

*The Philadelphia*  
**FLOWER SHOW**

CELEBRATING

175

YEARS

ADAM LEVINE AND RAY ROGERS

*Foreword by Ken Druse · Photographs by Adam Laipson*



## Preface


When I was studying horticulture in college, it dawned on me that the one place I wanted to work when I finished my studies was at the Pennsylvania Horticultural Society. As a student, I had participated in a small way as a volunteer for the Philadelphia Flower Show and liked everything I saw—the excitement of the preparations, the amazing creativity of the exhibitors and the friendly welcome from staff and volunteers.

Imagine my excitement then to find out shortly before graduation in 1979 that the Society was planning to hire a public relations coordinator. I was totally unqualified for the position, but this didn't seem to cloud the judgment of the interviewers and soon I was knee-deep in preparations for the 1980 Philadelphia Flower Show.

More than two decades later, I still find my involvement in the Show to be enormously satisfying and exciting. Through these pages, I hope readers will be equally inspired by the Show's magical transformation from bare concrete to a horticultural marvel. In this book you will find stories and photographs that cover wonderful exhibits and wonderful people. Some no longer exhibit, but their displays live on through the photographs and in our memories.

People involved with the Show—staff, exhibitors, sponsors, volunteers—often refer to themselves as a family. We have our agreements and disagreements, but at the end of the day, we are all connected. We are a group brought together by a love of gardening and plants and with the same goal—to produce the very best Show possible for our visitors and to raise funds for Philadelphia Green, the Pennsylvania Horticultural Society's community greening program. Over the past 30 years, we have carried out more than 3,000 greening projects in Philadelphia, from tiny neighborhood parks to extensive city landscapes.

Truly, the Philadelphia Flower Show family sows seeds each year in the Pennsylvania Convention Center that flourish year-round in our city.



*Jane G. Pepper*

JANE G. PEPPER, *President*

PENNSYLVANIA HORTICULTURAL SOCIETY

NEXT SPREAD >>

*Our Special Spring*

EBERHARDT'S LANDSCAPE & DESIGN

AND ROMANO'S LANDSCAPING

1993

Mark Eberhardt worked on Flower Show exhibits for 12 years as an employee, but in 1992 when he started his own business, Show designer Ed Lindemann offered him his own exhibit. Mark was hesitant at first. "I had the talent and the knowledge," he recalls, "but I didn't have the means or the equipment." Not wanting to turn down the opportunity for Show exposure, he assembled a team to tackle the project. He enlisted his friend Ed Slevin to help with the design and construction of the exhibit. Ed's employers, Mike and Nick Romano of Romano's Landscaping in Berwyn, Pennsylvania, provided a space to do the prefabrication work, the trucks needed to transport materials to and from the Show, and the extra labor needed to pull it off. For the finishing touches, Elizabeth Schumacher of Garden Accents loaned a number of sculptures and ornaments, as she has done for many exhibitors over the years, in exchange for credit in Mark's Show brochure.

For help with the most crucial part of the exhibit—the plants—Mark turned to his mentor Herbert Bieberfeld, who gave him use of a greenhouse for only the cost of the heat that winter. The teacher also gave his eager student invaluable advice and assistance throughout that fall and winter, and in subsequent years, Mark went on to produce three other successful exhibits.



