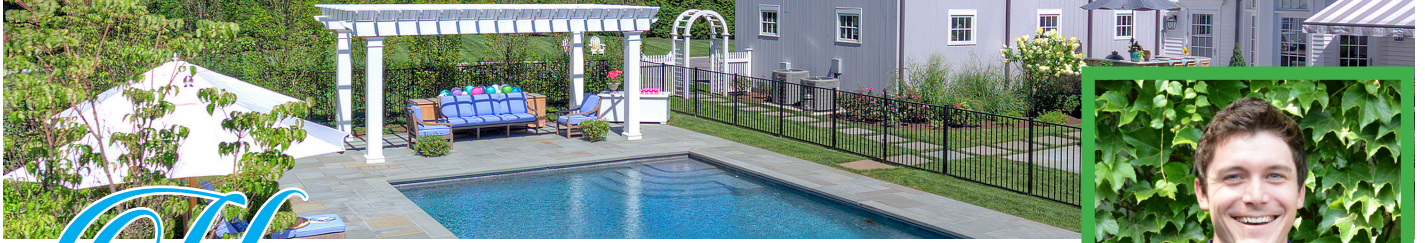


# Lighting the Way

*Hoffman Landscapes illuminates the night with landscape lighting*



*Hoffman Landscapes has been a leader in landscape architecture, outdoor design, and property maintenance for over 30 years. Landscape designer Bob Doerflinger recently sat down to tell us how he decided on his career path, what sets his team apart from the competition, and how he hopes to help Hoffman revolutionize residential design.*

**What made you decide to pursue a career in landscape design?** On one hand, I've always loved being outdoors - whether I was playing rugby, going for a hike or working in the yard. On the other hand, I found myself excelling in my art classes in school. I just knew if I could find a job that would merge my love of the outdoors with my artistic talent, I'd be all set! When I found the Landscape Architecture program at Cornell, I knew it was meant to be!

**What do you wish all clients knew about working with a landscape designer?** For starters, I wish clients realized they are much more creative than they give themselves credit for! Often times, they rely on a designer to come in and whip up a master plan out of thin air. While that kind of freedom is great, we aren't the ones who have to live with the finished product. I see the designer as a painter: the canvas is the client's property, but without the client's input my palette would be empty. Using the client's visions and wishes for the property as the paints allows me

to create beautiful and unique outdoor spaces that suits each individual client! **What do you think Hoffman does differently than other landscaping companies?** Nobody will work harder to make their clients happy. We love our clients and pride ourselves on those lasting relationships.

**What are your top three design rules?** The design has to function! It makes no sense to create something that's pretty to look at, but cannot be used regularly. I also believe in picking a style and sticking with it. If you decide you'd like a modern design for example, keep those sleek hard lines throughout. And finally, don't ignore the architecture of the house itself. They don't have to match perfectly, but there should be a cohesive flow between the house and the property.

**When do you encourage your clients to splurge when designing a project?** Night lighting! Adding appropriate landscape light-

ing to a design instantly elevates it. I've been able to attend night lighting courses with my team at Hoffman and I always recommend it to my clients. Just think, you're making this huge investment in your property - wouldn't you want to enjoy it day AND night? A well-planned landscape lighting design not only extends the use of your outdoor spaces, but will make your yard the envy of the neighborhood!



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