



NATIONAL  
ASSOCIATION *for*  
OLMSTED  
PARKS



*Celebrating  
Olmsted*

ANNUAL REPORT 2022

A photograph of a forest path. The path is made of dirt and gravel, winding through a dense forest of tall, thin trees with vibrant green leaves. Several large, weathered logs are scattered along the path, some lying horizontally across it. The lighting is bright, suggesting a sunny day, with sunlight filtering through the canopy.

“

*NAOP is truly the most significant voice in the nation for Olmsted values, principles, and practices.”*

—Susan Rademacher, Executive Director, River Heritage Conservancy



# *Dear Friends,*

In 2022, Frederick Law Olmsted turned 200—and what an extraordinary year it was! Over the last 12 months, Olmsted— and his vision of Parks for All People— have been elevated to a degree that has never been seen before.

As the lead organizer of Olmsted 200, we asked you to #CelebrateOlmsted and join us for tours, concerts, conferences, and other events to raise awareness of Olmsted’s many contributions. Thanks to good friends like you, Olmsted’s 200th birthday was a landmark to remember.

In the next few pages, you’ll get a taste of the hundreds of events and initiatives that happened during Olmsted 200. You’ll see how, during this time, we have been aggressively growing our network by partnering with over 100 parks and landscapes from coast to coast. You’ll learn about our robust advocacy for Olmsted parks and places threatened by development, neglect, and climate change. You’ll see how we educate park professionals and the park-loving public about the work and enduring principles of Frederick Law Olmsted.

I hope you will share in the pride we feel in receiving national recognition for our ongoing work. In 2022, we were honored to receive the Olmsted Prize from the Buffalo Olmsted Parks Conservancy as well as the prestigious Olmsted Medal from the American Society of Landscape Architects for our “environmental leadership, vision and stewardship.”

In 2023, we will build on this success as we transition from the National Association for Olmsted Parks to the Olmsted Network, reflecting the growing interest in all things Olmsted. We look forward to continuing the momentum and energy from Olmsted 200 and lifting up Olmsted principles worldwide in service of thriving communities, mental and physical wellbeing, and ecological health.

We aim to capitalize on the vast number of new partners to broaden our base, expand our outreach, and build our advocacy, stewardship, and education efforts to ensure that Olmsted’s heritage lives on for the next 200 years.

With thanks!



Anne “Dede” Neal Petri  
President and CEO



# Meet Our Partners

Our broad and diverse network is dedicated to stewarding Olmsted parks and landscapes across the country and advancing the Olmsted legacy.

Since 2019, NAOP's network has nearly quadrupled in size with a diverse array of parks and landscapes, scholars and authors, conservancies, urban planners, landscape architects, national organizations, and community groups coming together to champion Olmsted work and principles.

“When COVID struck, parks across the country were deeply impacted. NAOP immediately convened leaders of Olmsted parks across the country for monthly calls. I cannot express how helpful it has been to be a part of such a supportive group of peers. We have had open conversations about our challenges and our victories. We have happily stolen great ideas from each other and lifted each other up during our calls. I will be forever grateful to NAOP for the national role they have played in making sure these spaces are around for future generations.”

Layla George, President and CEO,  
Olmsted Parks Conservancy, Louisville, KY



Our partners receive an array of benefits—educational resources, networking opportunities, conferences, coordination of regional events, and monthly Open Exchange meetings. Here is a sampling of the presentations from 2022:

**Prospect Park's chief landscape architect Christian Zimmerman** on restoration of the iconic Endale Arch.

**Staff at Buffalo Olmsted Parks Conservancy** on their Augmented Reality (AR) App, which provides visitors with an exciting visual of the past.

**Historian and photographer Sara Cedar Miller** on Seneca Village and her new book, *Before Central Park*.

**Yerkes Future Foundation** on renewal of the Yerkes Observatory and the Olmsted Brothers landscape.

**Longwood Gardens** on teaching mindfulness through nature.



*These programs were recorded and are available to watch on YouTube through this QR code.*



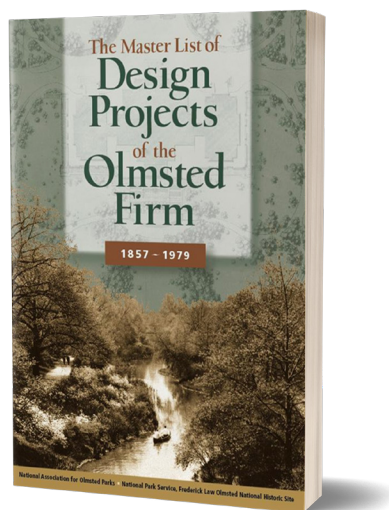


# *Research & Publications*

From the beginning, NAOP has been dedicated to developing a permanent scholarly record of the work of Frederick Law Olmsted and the Olmsted firm.

# Digitization of the Olmsted Papers

In 2020, Series Editor Charles Beveridge completed the 12th and final volume of the Papers, just as Olmsted 200 began. At the same time, NAOP entered a partnership with the University of Virginia to make these volumes available online. During the birthday week, UVA 's Rotunda Imprint announced the addition of The Frederick Law Olmsted Papers to its digital catalog. NAOP and UVA are now working to make these records open access.



## The Master List of Design Projects (1857-1979)

This document continues to serve as a key resource for network members, Olmsted scholars and those interested in researching the vast work of the Olmsted firm— nearly 6000 projects in all. Created in partnership with the Frederick Law Olmsted National Historic Site and edited by former board chair and advisory council member Lucy Lawliss, the Master List provides concise and informative summaries of the diverse work undertaken by FLO and the Olmsted firm for over 100 years.

## Working with Fairsted

Important Olmsted primary source materials are housed at Fairsted, known as the Frederick Law Olmsted National Historic Site. In 2022, we continued our critical partnership with Fairsted to assist in the digitization of Olmsted records and make these voluminous resources available to the public. These records consist of plans, drawings, and photographs documenting the work of the Olmsted firm. With NAOP's support, an archivist scans these documents and adds them to Flickr.com for public use. From October 2021 to July 2022, 3,656 plans were scanned. The resulting scans will dramatically increase the ability of the public to access this national resource, while decreasing the need to handle fragile historic documents.

## Olmsted Online

NAOP is proud to connect landscape architects, scholars, and the broader public to Olmsted parks and places through OlmstedOnline, a digital portal featuring plans, designs, and correspondence. This digital portal includes uploads and links to archival and scholarly materials, both nationally and locally, as well as current day images, geo-reference plans, and tour links. During Olmsted 200, OlmstedOnline added new job descriptions and documents, as well as National Register nominations and Flickr folder links. We continued to build our relationship with the Smithsonian Institution, refining finding aides and adding images from three collections within the Archives of American Gardens.





# *Olmsted Action*

Wherever Olmsted landscapes are threatened, we aim to bring a national voice. Over many years, NAOP has weighed in alongside local friends' groups and park stewards, seeking to protect and preserve Olmsted parks and places. 2022 was a busy year as NAOP took many prominent public stances.



## Washington Park in Milwaukee, WI

In 2022, NAOP went on record— in person and in the media— on challenges and opportunities facing Washington Park in Milwaukee, WI.

In remarks to the Milwaukee Rotary Club, NAOP called for the inclusion of landscape architects and Olmsted experts in the City's upcoming study of Stadium Freeway, which cuts through Washington Park. The new feasibility study offers an opportunity to examine alternatives to the current footprint that will help bring neighborhoods back together and restore the original Olmsted plan.

NAOP also testified in favor of Olmsted Way. What a joy it was, only a few months later, to appear with Supervisor Peter Burgelis, Milwaukee County Executive David Crowley, and other civic leaders to offer brief remarks at the official dedication. At year's end, we co-authored a piece in *The Milwaukee Journal-Sentinel*, calling for renewed investment and attention to the city's Olmsted parks.

## Jackson Park in Chicago, IL

Although we witnessed a major setback in Jackson Park, with the clear cutting of 20-acres and the groundbreaking of the Obama Presidential Center, NAOP remained focused on ongoing threats. In partnership with the Midway Plaisance Park Advisory Council, we opposed the proposed construction of a massive playground in the Midway in formal comments, stating that the plans would “do immense ecological harm... and ignore, at considerable cost, the needs of underserved neighborhoods in Chicago.”



## Pinehurst in NC

Pinehurst is a charming resort and golfing community designed by Warren Manning and the Olmsted firm. It is a popular destination and has recently been challenged by growing visitation and development demands. In March, NAOP addressed a packed room of Olmsted fans on Olmsted 200. Some weeks later, we weighed in on an Integrity and Condition Study released by the National Park Service, urging Pinehurst to “take steps to end future construction in and around the Village Green.”

## Capitol Grounds in Olympia, WA

The Washington Capitol Campus is one of the most extensive and intact Olmsted-designed capital landscapes in the nation, and it is currently pursuing expansion plans. Joining with the Friends of Seattle’s Olmsted Parks, we urged planners to re-evaluate surface parking requirements and find ways to maximize “the reintroduction of the richly layered native landscape backdrop for the historic core capital buildings.”



## Olmsted-Beil Farmhouse in NY

In 2022, Staten Island honored Olmsted with a street name. We joined residents and the Friends of the Olmsted-Beil House in thanking Council Member Joseph Borelli for his leadership in honoring Olmsted near his Staten Island farmhouse.

## Arborway Project in Boston, MA

Olmsted’s ambitious plans for Boston resulted in a continuous linear park design— the Emerald Necklace. In a series of comments, we have supported the Arborway Parkway Improvements Project, calling it a timely opportunity to restore the design that has been lost over time. In our most recent comments, we urged officials to “undertake improvements that maximize safety while minimizing loss of trees and greenspace; creatively use existing hardscape, where possible, rather than adding more hardscape; and provide safe and user-friendly pathways for bicyclists on both sides of the Arborway.”

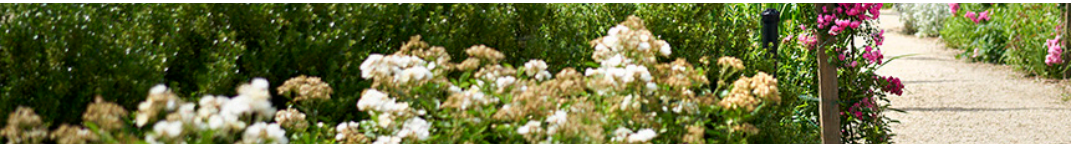
## Funding for our Parks

Our partners benefit from federal and state funding. Therefore, we readily supported funding applications by Planting Fields, Highland Park, and Bok Tower Gardens in 2022.



# Communications

To advance the Olmsted legacy, regular and inspiring communication is important. Today, NAOP has a digital community of 10,000 friends across the country— more than double its reach three years ago.



## Olmsted Network

In 2023, NAOP becomes the Olmsted Network, with a significant rebrand. The change precedes the launch of a new website— coming at the close of the bicentennial in Spring of 2023.



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## Bulletin

In order to keep our network updated on the latest news, we published two newsletters— Bulletin and Field Notes— regularly throughout 2022. These e-newsletters featured everything from upcoming events and advocacy efforts to partner initiatives and local project updates.

## Social Media

In 2022, we continued to leverage our social media platforms by driving people back to the NAOP, Olmsted 200, and OlmstedOnline websites for blog posts, event listings, educational material, and more. The NAOP and Olmsted 200 accounts gained thousands of followers across Twitter, Instagram, and Facebook— especially during April 2022 around Olmsted's 200th birthday! In addition to birthday posts galore, we celebrated Olmsted's bicentennial with #FLOFriday Instagram Live with the Central Park Conservancy and Biltmore and Instagram Takeovers with Olmsted Parks Conservancy and Bok Tower Gardens. Are you following along? Find us on social media here: <http://bit.ly/3vA8G4x>

## Speaking Engagements

NAOP was literally on the road during the bicentennial with scores of speaking engagements— both virtual and live. This included events in Pinehurst, NC; Atlantic City, NJ; Rye, NY; Darien, CT; Milwaukee, WI; St. Louis, MO; Lake Wales, FL; Newburgh, NY; Washington, DC; Gibson Island, MD; Des Moines, IA; Minneapolis, MN; Washington, DC; Boston, MA; Philadelphia, PA; New York City, NY; Chicago, IL; Stockbridge, MA; and Huntington, Long Island.



## NAOP Featured in the News

NAOP received more press attention in 2022 than ever before. In a particularly poignant article, *Building Parks for all People, Embracing the Olmsted Spirit*, we called on Americans to renew their commitment to the critical infrastructure that is parks.

“As communities now start to employ dollars made available by the infrastructure bill, it is essential that they embrace the benefits of open and healthful parks for all people. ... In 2022, the bicentennial of Olmsted’s birth, ...let us resolve to renew our commitment to parks and landscapes, not as luxuries but as critical infrastructure essential to public and environmental well-being.”

— The Hill,  
by Dede Petri, President, NAOP  
April 17, 2022

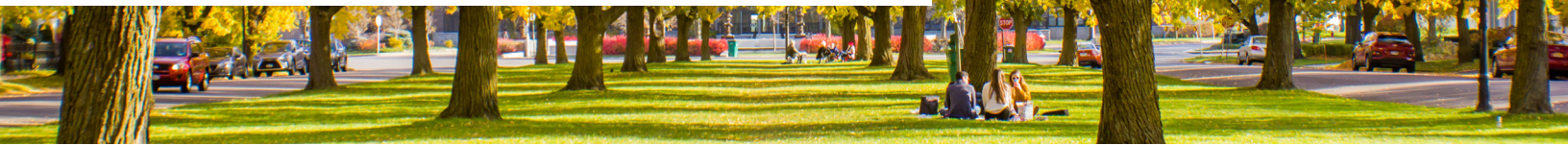
## Olmsted Forward

In 2022, we worked hard to expand our outreach to younger and more diverse audiences. One way was by launching Olmsted Forward, a young professional group for students, landscape architects, and Olmsted enthusiasts under 35 years old.



# NAOP Recognition

In 2022, NAOP received two significant awards.



In September, the Buffalo Olmsted Parks Conservancy honored us with its **Olmsted Award**. And crowning a very big year, the American Society of Landscape Architects honored NAOP with the **Olmsted Medal** at their annual conference in November 2022. Presented by ASLA President Eugenia Martin, the award recognized NAOP for “environmental leadership, vision, and commitment to safeguarding the natural heritage of future generations.”



“*There is no substitute for the work NAOP has done toward our shared understanding and indeed our lived experience of the [Olmsted] legacy.*”

— Gary R. Hilderbrand, Principal, Reed Hilderbrand LLC; Chair, Department of Landscape Architecture, Harvard Graduate School of Design

## Professional Grounds Management Olmsted Award

In 2022, NAOP partnered with the Professional Grounds Management Society to launch a brand-new award—the Green Star Olmsted Award. The award recognizes exemplary maintenance of historic landscapes. With help from NAOP jurors, PGMS honored five Olmsted landscapes, presenting the Grand Award to the grounds management at Biltmore.

# *NAOP Honors Olmsted Champions*

The bicentennial proved a unique opportunity for NAOP to acknowledge and honor those dedicated to advancing the Olmsted legacy.

Board members, staff, Olmsted family members, and friends gathered in San Francisco and virtually for an awards luncheon in November 2022, where NAOP announced award winners and celebrated their achievements.

## The Caroline Loughlin Volunteer Service Award

In 2005, the NAOP board established the Caroline Loughlin Volunteer Service Award “in recognition of extraordinary dedication and commitment,” and presented the first award to Caroline.

Caroline was a valued trustee, officer, and long-time supporter of NAOP. Her husband, Phil, and The Caroline Loughlin Fund continue to advance the work of NAOP in extraordinary ways.

<b>2005</b>	<b>Caroline Loughlin</b>
<b>2007</b>	<b>Charles Beveridge</b>
<b>2008</b>	<b>Jerry Baum</b>
<b>2009</b>	<b>Jim Rollins</b>
<b>2009</b>	<b>Lauren Meier</b>
<b>2013</b>	<b>Anne Knight</b>
<b>2017</b>	<b>Piera Weiss</b>
<b>2018</b>	<b>Newton Levee</b>
<b>2018</b>	<b>Lauren Meier</b>
<b>2019</b>	<b>Susan Frey Rademacher</b>
<b>2020</b>	<b>Gerry Wright</b>
<b>2022</b>	<b>Lucy Lawliss</b>



In 2022, the award was presented to Lucy Lawliss. As a board member and chair, she solidified partnerships with ASLA chapters, established the Olmsted Network, drafted compelling advocacy letters to city officials when Olmsted landscapes were threatened, and supported state and national nominations for Olmsted sites. Most importantly, Lawliss envisioned Olmsted 200 as a chance to renew public interest in Olmsted and reinvigorate NAOP.

## The President's Award

Established in 2022, the President's Award recognizes exemplary service in championing Olmsted work and principles. In 2022, award winners were former NYC Parks Commissioner Adrian Benepe and businessman and philanthropist Mike Messner. The inaugural recipients received Olmsted 83 watches, crafted by Chicago-based watch company Oak & Oscar. These watches feature NAOP's name and David Lee Csicsko's FLO illustration on the case back.



### *Adrian Benepe:*

*From the High Line to the Olmsted-Beil Farmhouse, Benepe has left an undeniable mark on public parkland in the New York City area.*



### *Mike Messner:*

*For over two decades, Michael Messner and the Messner family have been responsible for raising the visibility of the Olmsted legacy.*



## Certificate of Appreciation

NAOP also presents Certificates of Appreciation to acknowledge important initiatives. In 2022, a certificate was awarded to Fenella Heckscher, member of The Garden Club of Orange and Dutchess Counties and community volunteer in Newburgh, NY. Fenella and the Garden Club used Olmsted 200 to kickstart the restoration of Downing Park, the last great project undertaken by Frederick Law Olmsted, Calvert Vaux, and their sons. The park, which overlooks the Hudson River and features sweeping meadows, hills and valleys, serpentine paths, and picturesque views, has fallen into disrepair—but thanks to Heckcher and others, there is hope for the future!



Riverside Park, Milwaukee, WI. Credit: Eddee Daniel

# Gifts to NAOP

We aim to acknowledge all our friends and supporters. If we have inadvertently missed you, please let us know.

## \$1000 or above



American Philanthropic  
 Fenella and Morrison Heckscher  
 Diane Lewis  
 Anne Knight and Jerry Arbes  
 Dede and Tim Petri  
 Stella Boyle Smith Trust, Cathy and Mike Mayton, Trustees  
 Dianna and Charles Colman  
 Sir Peter Crane and Elinor Crane/Oak Spring Garden Foundation  
 Cary Brown and Steven Epstein  
 Mike and Jenny Messner  
 The Speedwell Foundation  
 Wendy and Henry Paulson  
 The George S. Parker II Charitable Lead Trust  
 Janis and John Notz  
 Philip Schultz  
 Douglas Luetjen  
 Central Park Conservancy  
 Buffalo Olmsted Parks Conservancy  
 Ralph C. Wilson Jr. Foundation, David Egner, President

Robert Bartlett, Jr.  
 Ann Satterthwaite  
 Esley Hamilton  
 Jean McKee  
 American Society of Landscape Architects  
 The Trust for Public Land  
 National Recreation and Park Association  
 The J M Kaplan Fund  
 Elizabeth Olmsted  
 Lewis Miller  
 Prospect Park Alliance  
 Charles Bronfman  
 Capalino + Company  
 Barbara Capozzi and Frank Scaramuzzi  
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 Linda and Arthur Fraser  
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 Jerri and Tom Mayer  
 Frederick Rich  
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 Fort Greene Park Conservancy  
 The late Richard H. Driehaus  
 Ray Chambers  
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 Alida Silverman  
 Philip Loughlin and The Caroline Loughlin Fund  
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 Barbara Yaeqer

## Sponsors



Moët Hennessy



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During the bicentennial, many Olmsted family members were able to offer ideas, attend gala events, support the campaign, and be recognized. NAOP thanks all of them for their extraordinary accomplishments and invaluable assistance. Special thanks are also due to Philip Loughlin whose faith in the campaign— and great generosity— have, in so many ways, made the bicentennial possible.







# NAOP Leadership

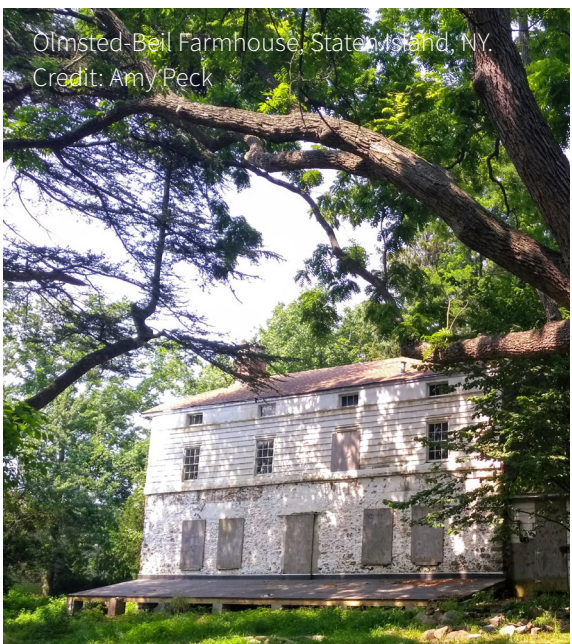
Yosemite Valley, Yosemite.

As the bicentennial unfolded, NAOP’s board and staff took steps to capitalize on the excitement. Over several months, the board and President & CEO Dede Petri engaged in strategic planning, receiving feedback from many constituencies including network members and outside stakeholders. After extended discussion, the board adopted a five-year Strategic Plan, identifying key audiences, a strategic purpose, and external and internal objectives.

In furtherance of the plan, NAOP welcomed two new staff members in late 2022— Executive Assistant Leslie Jacobs and Partnerships Manager Cara Monaco, who oversees our expanding network of partners. Meanwhile, Victoria Vanhuss was promoted to Communications Manager.

## NAOP Board

- |  |   |
|--|---|
| <b>Philip Schultz</b> , <i>Chair</i><br>Fox Point, WI            | <b>Stephanie Crockatt</b><br>Buffalo, NY  |
| <b>Doug Luetjen</b> , <i>Vice Chair</i><br>Seattle, WA           | <b>Arleyn Levee</b><br>Watertown, MA      |
| <b>Lane Addonizio</b> , <i>Secretary</i><br>New York, NY         | <b>Steven Livengood</b><br>Washington, DC |
| <b>Barbara Yaeger</b> , <i>Treasurer</i><br>Madison, Connecticut | <b>Dan Marriott</b><br>Washington, DC     |
| <b>Mark Buscaino</b><br>Washington, DC                           | <b>Spencer Tunnell</b><br>Atlanta, GA     |
| <b>Ray Chambers</b><br>Alexandria, VA                            | <b>Alida Silverman</b><br>Atlanta, GA     |



Olmsted-Beil Farmhouse, Staten Island, NY.  
Credit: Amy Peck

# NAOP Advisory Council

**Eleanor Ames**  
Portland, ME

**Kathleen Conner**  
Seattle, WA

**Julie Crockford**  
Boston, MA

**Eliza Davidson**  
Seattle, WA

**Rolf Diamant**  
Woodstock, VT

**Robert Doyle**  
Oakland, CA

**Erin Gallentine**  
Brookline, MA

**Betsy Shure Gross**  
Davis, CA

**Esley Hamilton**  
St. Louis, MO

**Donald Harris**  
Seattle, WA

**Faye Harwell**  
Alexandria, VA

**Tomás Herrera-Mishler**  
Westminster, CO

**John Karel**  
Ste. Genevieve, MO

**Patrice Kish**  
Boston, MA

**Anne Knight**  
Seattle, WA

**Francis Kowsky**  
Buffalo, NY

**Lucy Lawliss**  
Bradenton, FL

**Phil Loughlin**  
Cambridge, MA

**Jean McKee**  
Washington, DC

**Rosemarie Murane**  
Denver, CO

**Christine Edstrom O'Hara**  
San Luis Obispo, CA

**Ed Orser**  
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**Elizabeth Barlow Rogers**  
New York, NY

**Ann Satterthwaite**  
Washington, DC



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**OLMSTED**  
**200**  
CELEBRATING PARKS  
FOR ALL PEOPLE



## The National Association for Olmsted Parks served as the managing partner of Olmsted 200— and what an honor it was!



The international celebration of Olmsted’s 200th birthday, allowed us to generate important public conversations about issues that Olmsted cared about— equity, democratic spaces, public health, and community. It energized communities’ commitment to parks and landscapes, not as luxuries but as critical infrastructure.

Here is just a quick look at campaign accomplishments that will inspire and undergird advocacy, stewardship, and education efforts in 2023 and beyond.

# Founding Partners



Olmsted 200 was a coalition of 10 founding partners, chaired by NAOP. Together, these organizations drew in hundreds of thousands of individuals across the country and participated in unique ways:



## American Society of Landscape Architects

From chapter presentations to its national conference, the **American Society of Landscape Architects (ASLA)** was a key part of Olmsted 200’s success. In addition to hosting events and important discussions, ASLA regularly featured the campaign in publications and highlighted Olmsted 200 events on their social media platforms.



## NATIONAL RECREATION AND PARK ASSOCIATION

The **National Recreation and Parks Association (NRPA)** helped explore park equity and highlighted Olmsted 200 in their annual conference.



The **American Public Health Association (APHA)** featured Olmsted 200 at their annual meeting and authored several popular articles and blogs. This research, in fact, helped uncover Olmsted’s role in the organization’s founding and informed APHA’s participation in a webinar dedicated to parks and public health.



## THE GARDEN CLUB of AMERICA

The **Garden Club of America’s (GCA)** Olmsted 200 initiative– Parks: Where Nature Meets Community— served as the catalyst for hundreds of local park projects and creative club engagement from coast to coast. Olmsted was front and center at the GCA annual meeting as were Olmsted park leaders recognized for their excellence.



The **Cultural Landscape Foundation (TCLF)** published a plethora of Olmsted resources and co-sponsored a symposium on Olmsted's residential design on Long Island.



The **Trust for Public Land (TPL)** featured Olmsted parks in their annual ParkScore report and encouraged communities across the country to seek equitable park access for all citizens.



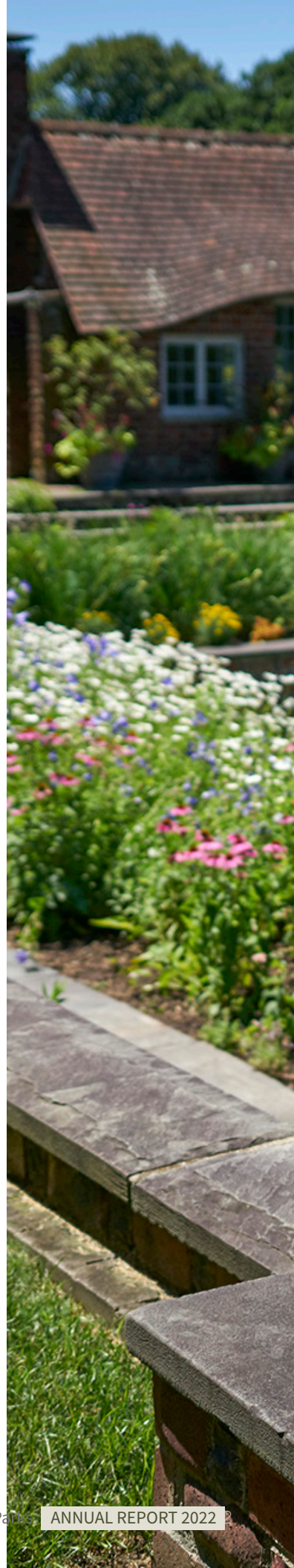
The **Landscape Architecture Foundation (LAF)** offered expanded training for their Olmsted Scholars on the enduring importance of FLO and co-hosted a webinar dedicated to the next generation of landscape architects.



**City Parks Alliance (CPA)** featured Olmsted parks and values at its annual meeting and regularly assisted with Olmsted 200 advocacy efforts.



**Frederick Law Olmsted National Historic Site (FLO NHS)** hosted and attended conferences and provided unique insights into FLO and the Olmsted archives from historic Fairsted.



## Honorary Committee

The Olmsted 200 Honorary Committee included nationally recognized leaders, thinkers, practitioners, and philanthropists dedicated to exploring and celebrating Olmsted and his legacy. The committee offered support on advocacy, fundraising, communications, and programs. Members described their connections to Olmsted in writing and video recordings; participated in panel discussions and podcasts; spoke at multiple conferences; supported special exhibits, concerts and tours; and undertook research. The bicentennial benefitted immensely from their participation.

### **Austin Allen**

Associate Professor of Practice, University of Texas—Arlington, School of Architecture

### **Adrian Benepe**

President, Brooklyn Botanic Garden; Commissioner NYC Department of Parks & Recreation, 2002-2012

### **Charles Beveridge**

Series Editor, The Frederick Law Olmsted Papers

### **Eugenie L. Birch**

Laurence C. Nussdorf Professor of Urban Research & Education, Department of City and Regional Planning, Weitzman School of Design, University of Pennsylvania

### **Sissela and Derek Bok**

Ethicist and author; 25th President of Harvard University

### **Geraldine Brooks**

Novelist and journalist

### **Alexander Garvin\***

President, AGA Public Realm Strategists, Inc.; Adjunct Professor, Yale School of Architecture

### **Stephen Gill**

Retired mathematician and physicist; Chairman, Stephen & Margaret Gill Family Foundation; Great-grandson of Frederick Law Olmsted

### **Betsy Shure Gross**

Founding Board Member and Former Co-Chair, National Association for Olmsted Parks

### **Herbert V. Kohler Jr.\***

Executive Chairman, Kohler Company, Kohler, WI

### **Philip Loughlin**

Professor Emeritus, Maryville University; Trustee Emeritus, Phillips Exter Academy; Advisory Council, National Association for Olmsted Parks

### **Jenny and Mike Messner**

Co-Founders, The Speedwell Foundation; Professor of Practice, Georgia Tech University (M. Messner)

### **Lynden Miller**

Landscape and Garden Designer; Director, Conservatory Garden Restoration, Central Park, 1983

### **Laurie D. Olin**

Senior Partner, Olin Partnerships; Landscape & Garden Designer; Professor Emeritus of Landscape Architecture and Regional Planning, University of Pennsylvania

### **Diana Cecil Pickering**

Chairman, Board of Directors, Biltmore Co., Asheville, NC

### **Betsy Barlow Rogers**

President, Foundation for Landscape Studies; President Central Park Conservancy, 1980-1996

### **Alec Webb and Megan Camp**

President and Executive Vice President, Shelburne Farms

### **Allison and George Wood**

### **Sara Zewde**

Founding Principal, Studio Zewde; Assistant Professor in Practice, Harvard University, Graduate School of Design

*\*Deceased*

# Media Attention

Olmsted 200 was able to secure massive local and national media coverage during the bicentennial, reaching prominent outlets like the New York Times, Wall Street Journal, Washington Post, Architectural Digest, House Beautiful, The Hill and many more. Our favorite story of the year was, without doubt, the New York Times insert and photo essay on Olmsted that appeared in print on April 26.



## Sampling of Media Coverage

1. The Bowery Boys, 4/8: [Frederick Law Olmsted and the Plan for Central Park](#)
2. The Hill, 4/17: [Building parks for all people: Embracing the Olmsted Spirit](#)
3. The New York Times, 4/23: [Olmsted's Enduring Gift](#)
4. WTTW, 4/23: [Washington Park Camera Club Helps Celebrate Frederick Law Olmsted With New Photos, Historical Context](#)
5. The New York Times, 4/26: [The Reporter Who Designed Central Park](#)
6. VERANDA Magazine 4/26: [Why Frederick Law Olmsted's Landscape Design Work Is More Relevant Today Than Ever](#)
7. The Saturday Evening Post, 4/26: [A Breath of Fresh Air: How One Man Transformed America's Public Spaces](#)
8. Architectural Digest, 4/26: [The Architect of New York's Central Park Has an Incredibly Unexpected Legacy](#)
9. WCBS, 4/26: [NYC Parks host 200th birthday events for designer Olmsted](#)
10. The Martha Stewart Blog, 5/3: [Celebrating Frederick Law Olmsted](#)
11. The New York Times, 5/6: [Equal Access to Parks](#)
12. Boston Globe, 6/11: [At 200, Frederick Law Olmsted continues to shape public space](#)
13. Washington Post, 6/28: [Can't stand all the political heat? Escape to the park](#)
14. NPR Weekend Edition, 7/3: [Parks celebrate famed designer Fredrick Law Olmsted's 200th birthday](#)
15. Baltimore Magazine, 7/18: [How Frederick Law Olmsted's Principles Shaped Baltimore Parks](#)

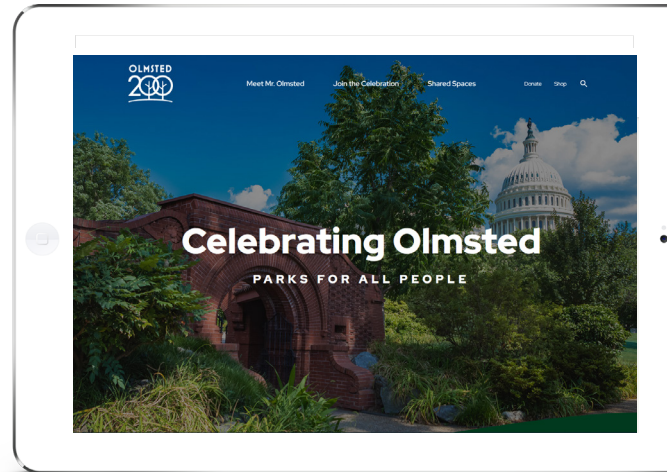


## Social Media

Olmsted 200's social media channels grew exponentially throughout 2021 and 2022, reaching a new and younger audience. The Instagram page has nearly 1,500 followers— many of whom shared special birthday wishes on April 26. Twitter and Facebook also played a significant role in our outreach plan and allowed us to publicly connect with partners, fans, and media. The Olmsted 200 social media accounts will be folded into the NAOP social media accounts in the new year.

## The Website

The Olmsted 200 website—[www.olmsted200.org](http://www.olmsted200.org)—continues to attract 5,000-7,000 visitors per month. Many tune in to read the nearly 250 posts on Shared Spaces, the Olmsted 200 blog. Distinguished writers such as Pulitzer Prize-winning novelist Geraldine Brooks contributed posts. In addition to the blog, the website houses a bustling national calendar as well as educational material and resources for partners and advocates. The Shared Spaces blog and national events calendar will carry over to NAOP's new and improved [Olmsted.org](http://Olmsted.org) website, which will debut in Spring 2023.



## Bicentennial Events

We are still counting, but there have been hundreds of events from coast to coast— and abroad. These events appealed to diverse interests and included walking and bike tours, student art competitions (Little Rock), plein air painting (Atlanta), musical concerts (DC, Chicago, Rochester, Lake Wales, Philadelphia, Dayton, Hartford, and New York City), and much more. Notable events focused on service to the community (removal of invasive species in Washington, Rochester, Pittsburgh) and campus clean-up days (American University).





## National Conferences

NAOP and Olmsted 200 also sponsored high-profile national conferences. These programs were recorded and will remain available on YouTube and C-SPAN.

- The Olmsteds and Campus Design in partnership with the National Building Museum
- The Olmsteds' Conservation Legacy in partnership with the Architect of the Capitol
- Situating the Olmsted Residential Design in partnership with Planting Fields, TCLF, and FLOHNS
- Olmsted: Landscapes and Legacies in partnership with FLOHNS

## Webinars

Virtual programming ensured diversity and accessibility. Olmsted 200's popular Conversations with Olmsted webinar series debuted in April 2021 and continued throughout the celebration. These professionally produced webinars engaged prominent figures in important conversations. The programs will remain available to watch via YouTube. The Olmsted Network will continue this series quarterly in 2023.

- [Olmsted and America's Urban Parks Panel Discussion](#)
- [Visions for Reform](#) (co-hosted by the American Society of Landscape Architects and National Recreation and Parks Association)
- [Creating Parks for the Ages](#)
- [Parks, Equity and Public Health](#) (co-hosted by the American Public Health Association)
- [Olmsted Parks: Challenges and Opportunities](#)
- [Reimagining America's Public Spaces](#)
- [Civil War, Abolition and the National Park Idea](#)
- [Olmsted and the Writing Life](#)
- [Throughlines for the Next Generation of Landscape Architects](#) (co-hosted by the Landscape Architecture Foundation)
- [An International Perspective](#)
- [What's Next](#)
- [Green Gentrification](#)



# Exhibits

In 2021, in partnership with the Oak Spring Garden Foundation, NAOP debuted a 23-panel online exhibit—**Frederick Law Olmsted: Landscapes for the Public Good** ([www.olmsted200exhibit.com](http://www.olmsted200exhibit.com)). The exhibit, which is available in both English and Spanish, explores Olmsted’s life story, his major commissions, and his relevance to contemporary issues. Free for online or physical display, it was downloaded and displayed in more than 400 venues, with many developing additional panels about their local landscapes. The exhibit, curated by Dr. Caroline Hickman of the University of Maryland, will become an evergreen resource available on the [Olmsted.org](http://Olmsted.org) website.



## Exceptional local exhibits were also on display including:

- In the Park with Olmsted: A Vision for Milwaukee by Charles Allis and Villa Terrace Art Museum
- South Park Then and Now: Photographic Exhibit by the Washington Park Camera Club and Hyde Park Historical Society
- Grove City College: An Olmsted Campus by Grove City College
- The Olmsteds at Lake Geneva by the Lake Geneva Garden Club
- Olmsted at 200: A Photographic Retrospective by Geoffrey James at Reford Gardens
- The Greensward Plan by the NYC Municipal Archives
- Frederick Law Olmsted Papers and Biography by American University
- Parks Now: Honoring the Olmsted Legacy by Arsenal Gallery, NYC Parks
- Frederick Law Olmsted by the Birmingham Historical Society
- Poetry in Nature: Hudson River School Landscapes by New Britain Art Museum, New Britain, CT
- Sacred Site, Diana Wege by OLANA
- FLO by Lawrenceville School, Stephan Library
- Frederick Law Olmsted & His Central Park by Union League Club, New York City
- Landscapes for the Public Good with associated tours and programs by Kohler Foundation, Kohler WI





Credit: Patrick McMullan, PMC via Getty Images

Credit: Patrick McMullan, PMC via Getty Images

Martha Stewart joins Steve Livengood and Dede Petri for cocktail hour in NYC

Charles Beveridge recognized during the program in NYC

## Gala Birthday Events

NAOP hosted the sold-out Olmsted Birthday Gala in Central Park’s Loeb Boathouse on April 25, 2022. We welcomed Olmsted fans from across the country and toasted Olmsted with a special glass of Blanc de Noir, appropriately grown on the Biltmore Estate. In one of many exciting moments, NYC Parks Commissioner Susan Donoghue read a proclamation honoring FLO by NYC Mayor Eric Adams. Associated events included a panel discussion at the N-Y Historical Society and a visit to Morningside Park with school children and mounted police.

Not to be outdone, Olmsted aficionados in the Midwest gathered in early June to celebrate 200 years at Chicago’s Glessner House, which was designed by Olmsted’s friend Henry Hobson Richardson. The weekend included tours of Chicago parks and a carillon concert at the University of Chicago.



*The bicentennial— thanks to NAOP— provided a welcome opportunity to reflect on Olmsted’s gigantic legacy. An impressive slate of events, held throughout the country, left people culturally richer, more in touch with their communities, and prepared to serve as stewards that will usher FLO’s 19th century masterpieces into the future.”*

— Justin Martin, Author of Genius of Place

## Big Head Fred

The shining star at these events? Big Head Fred! The 7-foot-tall caricature was born from the combined talents of illustrator David Lee Csicsko, who lives in Chicago near Jackson Park, and Brooklyn-based puppet and costume maker Randy Carfagno. Csicsko designed the original illustration, and Carfagno adapted the drawing into one of his signature creations.

Big Head Fred is still traveling from coast to coast for events, conferences, and school appearances with scheduled stops in Kansas, New York, Connecticut, DC, Georgia, and more. Contact us to secure him for your event: [info@olmsted.org](mailto:info@olmsted.org)



Credit: Angela G Garbot

David Lee Csicsko and Dede Petri with Big Head Fred in Chicago



## Other Events

Much was made possible thanks to the passionate participation of hundreds of Olmsted parks and places, scholars and authors, conservancies, preservationists, urban planners, landscape architects, national organizations, and community groups. Some of the many noteworthy events include:

- A special lighting of Niagara Falls on Olmsted's 200th birthday
- Olmsted NOW ([olmstednow.org](http://olmstednow.org)) bicentennial initiative and website by the Emerald Necklace Conservancy, awarded the Charles Eliot prize for "conservation leadership" by The Trustees
- Panel discussion on Olmsted design and golf in conjunction with the U.S. Open in Brookline, MA by FLOHNS
- The naming of a baby giraffe— Olmy— at Seneca Park Zoo in Rochester, NY
- Release of a commemorative Olmsted 200 ornament by the US Capitol Historical Society
- Boston's declaration of "Gerry Wright Day" in honor of FLO's long-time doppelganger
- Classical concerts at FLOHNS and other locations in honor of FLO by Juventas New Music

“Landscapes move us in a manner more analogous to the action of music than to anything else. ... Gradually and silently the charm comes over us; the beauty has entered our souls; we know not exactly when and how.”

— Frederick Law Olmsted



Niagara Falls lights up for Olmsted's birthday on April 24.  
Credit: Joe Cascio

# Inspired By Olmsted Carillon Concerts

The bicentennial also spurred a great musical response. In 2022, Olmsted 200 and NAOP announced an international carillon competition to create music, inspired by Olmsted, in outdoor landscapes.

For centuries, bell towers have been used to communicate. These architectural elements have often been a focus for public spaces, and many are located within Olmsted landscapes. In the face of a cruel pandemic, the carillon composition competition offered opportunities to celebrate Olmsted, literally in the landscape and without the need for social distancing.

After months of deliberation by a distinguished panel chaired by Edward Nassor, NAOP and Olmsted 200 announced the winners and released a booklet of compositions.



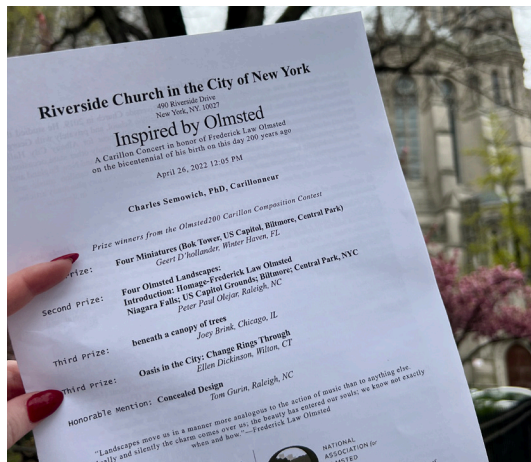
**First Prize:** Geert D'hollander of Winter Haven, FL, “Four Miniatures: 1. Spring Flowers at the U.S. Capitol Grounds; 2. The Reflection Pond at Bok Tower; 3. A Court Dance at the Biltmore Gardens; 4. Central Park in the Fall”

**Second Prize:** Peter Paul Olejar of Raleigh, NC, “Four Olmsted Landscapes: Homage-FLO; Niagara Falls State Park; U.S. Capitol Grounds; Biltmore; Central Park NYC”

**Third Prize (tie):** Joey Brink of Chicago, IL, “beneath a canopy of trees” and Ellen Dickinson of Wilton, CT, for “Oasis in the City: Change Rings Through”

**Honorable Mention:** Tom Gurin of Raleigh, NC, “Concealed Design”

The winning compositions debuted at the 2022 International Carillon Festival at Bok Tower Gardens and have since been played across the country in NYC, Chicago, DC, Rochester, Dayton and other cities.



## Student Essay Competition

Olmsted biographer Justin Martin calls FLO “the most important historic figure the average American knows least about.” For this reason, NAOP encouraged students at the high school, undergraduate, and graduate levels to submit essays addressing: How should the life, legacy and values of Frederick Law Olmsted inform 21st century challenges?

Winners— announced in a press release— connected Olmsted’s foundational principles to contemporary issues:

“*Serving as a modern test of American democracy, parks are not simply beautiful scenery. They are social arguments for equity and inclusivity... Preservation of these landscapes will enable future generations not only to enjoy their many benefits, but to help them endure their own future health and social crises.*” — Juliana Swartz

### **First Prize, Secondary School Division:**

Juliana Swartz, Needham High School, Needham, MA, *Frederick Law Olmsted: An Unexpected Guide to Current Crises*

### **First Prize, College and Graduate School Division:**

Julianna Marinelli, Boston College, *The Life, Legacy and Values of FLO: Wisdom for 21st Century Challenges*

### **Second Prize, College and Graduate School Division:**

Andrew Herrera, Rutgers University, *Remembering Frederick Law Olmsted and the Public Need for Places to Play*

## Academic Engagement

The academic community came out in force to celebrate the bicentennial, offering events, tours, websites, scholarships, conferences, courses, and student activities.

Stanford returned to the original Olmsted plans to create its current master plan. So did Troy University which implemented the never-before realized Olmsted campus design.

The Association of College Architects designated Olmsted one of only four Honorary Members in their history. The only other non-architect is Thomas Jefferson.

Landscape architecture students also recognized FLO at LABash 2022 and ASLA’s annual conferences in 2022 and 2023.

The list of participating institutions included Harvard, Yale, Princeton, Trinity, Troy, University of Chicago, Vassar, University of Georgia, Stanford, Duke, Grove City, American, Gallaudet, Boston College, Denison, Penn State, Rutgers, Smith, University of California-Davis, University of Connecticut, University of Dayton, Clemson, Utah State, City College, Arizona State, Georgia Tech, University of Idaho, University of Maine at Orono, Lawrenceville Groton, University of Pennsylvania, and Roxbury Latin.

# International Engagement

The Olmsted bicentennial welcomed international participation from the UK, Canada, Japan, Korea, China, and Chile and explored how Olmsted's thinking informs global park-making and landscape design.

Olmsted 200 partnered with Birkenhead Park, which celebrated its own 175th birthday, as well as Les Amis de la Montagne which oversees Mount Royal in Quebec. Other international partners included the Scarborough Community Association, Historic Gardens Foundation in London, and World Urban Parks. In September 2022, Conversation with Olmsted: An International Perspective brought scholars from China, the UK, and Argentina to discuss Olmsted's influence and to highlight two new translations of Olmsted work released in Chinese and Spanish.

The international engagement will culminate in May 2023, when travelers retrace Olmsted's footsteps in the UK thanks to a partnership with John Phibbs, a landscape architect and historian in the UK. A percentage of the proceeds will be dedicated to NAOP.



Birkenhead Park, Liverpool, England





# *Investments in Olmsted Parks and Places*

Olmsted 200 served as a major springboard for important action on the ground. Rather than looking backward, Olmsted 200 asked communities to reimagine public spaces for the future— and that they did! The benefits of investing in green infrastructure were front and center, contributing to communities' economic, civic, and ecological vitality and health.



Olmsted Linear Park, Atlanta, Georgia  
Credit: Victoria Vanhuss

In 2022, over \$80 million dollars were invested in Olmsted parks and landscapes— in New York, Florida, Kentucky, and Maryland alone. New York Governor Kathy Hochul announced \$3 billion to restore Buffalo's Humboldt Parkway, destroyed by a high-speed highway nearly 60 years ago. In city after city there was good news to report. Here are just a few headlines!

- Milwaukee County Board of Supervisors names The Olmsted Way in Washington Park
- New York City Council names The Frederick Law Olmsted Way on Staten Island
- John Charles Olmsted and Henry Hobson Richardson homes are saved from demolition in Brookline, MA
- Olmsted-Beil Farmhouse is listed on the State and National Registers of Historic Places
- State and federal grants are awarded for renewal projects at Planting Fields, Highland Park, Bok Tower
- Scores of state and local proclamations honor FLO including a joint proclamation by Riverside and Druid Hills



The Olmsted Parks Conservancy CEO and Board of Trustees with donors Norman and Belita Noltemeyer.

Renewal projects completed or underway:

- Shakespeare Garden in Plainfield, NJ
- Charlesgate Park in Boston, MA
- Highland Park Children’s Pavillion in Rochester, NY
- Delaware Park’s Grand Staircase in Buffalo, NY
- Downing Park planting in Newburgh, NY
- Prospect Park’s Vale in Brooklyn, NY
- Washington Park circulation in Milwaukee, WI
- Lake Park’s Ravine Bridge in Milwaukee, WI
- Yerkes Observatory landscape in Williams Bay, WI
- Olmsted Grove in Riverside, IL
- Chickasaw Park pollinator garden in Louisville, KY
- Trees for Seattle Parks canopy health initiative in Seattle, WA
- Lake Wales Connected master plan in Lake Wales, FL

Two exceptional investments include Hillside Park and Beargrass Preserve.

Hillside is believed to be the largest new public park in Baltimore City in over 100 years. The proposed design takes inspiration from Frederick Law Olmsted — with a focus on creating a democratic space for all.

In Louisville, the 25-acre Beargrass Preserve marks the first expansion of the city’s Olmsted Parks in 100 years.

“The Olmsted network has been a real gift to our small non-profit. We have attended more seminars than we can count which has also helped in our education and connections.”

— Mary Page Michel, Hillside Park



Yerkes Observatory, Williams Bay, WI. Credit: Idealimpressions.com

# *National Park Service & Library of Congress*

The National Park Service and Library of Congress are major repositories of Olmsted records. In 2022, both renewed their commitment to documentation and public access.

## 2022 HALS Challenge: Olmsted Landscapes

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The 13th annual Historic American Landscapes Challenge called on landscape architects and others to document Olmsted landscapes. The campaign resulted in 17 new reports which will become part of the NPS permanent collection. These include documentation of California's North Coast Redwood Parks; Gray Gardens; Lakeshore Highlands; Cadwalader Park; Terwilliger Parkway; Lawrenceville School and Hills and Dales, Dayton, OH.



## By the People Olmsted Transcription

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In 2021 and 2022, the Library of Congress sponsored a crowdsourcing transcription campaign — By the People, By Design: Olmsted and Associates—providing volunteers the opportunity to transcribe, review, and study Olmsted documents. LOC is also archiving Olmsted 200; Olmsted 250 is just around the corner!

## Documentation in the States

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In Connecticut, the legislature funded a groundbreaking statewide survey of Olmsted properties. Consequently, a digital resource is now available that provides detailed information about more than 150 projects in the state, birthplace, and resting spot for Frederick Law Olmsted. This information will be available as part of CT state records and on OlmstedOnline in 2023.



## Scholarship and Research Tools

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The bicentennial inspired scholarship and research tools geared for academics and the broader park-loving public.

In 2020 just before Olmsted’s bicentennial, Charles Beveridge published the 12th and final volume of *The Papers of Frederick Law Olmsted*, drawing a 40-year project to a close: *Frederick Law Olmsted: Plans and Views of Communities and Private Estates*, paired with *Frederick Law Olmsted: Plans and Views of Public Parks*, offer instructive and visually compelling introductions to key projects by Olmsted Sr. In partnership with the University of Virginia, Rotunda Imprint, NAOP worked to provide digital access to Volumes 1- 9 and Supplemental Volume 1 of *The Papers*. In 2021 and 2022, NAOP, LOC and the Frederick Law Olmsted National Historic hosted virtual training to ensure that their respective databases, OlmstedOnline, and ORGO were easy to navigate.

Scores of books were published, exploring aspects of Olmsted’s multi-faceted life and career. Many were the work of the *Library of American Landscape History*, which released an Olmsted catalog and a special spring edition of *View Magazine*, dedicated to the Olmsted legacy. 2022 also marked the release of the first biography of Frederick Law Olmsted: *Beauty, Efficiency and Economy* by Elizabeth Hope Cushing and an Audible course on Olmsted by University at Buffalo Professor Adam Rome.





Planting Fields Arboretum State Historic Park in Oyster Bay, New York

# *Looking ahead*

Frederick Law Olmsted had a focus on “distant effects.” And so, too, do we. Olmsted’s parks and places did not appear by accident. They took generations of dedicated care and stewardship and will require generations going forward. As the bicentennial ends, the real work begins. The National Association for Olmsted Parks— now known as the Olmsted Network— is moving forward with a new name and a renewed commitment to these irreplaceable landscapes. The name reflects the broad and inclusive movement that has been inspired by Olmsted 200. We look forward to building on the partnerships and accomplishments outlined in these pages to ensure that Olmsted parks, places, and principles thrive for future generations.

Sincerely,

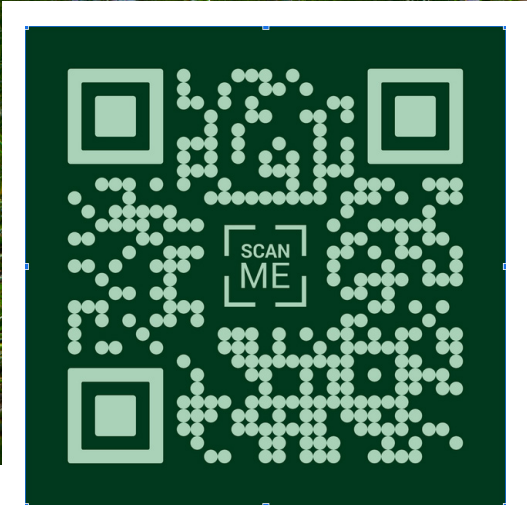
Anne “Dede” Neal Petri  
President and CEO,  
Olmsted Network

**“ I have all my life been considering distant effects and always sacrificing immediate success and applause to that of the future. ”**

— Frederick Law Olmsted



Prospect Park in the Spring, Martin Seck



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NATIONAL  
ASSOCIATION for  
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