



Interiorscape Hall of Fame



Steve McCurdy 2002 Plantscaping Professional

Steve McCurdy was born in Belfast, Northern Ireland, Great Britain on April 19, 1960 to Samuel and Daphne McCurdy. Steve spent many weeks each summer on his grandmother's farm where they grew fruits, and vegetables, flowers, and shrubs from cuttings and seed. There he developed his love of horticulture and he credits his career choice to those wonderful times on the farm.

In 1976, Steve was selected for a work-study fellowship by the House of Rochfords, Hertfordshire, England. At that time, the company was the largest grower of interior potted foliage and flowering plants in Europe and the winner of 50 consecutive Gold Medals at the annual Chelsea Flower Show. The House of Rochford sponsored his education at Oaklands College of Agriculture and Horticulture and Steve completed the three-year training program in Commercial Glasshouse Production and received his Craftsman Certificate, the equivalent of a Bachelor of Arts in an American college, in May of 1979. After graduation, Rochfords selected Steve to participate in a one-year study abroad program in cooperation with the Future Farmers of America. Steve came to southern California and worked at Buena Park Greenhouses, with different crops in the company's fully automated greenhouses. While in southern California, Steve met his future bride, Janet who was attending UCLA. At year-end, Steve returned to England and joined Rochfords sales department becoming one of the top three producers in the 12 member sales force.

In the summer of 1982, Steve returned to the United States to marry Janet. For the next 2 years, Steve worked for a southern Californian wholesale nursery first as Growing Manager and then as General Manager. In 1984, he left and started his own interior landscape company, British Indoor Gardens. At the 1986 Interior Plantscape Association (IPA), his company won its first national award for the installation of the Curtis School atrium. Steve was inspired and he returned home determined to position British Indoor Gardens on the cutting edge of innovation and technology. Because the company had diversified into exterior planters and containers, a new broader identity was needed, and British Indoor Gardens became Landscape Images. Since then, the company has been honored with 93 national and state awards. Including the 'Judges Award' three times for best project. Steve and Landscape Images have been featured in numerous magazines and books in the United States.

Always with an eye on the innovation, Steve saw the benefits of sub-irrigation and began installing, primarily the Mona system into a multitude of southern California projects. The trend toward innovation continued with his development of large container

dollies, which made the handling of large staged plant material significantly safer for one person to move large trees.

Steve's commitment to the interior landscape industry has been reflected by his participation in industry associations and events. Steve's commitment to award winning excellence was sought as he served as a judge for interiorscape competitions. He served on the board of the Professional Interior Plantscape Association (PIPA) from 1986 to 1991. In 1989 PIPA recognized Steve with the President's award for outstanding contributions to the association and the profession.

In 1995, Steve was elected CIPA Vice-Chair and became a committee member for CalScape Expo, CIPA's annual conference. From 1996 to 2001 Steve served as CalScape Expo Chair. During his tenure as Chair, Steve's drive and vision helped grow CalScape Expo into the countries leading Interiorscape conference and trade show. Steve saw the 'Millennium edition' of CalScape Expo, known as 'WorldScape 2000' as the perfect venue for expansion of CIPA and CalScape to neighboring states and even, to Europe and the Far East. Also in 1996 Steve was elected to the ALCA-IPD board, serving until 1998 as the outspoken champion of the small interiorscaper. In 1998 the Plants for Clean Air Council recognized Steve for his outstanding volunteerism to the organization, an award given only five times in their 12-year history.

In 2000, he was selected as one of the seven most influential individuals in the industry through a nationwide ballot, sponsored by Interior Business. Steve also spearheaded and wrote the criteria for the Interiorscape Hall of Fame administered by CIPA and was instrumental in the launching of the CIPA - Plants at Work marketing piece.

Steve and Janet sold Landscape Images in 2001, relocating back to England and starting a new venture, the Majestic Group Ltd. Steve's newest endeavor is the development of "Majestic Trees" a containerized tree nursery, just north of London.

