

# IFLA NEWS



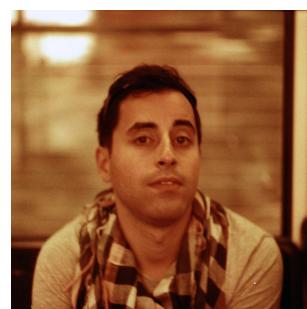
Looking forward and celebrating landscape architecture

Given the current challenges we face, our urban environments compete for tourist dollars in order to strive for distinctiveness in an increasingly globalised world. This distinctiveness is frequently achieved through the making of new icons, designed as symbols of success and wealth, which often are perceived by an audience of tourists, stakeholders and potential residents. These totems can be visual, tangible, imaginary or real in a climate where publicity and perception play an even more crucial role in the marketing of cities. It is here that Landscape Architecture play an important role in defining the identity of our spaces, adding value to our relationship with the countryside, the wilderness as well as our emotional responses to the urban realm and the making of public open spaces.

As the only global body for Landscape Architecture, IFLA is one of the most important vehicles we have to transform and celebrate our profession. Spanning across six continents and representing 76 member associations, IFLA represents more than 25,000 landscape professionals and has a huge repertoire of built work. To celebrate our accomplishments as a profession, the IFLA Committee of Communications and External Relations (CER) will be presenting at this World Council in Montreal, Canada, a new programme of landscape awards that will honour and acknowledge the important contributions to society made internationally by landscape architects. The IFLA

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This week IFLA news comes from CER Committee Chair Bruno Marques

students. This will be a joint effort with the committees of Education and Academic Affairs (EAA) as well as Professional Practice and Policy (PPP). This new programme will be a brilliant opportunity to celebrate the most cutting-edge and innovative projects that shape our natural, built, intellectual and futuristic environments. Stay tuned for more information in the upcoming months!

For more information about IFLA's existing awards, click [here](#).

From our members: [Sociedad Colombiana de Arquitectos Paisajistas \(SAP\)](#) announce 'Simposio Paisaje y Territorio: 25 de abril, Auditorio Cincuentenario de la Universidad de La Salle. Paisaje: escenarios para la paz' [Symposium landscape and territory: April 25th, University of La Salle] More information [here](#).

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