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A Tribute to Joe



Joe Verdoorn The Artist

A Texas artist by choice, Joe was born in Southern California during its rapid growth in the 1950's. His earliest impressions of landscapes were formed by the transformation of California's idyllic landscape to accommodate the rapid population growth. In the early 60's, Joe's family moved to Tyler, Texas where he was exposed to a completely different reality of unspoiled pastures, lush vegetation and acres of forest to explore.



During Joe's college career, he was introduced to free hand drawings and watercolor painting as part of his landscape architecture studies. This ability to express landscape artistically struck a chord with Joe and sparked a lifelong interest in painting. Following graduation, Joe joined the faculty of Texas Tech University where he pursued his interests in both landscape architecture and visual arts, teaching advanced landscape architectural design courses, freehand drawing and graphic communications.



His work was substantially influenced by his early boyhood observations, formal education and professional experiences as well as a profound interest on the interaction of perspective, light and color. Joe described his work as a process of "chaotic evolution". Or as he explains it,

"Usually, my paintings take on a life of their own, leading me in unanticipated directions and conclusions to a final product which bears little resemblance to the initial concept."

The diversity of Joe's subjects and the varied techniques used to express his vision never ceased to surprise first time visitors to his studio. However, the underlying theme remained the same; the landscape and man's influence upon it. Joe painted everyday scenes, documenting those visual stories by tapping into his understanding of design. His paintings

depicted everyday landscape subjects and the effect of man's influence, without imposing his judgment on the forces that shape the landscape. He left judgment to the viewer.

Joe's work is colorful and lively, conveying his love of painting and the natural environment into every canvas, has been featured in several one-man shows and has been collected by both corporations and individuals.

Joe Verdoorn
The Registered Landscape Architect

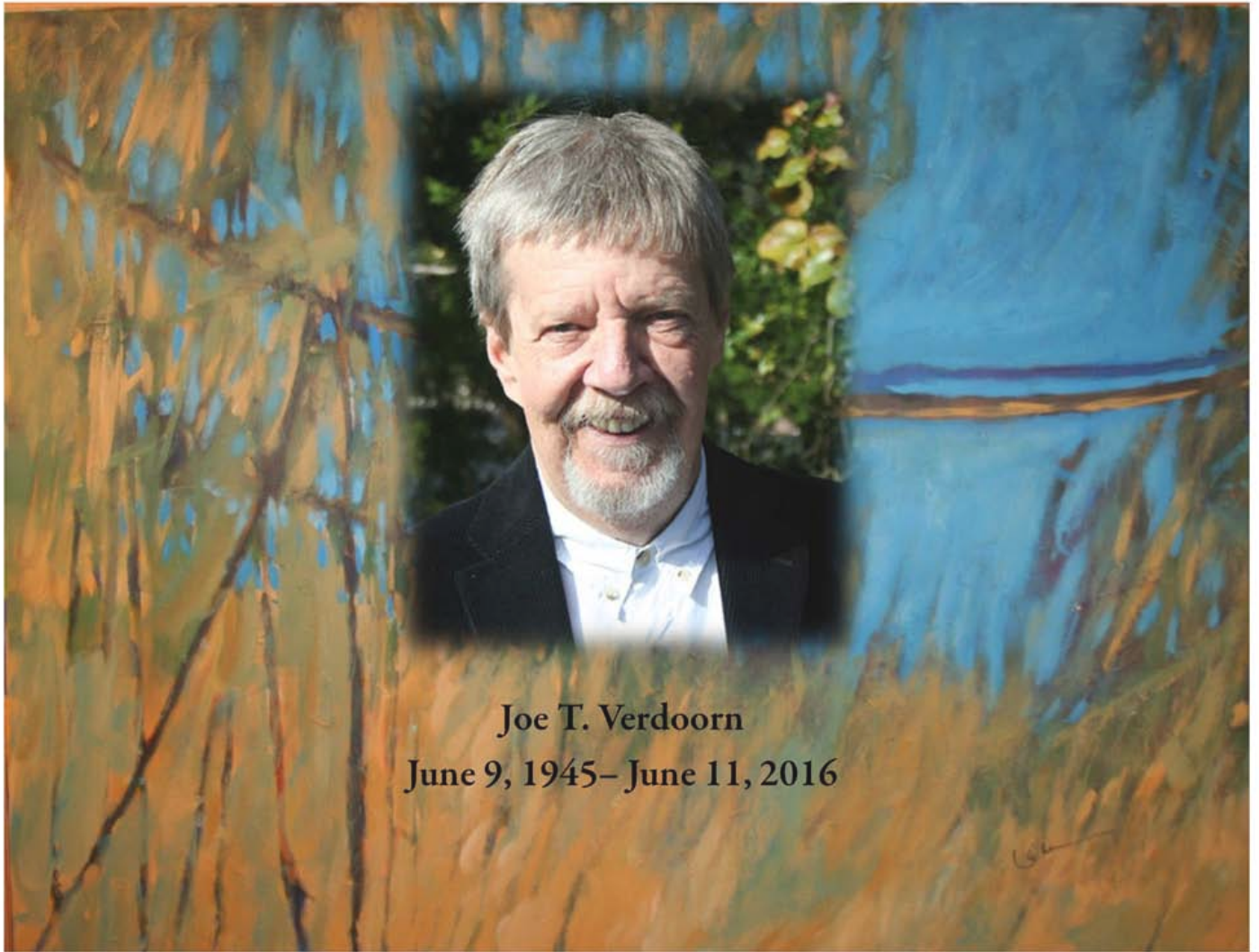
During his 50+ year career as a landscape architect, Joe's involvement in the design and planning always came from his unique perspective of the land development process. His knowledge and experience extended to an impressive array of master planned communities, university/campus planning, environmental studies, park and recreational planning, urban design and historic preservation across the country.



Joe had a special passion for the niche offerings of the 55+ communities. A pioneer in the field of active adult community design, he worked with Del Webb to master plan and design their 55+ communities in the late 1980's. These projects challenged him to realize that a new paradigm was needed to meet the lifestyle expectations of active adults. He began researching the active adult market, the demographics and psychographics, to understand the expectations and motivations of these exacting consumers. From this, he created an active adult community model that has become an industry standard. This research influenced the design, construction and administration of numerous active adult communities and

expanded the knowledge base of the profession.

If you've ever worked with Joe, then you know what a great mentor he was. Beginning with his years on the faculty of Texas Tech University, Joe mentored countless landscape architects. As proprietor of two landscape architecture firms, he took a personal interest in mentoring staff. Many of us can attest to Joe's approach that allowed us to grow in our knowledge and experience of landscape architecture. His patience is to be rewarded!



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