

How to Capture Luxury with Outdoor Design

Outdoor living has become the fastest growing trend in upscale home design
by Ryan Hughes

Outdoor living is the fastest growing trend in luxury home design. The integration of landscapes, hardscapes, and outdoor design into the creation of one-of-a-kind exterior is exploding.

As with any project, planning is key. Whether simple landscaping or infinity pools, outdoor space planning requires considering the reality of the space, desired use, and overall outdoor living goals. The personalization of the plan can draw upon individual style and inspiration from life experiences, heritage or vacation travels.

Outdoor spaces today may also represent a global perspective and take inspiration from international trends and lifestyles. Cultural experiences and architectural influences can create a diversity of style. These experiences often become a driving force in the creation of one-of-a-kind outdoor living spaces.

The design philosophy I strive to follow is defined as capturing and

creating "Aesthetics of Space." With this philosophy, the homeowner's design vision and our team's knowledge and expertise come together to create personal outdoor spaces that are exciting, comfortable, safe and long lasting. The classic design principles of proportion and balance and expert space planning within each project can create exterior that are not only beautiful but also deliver proven functionality.

For our team, the design process begins with learning about each client's style preferences and vision for the use of the outdoor living space. This reflective phase should be included in any exterior project whether by the homeowner or with a professional. We spend a lot of time listening and creating a comprehensive planning outline to bring together the desired elements that work within the space and accomplish outdoor living goals.

An example of our desire to respond to specific client requests is illustrated in the fire and water wall outdoor room design designed per our client's desire for an over-the-top outdoor living space. The space was



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designed as an outdoor room theme space including a television, fire feature, water feature, lighting behind the television for a warm glow. The space actually showed how a planter with green plants located at the base of the wall.

The goal of this project was relaxing, entertaining, social, investment and fun for the outdoor space. It was built to be the ultimate outdoor retreat. Even the seating was meant to accommodate a large number with the spring breakers as well as the evening crowd. All this is contained and tucked into 1,000.

In creating an outdoor design, responding to the overall vision that allowed a strategy for success. Whether you're a homeowner, the use of multiple owner-focused elements within a outdoor space could include and create greater overall appeal. Some features to include relaxing pools, fire pits or rock beds, there are numerous solutions that can be used to help outdoor spaces to enhance elements in nature.

Exterior projects are more greatly in scope. For many, the plan and end with the landscape, hardscape or landscape. For others, putting together

final plans or other items, exterior design can be crafted to accommodate design with styles from contemporary to old world, traditional to rural chic. Changing up the design scheme in some manner also can provide a unique feel for the outdoor space.

The creation of outdoor rooms is trending in outdoor design today. From simple fire landscaping to a project to the construction of one-of-a-kind structures such as pergolas, screens, or full kitchens—the sky can be the limit with outdoor rooms.

Another growing trend includes the addition of better technology from performance fabrics to digital landscaping and beyond. By incorporating the latest in outdoor outdoor elements, unique materials, trending color and smart choices, one-of-a-kind outdoor areas can be created. Fire walls, fire pits and the joys of all stars and stars are extremely popular some outdoor living and more to add warmth to any outdoor space.

For projects beyond the scope of the homeowner, the use of a professional design build firm or landscape architect is recommended. Being team oriented with outdoor spaces as well as space planning or knowledge of industry standards can require the expertise a professional can provide. By being active within industry organizations and attending national and international trade shows, professionals can stay on top of the latest in what is happening in this category.

If it is an exciting time to explore living, a combination of technical knowledge and creative genius can be the answer to "how to" successfully capture the essence this industry holds. ■

In creating an outdoor design, capitalizing on the natural elements that abound is a strategy for success

The entire outdoor design with the addition of outdoor technology and accessories may be the goal. In today's outdoor living category, there are no more options from lighting to outdoor rugs, from outdoor kitchens to the very popular outdoor kitchen elements. Outdoor areas are more a long way from being a table and four chairs.

Whether designing landscapes or relaxing, social, entertaining, creating



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