

PRESS RELEASE



Dateline 06 April 2014 / For immediate release
Company TerraVerde LLC
No Words 602

Subject

TerraVerde Scoops Top Honours at Inaugural Dubai International Garden Competition

Some of the Judges comments, including “this is really a work of art” “stunning” and “this would be gold at Chelsea” provided an indication of the calibre of TerraVerde’s entry to this new competition on the Dubai annual calendar. TerraVerde has been awarded “Best Large Size Garden” and “Best of Show” for a bold and innovative design by Nehme Moujaess, the company’s Managing Director.

Commenting on TerraVerde’s success, Moujaess said: “I am absolutely delighted by the accomplishment of the team and our company as a whole. I am extremely proud of the commitment and effort everyone has contributed to our winning garden. This success means a lot to us and we are all going to celebrate.”

Business Development Director Katie Hilal commented: “Winning these awards is important to us. Being recognised and respected by judges of the highest international standing acts as a barometer of how good we are. Not only has TerraVerde won today, so has Dubai. Our ability to compete successfully at the highest level reflects positively on our profession and our clients by adding value to the gardens we have created for them”.

Explaining the inspiration for the garden Moujaess said: “As it is the very first Dubai International Garden Competition, we wanted to create something really special and feature a piece of Dubai’s history in our entry. Having explored Dubai’s heritage, we chose to create our design around Pearls, which are strategically placed throughout the space. We did not want to be traditional in our approach and decided to also inject some of the glamour of modern day Dubai into our design”.

Commenting on the planting, he explained: “We emphasised the use of Palmaceae plants as they are indicative to the style of our garden and perfect for the overall look we were trying to achieve, which was to reflect Emirati heritage in a modern context. The flowering scrubs provide an injection of colour in an otherwise lush green landscape. We paid special attention to the use of plants and with differing shades of green and avoided using annual flowering plants to create a self-sustainable garden that requires low maintenance”.

When discussing the hard-scape he said: “Our garden was designed to be a space with no boundaries to conjure a feeling of freedom and peace with an endless openness together with minimalist touches that create an air of serene sophistication. It employs an array of different materials in the hard landscaping for example, grey stone slabs interspersed with white marble chips in the walkways, the planters are built with red Meranti wood painted in a taupe colour incorporating stainless steel strips. The grey decking area is modern but has warmth, which is accentuated by a fire feature within the



seating area. The decking material is Duralife composite wood made from recycled material and is environmentally friendly and needs no maintenance.

It also incorporates modern interpretations of Arabian culture for example, panels and columns of Mashrabiya made from stainless steel, seating areas include a large pearl day bed and a modern bench incorporating a fire feature, two water features; one a reflective pool of grey stainless steel mosaic's with a pearl at the centre; and the other with four water jets streaming onto a bed of marble pearls. In addition, cut slabs of Tint Mint sandstone were placed amongst the plantation to symbolize the ongoing development of Dubai and to suggest there is more to come".

Concluding, Moujaess commented: "This win has set a benchmark for next year's event, which we look forward to being a part of."

-:End:-

TerraVerde in brief:

- Multi-award winning landscaping company
- Co-founded in 2004 by Nehme Moujaess
- Highly experienced management team with over 400 fulltime employees
- Offices and operations in Dubai and Abu Dhabi
- Specialised in creation of bespoke landscapes
- Established an exclusive interior design division in 2013
- Core services offered:
 - Landscaping
 - Swimming Pools & Water Features
 - Lighting
 - Construction
 - Interior design

For more information contact katie@terraverde.ae

High resolution images available at: <https://www.dropbox.com/sh/12ic5s87x08nd82/wBSXG-euiT?n=122993626>