

WHERE

DESIGN

MEETS

POWER

The
EDSA
Difference

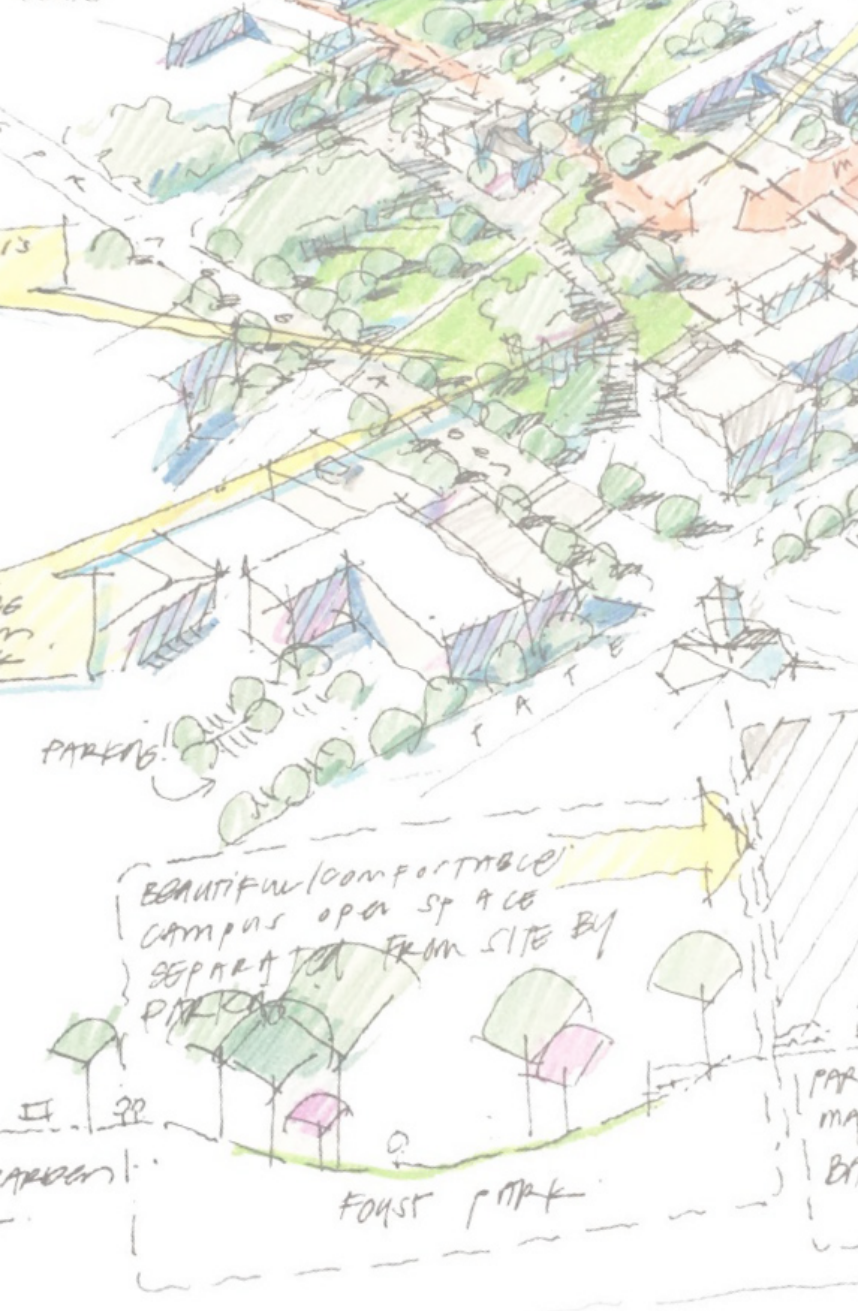
**What is design but a prism
– an elegant translation of
complexity into something
beautiful, meaningful, and
intuitively understood.**

It brings clarity where there is confusion, sparks transformation where there is hesitation, and reveals new perspectives, even when distilling the most layered of challenges. The same holds true when applied to a site where design acts as a catalyst – unlocking new possibilities, sparking innovation, and shaping spaces that don't just respond to their surroundings, but give them a new voice.

This is the lens through which EDSA has approached every project for more than 65 years. Rooted in collaboration, refined through process, and inspired by a profound respect for people and place, this design philosophy continues to guide the firm's work. It's not just a methodology – it's a mindset, woven into the fabric of daily practice and reflected in the way EDSA operates while delivering lasting value to clients and communities around the world.

POSSE

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Collective Creativity

Roughly 50-70 percent of most corporate entities share a similar structure – beginning with a Board of Directors and C-suite executives, and extending through team leaders to project managers and designers. So while EDSA follows a similar framework, the pathways through which design solutions and knowledge flow are far from hierarchical. “There’s not a day that goes by that I don’t learn something new,” shares Chief Operating Officer, Eric Propes. “And that knowledge doesn’t come from just one place – it stems from every level of experience.”

With offices in eight cities across two countries, and teams comprised of talented individuals from around the globe, diversity is at the core of EDSA’s creative process. It’s this range of perspectives that helps capture the true essence of a project. So, while a Principal or Vice President may be sought out for their specialized expertise, it’s just as likely that an top notch designer will offer an insight or solution that moves a project forward. **“We build on each other’s strengths – not through competition, but through true collaboration and collective momentum,” says Propes. “It’s a dynamic that’s rare and incredibly powerful.”**



WORKSHOP | JACKSON HOLE, WYOMING

#1

Human Intelligence

We blend passion with knowledge, art with science + heart with mind, as beauty sits where they collide.

#2

Facilitative

We take a collaborative, comprehensive approach that considers the financial, environmental, social + cultural impacts of a project.

THE BOCA RATON | BOCA RATON, FLORIDA



Design Director and Vice President Betsy Suiter echoes that sentiment, recalling a pivotal moment early in her career: “I remember working on a project with some of the firm’s most influential voices,” she shares. “I was still finding my footing as a landscape architect when one of our senior partners looked at my work and said, “That’s it. That’s the design.”

Such practices are common at EDSA, where teamwork, peer-support, and mutual respect are integrated into the everyday. “There are so many forms of cross-mentorship happening and working together is a big part of that,” emphasizes Vice President, Jagger Javenes. “Knowledge and expectations are passed down, certain skills and insights are passed up, and vice versa. It’s this continuous dialogue and swapping of wisdom that allows us to bridge the generational gap while ensuring we’re all aligned.”

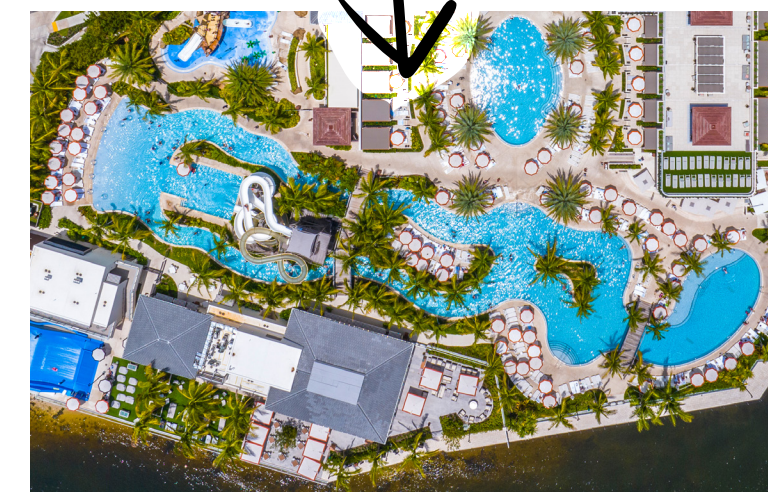


Trust the Process

But collaboration and mentorship extend far beyond the walls of EDSA, reaching into the field itself. “When taking on a new project, we listen closely to our clients while immersing ourselves in what the site and the culture of a place are telling us,” offers Propes. “Our team learns from this context, uncovering the full potential of what a project can become – fueling our creativity and laying the foundation for meaningful design.”

Suiter reinforces that idea, emphasizing that successful designs are those that also factor in the involvement of other disciplines. “It’s not enough for something to look good on our end if it doesn’t work for the rest of the team,” she highlights. “The best outcomes happen when everyone builds on each other’s ideas. That’s what makes a project feel cohesive rather than a quilt that’s just pieced together.”

So, whether partnering with an architect, engineer, owner, developer, or any combination of collaborators, the goal remains constant – to align visions, overcome challenges, and create places that are as purposeful as they are inspiring.



“We examine every project through the same creative, intuitive lens,” reflects Javenes. “Hospitality, residential, themed entertainment, public realm – while the approach may shift slightly to meet a client’s unique goals, it always comes back to one thing: letting the land tell its story.”

The design perspective Javenes describes begins at what EDSA refers to as ‘Phase Zero’ – a foundational project phase that consists of direct engagement with the site in its raw, existing form. Designers immerse themselves in its conditions, character, and untapped potential. From there, the lens widens. “We take a step back to understand not just the site itself, but how it connects to the broader context and role within the community,” continues Javenes. “That’s how we develop a complete vision, one that considers what people need, what nature demands, and what the client is aiming to achieve.”

The result is a thoughtful balance between the desires of the end-users and environment – only to be elevated by an EDSA twist: a layer of design thinking that uncovers opportunities the client may not have initially envisioned. “I always like to start a design with the phrase, ‘It would be cool if...’ and let my imagination build from there,” remarks Suiter. “Often, our ‘blue-sky’ ideas find their way into site programs in ways that are both imaginative and functional. It’s fulfilling to know that the value we add is not only recognized, but often exceeds what clients initially expected from us.”



#4

Experience Creators

We tackle every project through a design lens + offer a holistic perspective that spans from micro to macro and macro to micro.

Tools of the Trade

Still, there is no secret formula or fixed checklist that EDSA relies on to make a space come to life. “Our approach shifts with each project,” states Propes. “What stays consistent though, is our originality. Every design is unique. It’s never cookie-cutter.”

That signature creativity has been further elevated through a thoughtful blend of traditional hand graphics and cutting-edge technology – a combination that brings concepts to life in ways that are both imaginative and deeply grounded in data and context. “What begins as a sketch quickly evolves into a 3D model – a digital twin – allowing us to apply data, AI, and simulation tools to test and refine concepts within the context of the real site,” Propes elaborates. This forward-thinking approach reflects a broader shift across the industry, as 80 percent of leading design firms are now incorporating model-based coordination and AI-assisted visualization into early concept phases – a direction EDSA has long embraced.



Javenes notes that while new technologies offer exciting possibilities, it’s how they’re thoughtfully applied that makes the difference. “There’s no question that AI and BIM have allowed us to bring our ideas to life faster,” he shares. “But there still needs to be a designer asking the right questions or coding the back end to get the correct output. The creativity is still coming directly from the team, and that’s something that will never change.”

And while Suiter agrees that technology has made workflows more efficient and effective, she believes that nothing will ever take the place of traditional hand graphics. “There’s so much power in having a voice with your hand rather than just on the computer,” she affirms. “When we show up on site with a marker and roll of trace ready to sketch, we’re able to showcase what we envision in real time. It adds that ‘wow’ factor and shows our clients that we’re listening, ultimately building long-lasting trust.”

#3

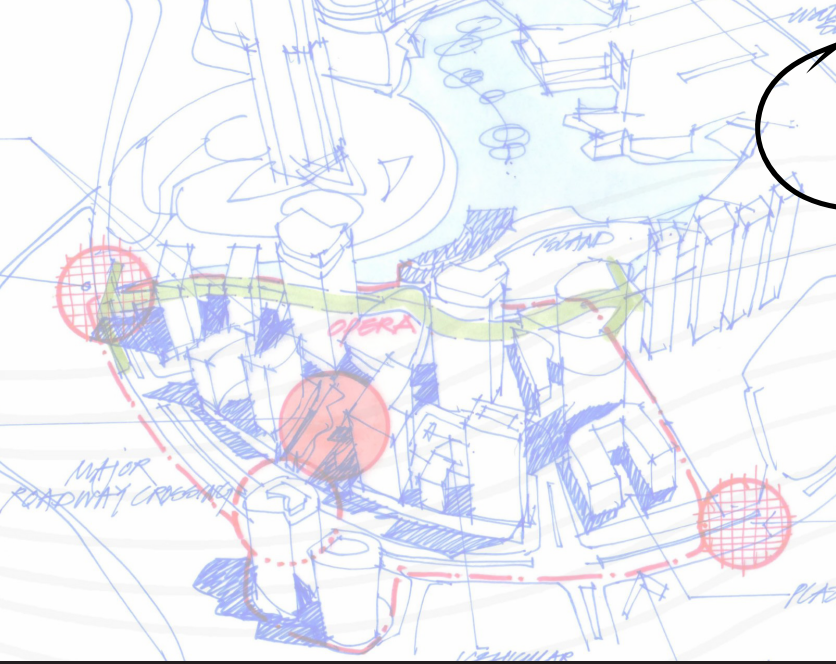
Human Experience

We create relationships between space + place by celebrating cultural context + designing from a sense of perspective.

#5

Problem Solvers

Combining an understanding of the client’s goals with our expertise + research, we develop solutions that cover every aspect of a project.



#7 Future-Shaping

Looking beyond the trends of today, we combine systems thinking and regenerative design – helping create sustainable, resilient + accessible encounters with the natural world.

#6 Design Performance

With clear, measurable + quantifiable performance indicators, clients can fully understand social, cultural, economic + environmentally driven project outcomes.



WORKSHOP | PHOENIX, ARIZONA

People Powered

Establishing that trust early on is one of the many reasons EDSA continues to have a majority of repeat clients. While the average client retention rate in professional services hovers around 50 percent, EDSA's repeat work exceeds industry norms at around 75 percent – a testament to long-term dependability, strategic partnerships, and consistently delivered value. “We show up, we execute, and we work well with the teams,” says Javenes. “Our egos are left at the door, and because of that, we’re able to gain mutual respect and build genuine rapport.”

Having worked on more than 200 projects over his 25-year tenure with the firm, Propes affirms that EDSA's consistent, people-first approach is what transforms a single project into a lasting partnership. “It’s about truly understanding the client – getting ahead of their needs and anticipating what comes next,” he explains. “We don’t wait around for direction. We absorb the information, interpret it, and move forward with purpose. That’s how we become more than just the landscape architect – we become an extension of their team.”

At the end of the day, clients choose EDSA not just for design excellence, but for the people behind the work – their energy, devotion, and collaborative spirit. **“We have a team here that’s really dedicated to their craft,”** shares Suiter. **“It’s more than a job for us. It’s a collection of passion projects. We get invested in each assignment, and we have a genuine interest in getting that project to move forward in a way that feels thoughtful, purposeful, and truly impactful for the people who will experience it.”**

But what is a strong project team without successful outcomes to match?

Everlasting Value

At EDSA, ideas are only as powerful as their execution, and that’s where they excel. With hundreds of projects advancing to built form, designs don’t just live on paper – they shape real places, enrich daily experiences, and create spaces that endure long after the ribbon is cut.

“As much as we measure success by metrics like return on investment, economic growth, and energy efficiency, it’s also about how the space makes people feel,” reflects Javenes. “It needs to work for the client financially, but also connect with the community – mentally and emotionally.” And that connection is often driven by personal investment. “I’ve worked on golf-centered communities where I knew the value of a view – not just as a designer but as someone who loves the game.” He adds. “That kind of insight helps shape environments that people genuinely enjoy occupying.”

For Propes, it’s about legacy in the truest sense. “One of my earliest projects was Holiday Park in Fort Lauderdale, and I had the pleasure of watching my kids grow up playing ball there. Nothing is more validating than seeing your family and your community experience the spaces you helped bring to life.”

At its core, EDSA is fueled by passion, precision, and a commitment to growth. It’s a practice rooted in curiosity, guided by empathy, and elevated by innovation – all in service of helping clients realize their vision in ways that are memorable, measurable, and deeply meaningful. ▣



HOLIDAY PARK | FORT LAUDERDALE, FLORIDA

That is the EDSA difference. And that’s the kind of legacy that endures.

