GENERAL DESCRIPTION GUIDELINES:

- The General Project Description must be less than 1 page in Size 12 Arial Font.
- Photo Descriptions must be no more than 1 paragraph (4-5 sentences) in length.
  - Hint: If you feel more description for that photo is necessary, use another photo (preferable at a different angle) to finish the description.
- **IMPORTANT** - Do not include descriptions or photos of parts of the project that you were not responsible for. Mention what parts of the project you were responsible for and not responsible for.

TIPS ON AWARD WINNING DESCRIPTIONS:

- General Descriptions should be to the point and say exactly what you want the judges to hear about the overall project. Do not fill the description with extra verbiage that might not resonate with the judges.
- Use the Photos and Photo Descriptions to add more detail to the project, don’t try to cram it all into the General Description because some of the detail might be missed if a long drawn out General Description is used.
- If you submitting in the installation categories, the judges will only be focusing in on the actual installation of the project, not design aspects of the project (textures used, long lists of plants used, etc).
o Hint: If you want to talk about specific plants that were a challenge, do so; but leave out long lists of plants. It is a good idea to let the judges know how many plants were used to give a sense of the difficulties in the project.

- For Maintenance Categories, only cover what your company does to maintain the project, not the design or installation details of the project (design aspects of the plants, specific plants names, etc).
  o Hint: If you are responsible for maintaining crucial or difficult plants, to include how you maintain them and why those plants are so difficult.

TIPS ON DESCRIPTIONS PER CATEGORY:

Commercial Installation:

General Description:

- Tell the story of the overall project (timing of the project, parts of the project that were the most challenging, why this project is TEIL worthy).
- Give examples of what parts of the project most of your time went to.
- Tell the significance of the project, try to answer this question “Why Did You Enter This Project for Judging?”

General Description Example:

Example 1. “We were commissioned for this project located in the heart of Houston on a peninsula in late 2006. Our engagement came with an owner’s objective to seamlessly integrate the planned new residence and its site improvements into the natural and mostly undisturbed 7.5 acre site. Several large trees were transplanted and kept on site to allow the most favorable architecture placement without adversely affecting the tree population.

The progression of construction was staged over a multi-year period in five distinct phases. This allowed the project to proceed in small working “envelopes” that reduced the impact of construction on the existing site. The existing drainage conditions were studied to minimize any adverse effects resulting from the planned site improvements. With a site that naturally drained towards the nearby bayou, preservation of the bayou banks was a challenge that required focused efforts both during and post construction.

The new site plantings were geared towards a relaxed formality and specific considerations were given to native plant selections where appropriate.”
Example 2. “Creating green space in an urban environment presents unique challenges. Combine a historical landmark, tight spaces, unique design elements, reclaimed materials, an amenity deck 10 floors high...with 60% of the landscape above the parking garage. This project in Austin could have been a recipe for landscape disaster, but with intensive planning and coordination with other contractors, this high-profile landscape project has become a community asset for residents and visitors. The development includes a national grocery store, a gourmet restaurant, office space and a 30 story condominium tower, on 7.8 acres in downtown Austin. The developers aimed to create a green space that would invite the community into the area for events, shopping, biking, and relaxation. The landscape installed features an event lawn, custom steel planters, re-laid railroad track, reclaimed clay pavers, and a rain water and condensation reclamation system. We are proud to have been a part of this landmark project with this entry, which will be enjoyed by so many in the community.”

Photo Descriptions:

- Identify what you want the judges to look at in the photo and how that photo illustrates a significant important factor in the overall project.
- In very specific terms, tell what is happening in the photo and specifically why your company had to do it that way.
- If there is a photo with a part of the project your company was not responsible for, identify that piece of the project so the judges do not focus on that, but on the pieces you are submitting.
- Be straight to the point on techniques used, but with enough description that the judges can visualize what was done.

Photo Description Examples:

“The jobsite was incredibly hectic with numerous trades working simultaneously. Our crews often times had to protect their work to allow other contractors truck or equipment access through the tight spaces. As an example, soil was covered at times with plastic for painting or sandblasting.”
"An engineered pier-and-beam construction technique minimized the impact of the hardscape on the existing tree. Fabricated steel beams reduced the number of piers needed. The seat walls were built on the steel beams to allow them to "float" above the root system of the existing tree."

Commercial Maintenance:

General Description:

- Generalize the overall reason for this entry and why you think it should be considered an award-winning maintenance project.
- Highlight difficulty factors that are within the maintenance of the project.

Example 1. "Known for its first class accommodations and personalized service, this 30 acre seaside resort is one of the Gulf Coast's premiere beachfront properties and getaway destinations. Built in the 1990's, set on a former historical site and on top of and behind two massive gun emplacements left from a historical war; this resort is located high above, yet just steps away from the beach and all that it has to offer...including constant winds, blowing sand and salt air! At times, the sand blown from the beach drifts onto the lawn and in the plantings to form small dunes, which not only can be devastating to the plants that they cover, but equally frustrating for those who have to remove the sand and restore the plantings.

Hostile growing conditions, Stage Two water restrictions, year-round activities, and the ever-present expectation for the highest standards of excellence in the hospitality industry constantly keeps our staff challenged and on their toes!"

Photo Descriptions:

- Be specific on what you want the judges to focus on, don't fill the descriptions with "fluff" information.
- Tell why this photo is important.
- Explain what the judges are looking at in the photo.

Photo Description Examples:
"Located in the Dallas, this garden is visited by thousands daily. Garden maintenance requires a 6:00 am start time with a firm end by 7:30 am six days a week due to the early morning rush. Strict restrictions for spray irrigation are used between 8:30pm and 7:00am."

"Many areas of the garden are enhanced by Japanese maples pruned and trained as specimens. Bamboo is maintained daily in a specific area and runners must be treated as weeds and pulled when spreading. Sculptures are carefully cleaned and provide a beautiful architectural element to the garden."

Residential Installation:

General Description:

- Tell the story of the overall installation of the project (timing of the project, parts of the project that were the most challenging).
- Give examples of what parts of the project most of your time went to.
- Tell the significance of the project, try to answer this question “Why Did You Enter This Project for Judging?”
- Give an overall description of the physical aspects of the property before and after the project was completed.

Example 1. “The clients desired an intimate courtyard garden that would provide a display area for their art work and a strong indoor-outdoor connection from the adjoining living room. Views of the garden from an existing second story balcony were also important as was a desire to utilize a plant palette that would require minimal water and maintenance while providing a tapestry of modern textures to act as a foil to the outdoor sculptures.

The small triangular shape of the property and proximity of busy retail required thoughtful design and careful selection of materials to provide an intimate setting, while also creating an illusion of size for the courtyard from inside the home. The landscape architects created a sense of depth in the garden through the integration of the raised Cor-Ten steel planter wall. The sense of enclosure and privacy is enhanced by the Bamboo thicket that surrounds the garden. Furthermore, the circular form serves to organize an otherwise awkward space and provides an abstract pattern of
contrasting forms when viewed from above. The plant material selection utilized soft and structured textures to achieve a garden theme that is both modern and rustic.

Hostile growing conditions, Stage Two water restrictions, year-round activities, and the ever-present expectation for the highest standards of excellence in the hospitality industry constantly keeps our staff challenged and on their toes!”

Photo Descriptions:

• Tell the judges exactly what you want them to hear about the installation; do not focus on the design aspects.
• Showcase special techniques used to make sure the project went the way it needed to go to get the success that you did with the project.
• Indicate areas of interest that occurred during the installation of the project.
• Tell about the interactions with the client if that was an important factor during the installation.

Examples of Photo Descriptions:

“We received the project site very rough and our contract included re-grading the entire property. This before picture displays the area that would become the future cistern, pool area, and pool house. At this location we executed an 18’ deep excavation for the base material under the floor of the cistern and for the cistern itself.”

“On the lower level, a guest suite exits onto a natural cobblestone courtyard set with mortar to allow for a high volume of water from the dancing deck fountain. An angled wall was cut into the existing grade to surround the fountain on two sides. Polished black granite slabs up to 10’ tall by 6’ wide are hung on a structural concrete wall. Five pumps and an extensive network of plumbing give the client precision control of the LED lighting and water volume allowing for a unique night time experience.”
Residential Maintenance:

General Description:

- Give a brief description of the property including highlighted tasks and difficulty factors that make this project unique.
- Highlight difficulty factors that are within the maintenance of the project.
- Don’t give too much description in the general, just an overview of the property.

Example 1. “With 78 irrigation zones, this private residence requires substantial and constant care to live up to its grand design. Our crew spends six hours each week tending to the wide variety of garden areas that surround this Italian estate.

While this client chooses to keep their identity private, we can share that they have a deep passion for Italian cooking and would rather grow edibles in lieu of seasonal color. They often use their own herbs when preparing meals at home as well as in many of their restaurants which is why our organic application approach is a vital part of the maintenance plan for this property. In addition to cooking, this client also loves entertaining guests and our crew is often called to assist with party preparation and additional lawn servicing to keep the well-trafficked Zoro Zoysia in immaculate condition.”

Photo Descriptions:

- Be specific on what you want the judges to focus on, don’t try to describe everything they see in the photo.
- Tell why this photo is important.
- Explain what the judges are looking at in the photo and what makes this photo specific to the category.

Photo Description Examples:

“The plant material is maintained by pick pruning to keep the natural form. Hand trimming of the lawn around all sculptures is done to prevent damage. The extensive palette of grasses, sedges and perennials require annual cutbacks by hand throughout the season and include over 25,000 Berkley sedge, over 5,000 square feet of inland sea oats and 3,000 square feet of Chinese indigo. The Vitex are kept pruned with only 3 feet of clear trunk.

Gravels are manicured and stone terraces and steps are detailed weekly.”
Special Projects:

General Description:

- Give a brief description of the project and identify specifically why you think this project needs to be classified as a Special Project.
- Highlight factors that showcase the uniqueness of the project and identify for the judges why you are submitting this project.
- Don’t give too much description in the general, just an overview of the property.

Example 1. “At a building dedicated to the advancement of scientific knowledge, it is appropriate that the structure itself become a living laboratory. The green roof at this university medical school was a collaboration by the design team, the Lady Bird Johnson Wildflower Center and our company. This green roof is more than an aesthetic and energy efficient feature. While it accomplishes these goals, it also serves as an experimental space for the researchers at the Wildflower Center to evaluate the effectiveness of the materials and methods utilized on the project. Site visits and sensors will allow scientists to monitor the roof’s performance. Our team implemented innovative strategies to deal with challenges on this job, including fabricating a custom lift to move materials on the roof after being hoisted by crane, blending a new soil mix developed by the Wildflower Center, and designing and building a planting template for achieving specific plant spacing for individual species. We are proud to have installed the first green roof at this facility, and look forward to learning from this space as our company continues maintenance of the roof.”

Photo Descriptions:

- Be specific on what you want the judges to focus on, don’t try to describe everything they see in the photo.
- Tell why this photo is important in the overall project.
- Explain what the judges are looking at in the photo and what makes this photo specific to the category.

**Photo Description Examples:**

![Image of crane lifting materials with text:](image)

"All materials were crane lifted; 610 lifts in total. Each of the trees was rigged to balance the palms in an upright position to plant directly into the roof-top planters."

![Image of water tank excavation with text:](image)

"Extensive engineering was required to place the lower water tank safely and effectively below the original tank structure and into the side of the hill. Careful excavation to a depth of 18 feet and the construction of reinforced concrete retaining walls make sure the tanks stay secure."

**Unique Features:**

**General Description:**

- Give a brief description of the project and identify specifically why you think this project needs to be classified as a Unique Feature.
- Highlight factors that showcase the uniqueness of the project and identify for the judges why you are submitting this project.
- Don’t give too much description in the general, just an overview of the property.

**Example 1.** "This project had a simple request. Create a way to crossing from one side of a seasonal creek to the other side. A very simple request! But, keep it natural looking, remotely located, limited access, no electricity, and able to withstand heavy torrents of water at times. The only logical solution was to go old school. The Romans have the best solutions. A dry stacked arch bridge was the best way to achieve the goal considering the list of challenges."
Photo Descriptions:

- Be specific on what you want the judges to focus on, don’t try to describe everything they see in the photo.
- Tell why this photo is important in the overall project and how it illustrates the project’s uniqueness.
- Explain what the judges are looking at in the photo and what makes this photo specific to the category.

Photo Description Examples:

“The Bridge has created access to both sides of the creek and, as a result given the ability to enjoy the creek with over 1000 ft of nature trails spanning the length of the creek. Cedar timbers were used to create steps, landings, and to border the trails. For safety a simple hand rail was added on the right side of the bridge.”

“Tree branches allowed to penetrate the building wherever they conflicted. Netting, railings, repurposed metal roof and even structural beams were modified to accommodate them. Red “windows” provide added safety containment and beautiful accent that contrasts dark green foliage.”

Design:

General Description:

- Give a brief description of the project and identify the design aspects that were used in this project.
- Highlight factors that showcase the complexity of the design and identify for the judges why you are submitting this project.
• Don’t give too much description in the general, just an overview of the project.

**Example 1.** "This homeowner was fortunate enough to purchase the lot and home next door to her current home. After much discussion on whether or not to rent the required home and land or not, she decided to remove it and create her dream retreat. She wanted a sustainable parcel that could provide fresh/organic vegetables and fruit. Areas to attract butterflies, bees, and other beneficial insects throughout were a must. Large swatches of lawn, fencing, raised planters and pathways for passing about the space with ease were all in the bucket list. The homeowner also wanted fruiting vines intermingled amongst the perimeter landscaping beds. After much thoughtful preparation and design time, a plan emerged to supply all these needs.”

**Photo Descriptions:**

- Be specific on what you want the judges to focus on, don’t forget to use references to design elements, techniques and specially designed features that make this project a TEIL nominee.
- Tell why this photo is important in the overall project and how it illustrates the design aspects, include plant names, why you chose those plants and what they brought to the overall project.
- Explain what the judges are looking at in the photo and what makes this photo specific to the category.

**Photo Description Examples:**

"A bed containing, sandy leaf fig ivy, camellias, daylilies, and bottlebrush trees can be seen along the side of the home. The bottlebrush trees would provide some sunblock inside the home. Large brilliant blooms from the bottlebrush also do their fair share of attracting pollinators in the nearby area."

A major design opportunity was the eye sore of a large stucco home constructed directly behind the residence. Due to the limitations of an existing pool located 3’ from the property line and a narrow unpaved alley we chose to create an artistic woven rebar wall that would provide a 32’ wide x 16’ tall green screen. 3/4” rebar was intricately woven through massive 2” rebar post that were set in a concrete foundation. We then placed a 4’ x 11’ galvanized steel gabion cage filled with blue slag glass and back-lit with 5 - 3’ diameter stainless steel scuppers used to create sound. The back-lit
slag glass-filled gabion cage is picture framed by smaller, tightly woven ½” rebar. The rebar wall and fountain were designed to be modern art placed in a formal setting, providing conversation, light, sound, texture, and function. Crossvine blankets the rebar wall, displaying an abundant tangerine bloom in late spring through summer.