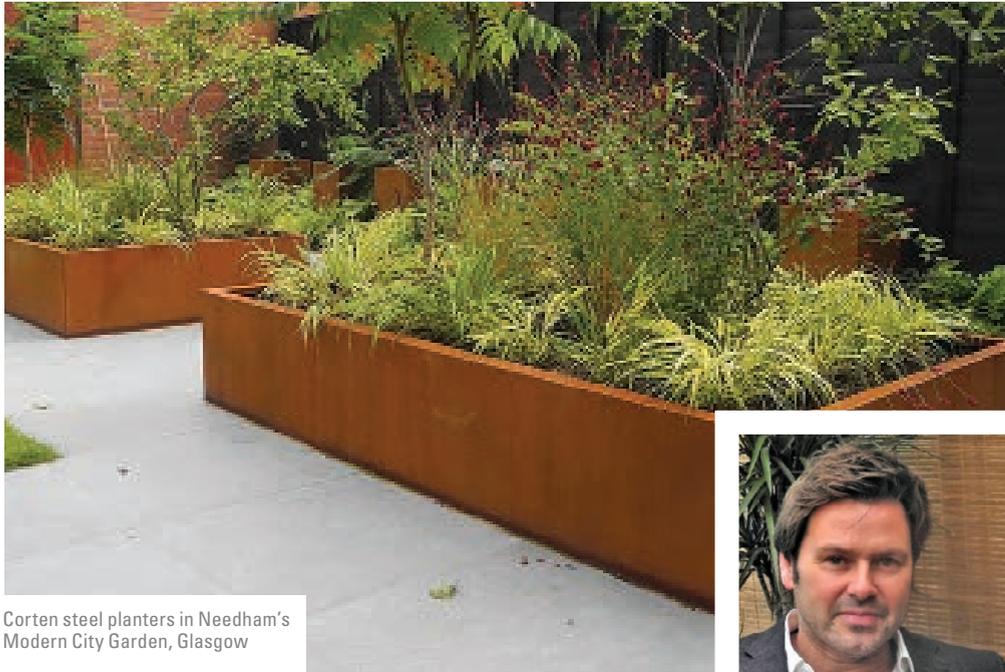


INDUSTRY ZONE

Compiled by Louise Curley



Corten steel planters in Needham's Modern City Garden, Glasgow



Education & career advice plus the latest on SGD Members and projects

MEMBER PROFILE

JEREMY NEEDHAM

Jeremy Needham MSGD runs a garden design practice based in Glasgow

Do you work alone or in a team?

I work with a small team of fellow designers and landscape architects, and I've also built a network of collaborators including stained-glass artists, sculptors and visualisation artists.

What is your style?

It's evolving so much. More often, I adapt to the needs of my clients, which can be historic sites or contemporary spaces in the city centre. Clients are often attracted to work they've seen of mine and want to replicate it, but I like to steer them towards finding their own style and direction.

What projects do you work on?

The size and scale of new projects have increased as the business has grown, but I continue to work on smaller residential projects. Recently, I've designed spaces for hotels, historic garden restorations and for commercial sites.

Which completed projects are you most proud of?

I think it's probably my first design project, which was a fairly

modest garden in a cottage style. I'm proud of it simply because it was my first project and my client was very pleased with the finished garden.

What are some of the challenges you face as a designer?

Managing more than one project at a time. That's probably why I have such affection for my first project; I had the luxury of pouring all my energy entirely into one garden. Juggling different clients, meetings, deadlines and changes through projects is a particular skill.

What are you working on now?

I'm working on a coastal garden for a new build. The theme is a Japanese garden, so I'm enjoying the research immensely, and I'm planning a trip to Japan to tour some of the gardens. The beauty of this theme is that Japanese planting works very well on the west coast of Scotland, where it thrives in the climate.

What software do you use?

I use SketchUp and increasingly AutoCad, which is particularly

useful when collaborating with architects on projects such as the coastal garden.

What do you look for when choosing collaborators and colleagues?

When you are working in a chain of people you rely upon the skills and experience of others; their attention to detail and ability to communicate.

How do you envisage your career developing in the next five years?

I would like to expand the geographic reach of the business. That's a different kind of time investment though, establishing contacts and travelling, so it would require a fundamental change in the way I work.

What's the best part of your job?

Visiting gardens a year or two after they have been built is a real thrill – that first summer when the plants have started to establish and the entirety of design reveals itself!

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