

## PRESS RELEASE

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### **‘Green Dream’ and ‘Circl’ win ELCA Trend Award 2018**

The international professional judges committee has decided to pick two Dutch projects as the richly deserved joint winners of the ELCA Trend Award 2018 from the four nominees, all of which were Dutch projects. The winners were announced at the festive award ceremony at the international GaLaBau trade fair in Nuremberg, Germany, on Wednesday 12 September. The joint winners are ‘Circl’, developed by the landscaping company Donkergroen on behalf of ABN AMRO Bank in Amsterdam, and ‘Green Dream’, developed by the designer Iverna Zaalberg and the gardening and landscaping company Herman Vaessen Tuin Boom Groen on behalf of Geelen Counterflow in Haelen (Dutch province of Limburg).

The ELCA Trend Award is presented every two years to a project that meets the highest professional standards in the landscaping sector. Special attention is given to the aspects of sustainability and maintenance. The international professional judges committee visited the four projects personally in July this year and mainly looked at whether the landscaping professionals had achieved advancements on these aspects. In addition, the judges committee assessed the development of the project, its quality, how trendsetting the project is, and whether it can serve as an example for innovation in the sector.

#### **Trendsetting**

Four Dutch projects were nominated for this prestigious award. “It is a unique opportunity for our member companies to raise the profile of their sustainable projects,” says Egbert Roozen, director of Branchevereniging VHG, the organisation that represents the interest of Dutch entrepreneurs in the landscaping sector. “It will also enable the Netherlands to raise its profile as a trendsetter in the landscaping sector in Europe.”

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#### **Nominees**

- De Groenzoom - BTL: nature and recreation area of 560 hectares in a highly urbanised environment
- Circl - Donkergroen: 100% circular public (roof) garden in the Amsterdam business district
- Green Dream - Herman Vaessen Tuin Boom Groen & Natuur dicht bij huis: ecological company garden

- De Knoop redevelopment project - Koninklijke Ginkel Groep: functional greenery in and around a former barracks that has been redeveloped into a government office building in combination with a circular pavilion

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## Two winners

The judges committee picked both 'Green Dream' and 'Circl' as winners. These two projects are very different and equally convincing, both conceptually and in terms of architectural engineering and planting. This year, the judges committee decided to present the award to two projects because both projects are excellent examples of 'building with greenery' in terms of concept as well as development. "We need such examples", says host Lutze von Wurmb, chair of the German association for entrepreneurs in the landscaping sector (Bundesverband Garten-, Landschafts- und Sportplatzbau).

### Circl

'Circl', developed on behalf of ABN AMRO Bank, is a pavilion in the densely populated south of Amsterdam. Here, the company Donkergroen from the town of Sneek has developed a 100% circular public (roof) garden. "A very successful landscaping project that is 100% recyclable, renewable and developed with respect for nature. The goal of offering the bank's employees a garden with workstations has been fantastically integrated into the overall concept," commented the judges committee in its report.

### Green Dream

'Green Dream' is an ecological company garden in Haelen, Limburg. The jury praised the office of Geelen Counterflow as one of the most sustainable office buildings worldwide. The office garden focuses on the experience of nature and biodiversity. "A fantastic example of a natural and well thought-out office garden design," commented the judges in their report. "In particular, the modern building elements have been very successfully integrated into the green surroundings. At the same time, an aesthetically very attractive garden has been created."

### International professional jury

The jury consisted of Emmanuel Mony (Chair, France), Neil Huck (United Kingdom), Lutze von Wurmb (Germany), Henrik Bos (Finland), Rien van der Spek (Chair of VHG, Netherlands) and Robert Smid (Vice-Chair of VHG, Netherlands).

Photo 1. [project] Green Dream, Geelen Counterflow Haelen, design: Iverna Zaalberg (Natuur bij huis), development: Herman Vaessen Tuin Boom Groen, Maasbree

Photo 2. [project] Circl Amsterdam, ABN AMRO Bank, design and development: Donkergroen, Sneek

Photo 3. [press photo of Award presentation/group photo]