

## Work

2013 to Current  
*Penn. Horticultural Society*  
Creative Design Director

2012-2013  
*Back to Nature Home & Garden*  
Creative Director

2010-2012  
*Groundswell Design Group*  
Project Manager / Designer

2008-2010  
*Avant Gardens Design*  
Project Manager / Designer

## Education

*B.A in English.* Graduated with  
Honors

*Coursework* in Hispanic  
Linguistics at the University of Iowa

*Master's Degree* in Sustainable  
Planning and Design at the  
Conway Design School.

## Hard Skills

Sketchup Pro  
Layout  
Shaderlight Renderer  
InDesign, Photoshop  
Plant Design  
Staging & Styling  
Space Planning  
Light Design/Build  
Product Photography  
Spanish & Portuguese Language

## Select Projects

### *1438 SOUTH STREET: A 2017 PHS Pop Up Garden Restaurant*

- Conceived, designed and created a lush, modern outdoor garden restaurant/bar space
- Created drawings for permitting process
- Handled all aspects of design and build
- Sourced all furniture and fixtures
- Designed and implemented all landscape plantings
- Coordinated all contractors and sub-contractors
- Opened the garden on budget and on time for 2017
- Managed multiple simultaneous Pop Up projects

### *FILBERT ST. ORCHARDS: A 2017 PHS Pop Up Garden Restaurant*

- Conceived, designed and created an outdoor apple orchard outdoor garden restaurant/bar space
- Handled all aspects of design and build
- Created drawings for permitting process
- Sourced 60 year old orchard trees
- Created a New Perennial planting palette to highlight horticulture
- Coordinated all contractors and sub-contractors
- Displayed extreme resourcefulness sourcing furniture and fixtures
- Worked through repeated budget challenges
- Opened the garden ahead of schedule
- Managed multiple simultaneous Pop Up projects

### *Entrance Gardens: Philadelphia Flower Show 2016, 2017*

- Drove design team for the 2016, and 2017 Philadelphia Flower Show Entrance Gardens to be seen by over 250,000 visitors over a 9 day period
- Contributed visual, thematic and horticultural concepts
- Worked with key suppliers to get products sponsored or donated
- Worked with Trade Unions to get concepts installed on time
- Worked with fabricators and artists to create concepts that could be built in a trade-show environment
- Oversaw all horticultural design
- Oversaw the forcing of over 5,000 sf of perennials, annuals, trees, shrubs and bulbs
- Work with strategic partners, including the Dutch government and the National Park Service

## Additional Project Contributions

- PHS Pop Up Garden™ 2014-2017
- PHeaSt 2013-2016
- Brookstone Living Gift Program™
- Brookstone Holiday Living Gift Program
- Mansion's in May: Glynallyn

- Bedford Post Inn Design Center Concept
- Talulah's Garden
- Philadelphia Flower Show 'Monet's Allet' Exhibition
- Chestnut Hill Retail Pop Ups 2013, 2014

**Please visit my website**  
to learn more about my  
story and my experience:

[sethpearsoll.com](http://sethpearsoll.com)