



For More Information Please Contact:

Beriault Entertainment Marketing
Jim Beriault, (503) 740-4869 office
jb@B5PR.com

**The Portland Home & Garden Show® Presents:
*Urb-Appeal: The ultimate in urban living, gardening and lifestyle***

Portland, Ore. -- For the first time, a cooperative effort to create the future of home and garden is being presented at the Portland Home & Garden Show. **Urb-Appeal** (a play off the real estate term of Curb-Appeal), focuses efforts toward sustainable living, urban gardening and small carbon footprint. **Visit Urb-Appeal at the Portland Home & Garden Show this February 24 through 28 at the Expo Center!**

The goal of Urb-Appeal is to show modern and responsible living doesn't mean a lack of privacy, intimacy, and luxury. Three landscape designers (Shultz & Long Landscape Architecture, Terry Gibson Landscape Architect and Jack Hays Landscape Design) are joined with **Ideabox** – the ultimate small footprint modular home – to create a 100X50 (standard lot size), home site, that reflects the future of living in urban centers.

The Schultz & Long garden area will feature a modern and formal entry that leads toward an inviting and warm outdoor dining and fireside area. Level changes and Recovered metal screens provide privacy and interest. Use of stone, water (fed from rain collectors), and strategic plantings show the complexity that can be created on a typical urban lot. Native plants surround the home (lessening the need for water and fertilizer), no lawn is used for the area, and ornamentals provide color and contrast. The focal point of the garden is a stainless steel based fire feature that is stunning and inventive. The sunken fire pit area will provide warmth and comfort – while using minimal energy output. All materials are local, sustainable and made from recycled materials.

Terry Gibson will be creating a modern urban farm – complete with a chicken coup! Raised bed gardens, permeable paving patterns, and a flowing design, add a whimsical and practical aspect to this garden area. The planters are easily accessible and provide ample “crops” to be used year-around to supplement a healthy lifestyle.

Jack Hays Landscape Design will bring his artistic abilities to full life. The goal is to showcase how art, material and concept can create an amazing garden filled with art-pieces of interest in a modern urban setting. Look for color, plant, rock and metal fused together in unbelievable and moving ways. Easy to maintain, magnificent to behold, Jack Hays never fails to inspire.

###

The Portland Home & Garden Show® is produced by O'Loughlin Trade Shows and sponsored by the Home Builders Association of Metropolitan. The show runs Wednesday, February 24 through Sunday, February 28, 2010 at the Expo Center. Tickets are available during show hours or may be purchased in advance online.

Visit www.otshows.com or call 503-246-8291.

TAKE MAX to the EXPO Center!