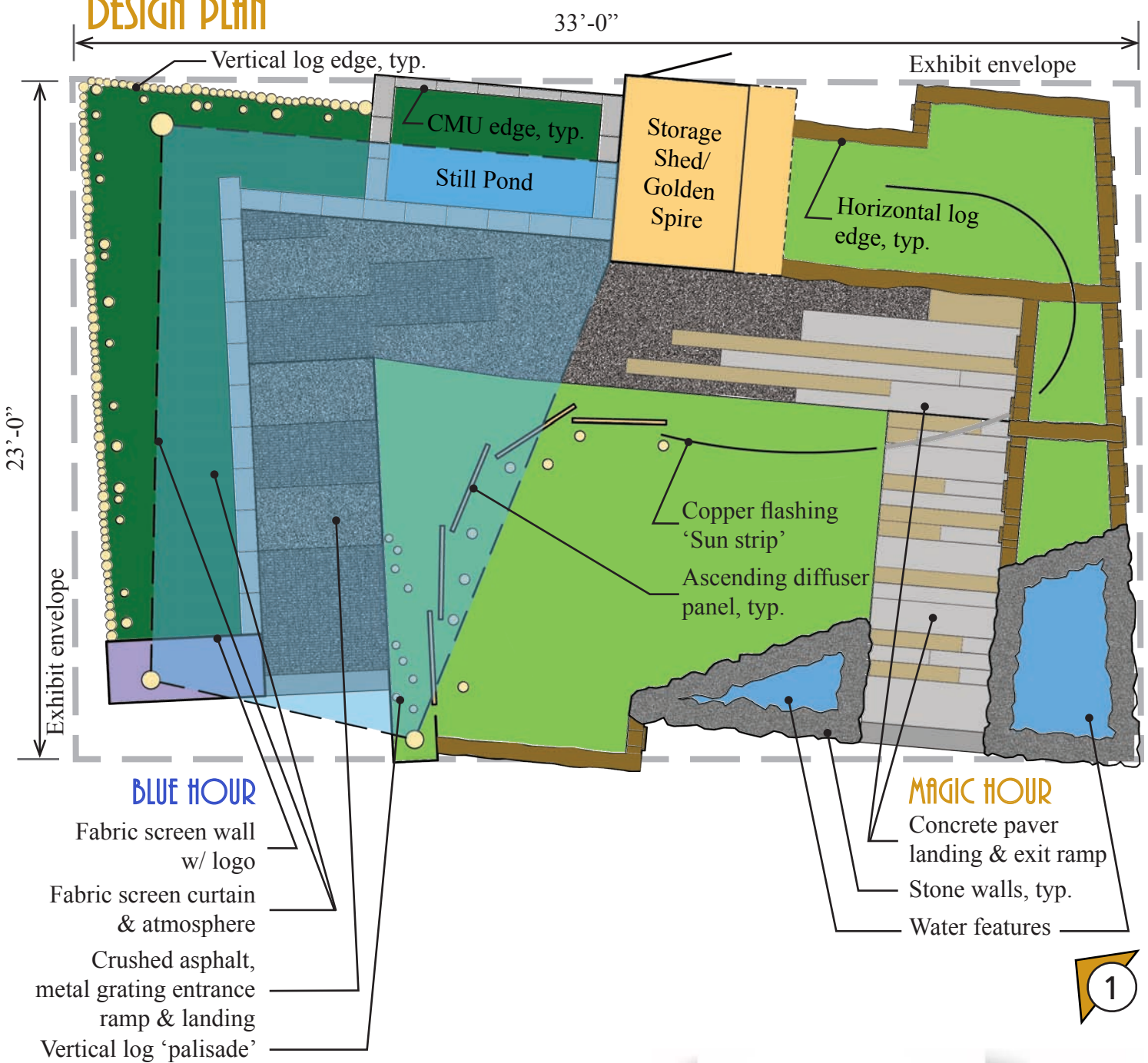
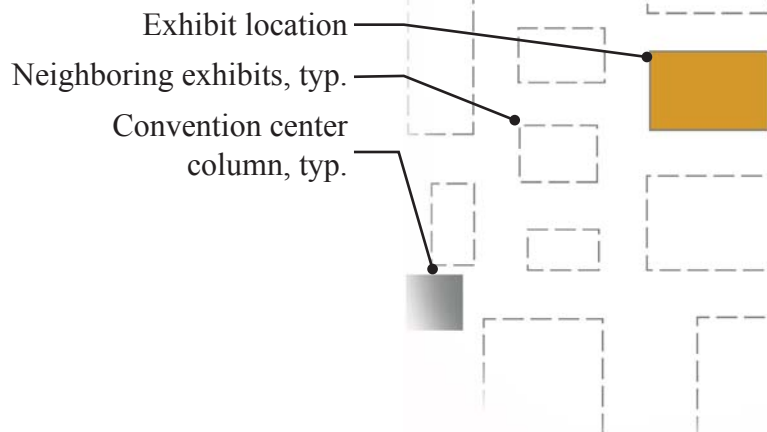


DESIGN PLAN



CONTEXT





View 1. Looking over the exhibit exit and into the Magic Hour.

STAR POWER

CASTS OF LIGHT THAT STIR AND SPELLBIND

The theme of the 2015 PHS Philadelphia Flower Show, which occurred between 28 February and 8 May, 2015, was “Celebrate the Movies.” What follows is the text that was presented to show visitors on signage within the exhibit, as well as the design intent submitted to the Pennsylvania Horticultural Society (PHS).

DESIGN INTENT

Overall Design Concept

Our exhibit presents simple, inexpensive materials and methods that stir senses, emotions, and creatures that become active in low-angled or diminished light.

Horticultural Concept

Plants having foliage, flowers, or other attributes that are appealing in diminished light are included, along with those that appear to glow in low-angled light.

Expected Impact on Visitors

Visitors should understand that plant and material selections can make a home landscape bio-diverse, entertaining, and enchanting.

AWARDS

Alfred M. Campbell Memorial Trophy

Educational major exhibitor that demonstrates the most successful use of a variety of plants in a unique fashion.

Special Achievement Award of the Garden Club Federation of Pennsylvania

Awarded, if merited, to an exhibit of unusual excellence in creativity.

American Horticultural Society Environmental Award

An exhibit of horticultural excellence that best demonstrates the bond between horticulture and the environment and inspires the viewer to beautify home and community through skillful design and appropriate plant material.

PHS Silver Medal

PHS Award of Merit

Awarded to an outstanding exhibit.



IN MEMORY OF OUR FRIEND AND CLASSMATE, CHRISTIAN CIAMMETTI, 1994-2015.

EXHIBIT PHS SIGN TEXT & PUBLICITY STATEMENT

Rousing! Enchanting! Every bit entertaining! Beneath blackened leaves an orchestra of katydids and crickets play among the footsteps and whispers of silhouettes. A winged shape streaks across the sky. White petals glimmer. Leaf edges gleam. Beyond a mist, light beams upon walls of wood, schist, and succulents. Flowers of fringetree and fothergilla shine. Water and vines descend aglow. Blooms, bark, and buds with glitz!

Catch the show! Two hours of action and glamour. Plays twice daily, year-round.

INTRODUCTION TO SHOW VISITORS

Landscape: Character, mood, action!

Motion pictures move us. Give credit to the places depicted in movies — the scenes, settings, and backdrops; the Landscapes with a capital L. Yes, the stars' beauty, strength, wit, and resolve transfix us. Of course, the plot is captivating. Indeed, the directors make us confuse fiction and reality. But without Landscape, movie stars fail to shine, plots bore us, and directors disappear. Topography, plants, climate, weather, water, insects, and animals: these shape human character, set the mood for events, stir action and emotion, and — whether we know it or not — mesmerize us. We acted with these cinematic Landscape functions in mind when designing our exhibit, yet focused on how integral light is to each.





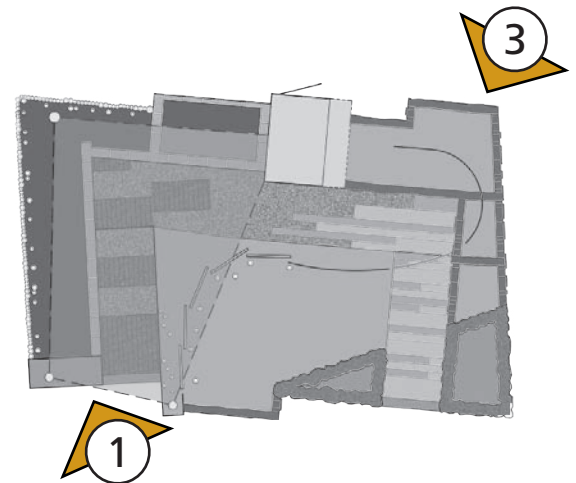
Sunlight

Before Thomas Edison’s bulbs burned bright enough for film, the “Wizard of West Orange” and his assistant, William K. L. Dickson, sought sunlight when making motion pictures. George Méliès did, too; he sent a rocket into the right eye of the man in the moon beneath a glass ceiling in France. Siegmund Lubin made a movie a day under the glass roof of his North Philly “factory.”

Racy, raucous, and rife with rip-offs, the motion picture industry got rolling. Nickelodeon parlors sprang up. Cinemas filled. Theaters — everywhere! As Edison tried to capitalize by filing copyrights, producers cut out to California where sunlight and scenes were plentiful.

Some directors, like Terrence Malick, eventually understood that sunlight creates beauty, action, and illusions at two specific times of day— the blue and magic hours. Our exhibit is divided into and depicts these two times when stories of the silver screen are told.

- *Blue hour*—about 40 minutes before the sun rises and after it sets
- *Magic, or golden hour*—about one hour after the sun rises and before it sets



View 1. Theatrical lighting was used to project the logo onto the fabric screen wall at the exhibit entrance.

View 2 The exhibit logo, which illustrates the cyclical changes in landscape activity and emotion stirred by sunlight.

View 3. Looking at the horizontal log exhibit edge and into the Magic Hour.



2

BLUE HOUR

dim lights; make soundscapes; welcome crepuscular creatures

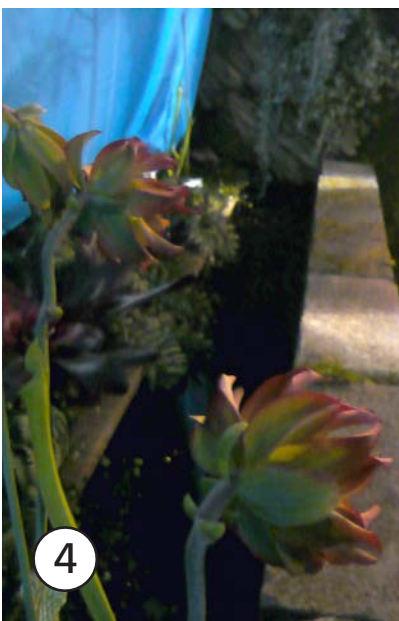
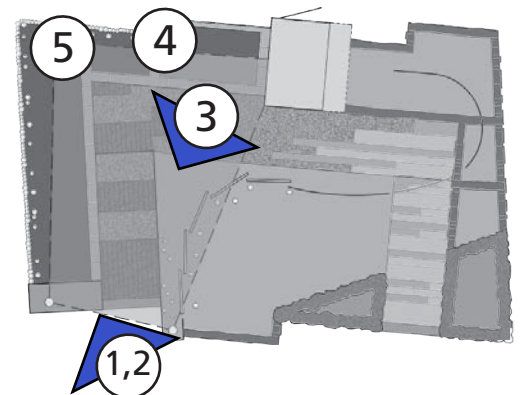
Curtains closed before daybreak, we awaken, startled by alarms. T.V. screens inform us of worlds outside our walls. At day's end, weary from work, we return to screens playing dream tales of action or suspense. What a show we miss outside our window screens!

As sunlight pours through stars like water through a strainer, bugs sing among black brambles of bark, branches, boughs, and buds. Others flutter — airborne mammals in pursuit of a meal. Glowing eyes emerge from rustling leaves.

Filmmakers know that Landscapes during the blue hour are mysterious, lively, serendipitous, and entertaining. This area of our exhibit depicts this time of day, which is often uninhabited by people.



1



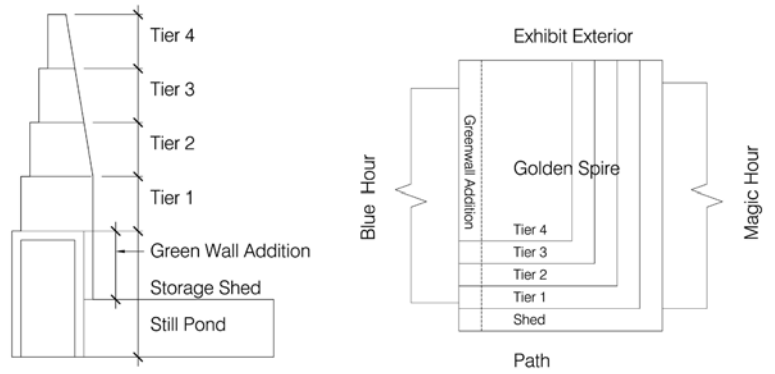
View 1. Broken blue and tumbled clear glass retained by metal grating reflect light on the entrance ramp.

View 2. The main interpretive sign greeted visitors upon entering the blue hour.

View 3. Fabric and LED lights were used to depict the diminished, diffused light of the blue hour. White flowers of redbuds, *Dicentra spp.*, and fothergillas were visible, and magnolia leaves reflected low light.

View 4. *Sarracenia spp.* were planted beside a still pond that hypothetically harbored aquatic foodstuff for bats.

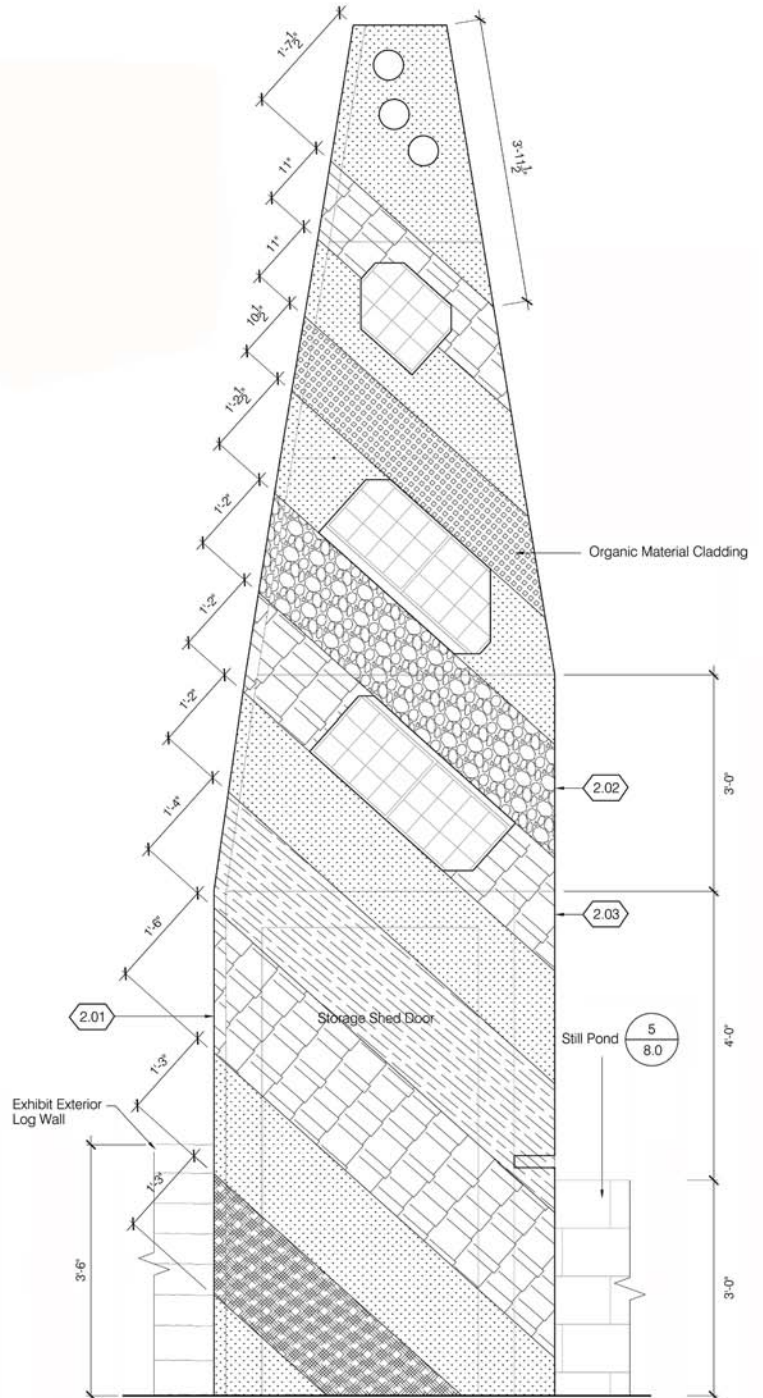
View 5. Multi-chambered and single-chambered bat houses were constructed and mounted on logs to offer evidence of crepuscular creatures.



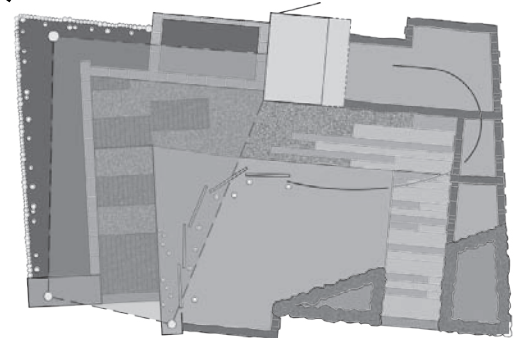
2 Golden Spire Context Diagrams



1

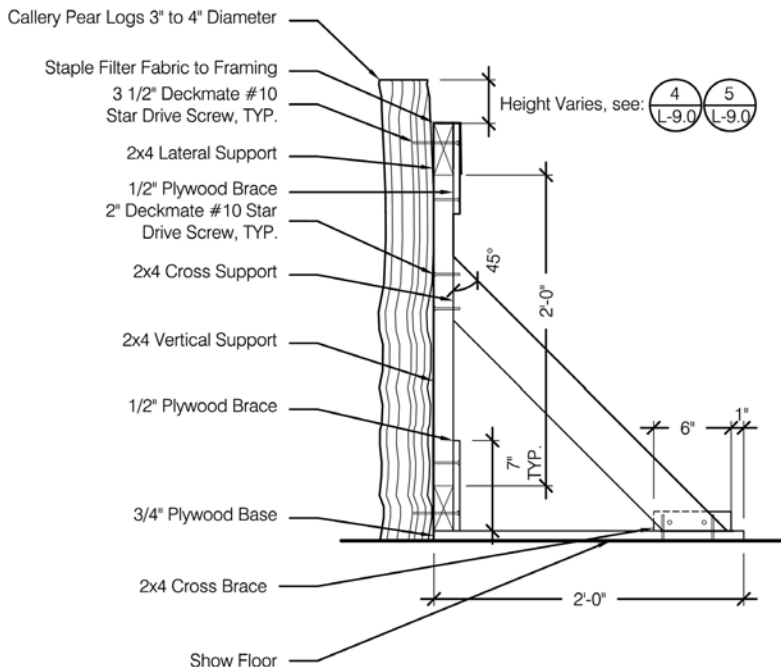


3 North Cladding Elevation of Spire



View 1. The twenty-foot high spire was constructed and assembled in tiers. Cladding included bark, sheet moss, grass litter, twigs and branches, and potted plants.

View 3. Spanish moss, coir, and wisteria filled gaps between the callery pear logs of the blue hour exhibit edge.



4 Section through Edges (Typical)
 Drawn by Brian Pannepacker.

Scale: 1 1/2"=1'-0"



BLUE HOUR



Curtains closed before daybreak,
 we awaken, startled by alarms.
 T.V. screens inform us of worlds
 outside our walls. At day's end,
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 screens playing dream tales of
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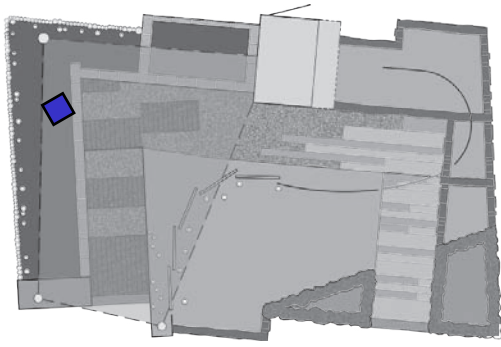
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 during the blue hour are mysterious,
 lively, serendipitous, and
 entertaining. This area of our exhibit
 depicts this time of day, which is
 often uninhabited by people.

DIM THE LIGHTS
 *
 MAKE A SOUNDSCAPE
 *
 WELCOME & WATCH
 CREPUSCULAR CREATURES

Takeaway
 card location


 DEPARTMENT OF LANDSCAPE ARCHITECTURE & HORTICULTURE
 STAR POWER * 2015 PHS PHILADELPHIA FLOWER SHOW



BLUE HOUR INTERPRETIVE SIGN
 (16" wide x 16" high)
 Photograph by Joseph Labolito, Temple University

BLUE HOUR

Don't go to the theater to see action-packed scenes. Get outside! Here's how:

First, kill the lights inside and out. You'll notice light-colored features and fragrances of plants. Creatures that fly in twilight will better avoid colliding with windows, yet be seen moving about.



[flickr.com/photos/tahini/15421616292/](https://www.flickr.com/photos/tahini/15421616292/)



[flickr.com/photos/binkley27/2235827746/](https://www.flickr.com/photos/binkley27/2235827746/)

Next, turn your landscape into a soundscape. Add or replace a paved path with gravel, crushed concrete or asphalt. Scattering recycled glass cullet, or shiny stones, among the gravel will reflect what little light remains. Rainwater will seep into the soil, too, instead of running off.

Then cast some actors. Install plants that insects see, smell, and snack upon in dim light. Add a small pool for insects that start life in still water. Scared? Mount boxes high on a post or in trees to bring in the bats!



[flickr.com/photos/usfwsq/6950595524/](https://www.flickr.com/photos/usfwsq/6950595524/)

Lastly, enjoy the show!

STAR POWER
2015 PHS PHILADELPHIA FLOWER SHOW

front

STAR CAST

PLANTS THAT STIR IN DIFFUSED SUNLIGHT

<i>Aquilegia canadensis</i> 'Corbett'	Columbine
<i>Carex plantaginea</i>	Plantainleaf Sedge
<i>Dicentra eximia</i> 'Aurora'	Fringed Bleeding Heart
<i>Dicentra spectabilis</i> 'Alba'	White Bleeding Heart
<i>Geranium maculatum</i> 'Espresso'	Spotted Crane's Bill
<i>Lobularia</i> 'INLOBU1007' Dark Night™	
<i>Magnolia virginiana</i>	Sweetbay Magnolia
<i>Mirabilis jalapa</i> 'Marbles Yellow-White'	Four o'clock
<i>Nicotiana</i> 'Perfume White'	Flowering Tobacco
<i>Nicotiana glauca</i> 'Grandiflora'	Flowering Tobacco
<i>Physocarpus opulifolius</i> 'Seward' Summer Wine™	Ninebark
<i>Polygonatum odoratum</i> 'Byakko'	Solomon's Seal
<i>Salvia officinalis</i>	Common Sage



Sweet Bay Magnolia
[flickr.com/photos/phillipmerritt/4627318501/](https://www.flickr.com/photos/phillipmerritt/4627318501/)



Bleeding Heart
[flickr.com/photos/matt_fletcher/3468882501/](https://www.flickr.com/photos/matt_fletcher/3468882501/)



Flowering Tobacco
[flickr.com/photos/scottzona/8709774891/](https://www.flickr.com/photos/scottzona/8709774891/)



Ninebark
[flickr.com/photos/tpotterfield/14357098442/](https://www.flickr.com/photos/tpotterfield/14357098442/)



TEMPLE
UNIVERSITY

DEPARTMENT OF LANDSCAPE ARCHITECTURE & HORTICULTURE

back

BLUE HOUR TAKEAWAY CARD

(4" wide x 9" high)

The card front encouraged visitors to watch the action outdoors rather than in, and how to make home landscapes more exciting in diminished light. On the card back, exhibit plants that are visible or fragrant during the blue hour are listed; a few plants are also highlighted with photographs.



MAGIC HOUR

catch the sun; watch year-round; set scenes for animals



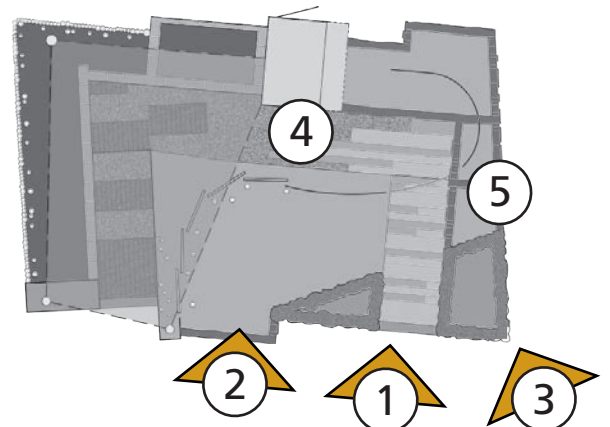
Casts of light have captivated people for centuries. Magic lanterns of the 17th century, cinematographs of the late 19th, and modern day motion picture projectors each create illusions upon screens or walls—deceptive, unreal, and glamorous. For a while, what we see spellbinds us!

We get transfixed because some films include illusions found outside. Around sunrise and sunset, light passes through more of Earth’s atmosphere than at other times of day. Sunlight appears red, orange, or yellow. Plant colors may change, become more intense, or appear to glow. Shadows stretch and multiply. Materials reflect, refract, and absorb sunlight.

This area of our exhibit depicts a time of day when Landscapes can be illusory and captivating.



3



4



5

View 1. The two concrete paver colors represented sunlight and shadows and contained amber tumbled glass cullet. Photograph by Andrew Sargeant.

View 2. Looking over the magic hour toward the golden spire. Plant foliage or flowers that glowed in low-angled light or possessed warm colors were highlighted in this exhibit area.

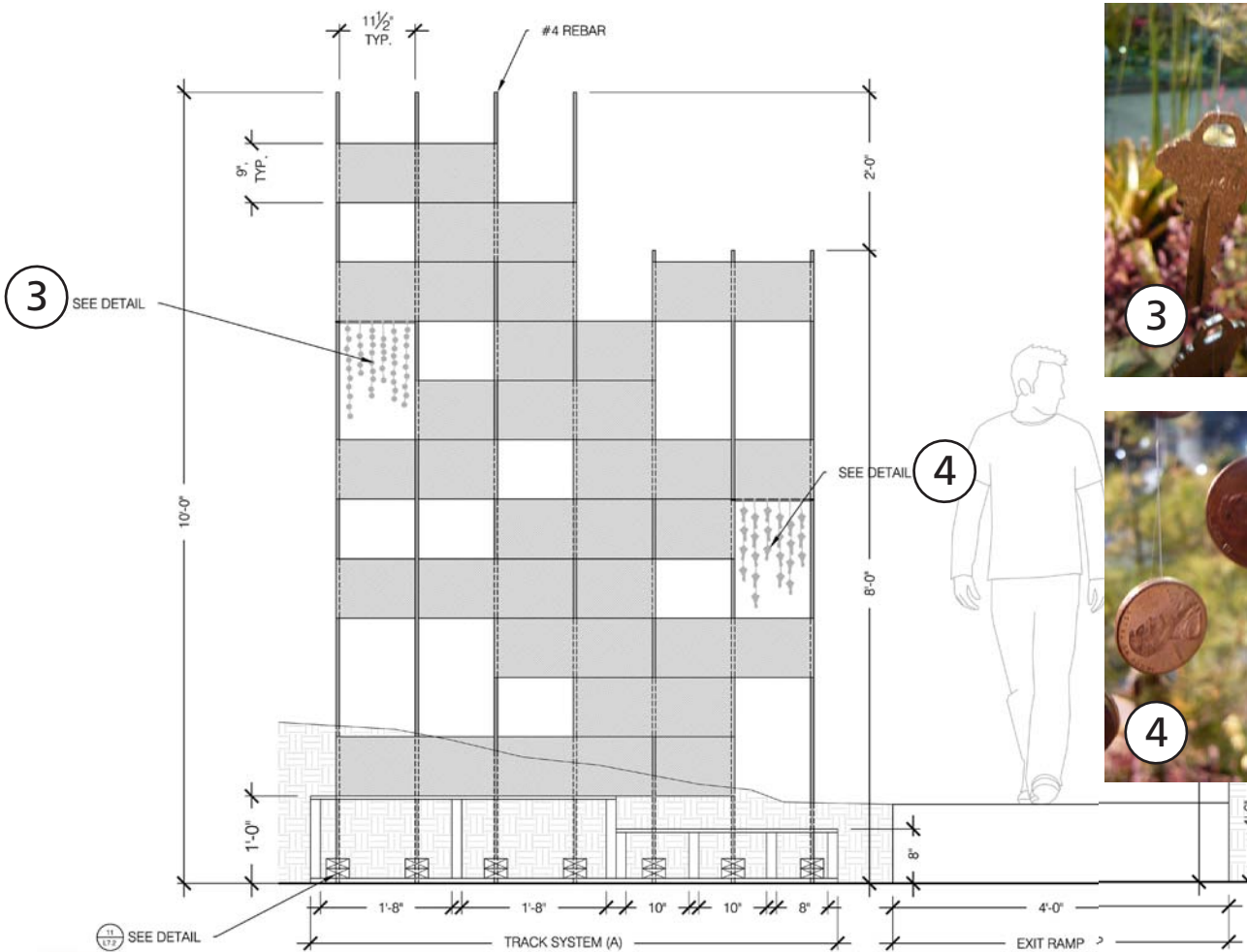
View 3. Looking over a water feature and through the copper flashing sun strip toward the golden spire.

View 4. Fog emitted from pipes in the pathway created a magical effect.

View 5. Some plant features, like the flowers of this fringetree, glowed in the low-angled lighting.



1



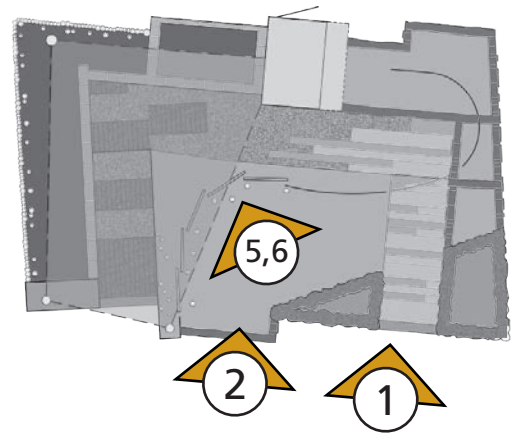
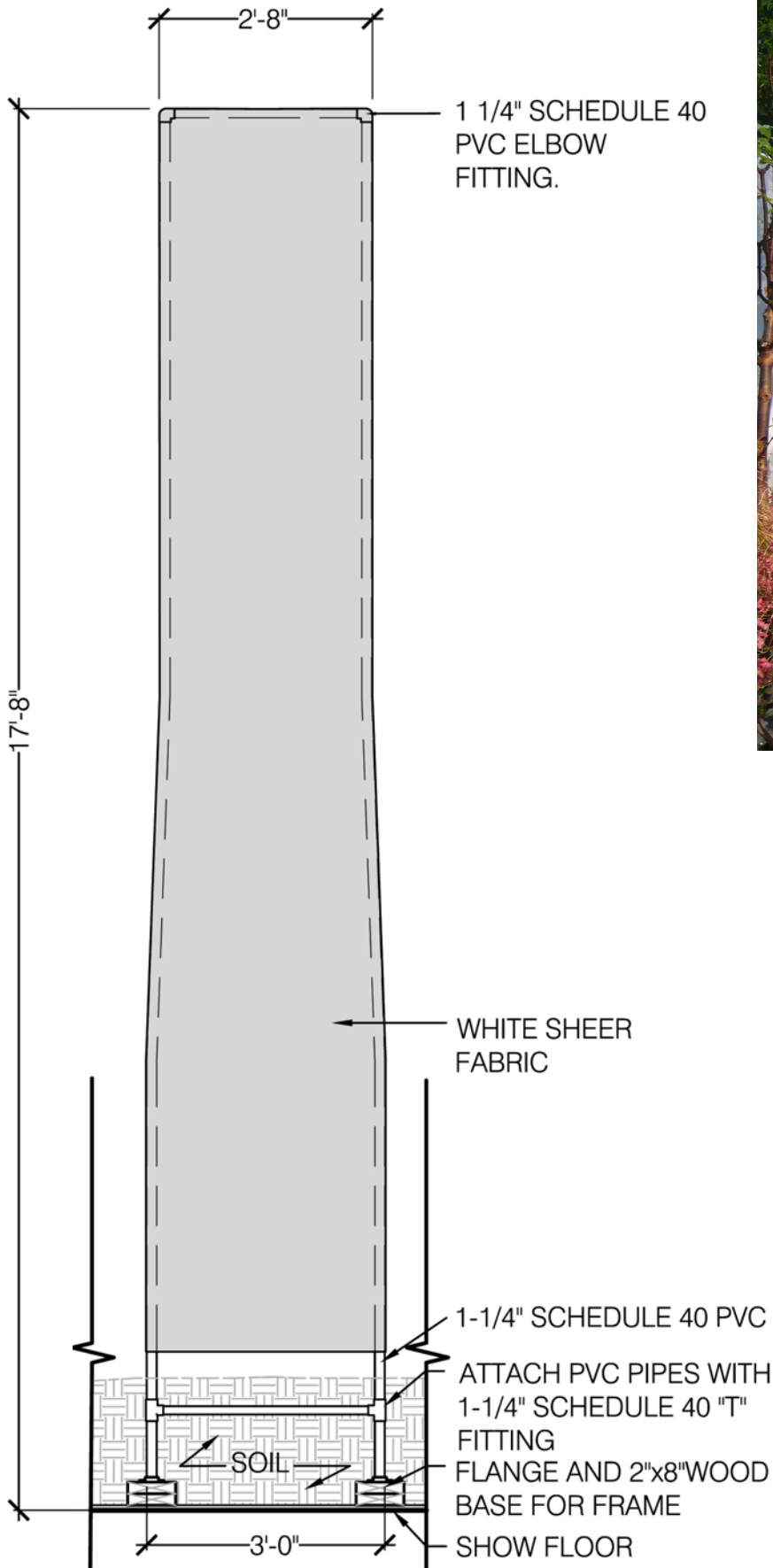
3



4

2 SUN STRIP SECTION VIEW LAYOUT

NOTE: THIS SECTIONS SHOWS THE ENTIRETY OF THE SUN STRIP LAID OUT FLAT Drawn by Sean Smith.



Views 1-4. Children and adults enjoyed touching the keys and coins dangling from and reflecting light from within the copper flashing sun strip. Photograph 1 by Andrew Sargeant.

View 6. Five PVC pipe frames clad with fabric enclosed and created log silhouettes within the blue hour, and provided a contrasting backdrop to make a bat house, bird nest, hornet nest, and bird house visible.

5 Section/Elevation of 17'-0" high Diffuser Panel
 Drawn by Liam Cleary



MAGIC HOUR



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This area of our exhibit depicts a time of day when Landscapes can be illusory and captivating.

CATCH THE SUN
*
WATCH YEAR-ROUND
*
SET SCENES FOR ANIMALS

TEMPLE UNIVERSITY

DEPARTMENT OF LANDSCAPE ARCHITECTURE & HORTICULTURE
STAR POWER ★ 2015 PHS PHILADELPHIA FLOWER SHOW



MAGIC HOUR INTERPRETIVE SIGN
(16" wide x 16" high)

Photograph by Joseph Labolito, Temple University

MAGIC HOUR

With a few, simple steps, you can make your garden enchanting.

First, watch it. Find areas that receive sunlight about an hour after sunrise and before sunset. Stake them out. Watch or predict how the sizes or shapes of these areas change with the seasons.



flickr.com/photos/sheila_sund/9589254500/



flickr.com/photos/morgen1967/4762597080/

Second, give those areas some glitz! Select and install plants that have tall, thin features like flowers, leaf hair, and seed heads. Use wire or fishing line to fasten artificial materials that reflect or refract light to hooks on trees or stakes. It'll all glow and sparkle in early-morning or late-day sunlight, and so will you.

Finally, don't be so eager to call "Cut!" Let seed heads and foliage act out their part. Animals may need them for food or shelter, and a coat of frost or snow will glisten too.



flickr.com/photos/just1snap/8232315559/

STAR POWER
2015 PHS PHILADELPHIA FLOWER SHOW

front

MAGIC HOUR TAKEAWAY CARD

(4" wide x 9" high)

The card front told visitors how to glamorize their home landscapes. On the back, plants that look mesmerizing in low-angled light are listed; a few are illustrated with photographs.

STAR CAST

GLAMOROUS PLANTS IN LOW-ANGLED SUNLIGHT

- | | |
|---|---------------------------|
| <i>Acer griseum</i> | Paperbark Maple |
| <i>Alchemilla mollis</i> 'Auslese' | Lady's Mantle |
| <i>Aruncus dioicus</i> | Goat's Beard |
| <i>Euphorbia characias</i>
'Cappucino' | New Zealand Hair
Sedge |
| <i>Chionanthus virginicus</i> | Fringe Tree |
| <i>Equisetum hyemale</i> | Winter Scouring Rush |
| <i>Fothergilla x intermedia</i>
'Mt. Airy' | Dwarf Fothergilla |
| <i>Heuchera</i> 'Fire Chief' | Alum Root |
| <i>x Heucherella</i>
'Brass Lantern' | Foamy Bells |
| <i>Physocarpus opulifolius</i>
'Minda' Coppertina™ | Ninebark |
| <i>Pinus densiflora</i>
'Oculus-draconis' | Dragon-eye Pine |
| <i>Pulsatilla vulgaris</i> | Pasque Flower |
| <i>Sarracenia leucophylla</i>
'Tarnok' | Pitcher Plant |



Pasque Flower

flickr.com/photos/tireboushtroupe/14457126004/



Goat's Beard

flickr.com/photos/substudios/419662126/



Fringe Tree

flickr.com/photos/kpaulus/4627220357/



Pitcher Plant

flickr.com/photos/oliviamdike/506682361



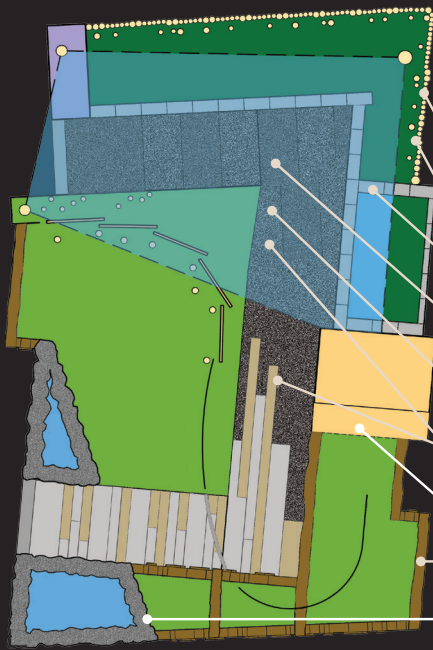
DEPARTMENT OF LANDSCAPE ARCHITECTURE & HORTICULTURE

back

CAMEO ROLES

REUSED & RECYCLED EXHIBIT MATERIALS

Wherever possible, we reused and recycled materials during the design and construction of these scenes. In our studios or on location, we practice conserving resources by appreciating the inherent beauty and potential uses of aged goods.



- Invasive exotic tree logs**
Exhibit edge
- Reclaimed lumber**
Exhibit edge framing
- Reclaimed concrete masonry blocks**
Exhibit edge
- Reclaimed metal grating**
Exhibit entrance ramp/Level landing
- Crushed asphalt**
Exhibit entrance ramp/Level landing
- Tumbled glass**
Exhibit path gravel & pavers
- Reclaimed lumber/plywood**
Golden spire framing
- Invasive exotic tree log rounds**
Exhibit edge
- Fieldstone**
Water feature walls



PLANTS

Following the show, most of the plants in this exhibit will be transplanted to one of our campus gardens. Annuals provide color, texture, and form before being composted. Trees, grasses, and shrubs enhance our existing collections, or inspire new ones.



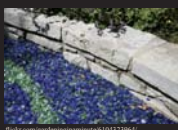
CRUSHED ASPHALT

Asphalt is an impervious, petroleum-based roadway material. Once removed from roadways and ground up, it can be used as a substitute for gravel in patios, driveways, and sidewalks.



CRUSHED CONCRETE

Concrete is everywhere. With a sledge hammer, pick, and broom you can turn it into inexpensive alternatives to stone. Small chunks can be used to fill gabions, or wire cages that retain soil. Stack larger, flat pieces to form retaining walls. Sweep up whatever is left and use it as gravel.



TUMBLLED GLASS

Brighten up your home with tumbled, recycled glass! Replace bark or straw mulch in planting beds for the last time. Give gas fireplaces and pits a final sweep for cinders. Add some sparkle to concrete pads or pavers. Glass will keep its color and never decompose, wherever it's placed.



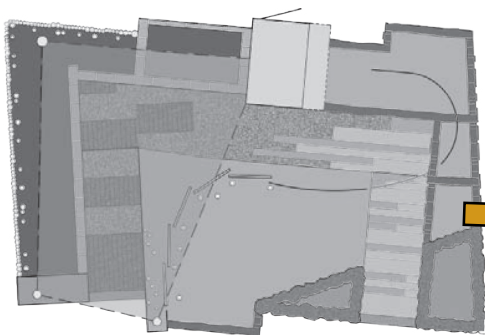
LOG ROUNDS

Have enough firewood? Stack thick logs on their sides to divide or screen areas of your garden. Dig down and stand logs upright to make a retaining wall; set them on the ground so that you, family, and friends can have a seat. Slivers are useful, too: pave a path with thin log slices.



RECLAIMED LUMBER

Lumber is often thrown away after construction projects are completed. Harvesting wood causes habitat loss, pollution, and carbon emissions. Reusing lumber reduces waste and the need to harvest new lumber from forests. Framing, benches, moulding, and cabinetry are just a few of many uses.



RECYCLED MATERIALS SIGN

(16" wide x 32" high)

All recycled materials used to construct the exhibit were located and described, along with how show visitors may use some of them at home.



DEPARTMENT OF LANDSCAPE ARCHITECTURE & HORTICULTURE
2015 PHS PHILADELPHIA FLOWER SHOW



PROJECT CREDITS

Faculty and Staff: Rob Kuper, Associate Professor of Landscape Architecture; Michael LoFurno, Adjunct Assistant Professor of Landscape Architecture; Anne Brennan, Horticulture Supervisor; Kathryn Reber, Staff Horticulturist; Merrill Miller, Staff Horticulturist.

Studio students: Peter Bianco, Christian Ciammetti (1994-2015), Liam Cleary, Zach Cook, Ethan Mintzer, Christian Molander, Brian Pannepacker, Al Park, Yatian Ren, Andrew Sargeant, Sean Smith, Gary Schneider, Anthony Zachornacki.

Horticulture students: Megan Bazin, Maya Czulewicz, Dhan Parker, Nicole Jackson, Jay McColm, Christopher Sohnly.

Alumni: Dennis Murphy, Class of 2012.

Above. Christian Molander, left, Zach Cook, and Brian Pannepacker selectively removed invasive exotic callery pear trees from the Ambler Campus to construct the exhibit edge. Photograph by Elizabeth Manning, Temple University.