

بزنس جورنال

Business
Journal

تصدر في حقوق نشر مشتركة مع مجلة «عالم المصارف» و«مجلة الخليج»

العدد رقم ٥٠ - السنة التاسعة - ت/١٧ ٢٠١٧
Issue No. 50 - 9th. year - OCT/NOV 2017

Elie Zamroud:

EZ Landscape

**“In service of Nature
and Environment”**



Elie Zamroud:

**EZ Landscape: - 15 years of experience in Hardscape
- 43 years of experience in Softscape
«In service of Nature and Environment»**



Elie Zamroud

When did you found EZ Landscape and Scope of activities? What about the Gradual expansion of EZ since its founding?

EZ Landscape was founded in 2017. It comes from a background of 15 years of experience in architecture, interior design and hardscape as well as 43 years of experience in softscape. Graduated from "La Sapienza" University based in Rome - Italy, I, Elie Zamroud came back to Lebanon

in 2010 and started my career on the Lebanese market expanding to Gulf Countries and Italy.

Who are your clients? Who seeks your services? Who needs in Lebanon Landscape Design, Sub-contracting? Consultancy? Supervision?

E.Z. As you know Landscape Design is complementary to Architecture. So most of my clients are Developers, Contractors, Architects and mainly people in the Private field where they ask me to design and execute their own outdoor space. EZ Landscape offers many services such as landscape design, architecture & interior design, irrigation system, lighting design, plants supply, artificial grass and green walls to add also Consultancy and Supervision on sites before and during execution.

Sources of Inspiration? How much the Lebanese nature and the alternating seasons influence your choice of landscapes?

E.Z. Every garden has its

own identity and charm, same goes to nature. As you know Lebanon is known by its four seasons which offer us a great variety and selection of plants and trees in our design. My duty is to create a garden for all season in a way to satisfy the client demand, based on the know how of the plants and their evolution all year long.

Describe the nature of your services starting from your expertise in architectural services in private residences, in developing and planning Boutique Hotels, Restaurants, Rooftops, Villas, Wedding venues, green



Villa Dimechkieh



Villa Massoud



Villa Es said

walls, and artificial grass for football courts.

E.Z. As for the services offered to my clients, I am not only limited to Landscape design but also involved in architecture and interior design not only in the private field but also in public, which means a balanced project inside – outside. My main concern is "In Service of Nature and Environment" even from the artificial product that I do use like for example the artificial grass for football courts or even for gardens which is eco-friendly and guaranteed.

A word about your Landscape Designs. Famous projects you were proud of executing/Future projects?

E.Z. Simplicity makes Beauty, every project has its own theme and reference. I always work from the inside to the outside studying as well the environment around the project itself. One of my main projects is Domaine de Zekrit, a wedding venue which was my lunching on the Lebanese market as well as other private villas. As for the future projects, the best is yet to come.

Your story of success in Domaine De Zekrit?



Villa Mouawad

E.Z. It was my first project designed and executed since my return to Lebanon. Honestly speaking It was a big challenge for me because I was freshly graduated and I haven't had any experience on site. I was supported by my Dad and I believed in myself that I can do it. The amazing part of this story was the great teamwork between me and the architect who made this project succeed and especially the "Trust" of the client. Note that the project was born after 8 months of intensive work.

A word about your Lighting Designs? Plantation Planning?

E.Z. I like to create an outdoor room that is not seen during the day but lived and discovered at night putting in evidence the trees and shrubs planted, some exemplar trees maybe, walkways, sitting areas, waterscapes, a surprising effect that shows my work from a different perspective.

Your plants supply, artificial grass, green walls, who would seek these services?

E.Z. I mainly work with Italy for plants supply because they are the leaders in pro-

duction and export of plants to add also Spain and Belgium due to their close presence to the Mediterranean. I do also use some local plants according to each project. Artificial grass is being used a lot lately either in gardens, terraces and rooftops and finally to mention the Green Walls indoor or outdoor especially in boutique hotels, restaurants and rooftops.

How much finesse and expertise count in your profession?

E.Z. Well I would say "Selection means Perfection", my team and I always follow up our work from design to execution, bringing always new techniques and methods especially that I consider every project as if it's mine.

Your emphasis on details in sites from the beginning stage through final construction phase of a project?

E.Z. This is the tough part in this field. On site I do work by myself, I love that. The secret of success is to do your job with passion or don't do it at all. The scope of this phase is focusing on the finishing, offering premium product at a very good price.

A word about your teamwork, degree of collaboration, professionalism and expertise?

E.Z. My teamwork has between 15 to 40 years of experience, I could say it's a "Family Team", divided in many sections from the execution part including workmanships, to consultancy and supervision including architects and engineers. We make sure that our clients find themselves comfortable at any stage of the project.

In designing a specific landscaping, do you take into consideration The location of a place? its altitude? Other influencing factors?

E.Z. Absolutely, that's a must because what you design facing the sea is completely different than the one in the mountains. First of all, I do a site visit upon that I study the nature of the soil, its composition, the quality of the water, the sun and wind exposure, the location and environment around the house and many others ... All these factors have their major influence on the choice of trees and shrubs and on other hard materials in our project.

Do you face local competition? And how EZ distinguishes itself among local competitors?

E.Z. As you know the Lebanese market is small so definitely there's many competition. I can proudly say that I come from a background that has been involved in Landscape since 1975 and this helped me a lot to grow in this field since I was 12 and

to be able to practice my real major in a professional way. I don't fear competition at all, there's opportunity for everyone and may the best one take it.

Do you provide maintenance services for your finished projects?

E.Z. Definitely, this is a must to be taken into consideration before even executing the project and dedicate a yearly budget for the maintenance of the softscape and the hardscape. I have always been known by my follow up and consultancy for each executed project especially that it's an added value and good reputation to my image as a professional landscape architect.

Do you consider yourself as a trendsetter and innovator in your fieldwork?

E.Z. As a young businessman, comparing "Me" to my colleagues with the same years of experience, I consider myself a self-made talented down to earth guy who has improved himself in a short period of time and my projects can easily tell that.

What distinguishes Elie Zamroud's touch in landscape designing? Have you installed a style of your own? What were your major professional additions?

E.Z. The "Italian Touch", that's how I have been known. As I mentioned before every project has its own theme and identity but my signature is always present, a mixture of my Lebanese - Italian culture.

Quote: "Work in Silence, let Success be your Noise"



Villa Akl



Domaine de Zekrit

EZ

Landscape

Broumana, Lebanon

Mar Chaaya street

Zamroud bldg

Mon - Fri 9.00 - 17.00

Weekend CLOSED

+961 71 777 402

www.eliezamroud.com