

GARDENS DESIGN AS OUTDOOR EVENT SPACES

Cristina ZLATI, Măriuca ȘTIRBAN, Alice CHIHAIA, Roxana PAȘCU

“Ion Ionescu de la Brad” Iași University of Life Sciences,
3 Mihail Sadoveanu Alley, 700490, Iași, Romania

Corresponding author email: roxana.pascu@iuls.ro

Abstract

Present research theme aims to design and implement an outdoor garden as event spaces. The subject is addressing the need for more attractive and functional environments, spaces for various social and cultural activities. In the context of a continuous growing demand for outdoor events, our project aims to provide new and functional plant compositions, plant selections well adapted to the specific needs of event spaces, integrating decorative elements and functional facilities (alleys, pots, etc.). Event gardens are spaces especially designed to host various social and cultural activities, such as weddings, parties, concerts or exhibitions. This type of gardens are carefully created to provide an inviting and relaxing atmosphere, combining all landscape design elements, functional facilities and pleasing aesthetics. The theme was chosen based on market research analysis, client requirements and principles of sustainable design. The expectations are linked to the opportunities, innovation and adaptation to ever-changing trends in the field of outdoor events design in particular and landscape architecture in general. These types of gardens are of interest not only because they provide a delightful natural setting for events, but also because promote the connection between people and environment, contributing to community general well-being and of course, environmental sustainability.

Key words: outdoor events; design; environment; community.

INTRODUCTION

The proposed theme of research aims to design and implement an outdoor garden as event space, addressing the need for more attractive and functional spaces for various social and cultural activities.

In the context of a continuous growing demand for outdoor events, this project aims to provide innovative solutions in plant compositions schemes and landscape design, integrating all necessary decorative elements, functional facilities and plant selections adapted to the specific needs of outdoor event spaces.

An event garden is a specific space, especially designed to host various social and cultural activities, such as weddings, parties, concerts or art events as exhibitions. These gardens are created to provide first an attractive and relaxing atmosphere while combining landscape design elements, the functional facilities and a pleasant aesthetic (Dumitras A. et al., 2010). They are places where people can meet and celebrate important moments, in a natural and inspiring setting, contributing to the creation of unforgettable memories (Bezerra A.F. et al., 2010).

The research theme was chosen based on market research analysis, client requirements

and principles of sustainable design. The expectations are linked to the opportunities, innovation and adaptation to ever-changing trends in the field of outdoor events design in particular and landscape architecture in general. By approaching a design method which integrates as many factors involved, is expected to create such spaces that combine aesthetics and utility, comfort, sustainability and durability. Thus, the contribution will be, improving the experience of event participants and capitalizing on urban landscapes (Istrate A.M.R. et al., 2023).

Through this project, we aimed not only to create attractive and functional spaces, but also to promote a more conscious and interactive environment for the local community, strengthening the role of outdoor gardens as central elements of contemporary urban life. The choice to approach this theme is due to continuous fascination with how nature and landscape architecture can transform urban spaces into vibrant and lively places, suitable for celebrating special moments (Boangiu G., 2021). These types of gardens not only provide a delightful natural setting for events, but also promote the connection between people and the environment, contributing to community well-

being and environmental sustainability (Yarushina K., 2021).

MATERIALS AND METHODS

The general purpose of this work is to design and arrange a pontoon on Lake Ciric, intended for matrimonial events, civil weddings in particular, or other unique events. This involves expanding the space on Lake Ciric, the Elysium event hall (Figures 1 and 2). Figure 3 present the current situation of the site.

By arranging the new space, it is proposed to create a special, unique, and romantic space, in a dream setting, a natural setting, suitable for holding ceremonies and other special activities. Another goal is to offer participants a memorable and comfortable experience, in a natural and picturesque setting.

To achieve the general goal, the project follows a series of directions in the sense of:

- Creating a unique, romantic and relaxing atmosphere, by using ambient lighting, effects and floral decoration.
- Ensuring the necessary comfort and safety of participants, by including safe chairs and railings.
- Optimizing the space to allow the development of various types of events, adapting to the needs and preferences of customers.
- Harmonious integration into the natural environment, respecting and protecting nature, the aquatic ecosystem and the surrounding vegetation.

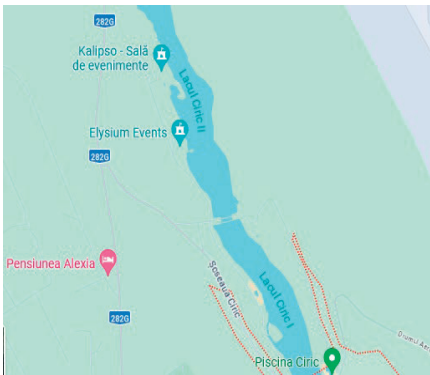


Figure 1. Location of Elysium Ciric Restaurant (<https://www.google.ro/maps/>)

The methods used to achieve the general goal are oriented towards collecting data and analyzing a wide range of examples, both positive and negative, regarding the creation and management of databases, in order to understand and identify the essential elements for achieving a favorable spatial structure. By carefully examining previous experiences, we are able to highlight effective practices and those that require improvement, thus providing a solid basis for the future development and implementation of these systems. Through all these efforts, the design and arrangement of the pontoon on the water will provide an unforgettable setting for ceremonies and events, where couples and participants can enjoy the beauty and tranquillity of nature (Galluzzi G. et al., 2010).



Figure 2. Current situation of the Elysium recreation area



Figure 3. Current situation – details

RESULTS AND DISCUSSIONS

The presented proposal integrates various geometric elements, a play of lines and irregular shapes. The plan presents two generous entrances, green spaces, a bar area, sumptuous terrace with dining area, intended for private events, but also two pontoons on the lake intended for photo shoots, civil weddings, private parties, etc. This design proposal implements and promotes outdoor events, especially on the lake (Figure 4).

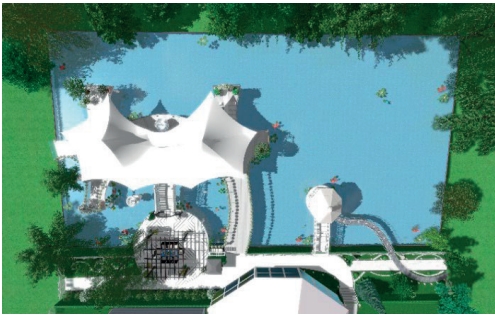


Figure 4. Planning proposal

Within the proposed development, four zones with distinct functions are identified, as shown in figure 5, all of these zones are connected by a main alley. Each zone is designed to offer a unique and memorable experience, transforming each event into an unforgettable moment.

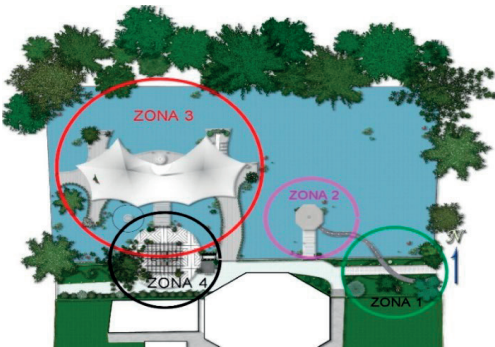


Figure 5. Zoning plan

Zone 1 and zone 2 are directly connected by the same alley, the main one, but also a secondary one, while zones 3 and 4 are connected only by the main alley. Also, around these main zones there are various design elements, which complete the overall development.

Original alleys were modified, with the aim of modernizing and facilitating access, emphasizing the points of interest created, and providing an elegant and festive touch, while offering a relaxing and intuitive navigation. They bring an aesthetic, but also functional addition to our gardens, elegantly and harmoniously connecting the various areas of the space.

Zone 1, includes the main alley to the hall and the two pontoons, up to the exit (Figure 6).



Figure 6. Arrangement of alleys

This is essential for creating a positive first impression and for facilitating access to the complex. The entrance alley is decorated with decorative vegetation (*Alyssum*, *Rosa*, *Buxus*, *Abies*, *Magnolia*, *Quercus*) attractive paving and ambient lighting, offering a welcoming, elegant atmosphere but also increased accessibility. The small pontoon is an area designed for events, especially intended for photos and civil weddings. It offers a fairytale setting, perfect for unforgettable moments. It can be decorated with refined flowers and elegant floral arrangements, according to the style and preferences of the bride and groom (Bernardis R. et al., 2023). This pontoon exudes romance and elegance. The high-quality paving, combined with the delicate railings, ensures both safety and a special aesthetic appearance. The large main pontoon is decorated with sumptuous elegance. It is a very versatile and refined space, perfect for various special and spectacular events (Figure 7). It includes multiple areas dedicated to photos, civil weddings, select parties and sumptuous weddings.



Figure 7. The view of the two pontoons

It can be decorated with floral arrangements, which can be changed depending on the style of each event, but also furniture and different materials of the highest quality. Glass railings could also be adorned with bouquets of *Gypsophila*.

The special, irregular shape, give the pontoon a special uniqueness, which distinguishes it from any other structure in the city. With an innovative design and impressive architecture it attracts attention, turning it into a point of reference and attraction. It is the only one of this kind in the city, thus it offers not only a place for events, but also a unique visual aesthetic and sensory experience, which leaves a lasting impression on all participants. Potted flowers carefully chosen to be well adapted will be strategically placed in order to add an extra touch of beauty, attraction and naturalness to the pontoon, placing the event in a bohemian setting. The variety of vegetation including flowering plants brings color and fragrance, contributing to a lively and elegant atmosphere (Table 1).

In addition, the pontoon allows for the customization of the decor for each event. Whether it is a romantic wedding, a sophisticated party or an intimate civil ceremony, organizers can decorate the space according to their preferences, using various decorative elements. Fine draperies, bright lights, themed floral arrangements and elegant furniture are just a few of the options available, ensuring that each event is unique and perfectly reflect the wishes and style of the hosts. Thus, the pontoon becomes a fairytale place, adaptable and charming, ideal for any special occasion.

Table 1. The list of proposed species

No. crt.	Species name
1.	<i>Abies concolor</i> (Gordon & Glend.) Lindl. ex Hildebrand
2.	<i>Betula nigra</i> L.
3.	<i>Buxus sempervirens</i> L.
4.	<i>Choisya grandiflora</i> Regel
5.	<i>Cornus alba</i> L.
6.	<i>Cornus florida</i> L.
7.	<i>Cupressus sempervirens</i> L.
8.	<i>Cyperus alternifolius</i> Rottb.
9.	<i>Gypsophila elegans</i> M.Bieb
10.	<i>Hibiscus rosa-sinensis</i> L.
11.	<i>Hibiscus syriacus</i> L.
12.	<i>Hydrangea</i> sp.
13.	<i>Hedeoma incana</i> Torr.
14.	<i>Juniperus chinensis</i> L.
15.	<i>Juniperus horizontalis</i> Moench
16.	<i>Leucothoe fontanesiana</i> 'Zeblid'
17.	<i>Lobularia maritima</i> (L.) Desv.
18.	<i>Magnolia grandiflora</i> L.
19.	<i>Matthiola</i> sp.
20.	<i>Nymphaea</i> sp.
21.	<i>Pinus thunbergii</i> Parl.
22.	<i>Podophyllum peltatum</i> L.
23.	<i>Quercus douglasii</i> Hook. & Arn.
24.	<i>Rhododendron augustinii</i> Hemsl.
25.	<i>Rosa</i> sp.
26.	<i>Salix caprea</i> L.
27.	<i>Salix nigra</i> Marshall
28.	<i>Verbena hybrida</i> L.

Area 4 presents the arrangement of an intimate, suspended, and refined terrace. The setting is intended for private parties, anniversaries and other small events, offering a refined and comfortable setting for special occasions. Decorated with elegant and high-quality outdoor furniture, terrace has comfortable chairs and tables, placed under a pergola adorned with plants, lights and other accessories. The floral arrangements and pots use carefully chosen plant compositions (for example *Poliomintha* sp., *Juniperus* sp., *Rosmarinus* sp., *Abelia* sp.) to add a touch of freshness and color, creating pleasant and relaxing context (Figure 8). Near the exit area, next to the main alley, a floral arabesque is placed, using *Alyssum* sp., which will delight viewer's eyes and in the same time will add a distinct element of beauty and elegance to the environment.



Figure 8. Details of the interest areas

CONCLUSIONS

The design solution of the outdoor event space belonging to Elysium Event Hall, Iași, exemplifies a remarkable interconnection between elegance and innovation, skillfully framed into the natural landscape of Ciric Lake. The modern pontoon on the lake is a splendid and innovative setting, ideal for scenic weddings and other memorable events. The environment can be enriched with delicate floral arrangements and sophisticated ambient lighting, elements that will contribute to a fairytale atmosphere. The entire layout, exclusive in its complexity, combine elegance and refinement in a private almost intimate setting, harmonizing the multiple areas. This way of approach not only that amplifies the aesthetics and functionality of the space, but also offers a distinct and unforgettable experience for all participants at the events.

In conclusion, the Bloom Hall area from Elysium complex design, manages to merge nature with modern elegance, establishing an ideal setting for any special event, meeting standards of excellence in the field of event organization.

The outdoor event space design with its unique and refined layout, with multiple areas intended for various private events and photo shoots sessions, offers an intimate and spectacular setting on the modern pontoon on Lake Ciric. This interfluent combination of aesthetics and functionality not only emphasize the experience of participants, but also sets a new standard of excellence in the field of event planning. All these will ensure unforgettable memories for all those who will visit this extraordinary place.

REFERENCES

- Bernardis, R., Sandu, Tatiana, Dascălu, M., Zlati, Cristina, Cojocariu Mirela, Poșta Daniela (2023). Aspects regarding the ornamental value of some *Teahibrida* and *Floribunda* Rose varieties from "Tudor Neculai" nursery collection – Iași County. *U.S.V. Scientific papers*, vol. 66, nr. 2, seria *Horticulture*, pp. 75-80, ISSN 1454-7376. [http://www.uaiasi.ro/revista_horti/files/Nr2_2023/vol%2066_2_2023%20\(11\).pdf](http://www.uaiasi.ro/revista_horti/files/Nr2_2023/vol%2066_2_2023%20(11).pdf)
- Bezerra, A.F. and Rocha, Y.T. (2010). Public open spaces of Baeta Neves district, São Bernardo Do Campo city, state of São Paulo, Brazil. *Acta Hortic.*

- 2010, 881, 359-362, DOI: 10.17660/ActaHortic.2010.881.53
<https://doi.org/10.17660/ActaHortic.2010.881.53>.
- Boangiu, G. (2021). The symbolic imaginary specific to the wedding in Oltenia. *Current Issues of Social Sciences and History of Medicine*, 2021, 30, 68–72. <https://doi.org/10.24061/2411-6181.2.2021.271>.
- Dumitras, A., Ilca-Suciu, T., Pop, P., Damian, A., Mazăre, G., Zaharia, D., Oroian, I., Singureanu, V. and Sabo, G. (2010). Romanian urban landscape, antagonism or cooperation between public and private green areas. *Acta Hortic.* 2010, 881, 351-354, DOI: 10.17660/ActaHortic.2010.881.51
<https://doi.org/10.17660/ActaHortic.2010.881.51>.
- Galluzzi, G. and Negri, V. (2010). Contribution of backyard gardens to conservation of biological and cultural diversity and to human well-being. *Acta Hortic.* 2010, 881, 179-183, DOI: 10.17660/ActaHortic.2010.881.22
<https://doi.org/10.17660/ActaHortic.2010.881.22>.
- Istrate A.M.R, Cojocariu M., Grecu C., Stoleru V. (2023). Landscape design process of a private events venue Garden in Iasi county, Romania. *Scientific Papers. Series B, Horticulture*. 2023, Vol. LXVII, No. 1, 404-412, Print ISSN 2285-5653, CD-ROM ISSN 2285-5661, Online ISSN 2286-1580, ISSN-L 2285-5653.
- Yarushina, K. (2021). Anthropological description of a modern urban wedding. *Ideas and Ideals*, 2021, 13, 373–388. <https://doi.org/10.17212/2075-0862-2021-13.3.2-373-388>.
<https://www.google.ro/maps/>

MISCELLANEOUS

