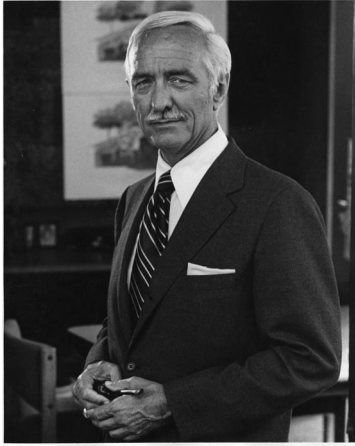


Interiorscape Hall of Fame



Robert Herrick Carter

2004 Posthumous



Robert Herrick Carter, once referred to as Jonny Appleseed, one of the California's first licensed landscape architects, license number 15 to be exact, and also founder of one of the oldest plant rental and maintenance companies in the United States, Van Herrick's Environmental Planting, is being inducted into The Interiorscape Hall of Fame.

Robert Carter began working in greenhouses, mowing lawns, clipping hedges and trimming trees. During college in the early 1940's he also earned money tending to the interior lobby plants in a public building in Los Angeles where his mother worked.

Robert Carter, after graduating from University of Southern California, drifted through several other non landscaping jobs and also taught agriculture and drafting at the junior high school level before being drawn back into his first love. By this time his single building lobby interior plant business had developed into a landscape contracting enterprise providing general exterior landscape installation as well.

In the early 1950's Robert Carter's landscape contracting business grew substantially. In that same time period a few very well known practicing landscape architects spearheaded the state licensing of the profession and Robert was invited into this distinguished founding group with license number 15. One of the first projects that he completed as a licensed landscape architect was the design and installation for the Los Angeles Museum of Art. From then on he went on to design many of the early landmarks of Los Angeles, numbering into the hundreds.

Perhaps more than any other single individual, Robert Carter was responsible for making Los Angeles one of the most eye-pleasing major urban centers in the country. He and his firm amassed an enviable collection of city, state, and national awards. The Los Angeles Beautiful Committee presented Robert with more honors than all of his contemporaries combined, over 50 awards for his designs, a record unmatched in the history of this group dedicated to the acknowledgment of achievement in the beautification of the city.

Robert's designs and accomplishments were not confined to Southern California as he was also involved with the greening of the deserts in the Middle East with the planning and landscape design for at least eight major projects with a total construction value of over \$25 million. In addition he designed a \$20 million nursery in Riyadh, Saudi Arabia.

While truly one of the founding fathers of the profession of landscape architecture, Robert always considered himself first and foremost a nurseryman and planting designer. While his career carried him away from his landscape contracting business, he never gave up the lobby planting company his mother helped him begin in the early 1940's. His firm, Van Herrick's Environmental Planting, established as a plant rental and maintenance firm developed into one of the first and then one of the largest plantscape companies in the country.

Van Herrick's Environmental Planting became very well known for their excellent services in the beautification of the environment of building's interiors with tropical foliage and blooming plants. In those early days, Van Herrick's almost entirely rented all of their foliage and color for their interior installations, and because of this the firm, to assure itself a constant stream of healthy interior plants and blooming color, developed their own 16 acre plant and flower farm in Malibu, California as well as several acres of greenhouses in north San Diego County.

"My work is a joy," Robert Carter once said. "I have created meadows and groves on urban rooftops and brought beauty where it didn't exist. My reward is knowing that the beauty will last."

By induction into the Interiorscape Hall of Fame the name Robert Herrick Carter will also last.

Robert has truly helped build a foundation for our industry.

