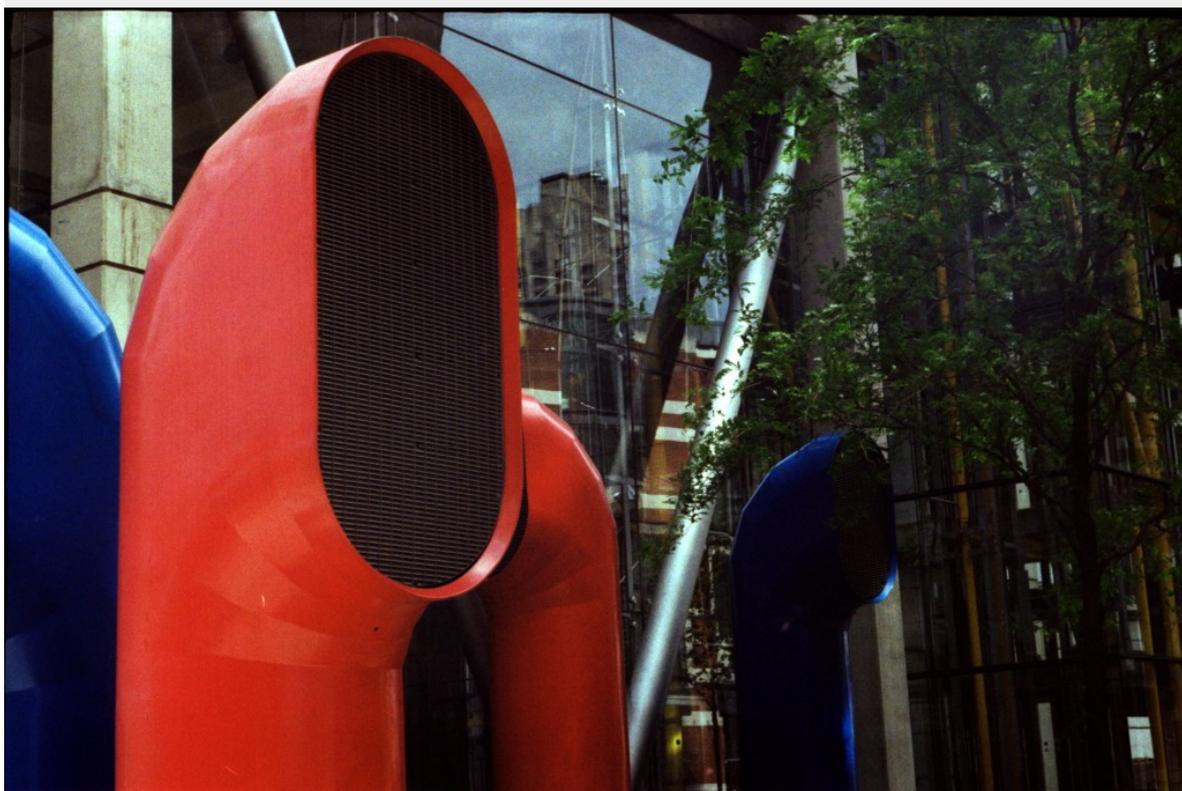


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IFLA NEWS



Share your story: the need for communicating

Landscape architecture can be invisible to lay people and this constitutes the profession's biggest struggle. Under the shadow of other built disciplines, landscape architects tend not to tell the successful stories of their projects, their achievements and the overall health of our profession and landscapes.

The aftermath of a great project, either built or intellectual, can unfortunately dissipate quickly into silence. When design intentions go unnoticed, when places are created but their interpretation is let loose, when creation is attributed to God, when signage is no longer efficient in telling a story or when a written paper do not convey a strong message; by talking or writing about the higher and common goals of Landscape Architecture is incredibly valuable.

Today, telling and sharing stories could not be any easier – digital formats are easy to share and social media thrives for those. Once we start telling the meaningful stories beneath our designs or intentions, the readers will react to those by sharing, commenting, posting and ultimately engaging with a wider audience.

IFLA Committee of Communications and External Relations would like to hear your story! If you want to share successful or unsuccessful design stories or to address hot topics that affect professional practice and scholar work, we

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This weeks IFLA
News comes from
CER Committee
Chair Bruno
Marquez

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would like to be your voice. Through our dynamic website and social media we can boost the importance of our profession and in unison build a stronger consciousness. Together, we can help advance public acceptance and even drive demand for better designs, better cities, better thinking and better landscapes.

Let us be your voice! If you are interested in this challenge, please email admin@iflaonline.org with your piece!

From our members: CAAPPR 39th Assembly and Annual Convention takes place 16 and 17 June with the theme "With the boots put: Architecture and Landscape as an entity of economic development". More information can be found [here](#).

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