

# WHY I... #LOVEHORTICULTURE

## JILAYNE RICKARDS

OWNER OF JILAYNE RICKARDS CONTEMPORARY GARDEN DESIGN



“BY CREATING A SHOW GARDEN AT CHELSEA WE CAN REACH MILLIONS WITH A STRONG MESSAGE”

One of the things I really enjoy about being a garden designer is the ability to effect change without anyone knowing much about it, although that does sound quite sneaky. We have the power to advise clients on what to include in their garden.

We can specify stone that is ethically sourced and avoids the environmental issue of importing. We can recommend accessories that support the smaller, independent business. Planting schemes can benefit wildlife and the environment, which many may find beautiful without awareness of its positive impact.

We have the power to influence on a larger scale too. By creating a show garden at Chelsea we can reach millions with a

strong message, and by engaging with media we can highlight the topics we feel should be thought about and discussed.

All of these messages are generally well received because we are using plants as a backdrop for our dialogue – people love plants. Let's not forget the benefit to human health that being involved with

plants bring. Increasingly in an urban environment, we are losing touch with nature. By creating a naturalistic garden for a client in an urban environment, it allows for a reconnection, bringing joy and calmness to an often hectic lifestyle.

To be within a growing amount of successful female garden designers who are inspiring the next generation of young women into garden design and demonstrating that this can be a completely brilliant career, is hugely satisfying.

So, to be able to make a positive environmental difference, effect change by supporting ethical companies and reach thousands about a topic I feel passionate about is really important to me. But to also inspire others into the profession whilst simply enjoying the medium I work with is pure enjoyment. Who wouldn't want to be a garden designer?

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