

Conceptual Overview of an Oudolf Garden on Belle Isle

"I am coming to Detroit to make a garden." "This is the most natural location for one of my public gardens." –Piet Oudolf, today's foremost designer of public gardens

Piet Oudolf's public gardens transform people and places and he has committed to creating one of his transformative, living pieces of art in Detroit on Belle Isle, a favorite and meaningful gathering place for Detroiters, residents of Southeast Michigan and visitors to the region.

Piet Oudolf has changed the way we create and interact with public gardens. His gardens, designed for year-round enjoyment, use an inspired and environmentally conscious mix of native and other hearty perennial plants. Each garden is unique and created to be location and site specific yet each touches people on both a personal and collective level. His public gardens in the United States include Chicago's Lurie Garden that attracts 10 million visitors a year and New York City's High Line that has become one of the most acclaimed and visited garden/green projects in the world today. The landscape architect for the not yet open Delaware Botanic Gardens, where Oudolf is creating a meadow garden, said if they could attract Piet Oudolf to Delaware they would have "people coming to see it who don't even know what Delaware is."

We fell in love with Piet's work and he has fallen in love with Detroit. In fact, the way we attracted him to come was by sending him a love letter from Detroit to his home in The Netherlands. With your help, Detroit will have one of his very best public gardens in the world. We cannot think of anyone whose work and persona is a better fit for Detroit at this time than Piet Oudolf.

Project Overview:

Oudolf has created a master design for a 1.8 to 2.6 Acre garden depending on final garden configuration to be installed in front of the Nancy Brown Peace Carillon on Belle Isle. The total project will be between \$3 to \$4 million: \$150,000 for design; \$1.5 million to \$1.7 million for garden installation and \$1.75 million to \$2.2 million for the endowment to perpetually maintain the garden. Plants for a Late Summer 2019 installation need be ordered this fall to be grown specifically for this garden site. We have raised the money for the design and secured just under \$2 million in additional donations and pledges for the installation. We are raising the money for the installation and endowment simultaneously.

We have a robust and growing following in Detroit and the region and a talented core team leading the project. To date the largest audience for a single showing of the documentary film about Piet Oudolf was the sold-out show on January 4, 2018 at the DIA in Detroit. More than 50 people have already volunteered to help plant the garden next year and others are helping us put together educational programs that will support the garden, explore career pathways in the green industry and help to spread this style of garden to Detroit neighborhoods too.



Oudolf Garden Detroit

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Oudolf Garden Detroit is an all-volunteer group operating under the Belle Isle Conservancy, a 501(c)(3) non-profit organization.
 300 River Place Drive, Suite 2800 Detroit, MI 48207 | info@oudolfgardendetroit.org | 313-209-6389



Who is Piet Oudolf?

Piet Oudolf, who is based in the Netherlands, is the number one public garden designer in the world today. He is the genius behind the Lurie Garden in Chicago and the High Line in New York. He is also a best-selling author of nine books and is recognized for his plant knowledge and artistry and for creating compelling gardens that are open year-round.

How big will this garden be?

Depending on the final configuration, the garden itself will be just under two acres including garden paths, seating and observation mounds sprinkled throughout the beds. It will be accessible to those with limited mobility and can accommodate strollers and wheelchairs.

Where will it be located?

The garden will be installed on the green turf in front of the Nancy Brown Peace Carillon on Belle Isle, the park whose design was first envisioned by Frederick Law Olmsted. The site is anchored by the Anna Scripps Whitcomb Conservatory to the east; the Remick Band Shell to the west; and the US and Canadian peace monument to the north with the picnic area across the road.

How much will it cost?

The overall total for the garden including its design, plants, installation and perpetual maintenance will be between \$3 million and \$4 million. Oudolf will only design and install public gardens if there is an endowment to cover yearly maintenance costs, estimate to be around \$85,000 per year.

How will this garden impact Belle Isle, Detroit and the region?

Oudolf's public gardens are artistic masterpieces that have a big cultural, environmental and economic impact. His gardens draw visitors from near and far and have a green halo affect in the areas fortunate enough to have one. For instance, his Lurie Garden in Chicago's Millennium Park attracts 10 million visitors a year. In Millennium the average visitor is between 35-64 in age and spends \$122.50 per person per day on food, beverage, and merchandise when in the Grant Park complex. The park contributes \$257 million of annual indirect economic impact to Chicago and \$6 million in annual sales tax revenue for the city. Though small in scale compared to some other projects, this garden will have an outsized effect in terms of engagement and economic return.

How did Detroit attract Piet Oudolf?

Impressed by his work and believing it to be a great fit for Belle Isle and the city, the Garden Club of Michigan (GCM) mailed Piet Oudolf a "love letter from Detroit" in late 2016. In early April 2017 he came to Detroit for the first time and identified the Belle Isle site for his first Detroit garden. GCM raised the money for the design commission and worked with the DNR and the Belle Isle Conservancy (BIC) to secure the garden site. As the project moved into the installation phase, the fiscal sponsorship of Oudolf Garden Detroit has transferred from GCM to the Belle Isle Conservancy. The Community Foundation for Southeast Michigan will serve as the fiscal sponsor for the garden's endowment.

How is the Michigan DNR involved with the garden?

Since the Michigan DNR currently runs Belle Isle as a state park, we went through a public approval process for the proposed garden. Understanding what a world-class attraction a Piet Oudolf garden would be, Michigan DNR Director Keith Creagh told Piet in April 2017, "We want you on Belle Isle." We have a signed agreement with the DNR for this garden to be designed, installed and maintained on this site as long as funding is secured. Beginning in 2019, there will be no Belle

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Isle Grand Prix grandstand erected on the site. It will be secured and ready for the installation of the garden.

What is the time frame for the garden's installation?

The plants for the garden need to be ordered in September 2018 in order to begin planting in August and September 2019. We need to have raised much of the money for the installation by the end of this summer to pay for the plants. In 2018, we are focused on raising the money for the garden, finalizing Piet's garden design and plant plan, and ordering the plants. In 2019 the garden will be installed. At that time, we need to have an approximate \$2 million endowment in place to maintain the garden in perpetuity.

What kind of plants will be used?

Piet favors regional natives as well as other hardy, well-behaved perennials, grasses and bulbs. He is a renowned plantsman and former nursery owner and does not use invasive plants. Oudolf plantings are all about harmony, spontaneity, sustainability and durability year after year. Piet is renowned as a leader of the "Dutch wave" style of plant-centric, naturalistic perennial gardening. His gardens attract numerous birds, insects, butterflies and pollinators (and people too!).

How will the garden be maintained?

Oudolf and his friend Roy Diblik believe in sustainable gardening practices emphasizing 'right plant, right place' and healthy soil. An annual garden cut-down is accomplished with a large mulching mower that in turn provides living mulch on the garden beds. This is done in late winter just before the first signs of spring growth, and allows for our garden to be open and exciting year-round. His public gardens have a paid head gardener or lead horticulturist who oversees the maintenance along with part time help and volunteers. Oudolf visits all his public gardens regularly to check in and make any needed adjustments.

What community engagement and volunteer opportunities will be associated with the garden?

To succeed, this garden project needs volunteers as well as feedback and engagement with the community. There will be events, workshops and planting opportunities associated with Oudolf Garden Detroit. Please visit our website at oudolfgardendetroit.org and fill in the Volunteer form.

How can I donate to the garden?

You can donate via PayPal online at www.oudolfgardendetroit.org/donate or you can mail a check made out to BIC/Oudolf Garden Detroit and mail to Oudolf Garden Detroit c/o BIC at 300 River Place Drive, Suite 2800, Detroit, MI 48207.

Is my donation tax deductible?

Yes. The Belle Isle Conservancy is a 501(c)(3) and is serving as the fiscal sponsor for Oudolf Garden Detroit during the project's installation phase.

How do I stay updated about the garden?

We are happy to add you to our information list – fill out the newsletter form on the website <https://oudolfgardendetroit.org> and follow us on Facebook at <https://fb.me/OudolfGardenDetroit/> and Instagram at <https://instagram.com/OudolfGardenDetroit/>.

My business works in the green industry. How can I get involved?

Please share your interest or ideas with us via our website or email us at info@oudolfgardendetroit.org.

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What is Oudolf Garden Detroit?

Oudolf Garden Detroit is an all-volunteer group dedicated to placing and maintaining a Piet Oudolf designed garden on Belle Isle in Detroit. The Belle Isle Conservancy, a 501(c)(3) dedicated to improving Belle Isle for the people of southeast Michigan and its visitors, serves as the fiscal sponsor for Oudolf Garden Detroit. Piet Oudolf is the internationally renowned Dutch garden designer and horticulturist who created the High Line in New York City and the Lurie Garden in Chicago. His public gardens transform people and places.

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piet oudolf

PRELIMINARY MASTER DESIGN

Oudolf Garden Detroit





Ways to support to Oudolf Garden Detroit

Volunteer for the Garden:

To Help us make this Oudolf Garden Detroit come to Life

Online: www.oudolfgardendetroit.org

Plant the Garden:

To Contribute to the Installation of the Oudolf Garden on Belle Isle.

Online: www.oudolfgardendetroit.org or

<https://www.belleisleconservancy.org/piet-oudolf>

By Mail:

Make checks payable to BIC/Oudolf Garden Detroit

Oudolf Garden Detroit

c/o Belle Isle Conservancy

300 River Place Drive #2800

Detroit MI 48207

Keep the Garden Growing:

To Contribute to the Endowment and Maintenance of the Oudolf Garden on Belle Isle

Online: <https://cfsem.org/give/give-online/agency-endowments/>

Use the pulldown menu to select Oudolf Garden Detroit Fund

By Mail:

Make Check payable to Community Foundation for Southeast Michigan with memo line reading Oudolf Garden Detroit Fund

Community Foundation for Southeast Michigan

333 W. Fort St., Suite 2010

Detroit, MI 48226

Gifting Other Assets:

Community Foundation for Southeast Michigan (CFSEM) can also accept one-time gifts or gifts over the course of several years. CFSEM can accept a wide variety of gifts, including:

- Cash, by check or online donation
- Securities traded on major exchanges
- Closely held business interests
- Interests in limited liability companies
- Patent interests and other qualified intellectual properties
- Mutual fund shares
- Fully paid life insurance policies
- Retirement plan assets
- Real estate

If you have any questions about donations, please call Duncan Campbell at 313-432-0297 or email him at duncan@oudolfgardendetroit.org. Your donations are tax deductible.

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