

Oehme, van Sweden

White House Rose Garden
Washington, DC
Shiloh Egan

About Oehme, van Sweden

Started by Wolfgang Oehme and James van Sweden in 1975, Oehme, van Sweden (OvS) is a company located in Washington, D.C. composed of landscape architects, horticulturalists, designers.

Their designs intertwine art, science, and emotions for clients to connect with the landscape. OvS works with several subcategories of landscape design such as parks, residential, institutional, urban, and civil. Their works are not only located nationally, but also internationally.



OvS founders, Wolfgang Oehme and James van Sweden



Francis Scott Key Memorial Park, Washington, DC

Design Context & Purpose

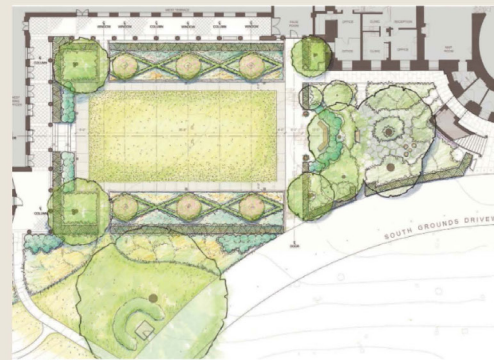


The White House Rose Garden Washington, DC

The White House Rose Garden was originally redesigned by Bunny Mellon during Kennedy's presidency in the 1960s. When renovating, OvS tried their best to preserve the important aspects of the original garden and incorporate it into the new design.

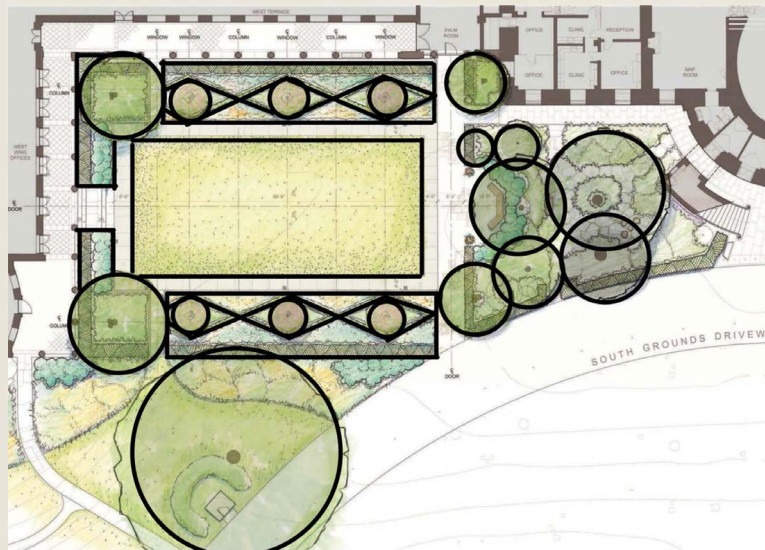
The garden's focus was a connection to the Kennedy's as well as a focus of the year-round beauty that OvS centers their designs on

Design Elements & Principles



Form
Emphasis
Color
Contrast

Form

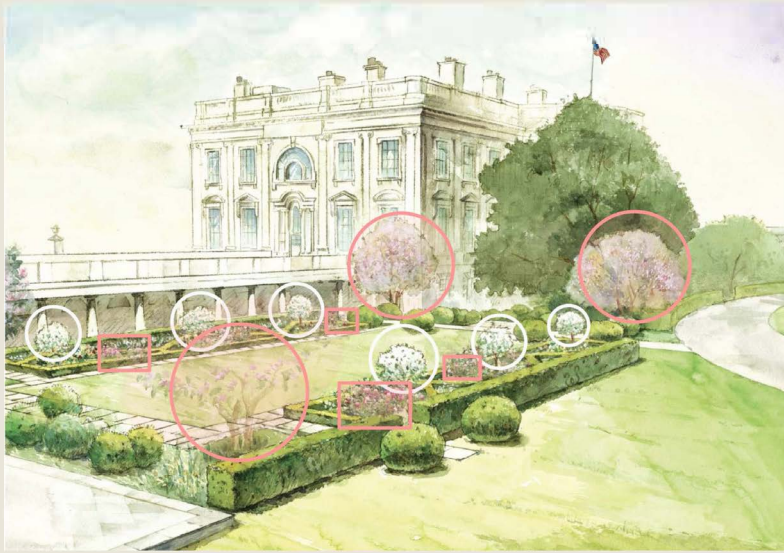


Strong examples of forms with shape are demonstrated through the garden beds, lawn, and trees.

Emphasis

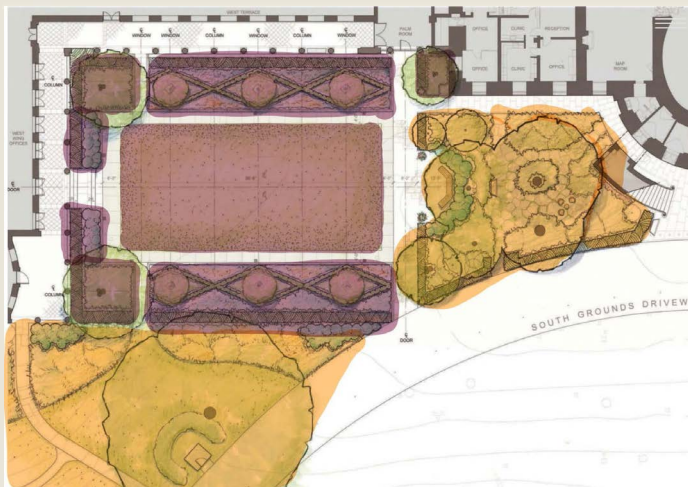


This design shows emphasis on the large grass lawn with its size and simple texture.



Color

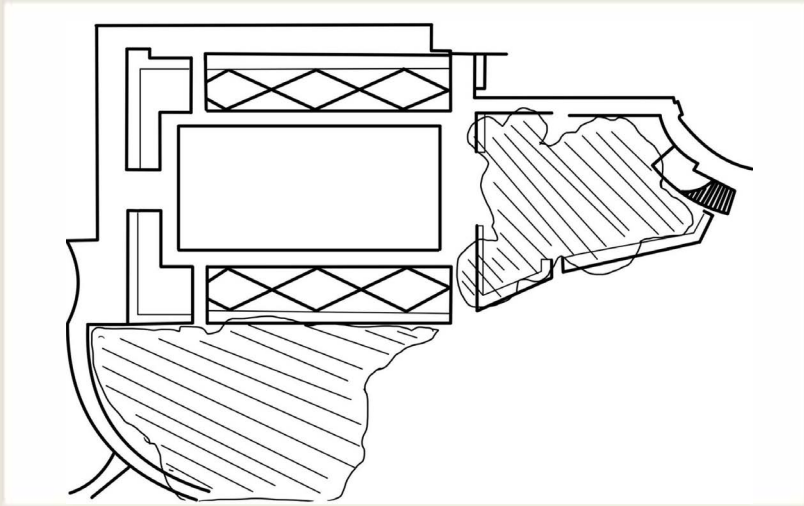
Over A used multiple colors within the plant selection to show the beauty of The Garden year round as well as to move the viewer's eyes throughout.



Contrast

The purple highlighted areas establish the more well manicured side of the garden in contrast to the orange highlighted areas which are more naturalized and organic.

Distilled



The distilled form of The Garden outlines the pathways that lead throughout the garden and its main forms while also showing the larger planting features.

SWA GROUP

10 November 2023 | Gracie Floyd

MISSION

The SWA Group is a landscape architecture, planning and urban design firm that practices at numerous scales of complexity across the United States.

Their team consists of nearly 70 total principles and associate principles.

“Our mission is to enhance quality of life in the public realm by creating multi-benefit places for people and nature through the power of design. We believe landscape is the essential infrastructure to achieve this mission of defining the future of equitable and resilient cities.”

WHAT THEYRE ABOUT:

- Strengthening the health and well-being of our environment
- Creating interesting, fun, and overall breathtaking projects ranging from parks to entire habitat restoration.

THE PACIFIC PLAZA DALLAS, TEXAS



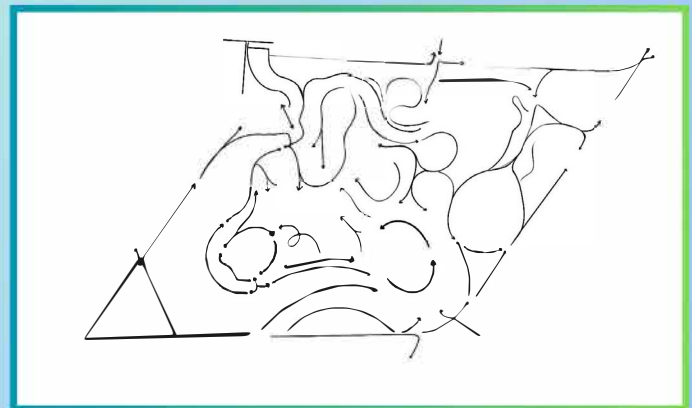
"THE DESIGN ALSO ELEVATES A BUSY CORNER AWAY FROM STREET TRAFFIC AND NOISE"
"THE THREAD" (A SOLID, 611-FOOT-LONG SEATWALL THAT TRAVERSES THE ENTIRE PLAZA) UNIFIES THE PARK INTO A COHESIVE WHOLE, OFFERING EXPANSIVE, RESTORATIVE SPACES FOR RESIDENTS AND VISITORS ALIKE."

PURPOSE OF THE PLAZA

- CONVERT THE GRAY PARKING LOT INTO A WELCOMING URBAN OASIS,
- CREATE A PEDESTRIAN-FRIENDLY PLAZA FILLED WITH GREENERY.



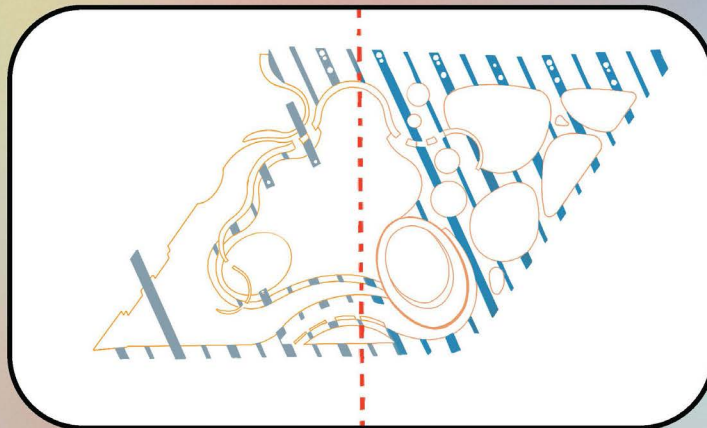
MOVEMENT



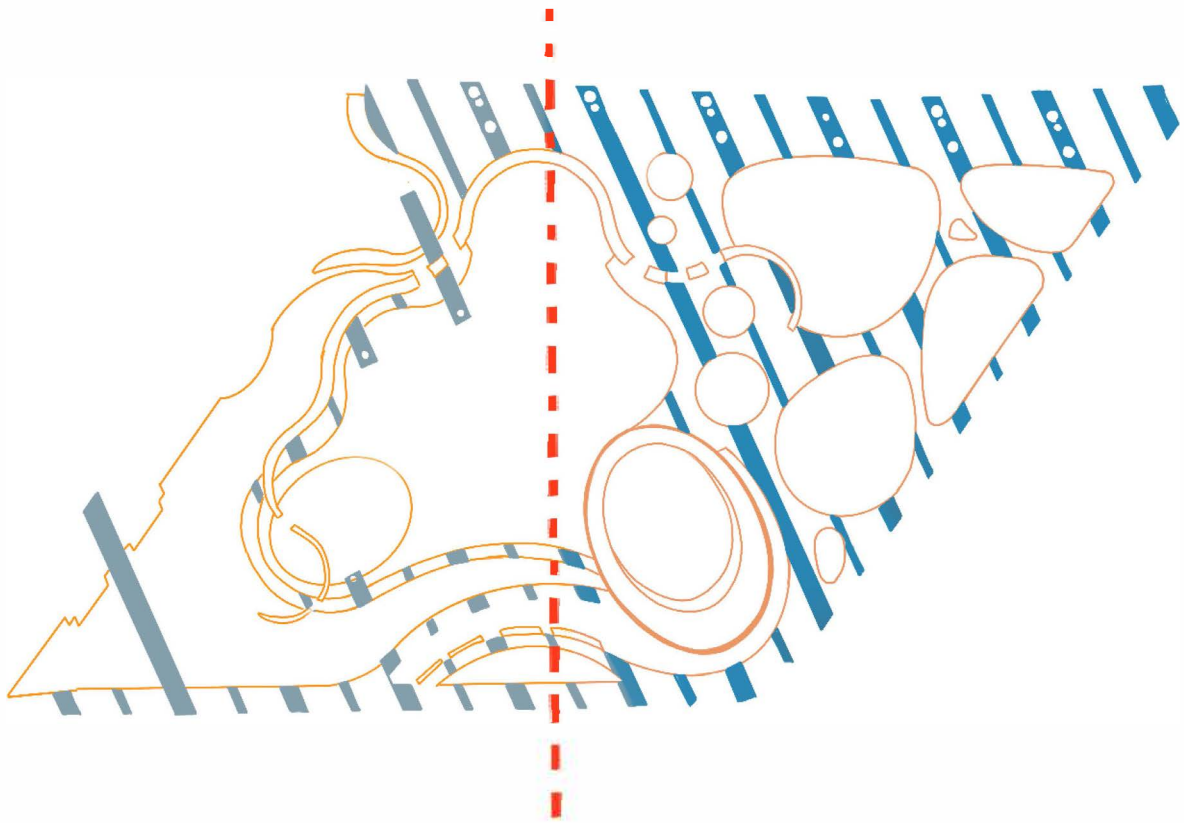
THE ARROWS REPRESENT THE MOVEMENT AND DIRECTION OF PEDESTRIAN TRAFFIC THROUGHOUT THE PLAZA. THE IMAGE ON THE LEFT SHOWS AN OVERLAY OF THE DIRECTIONAL MOVEMENT DUE TO THE CURVILINEAR DESIGN OF THE PARK. THE PHOTO ON THE RIGHT IS THE DIAGRAM BY ITSELF.



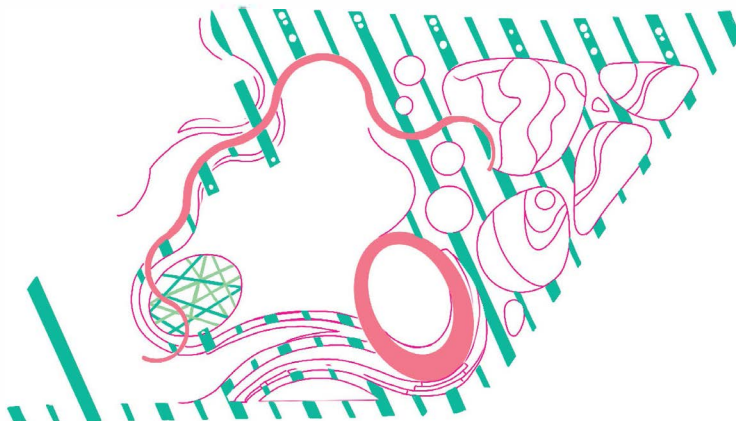
BALANCE



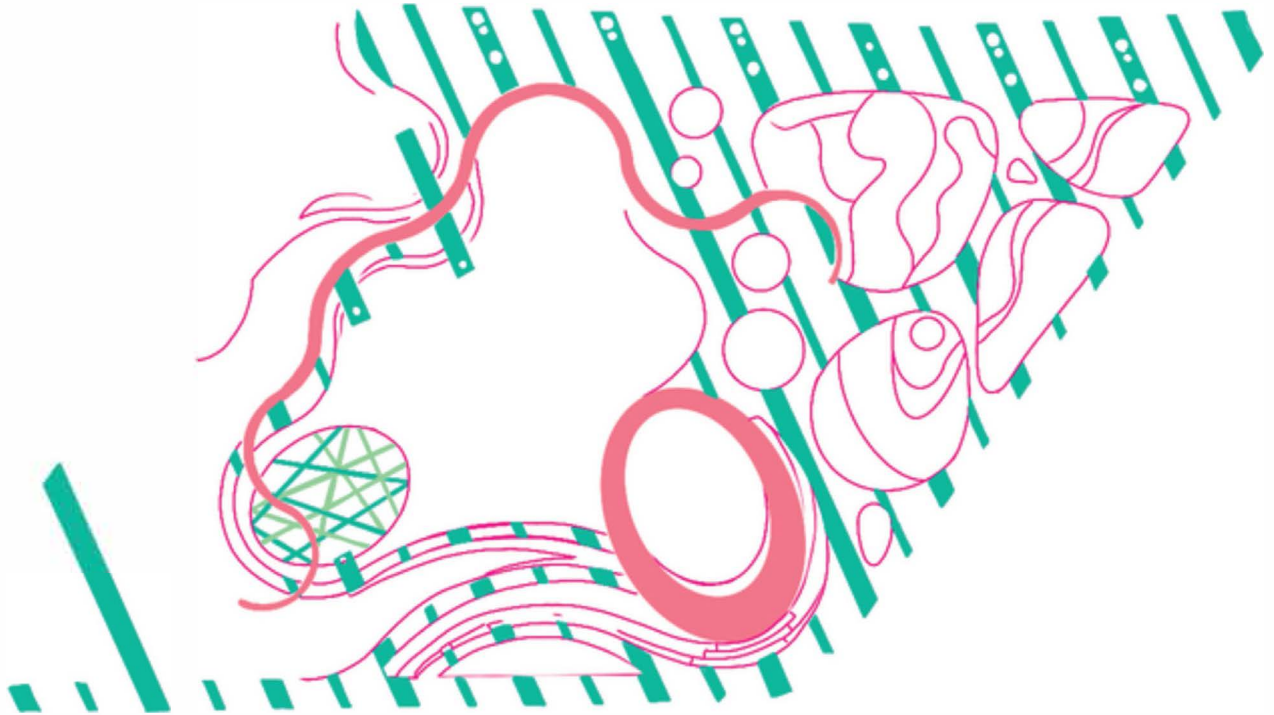
THE CURVILINEAR LINES (ORANGE) ARE MORE HEAVILY USED ON THE LEFT SIDE COMPOSITIONALLY WHILE THE BOLD, STRAIGHT LINES (BLUE) ARE PLACED MORE ON THE RIGHT. THIS CREATES A SENSE OF COMPOSITIONAL BALANCE BETWEEN ORGANIC AND STRAIGHT LINES AND SHAPES.



CONTRAST

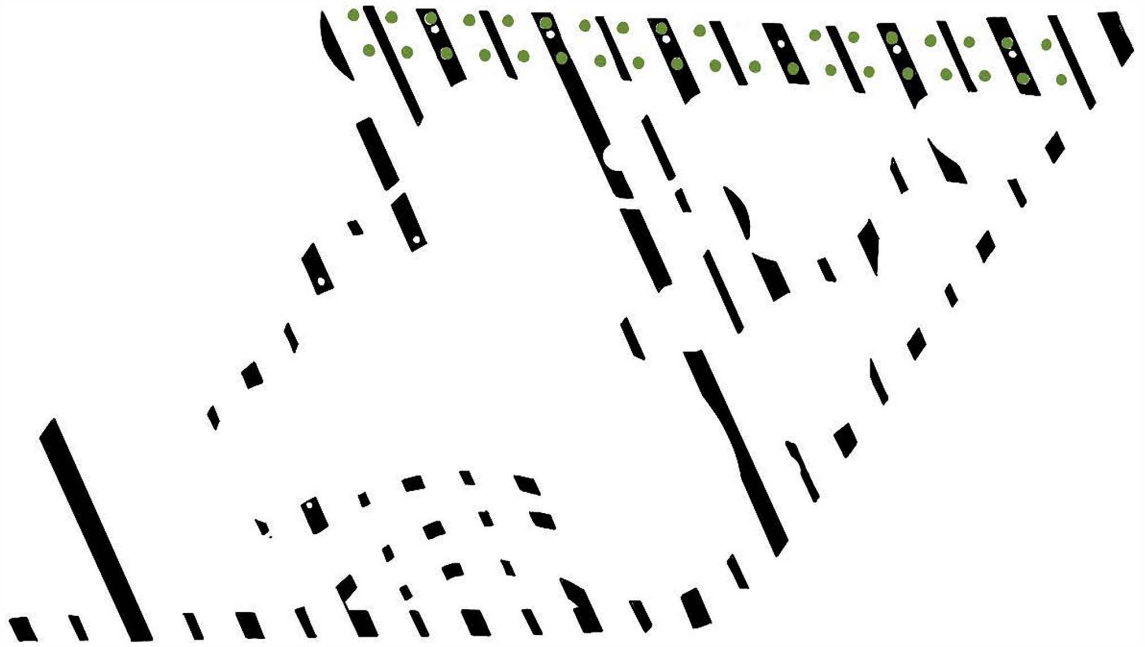


THERE IS A LARGE
CONTRAST BETWEEN
THE CURVILINEAR
DESIGN (PINK) AND THE
BOLD STRAIGHT LINES
(GREEN) WITHIN THE
PARK .

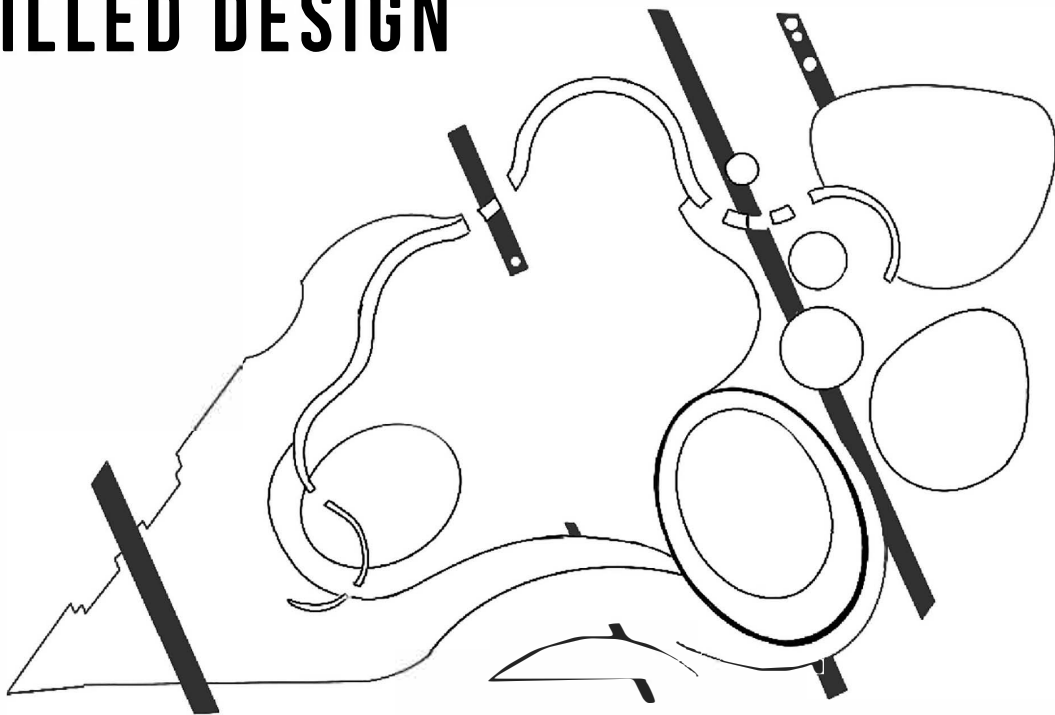


REPETITION





DISTILLED DESIGN



Ken Smith

Ken Smith Workshop

By: Kennedy Johnson

WHO and WHAT?



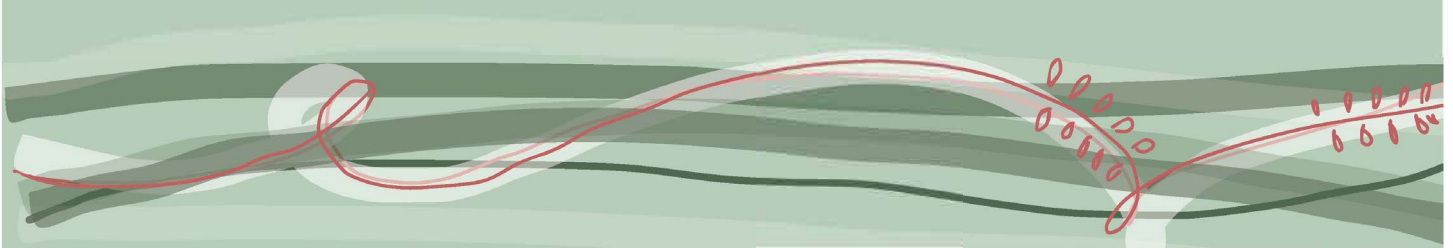
Ken Smith:

- He is a graduate of Iowa State University and the Harvard University Graduate School of Design.
- He has taught at many institutions and his work has been published widely in the popular and trade press.
- He is also a fellow in the American Society of Landscape Architects.

Ken Smith Workshop was established in 1992 in New York City by Ken Smith. This Landscape Architecture firm looks to explore the symbolic content and expressive power of landscape as an art form. Smith wants to improve the quality of urban life, and push beyond traditional landscape typologies.

Design Context: MoMA

- The Museum of Modern Art in New York City commissioned this project because they wanted to simultaneously blend in their building but also stand out.
- Some limitations were a weight limit, budget restriction, and there could not be any maintenance or irrigation. Essentially rendering this “landscape” not a real living landscape.
- Since this project is in New York City, Ken Smith Workshop had to consider the very cold climate and higher winds. Also, the purpose of this garden design was NOT for public entertainment or recreation, its soul purpose was to disguise the rooftop or the building from above viewers in taller buildings.

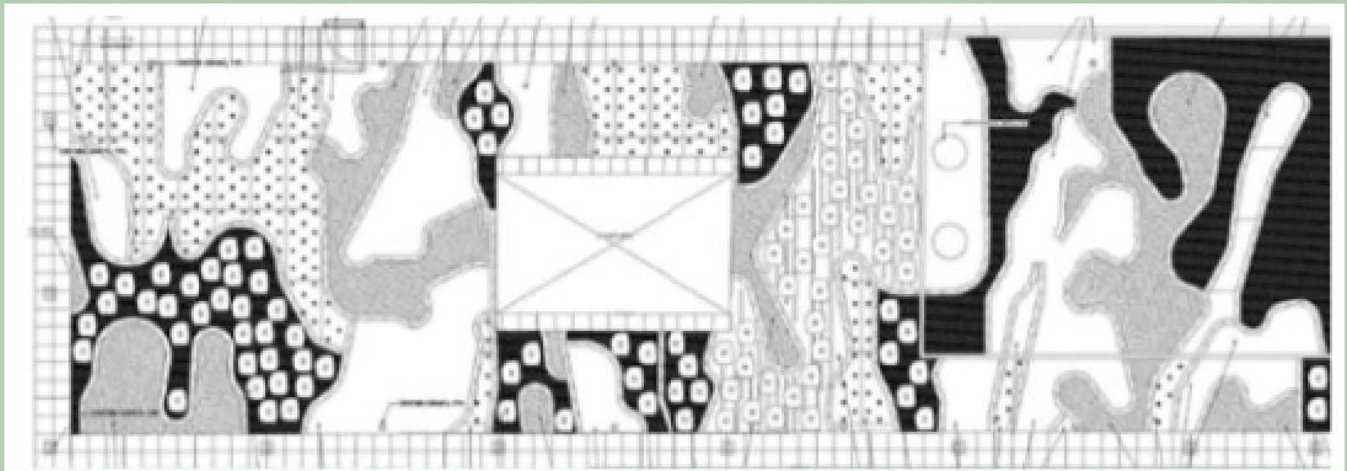


Purpose:

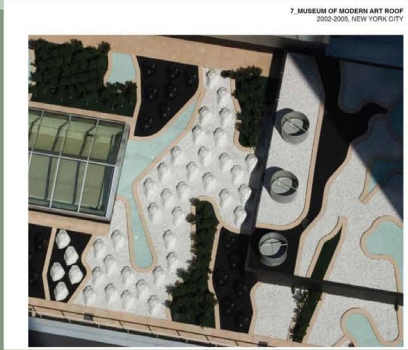
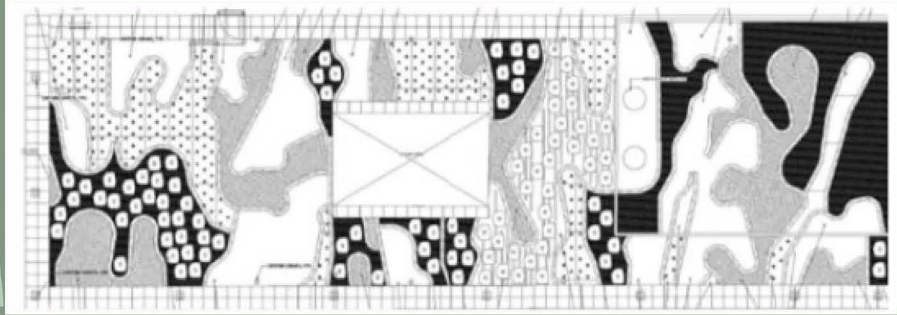
- The goal of the designers was to create a no-maintenance rooftop environment that disguised the rooftop yet still had a natural feel.
- They achieved this goal by utilizing recycled materials like rubber, crushed marble, glass, artificial boulder, and artificial boxwood shrubs. This way, the roof looks natural, but doesn't require any maintenance and will always be able to withstand the harsh New York weather.



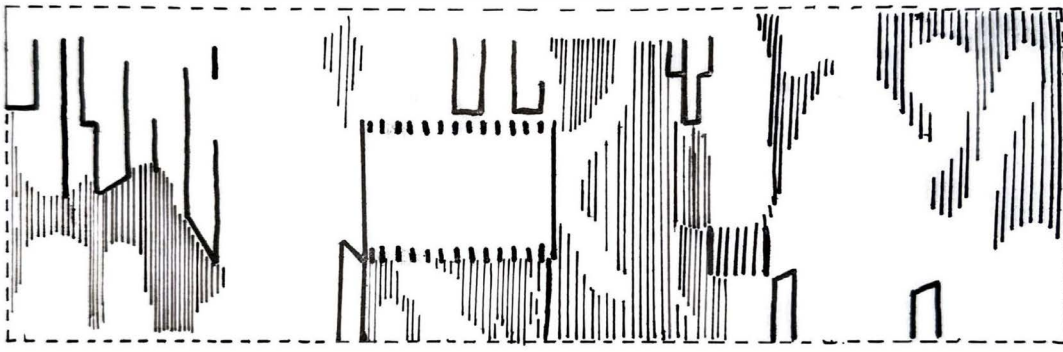
Masterplan:



Design Elements & Principles

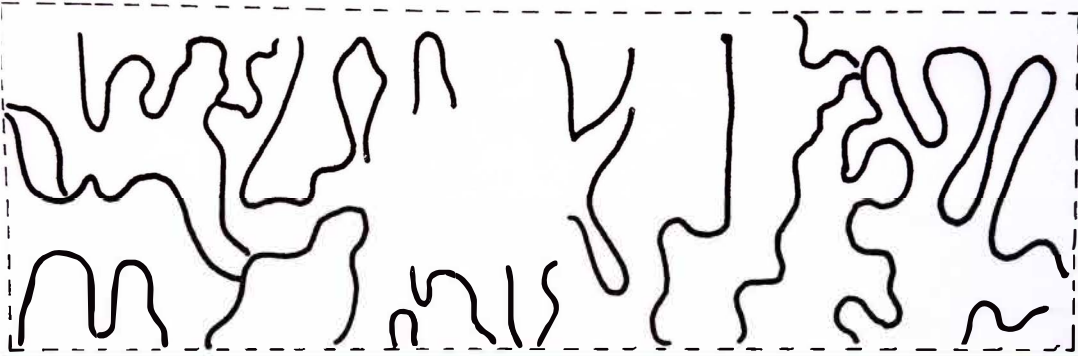


- Rhythm and Repetition
- Movement
- Contrast
- Balance



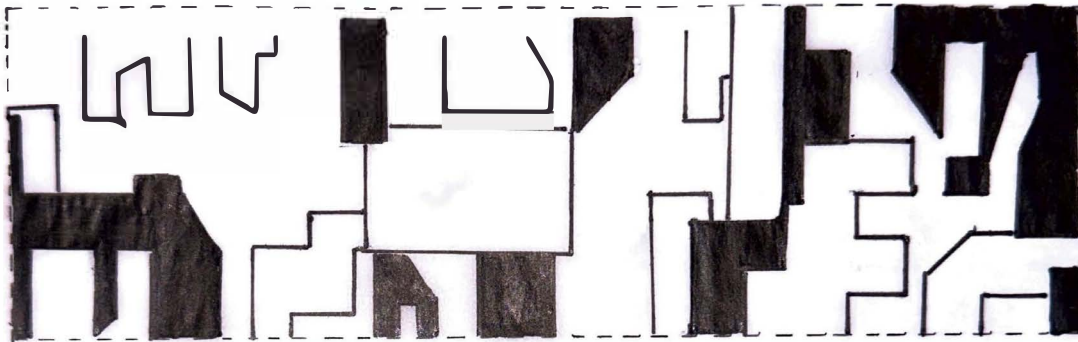
Rhythm & Repetition:

- The vertical lines draw the viewers eye throughout the landscape.
- Thicker, more apparent areas are less frequent, while more mundane, less noticeable lines are more frequent in the design.



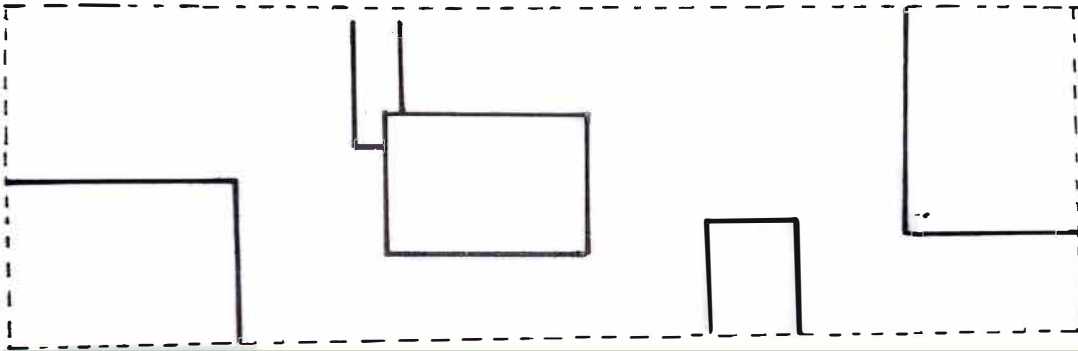
Movement:

- The organic lines create suggested paths within the landscape, creating a free flowing, natural feeling.



Contrast:

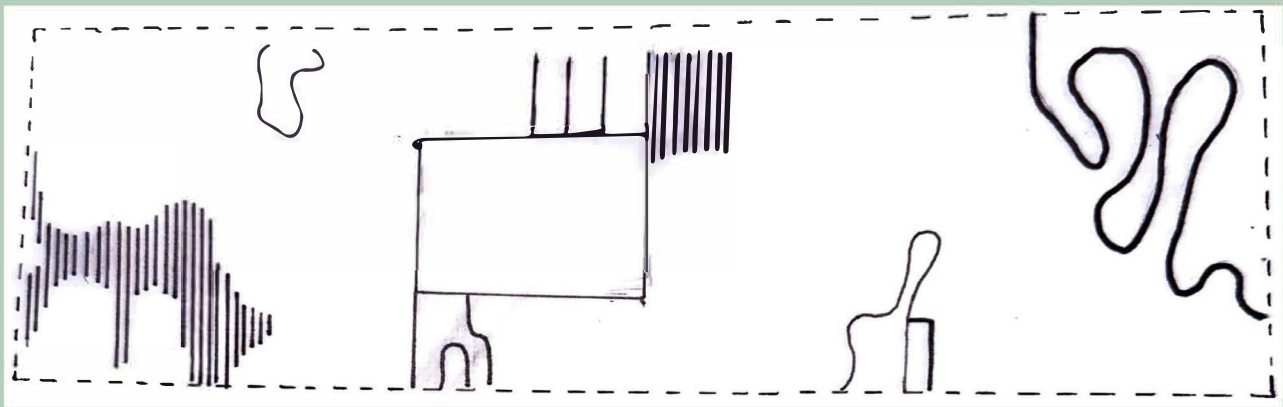
- The black rock and rubber border white marble, The opposing colors draw emphasis to the individual features of the landscape.



Balance:

- The entire rooftop includes balanced elements, larger features border the opposing corners, while smaller elements remain near the center. This creates unity.

Distilled Design:



THANK YOU