

## Press release

### **Ginkgo Landscape: the beauty of tropical gardens that infuse works of art and sculptures with a visual soul**

- This international landscape gardening studio, which operates in 6 languages, launches in Spain its disruptive vision of conceptual gardens designed around a work of art or sculpture, with a sustainable approach that adopts the principles of xero-gardening: autochthonous plants, low water consumption and little maintenance.
- Its creator, Rosa María Ceño Elie-Joseph, combines in this project her former career path; her passion for languages, travel and art; and her love of plants and landscape gardening, influences that are imprinted on her gardens together with her Spanish, Lebanese and Haitian origins.
- Its portfolio includes public and private, corporate, institutional and socially-responsible and eco-friendly green paradises in Spain, the Caribbean and South America, including the Tapis Rouge space, promoted by the American Red Cross following the Haiti earthquake in 2010; the gardens of the Canadian Embassy and of the Apostolic Nunciature to this country; and Inner Sea, in Palma de Mallorca, a garden landscape design created for the L35 Architecture Studio.

**Madrid, 2019.-** Behind each space and each object there is a story waiting in silence to be told. A story that **Ginkgo Landscape** discovers by following the path of art and observing and listening to plants and water, and which it tells us in the form of unique gardens. This **international landscape gardening studio** has just introduced in Spain its disruptive vision of **conceptual gardens created around a work of art and inspired by nature**; spaces that irradiate energy, beauty and harmony without losing sight of **sustainability**.

**Ginkgo Landscape** engages in **creative dialogues between art and gardens** that forge a bond between the human being, works of art and nature. 'I draw from the artistic piece to imagine a story and create a harmonious landscaped environment that reflects its spirit and enhances its beauty. We often see sculptures that are not in the environment they deserve to be in and which would be embellished by a well thought out garden. The creation of a conceptual garden that tells a story, captures an idea or absorbs the memory of a place to then narrate it through plant life is a groundbreaking concept in Spain,' says **Rosa María Ceño Elie-Joseph**, the *alma mater* of **Ginkgo Landscape**. Following a well-established career as a translator specialising in artistic publications, during which she started up her own translation and linguistic consulting agency in fifty languages, Rosa committed to combining her passion for languages, travel and art with her love, since childhood, of plants and garden landscaping.

All of these creative forces merge in **Ginkgo Landscape**, a studio where standard projects have no place, whether a private garden or a public space. '**I conceive designs that generate exclusive experiences through unique green spaces**,' stresses Rosa María. 'Based on the elements I have, I begin to imagine, I start playing with the association of ideas.'

The key to this bespoke approach is none other than talking to the client, whether a private individual or an institution, and getting to know their tastes, their goals and the setting the garden is to be located

in. 'It's like preparing an *haute cuisine* dish; using the immense variety of species offered by nature, bit by bit I decide on the colour combinations, the geometrical shapes, I play with the light and the aromas of the plants as well as with water, an element whose presence, in my opinion, is essential in a garden,' she highlights. The essential thing is for the **soul of the garden to prevail over everything else**.

### **Gardens that reconcile beauty, sustainability and social responsibility**

The Spanish, Lebanese and Haitian origins of Rosa María and her visits to more than 40 countries on the five continents, a pilgrimage in which she has studied their cultures and landscaping trends, leave an obvious hallmark on the creations of **Ginkgo Landscape**. These include public and private, corporate, institutional, social and eco-friendly gardens, implemented in both Spain and the Caribbean, this landscape designer's home for many years.

The common theme running through all of her projects is **inspiration in nature** and the use of **autochthonous botanical species** to shape small universes of happiness and calm in which the **five senses find their expression**: beautiful, harmonious compositions to feast your eyes on; musical trees, fountains and waterfalls that soothe us with their rhythmic sounds; evocative perfumes and fragrances, such as jasmine and orange blossom; aromatic species, citrus scents and kitchen gardens to awaken the palate; and, last but not least, the textures of moss, grass or tree bark to stimulate our sense of touch.

Whether a private or public project, all of them involve the **integration of art into urban spaces through innovative, sustainable gardens** that require low water consumption and which are not simply an ornamental element, but which contribute to reducing CO<sub>2</sub> and to regulating windchill factors. Rosa has delved deeply into this concern of hers through her **specialist training in the promotion of green cities** with urban allotments, vertical gardens and living roofs: Micro-Masters in Green Cities, Urban Greening and Agriculture, from the Polytechnic University of Madrid; Sustainable Garden Design and Maintenance programme, at the Castillo de Batres Gardening and Landscaping College (Madrid); and the Garden Design course at the English Gardening School (London).

This concept has been captured in projects such as **Inner Sea**, gardens for the prestigious **L35 Architecture Studio** in a residential area in Palma de Mallorca. This tropical Mediterranean garden uses autochthonous or naturalised plants from the island, provided by **local vendors**, and adopts the principles of xero-gardening: low water consumption and little maintenance. Nevertheless, this concept is not in any way at odds with creating a space that is visually appealing, harmonious and intense, thanks to the colour and exuberance of the flowers of the silk tree or of the bougainvillea. Its design, the verticality and horizontality provided by the plants and the location of each variety ensure that the windchill factor drops in summer and rises in winter.

### **Green, socially responsible paradises**

The **social function** of gardens is very present in the creations of **Ginkgo Landscape**, aware of their contribution to neighbourly relations and personal happiness, because we all thrive on beauty. A notable example is the **Tapis Rouge** public garden, promoted in Haiti by the American Red Cross following the 2010 earthquake that devastated the island. The **architecture** studio projected a multifunctional space where the community could meet and do sport, without forgetting the artistic expression reflected in the murals created by local artists. **Ginkgo Landscape's** challenge was to conceive a green space, to find a combination of plants that, on the one hand, would provide shade for an open-air amphitheatre and, on the other, offer, on its terraces, a harmony of colours and textures. Acacias, flamboyant trees and heat tolerant green varieties achieved this effect.

We also find this social dimension in the **garden of the Apostolic Nunciature of Port-au-Prince**, with its marked environmental friendliness. It features more than 140 botanical species, including orchids, bromeliads and tropical palm trees, forests containing large trees, such as mahogany, with coffee shrubs under their branches, and a rose garden where varieties from across the globe are planted. Through this project, a **sponsorship initiative was started up for more than 600 trees**, whose takings funded social projects implemented by the Nunciature targeted at alleviating the devastating effects of hurricane Matthew on the island in 2016.

In **Ginkgo Landscape's** philosophy, the institutional is not at loggerheads with beauty, quite the contrary. This is reflected in examples such as the **gardens of the headquarters of the Canadian Embassy in Port-au-Prince**, Haiti, and the remodelling of the gardens of the Official Residence. The studio designed 12 gardens paying tribute to the bond between Haiti and Canada, where colours, shapes and plants reflect the cooperation between both countries: the Canadian flag flies above three tropical palm trees that extend over Haitian typical red marshmallow plants and which, in turn, rest on a maple leaf cut into the lawn and covered with reddish pine bark, in reference to the national emblem and colour.

These initiatives join a long list of creations, such as **The White Night**, the garden of the former Swedish Embassy in Madrid and today a private residence, the gardens of the American and Swiss Embassies in Haiti, and the private gardens in St. Marc and Morne Calvaire, also in this country. Likewise, the studio has completed several projects in Spain in collaboration with art galleries: **The Colours of the Soul**, for the **Senda-Lab 36 Gallery**; and **The Garden of Eden** and **The Endless Forest**, masterminded in conjunction with **Blanca Soto Arte Gallery**. The latter project was presented at the **Affordable Art Fair of Milan in 2019**.

### **About Ginkgo Landscape**

**Ginkgo Landscape** is an international landscape gardening studio directed by **Rosa M. Ceño Elie-Joseph**, which is engaged in creating conceptual, innovative gardens conceived from an artistic perspective. It takes its inspiration from nature to design spaces filled with energy, beauty and harmony. The Mediterranean-tropical style present in its environmental projects, both corporate and private, entails the use of autochthonous botanical species. The atmosphere and the history of the sites are the starting point for interpreting the most eye-catching projects, in which each space hides a story that justifies its existence.

After ten years at the helm of Art in Translation, the linguistic consultant specialising in the translation of art publications, **Rosa M. Ceño Elie-Joseph**, decided to create beauty by replacing 'words' with 'plants'. For this reason, it is easy to understand why customer communication at the **Ginkgo Landscape** studio is carried out in Spanish, English, French, German, Italian and Creole. Languages coupled with visual communication, in which gardens with soul evoke the Spanish, Lebanese and Haitian origins of their creator. A woman who seeks and finds her inspiration in books, music and in the classical gardens she has visited on her travels to more than forty countries: from Greece to Italy, and Japan, including Mexico, Guatemala, Tunisia and Morocco.

Further information on her website **[www.ginkgolandscape.com](http://www.ginkgolandscape.com)** and in her Instagram, LinkedIn and Facebook profiles.

**Head of Press:** Eulalia Ortega Cerón. La Comunicación 365. [www.lacomunicacion365.com](http://www.lacomunicacion365.com)