



20
05 annual report
the cultural landscape foundation





2005 has seen The Cultural Landscape Foundation reach several important milestones.

Cover Photos:
Project Row Houses, Houston, Texas

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Board / Staff

Board of Directors

Amanda Barton	Libby Page
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Kurt Culbertson, FASLA, Co-Chairman

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Piera M. Weiss, Secretary

Executive Officers + Staff

Charles A. Birnbaum, Founder
Ruth Riddick, Administrative Assistant
Melanie Macchio, ASLA Silent Auction Director
Mark Oviatt, Web Development + Graphic Design

Letter from the Chairmen

Thanks to the support of a growing national constituency, and visibility in strategically important media outlets, 2005 has seen the Cultural Landscape Foundation (TCLF) reach several important milestones. Our aggregate fundraising efforts, since our founding in 1998, surpassed \$1 million. We also formalized partnership agreements with the American Society of Landscape Architects (ASLA) and *Garden Design* magazine, which will bring over \$100,000 in in-kind resources to TCLF annually. In addition, we received major gift commitments from two prominent landscape architecture firms – \$50,000 from Design Workshop and \$25,000 from Sasaki Associates. Finally, we also received strong grant support from federal and state agencies and local foundations – this combined support enabled TCLF to reach a broader, more diverse national audience.

Our message is resonating and our audience is growing. We can measure our reach through continued increases in web activity which had 2,160,520 hits in a seventeen month period, and monthly website visitation now surpasses 15,000 visitors. Moreover, our work is topical and newsworthy and has been the subject of feature articles in *The New York Times* and *San Francisco Chronicle*, along with stories in *The Los Angeles Times*, *Reuters*, *The Houston Chronicle*, *The Minneapolis Star Tribune*, *The Aspen Times*, *The Tampa Tribune*, *St. Petersburg Times*, *The Charleston Gazette*, *The Seattle Olympian*, *Garden Design*, *Historic Preservation*, and *Landscape Architecture* magazine.

This past year TCLF also published the book, *Design with Culture: Claiming America's Landscape Heritage* (University Press of Virginia) and launched the second web-based Cultural Landscapes as Classrooms module, *City Shaping: The Olmsteds in Louisville*. Finally, TCLF held the first-ever Silent Auction in concert with ASLA's annual convention. This event was developed with the ASLA as part of a larger partnership. The auction of 44 works of art yielded more than \$31,000 which is earmarked for TCLF's *Landscape Legends* Oral History initiative. Indeed, the auction was so successful that ASLA has asked TCLF to make this an annual event.

We are grateful for all of the support we have received in 2005 from our board, donors, and sponsors, without which, none of our work would be possible. We extend our thanks to our founding board member, Peter Walker and Edward Cella who both retired from our Board this year. Finally, TCLF added two new Board members this year. With great pleasure, we welcome the efforts and expertise of Susan Van Atta and Glen Stach.

Shaun Duncan, *Co-Chairman*
Kurt Culbertson, *Co-Chairman*





Cultural Landscapes as Classrooms (CLC)

This year brought the completion of our second *Cultural Landscapes as Classrooms* (CLC) module, *City Shaping: The Olmsteds & Louisville*, which is now available on-line. The creative team for the CLC project gave a national presentation for the first CLC modules at the American Society of Landscape Architects (ASLA) Annual Meeting in Fort Lauderdale, Florida.

TCLF significantly advanced their work on their third CLC module, *Modern Garden Icons* (MGI), a project that will make America's two preeminent private gardens "virtually" accessible. MGI features the Miller Garden, Columbus, IN, designed by Dan Kiley, and the Donnell Garden, Sonoma, CA, designed by Thomas Church. TCLF completed critical filming at the Donnell Garden over a five day period in August. In support of this work, TCLF was awarded a grant from the Indiana Department of Natural Resources in support of the module.

In October 2005, it was officially announced that the ASLA would serve as an official TCLF partner on the CLC series. This partnership will also include TCLF as an "official" partner for Landscape Architecture Month. As part of this partnership, TCLF's logo has appeared on all Landscape Architecture Month print and web material. In return, TCLF featured Landscape Architecture Month on our website's homepage with a link back to ASLA. ASLA will also be a partner for the *Landscape Legends* Oral History project and the Silent Auction, detailed later in this report.



CLC Evaluation Project

The work on evaluating *The Prairie Idealized, the Columbus Park Cultural Landscape as Classrooms* (CLC) was completed in 2005. The Columbus Park module was evaluated in order to measure the extent to which the project has achieved its goals and objectives, assess its strengths and weaknesses, and evaluate whether or not changes should be made in future units to enhance the project experience overall.

The consultant used relevant National Standards for Education for the evaluation. The Board approved a working document in early 2005 that listed standards from different disciplines along with a rationale of how they relate to the Cultural Landscapes as Classrooms project. This working document will be used as a guide for marketing the CLC product and in the development of future CLC modules.

In June 2005, data was collected at Chicago, Illinois, at Dunne Elementary School, a Chicago public school. Twenty-two students were observed using the Columbus Park CLC and then interviewed about the experience. The students were a mix of sixth, seventh and eighth graders. Students were observed for a maximum of 30 minutes using the CLC Columbus Park cd-rom or website (two students were observed at one time by two researchers; one student using the cd-rom version and the other the website version). Researchers recorded how long and what areas of the program the students used, and took notes on behavior or conversations. Each student was then asked a series of questions by the researcher. Questions included what they liked best about the program, what they would change to improve it, what they learned and how they would use the CLC in school.

These interviews were utilized in the instructor interview portion of the evaluation that took place in the fall/winter. A total of ten instructor interviews were integrated into the final report.

The evaluation project examined format and accessibility and included a summative evaluation of overall goals as well as an Outcomes Assessment (assessing changes in participants' knowledge, attitudes and behavior). A summary of findings was submitted to TCLF in December 2005.

TCLF's Education Committee document, Assessment Process for the Chicago CLC, was used to guide the process. The results of the study will help to guide development and assessment of future CLC and support TCLF in seeking future CLC funding. TCLF is pleased to provide copies of this assessment upon request in writing.



Landslide: Spotlight on the Garden Announced for 2006

In the fall of 2005, *Garden Design* magazine became the “official” TCLF partner for Landslide. The first joint collaboration, Landslide 2006: Spotlight on the Garden was formally announced in the September/October 2005 issue of the magazine. This full-page ad was followed-up with another full-page ad, appearing on the rear, inside-cover in the November/December issue. In 2005, the two organizations made plans for a formal roll out in 2006 including several venues such as the Garden Design booth at the Gramercy Art & Antiques Show in New York City and the San Francisco Flower and Garden Show (both to be held March 2006).

Website (tclf.org)

In the past year, TCLF’s website received over 1,525,000 hits with monthly website visitation surpassing 15,000/month. These totals are up significantly from 1,020,000 the previous year. Hence, this 50% increase in visitation confirms the capabilities of our primary medium for communicating our educational initiatives, ideas, and activities.

In 2005, TCLF began to publish and distribute a free, bi-monthly e-letter. Website visitors can sign up on the home page. Each newsletter contains regular features which highlight our Landslide landscapes, pioneers, landscape legends oral history and education initiatives. One addition feature that has been developed is our, It takes One: Stewardship Story feature – here, each newsletter spotlights how one person can make a difference.

Landscape Legends: Documenting Landscape Architecture in America

TCLF’s oral history initiative, *Landscape Legends: Documenting Landscape Architecture in America*, continued in 2005 with the documentation of Ruth Patricia Shellhorn, filmed at her California home in February. Over the past three years, TCLF has made a commitment to capturing on video pioneers of the landscape architecture profession with the goal of making footage available on-line. TCLF has amassed an impressive collection. To date, we have filmed Lawrence Halprin, Richard Haag, and Ted Osmundson. We have also video documented Dan Kiley (at his home in Charlotte, VT), Grady Clay (at his home in Louisville, KY), and scholar Dr. Charles Beveridge, at the Olmsted office and home, Fairstead. Shellhorn joins this group of luminaries in our video library, which we are preparing for a national audience. Special thanks go to Tom Fox and the SWA Group who have donated their time and resources, and to Topher Delaney – SEAM Studio whose support this year that will lead to the documentation of Cornelia Oberlander.

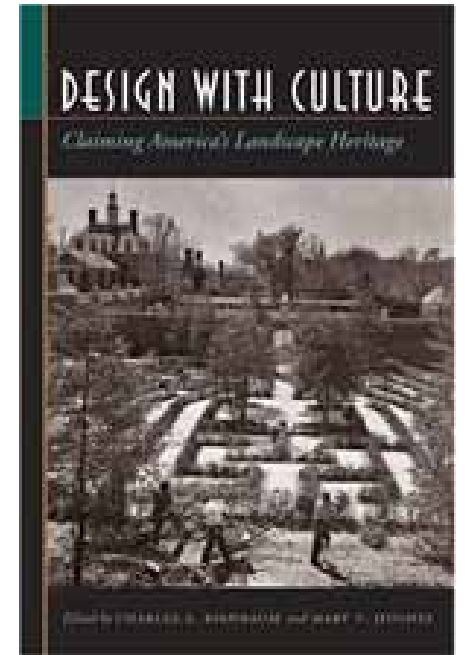
publications

Design with Culture: Claiming America’s Landscape Heritage

TCLF unveiled an important publication this year: *Design with Culture: Claiming America’s Landscape Heritage* published by the University of Virginia Press. This book, published in May 2005 in paperback and hardcover, explores the work of early preservationists that has frequently been underrated by modern practitioners. Rather than considering these within their historical context, many modern preservationists judge their predecessors’ work by contemporary standards, negating their legacy. In *Design with Culture: Claiming America’s Landscape Heritage*, the editors, Charles Birnbaum and Mary Hughes present eight essays by well-known landscape historians that effectively argue against this diminution. By revisiting planning studies, executed works, and critical writings from the years 1890-1950, these authors explore the holistic stewardship ethic that drove pioneering landscape preservation advocates, revealing their goal to be the imaginative transformation, as much as the conservation, of material culture.

The essays, which range from accounts of the professional contribution made by such figures as Charles Sprague Sargent and Frederick Law Olmsted to consideration of the roles played by women’s clubs and New Deal government programs, portray the spirit and tenacity of the early preservationists. In their focus on sites such as Mount Vernon and the White House, as well as the rural countryside along the Blue Ridge Parkway, early preservationists anticipated several key issues-such as tourism, ecological concerns, and vehicle access-that confront practitioners today. The editors illustrate not only the similarity of experience between early and modern landscape preservationists but also the immense impact that their decisions had and still have on our daily lives.

The book has been well reviewed, and has struck a chord with landscape architects, architects, planners, amateur and professional gardeners, conservationists, preservationists, and those interested in history, travel, and national parks.



Contributors include: Charles A. Birnbaum, Mary V. Hughes, Catherine Howett, Phyllis Andersen, Thomas E. Beaman Jr., Elizabeth Hope Cushing, David C. Streatfield, Cynthia Zaitzevsky, Ethan Carr, and Ian Firth.

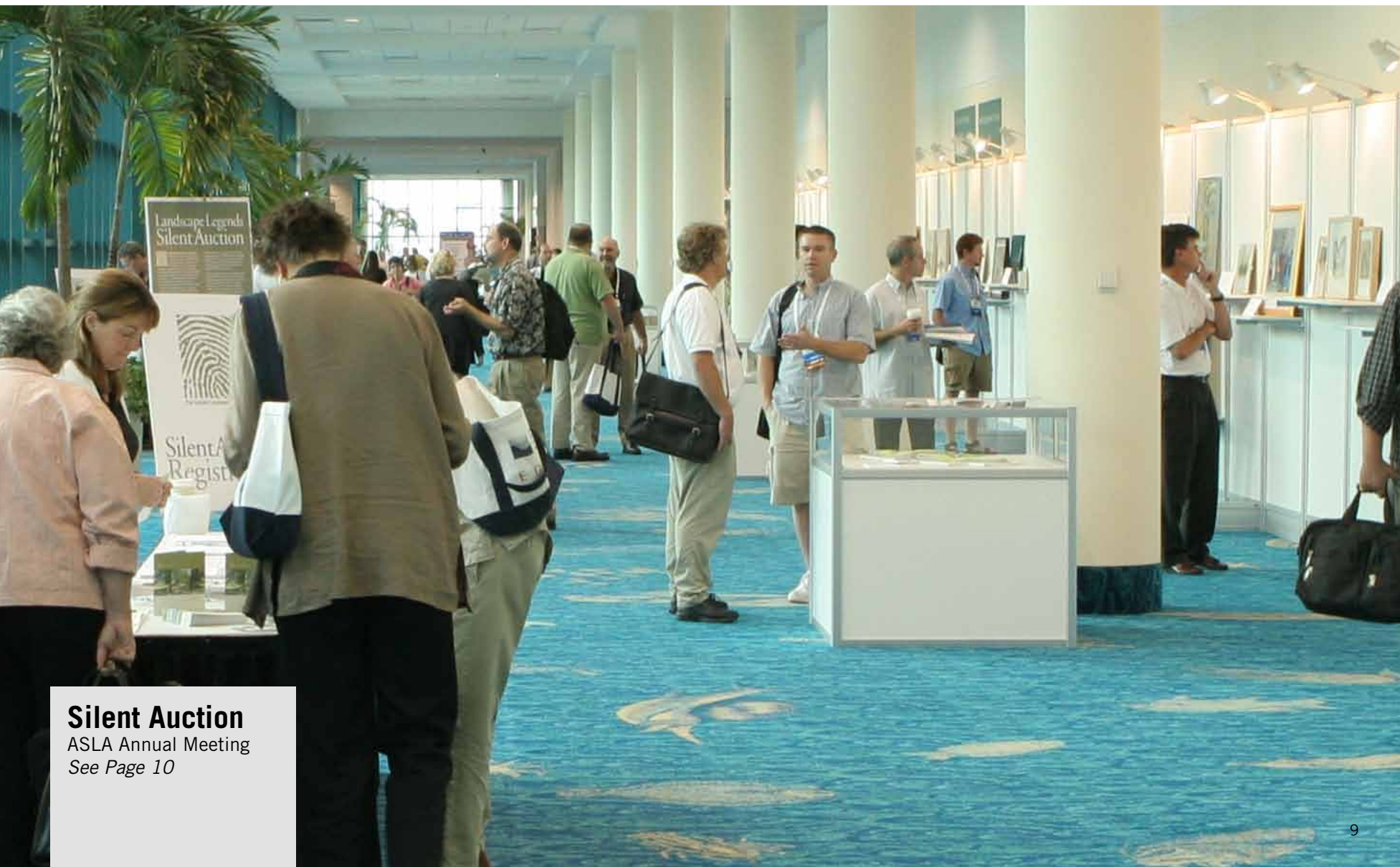
exhibitions

Continuity and Change: The American Academy Experience as a Progenitor of a Nature-Culture Stewardship Ethic

This exhibition conceived by TCLF’s founder and president, Charles Birnbaum, secured a planning grant from the Samuel Kress Foundation in 2004. In their documentation plans, planting plans, regional surveys, illustrative landscape “restoration,” and “reconstruction” plans, early American Academy in Rome’s Fellows in Landscape Architecture (between 1914 and the onset of World War II) recorded the palimpsest of preservation and design decisions made at iconic Italian villas and gardens. These invaluable records reveal solutions and approaches that are relevant today, and beg to be explained and explored in an exhibition and related publication. The work of these landscape architects will be displayed, celebrated, and considered in the context of present-day stewardship models. The exhibition will open in Rome, Italy in 2007, and will also travel in concert with a symposium of nationally recognized speakers.

Over the past year, TCLF has met with the National Building Museum to explore the prospect of the museum hosting the Jens Jensen exhibition (Chicago Cultural Center, 2002) in an expanded Washington, DC venue emphasizing Jensen’s national legacy and influence.

outreach + events



Silent Auction
ASLA Annual Meeting
See Page 10

In 2005, TCLF delivered lectures or participated in events in New London, Tampa, Phoenix, New Brunswick, New York City, Ithaca, Boston, Greensboro, Asheville, Philadelphia, Chicago, San Francisco, and Fort Lauderdale.

Hidden Treasures of Indianapolis Gala Opening Reception

June 9 | Indianapolis, Indiana

With generous support from Urban Thickets, TCLF co-sponsored a Gala Opening Reception in Garfield Park, held in concert with the Hidden Treasures of Indianapolis conference. At this event TCLF's Founder gave a plenary keynote lecture, and the Board bestowed their 2005 Stewardship Excellence Award to the Indiana Department of Natural Resources and the Indianapolis Museum of Art.



First Annual "Landscape Legends" Silent Auction

October 7-9 | Fort Lauderdale, Florida

The diverse offerings included sketches, paintings, watercolors, photographs, and other ephemera executed by notable landscape architects, architects, photographers and other artists. The auction had several hundred participants and raised over \$31,000 towards the development of our forthcoming, free, video archive, *Landscape Legends: Documenting Landscape Architecture in America*.

In concert with the auction, a reception was held on October 9th where the winners were announced and TCLF celebrated their talented Board of Directors – several of which were honored at the ASLA that year. At the event, Diane Turner, publisher of *Garden Design* magazine and Nancy Somerville, Executive Vice President, ASLA, participated. Somerville noted, "We were delighted to support the first TCLF Auction and were very impressed by the items offered, representing the amazing talent of the landscape architecture profession. We are looking forward to seeing even more great items at next year's annual meeting in Minneapolis and encourage our members to participate in this important event." In all, 44 contributors donated their works including M. Paul Friedberg, Lawrence Halprin, Grant and Ilze Jones, Laurie Olin, Bill Roberts, Ken Smith, Michael Van Valkenburgh, Pete Walker, James Van Sweden, Richard Haag, Alan Ward, Alex MacLean, Chris Faust, James Sheldon, and Cheryl Barton among others.



Charles Butt Reception and Dinner

November 12, 2005 | Houston, Texas

TCLF announced their second Stewardship Excellence Award for 2005 at the home of Charles Butt. Over one hundred guests came to celebrate and honor three Houston individuals and organizations receiving the award: The Hermann Park Conservancy, Mrs. Edward A. Blackburn, Jr., and Project Row Houses.

seminars

Hidden Treasures of Indianapolis: Historic Landscapes and Gardens and the People Who Created Them

June 9-11, 2005 | Indianapolis, Indiana

The conference featured nationally recognized experts on the landscape designs of Jens Jensen, the Olmsted firm, and George Kessler, as well as guided tours of the Jens Jensen landscape at Riverdale at Marian College, the Olmsted Brothers' landscape at Oldfields at the Indianapolis Museum of Art (IMA), and the Kessler's Indianapolis Park and Boulevard System. TCLF was a co-sponsor for the symposium. Speakers included TCLF Board members Kurt Culbertson, Patricia M. O'Donnell and Charles Birnbaum.



The Golden Age of American Gardens in Houston—Bayou Bend

November 10, 2005 | Houston, Texas

A reception and lecture by TCLF Board members Mac Griswold and Suzanne L. Turner was held at the Brown Auditorium of the Museum of Fine Arts in Houston on Thursday, November 10, 2005. TCLF sponsored lectures were delivered on two occasions – first, exclusively for the River Oaks Garden Club membership, and then for the general public. The public lecture was followed by a reception.



supporters

\$25,000 and above

American Society of Landscape Architects
Garden Design magazine
Jo Ann Nathan
Stuart Nathan

\$10,000 - 25,000

Edward B. Cella
Indiana Department of Natural Resources
Landscape Architecture magazine
Douglas P. Reed
Reed-Hilderbrand Associates, Inc.

\$5,000 - 9,999

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\$2,500 - 4,999

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Julie Donnell & John Shoaf
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Charlene Roise
Behula Shah
Susan Van Atta
Marjorie L. White
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\$1,000 - 2499

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Cincinatti Art Museum
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Charlotte Frieze
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Mia Lehrer
J. Roland Lieber
Marian College
Elizabeth Mossop
Kalvin & Janne Platt
Robin Shifflet
Laurinda Spear Fort
Urban Thickets Landscapes
James van Sweden
Michael Vergason
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Margaret Ann & Walter Robinson Foundation
Susan K. Weiler
Wisconsin Landscape Contractors Association

\$500 - 999

Artemis Landscape Architects
Bob & Tina Bishop
Mark K. Brinkley
Buffalo Olmsted Parks Conservancy
Bonnie & Louis Cohen
Connecticut College
Margaret Elen Deming
Sandra Donnell & Justin Faggioli
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Texas Chapter ASLA
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\$250 - 499

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Elizabeth Barlow Rogers
Barbara Barnes
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Care of Trees
CYLA Design Associates, Inc.
Austin & Mary Hart Darden
Dirtworks Landscape Architecture
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Paul Kelsch
Dina Klavon
Brian Larson
Richard T. Purphy
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Margaret & George Rapp
Ruthann J. Schnell
John & Shelby Saer
Savannah Designs, Inc.
Sarah A. Trautvetter
Studio Tincup
J. Jackson Walter
Wendy Weaver Chaix
Meredith & William Wolf
Wolff Landscape Architecture
Wyck Association

\$150 - 249

Asakura Robinson Company
 Sally L. Berk
 Stephen F. Byrns
 Margaret Chionis
 Charles T. and Leslie Rose Close
 Cooper, Robertson & Partners
 Frederica M. Cushman for Arleyn Levee
 Hamilton Anderson Associates
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 Rancho Los Alamitos Foundation
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 Andrew J. Spurlock
 Susan A. Vallon
 Wenk Associates, Inc.

\$75 - 149

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 Brown, Richardson & Rowe, Inc.
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 Bryan Carlson
 James T. Chappel
 Close Landscape Architecture
 Andrea Cochran
 Community Foundation of Louisville
 Earth Design Associates, Inc.
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 Susan & William Penland
 Lillie Petit Gallagher
 PGAdesign, inc.
 Preserve Historic Sleeping Bear
 Leni Preston
 Ranspach Landscape Architecture
 River Oaks Garden Club for Susan Turner & Mac Griswold
 Peter G. Rolland
 Bradley Runyan & Steve Robert
 Edward D. Stone, Jr.
 Jamie Swyers
 J. Michael Tubbs
 Ed Uhlier & Bonnie McBride Uhler
 James Urban
 Caro Ivy Walker
 Thaisa Way
 Charles L. Whited, Jr.

Up to \$75

Carol Ahlgren
 Julia Bachrach
 Heather L. Barrett
 Margaret J. Baumgarten
 John Beardsley
 Mr. & Mrs. Edward A. Blackburn
 Ed Blake
 Regina Bonsignore
 Robert A. Close
 Susan Cohen
 Marcie I. Cohen
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 Susan Epstein
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 Robert Tilson
 Elizabeth Walton
 Westerly Group, Inc.
 Richard Williams
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Statement of Activities

Jan 1 – Dec 31, 2005

Revenue & Support		Expenses	
Contributions	\$292,296	Program Services	89,303
In-Kind Contributions	114,662	Supporting Services	
interest and dividends	13,980	General & Administrative	88,158
Honorarium	9,400	Fundraising	50,315
Interest and dividends	5,922	TOTAL	\$227,776
Publications	6,231		
Unrealized loss	(4,872)	Change in Net Assets	\$203,921
TOTAL	\$431,697	NET ASSETS, BEGINNING OF PERIOD	\$203,921
		NET ASSETS, END OF PERIOD	\$795,857

Expenses

Jan 1 – Dec 31, 2005

	Program Services	General & Administrative	Fundraising	TOTAL
In-kind	\$26,768	\$48,724	\$ 39,170	\$114,662
Consulting	9,845	13,818	8,000	31,663
Projects	30,000	-	-	30,000
Travel	8,383	2,573	-	10,956
Occupancy	-	9,120	-	9,120
Professional fees	25	7,928	-	8,178
Special events	5,86	630	369	6,866
Printing	2,709	1,438	1,180	5,327
Miscellaneous	2,609	1,209	-	3,818
Telephone and internet	966	1,001	967	2,934
Postage	1,338	339	629	2,306
Conferences and meetings	568	1,378	-	1,946
TOTAL	\$89,303	\$88,158	\$50,315	\$227,776

Balance Sheet

Ending Dec 31, 2005

Assets	
Cash & cash equivalents	\$544,072
Investments	121,095
Accounts receivable	131,000
Prepaid expenses	1,092
TOTAL	\$1,416,064
Liabilities	
Accounts payable & accrued expenses	\$1,402
TOTAL	\$1,402
Net Assets	
Temporarily restricted	\$189,769
Unrestricted	606,088
TOTAL	\$795,857
TOTAL LIABILITIES & NET ASSETS	\$797,259



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