Martha Fajardo.

It seemed that the Convention had a good chance to be approved by the UNESCO General Assembly. With the invaluable help of Mónica Pallares (Mexico-Delegate), Shirah Cahill (IFLA-News Editor) and Claudia Suarez (General Secretary SAPM), we sent more than one hundred letters to all UNESCO ambassadors, linking them to our IFLA delegates in cases where they were member countries. Nevertheless, the initiative failed because of financial reasons. The "top down" strategy was not feasible in the short term. However, neither our partner UNESCO or IFLA wanted to abandon the initiative.

Martha Fajardo, together with the associations of the Americas, began to develop the Latin-American Landscape Initiative. This was a commitment to landscape, with origins in civil society, socialized and fought for from the roots to the top.

It began to be successful and to grow. It contagiously spread from one country to another. UNESCO was amazed by the success of the initiative.

American Associations(LALI), has already advanced into the legal framework for landscape management in some countries. In others, landscape observatories are being developed. The concept landscape is on everyone's mind.

At the last APR-Regional Conference in Kuching, Malaysia, the delegates decided to promote a landscape initiative. This illustrating that the landscape virus has jumped from one Region to another.

UN-HABITAT

We have been working with UN-Habitat through the Habitat Professional Forum (a body of several NGOs representing professionals linked with human habitat), together with our partners UIA and ISOCARP. The relationship with this UN agency has become closer since Joan Clos became the Executive Director. At this time we are trying, together with ISOCARP, the Federation of Iberoamerican Urbanists (FIU) and others to implement a project called "The Age of the City", seeking a new urban paradigm. I personally think that landscape architects are already working towards implementing this new urban paradigm.

Through our work at the HPF we have been present and therefore represented at the World Urban Forum 5,6 and 7; in Rio de Janeiro, Naples and Medellín. We have also contributed with ideas and principles. Our goal is to have significant outcomes at the Habitat III Conference in 2016. There is still a lot to do and it is very interesting to work together

with other professions, since interdisciplinary work has always characterized landscape architecture projects.

Jinzhou-Project

The Jinzhou Project was a very special and joyful task within this term. It is an example of a real "win-win" project. We helped the Jinzhou government, supported by the government of the Liaoning Province, to choose 20 international landscape architects to design the concept for a garden at the "Landscape Art Exhibition" in Jinzhou, China.

- The exhibition won through the interesting and beautiful designs of 20 landscape architects from all over the world.
- The designers won, participating in this international project. Some even establishing business in China after Jinzhou.
- IFLA

Projects like this can be considered in the future, taking into account the experience we gained in Jinzhou. The organization is a lot of work and therefore it should not be voluntary. However there is much experience to be gained. Big thanks to all of our friends in Jinzhou and the Liaoning province, to all IFLA volunteers that participated as the jury and as organizers and to the designers!

meeting an outstanding representative of our profession, a man who has worked on all possible levels, as a designer, a teacher and as politician; a man who has always focused on how to enhance life and environmental quality through contributions in landscape architecture. It was incredible to meet one of our greatest SJG-Awardees!

The day to day business as IFLA President takes a substantial amount of time; daily emails, monthly Skype meetings and many corresponding tasks. There is never a dull moment. On the one hand with our many projects, but on the other with constant problem solving like in the case of our hacked webpage, which was very hard to recover.

All of this work implied working with you, the wonderful and talented people of this organization. Thanks to the expertise of Pawel Gradowsky, Bruno Marques and to the experience of the Communication Committee members of the regions, we were able to get our webpage running again, which is an essential communication tool for us.

I deeply thank you all for having given me the opportunity to serve as IFLA-President these last 4 years. I cherish you all; national associations, beautiful countries and amazing cultures! This last year has been hard work, but the best reward I have is to count on you all as friends. Through IFLA we are able to be connected throughout the world!

Thank you!



we must strive to understand the cause and simultaneously strengthen our structures.

Furthermore, and borrowing the concept from Gilles Clement, we are not only suffering an economic crisis but rather an econological one (both economic and ecological) whose planetary

IFLA and the need to embrace strategic change

Nigel Thorne

IFLA-Europe immediate Past Vice-President

Change in most organizations is rarely anything other than difficult to embrace. For a wide-ranging, long-standing operation such as IFLA, it may be particularly troublesome to confront. If we review just how dramatically the Federation has changed since its inception back in the 1940s and compare this to what we have before us today, it would be foolish to think that we could continue to operate along similar lines to when we first started out.

We acknowledge that over the years there have been many things that have been tweaked and refined to a certain degree but as with all things, eventually the revue has to be of a much more fundamental nature.

The profession of landscape architecture has progressed in so many ways since the early days of the Federation. Now we embrace a significantly more diverse but also an increasingly

more specific range of skills, knowledge, understanding and research than ever before. Thus, making the profession inordinately difficult to clearly and succinctly define no matter how many of us may try. Equally, the Federation represents many more countries across the globe than we first did which makes it all the harder to ensure that a comprehensive, unified voice is truly representative at all levels of international

Kenya was also represented at the recently concluded 3rd IFLA Africa Symposium 2013 in Abuja, Nigeria. Senior member, Hitesh Mehta joined the Chairman Arthur Adeya and other members of IFLA Africa in ratifying the Abuja Declaration. Kenya looks forward to playing its part in the realization of the commitments made therein

new association in Tunisia scheduled for mid December 2013. This local contact will create a window for AAPM members who are all French speaking to be actively engaged in association issues. AAPM's second priority is to focus on landscape architecture awareness to the public in general and appropriate government offices in particular, through direct contacts, print media and web based actions. This has





the profession, stressed the need to accredit the education program, the need for each government to endorse the LA registration and declared support for the International Landscape Convention.

Visit to the Singapore Institute of Landscape Architects. October 26-27, 2

Even though the meeting fully supports the strategic change that is taking place within IFLA, great concern was expressed regarding financial issues outlined in the draft strategic constitution and bylaws. These financial issues stipulate that the region, especially the host National Association (NA) is to bear the cost of the World Exco's attendance of the World Exco Meeting and Congress

Menzies and the IFLA Treasurer were also present to give advice and participate in the meeting. We deliberated on the NA reports, the IFLA new structural framework, the IFLA Constitution and bylaws and reports from existing committees namely education, communication, membership, cultural landscape and finance. The meeting agreed that the present committee will be restructured in line with the IFL



IFLA's Treasury

John Easthope
IFLA-Treasurer

APPENDIX - A 2014 – 2015 Budget

IFLA BUDGET 2014 - 2015





has rapidly evolved over the years and indicates that university programs continue to lead in this area. Interestingly, many of the projects still demonstrate that students are continuing to develop their hand graphics as well. If there is a common concern voiced by juries over the past few years, it is that students need to include both analysis and design and have the two linked by clear diagrammatic graphics and

Sir Geoffrey Jellicoe Award 2010-2014



Purpose: “The IFLA Sir Geoffrey Jellicoe Award (SGJA) is the highest honor that the International Federation of Landscape Architects can bestow upon a landscape architect. The Award recognizes a living landscape architect whose lifetime achievements and contributions have had a unique and lasting impact on the welfare of society, the environment and on the promotion of the profession of landscape architecture. The award is bestowed

from Europe), 7 nominations were determined to be valid (one was a member of the Awards Jury and one did not receive a letter of confirmation from her/his national association).

2013: Of the 4 nominations

Every year the jury has recommended to the IFLA executive committee that the awardees must be given an important and visible role in the IFLA Congress and that the winner's lecture must be scheduled in a key position in the conference program. This seems to have been improved over the years, but IFLA still needs to work on their media strategies.

