

HØERR SCHAUDT

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Hoerr Schaudt Merger Cements Chicago as Midwest Capital for Landscape Architecture *Powerhouse Firm Will Better Compete for Big National Projects*

CHICAGO – Former rivals Douglas Hoerr and Peter Lindsay Schaudt announced today that they have joined forces to form Hoerr Schaudt Landscape Architects, LLC – fortifying their role as Midwest leaders and creating a firm that will compete for major, distinctive projects around the country.

“For more than 15 years we’ve competed for the best landscape architecture projects, and now we’ve created a firm that will leverage our reach and talents,” said Douglas Hoerr. “We’re excited about the improved service we can give to our core base of Midwestern residential, municipal, commercial and campus clients. At the same time, we can pursue select projects from Martha’s Vineyard to Napa Valley, from Florida to Michigan. We will be a one-stop shop for everything from large campuses to high-end residential gardens.”

The combined firm – with 40 full-time professionals – will be the largest landscape architecture firm in Chicago and will continue to build Chicago’s reputation as one of the greenest and most beautiful garden cities in the world. The firm will be located on the top floor of 850 W. Jackson Blvd., where architects will collaborate in an “open studio” work environment brightened by a massive skylight.

“We each have unique abilities and by joining forces we have created something greater,” said Peter Schaudt. “We both have built our businesses here since the early 1990s and we’ve benefited from Mayor Richard M. Daley’s passion for green space and natural beauty along the lakefront and around the city.”

Hoerr and Schaudt merge at a time when developers are increasingly interested in partnering with landscape architects and Americans are increasingly committed to urban greening and environmentally beneficial projects and solutions.

Over the last two decades Hoerr and Schaudt, through their work and vision, have literally changed Chicago’s built landscape, including award-winning projects such as:

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- The Michigan Avenue Streetscape (Hoerr) – Starting in 1993, the creation of raised medians with huge flowering plants along the Magnificent Mile, creating a magical experience for pedestrians.
- North Burnham Park/New Stadium at Soldier Field Redevelopment (Schaudt) – The enhancement of Chicago’s lakefront by adding 17 acres of parkland, and using innovative green roof techniques over the north underground parking lot.
- Garfield Park Conservatory City Garden (Hoerr) – Creating a 12-acre urban garden celebrating Jens Jensen’s 20th century garden through a series of interlocking ovals; views in and out of the garden open a conversation between nature and the city surrounding it.
- IIT Campus Landscape (Schaudt) – An eight-year effort to beautify and rejuvenate the West Loop campus through six separate projects, including the creation of a new, forested boulevard along five blocks of State Street.
- North Park University Landscape Master Plan (Hoerr) – An eight-year transformation of the century-old school into a lush, unified campus with a distinct personality.
- Bank of America Stadium’s “Ring of Green” (Schaudt) – The NFL’s first stadium in a park, the Carolina Panther’s stadium in Charlotte, NC has a park-like landscape with over 100 live oak trees.
- Residential gardens (Hoerr) for country estates, modern urban rooftops, and intimate courtyards from New England to California that are designed in collaboration with leading architects, including Robert A. M. Stern, Hugh Newel Jacobsen, and Booth Hansen Associates.
- Nathan Phillips Square (Schaudt) – The result of an international competition, the redesign of Toronto’s premiere events landmark creates a robust landscape that is both economically and ecologically sustainable.

“Hoerr and Schaudt are two landscape architects that I have worked with and admire,” said Ralph Johnson, FAIA, principal of Perkins + Will Architects, “and this merger can only strengthen their ability to continue to produce creative and significant work into the future.”

“We are not the landscape architecture firm that uses the same recipe again and again just because it worked well the first time. Clients come to us knowing we will design something really outstanding that is specific to their needs.” said Hoerr, who earned a Bachelor of Landscape Architecture from Purdue

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University. “We work on projects that make a difference, public and private landscapes that create excitement. We’re interested in one-of-a-kind projects, not cookie cutters.”

Though both Midwesterners, the pair bring different styles and approaches to landscape architecture and design. Schaudt brings an academic, conceptual approach to design while Hoerr is an intuitive, in-the-field innovator.

Both are leaders in Chicago’s urban greening movement. Hoerr, who designed the first green roof along Michigan Avenue for the Apple Store, is currently Chair of Mayor Richard Daley’s Green Roof Committee, which establishes criteria and guidelines for the current green roof matrix. Schaudt’s designs for the green roof at Soldier Field won national accolades. “Landscape architecture is inherently about sustainability,” says Schaudt, “we are land stewards.”

Schaudt, who earned a Masters of Landscape Architecture from Harvard University, said he is proud of the work he and Hoerr have done to help beautify the region and attract more visitors. “Without the greening of Chicago over the last 15 years, Chicago wouldn’t be in the running for the 2016 Olympic Games,” Schaudt said. “But now if the Olympic Committee visits Chicago in the summer, they will be taken away by our natural beauty.” Schaudt dedicated hours of time *pro bono* in collaboration with architect Ben Wood, Goettsch Partners, and Skidmore Owings and Merrill (SOM) on the design of the proposed Olympic Stadium in Washington Park and the Olympic Field hockey venue in Jackson Park.

Beyond aesthetics, Hoerr said it has been proven that beautifully landscaped retail space will earn, on average, 10-12 percent more than an average space. And with the increasing demand for greener, more environmentally friendly environments, Hoerr and Schaudt say developers and structural architects are now partnering with landscape architects at the start of a project, not as an add-on at the end.

“If you want to create a ‘wow’ project, the landscape architecture needs to be integrated into the design from the beginning,” Hoerr said. “This is a great time to be a landscape architect. All the trends are pointing our way. Now we just need more quality college programs with landscape architecture degrees and graduates who can do great work.”

Gardening is, after all, Americans’ stated favorite outside activity, and has been for 15 years. “We’d like to think 100 years from now that our projects will still be making an impression,” Schaudt said. “Urban people want a garden experience, whether it is a roof or a courtyard. We also need more green spaces and urban forestry to shade hot spots in the city.”

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Both Fellows of the American Society of Landscape Architects, Hoerr and Schaudt between them have earned dozens of national honors and awards.

Hoerr Schaudt Landscape Architects, LLC is a firm of award-winning landscape architects based in Chicago. Recognized nationally for the design of iconic Chicago spaces that include the Magnificent Mile, Soldier Field, Daley Plaza, Wrigley Field, the campus of the Illinois Institute of Technology, and the City Garden at Garfield Park Conservatory, the firm designs public and private gardens, streetscapes, campuses and commercial landscapes from coast to coast. More information is available at www.hoerschaudt.com.

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