

MEDIA RELEASE

Celebrity landscaper Jason Hodges and Adbri Masonry reveal upcoming trends in the outdoor space for summer 2013/14

Top outdoor trends and themes to expect this coming summer and into 2014

Adbri Masonry, Australia's leading masonry manufacturer and supplier of quality concrete bricks and pavers, and its brand ambassador, landscaping expert Jason Hodges today announce its prediction of upcoming trends in the outdoor space for 2013/14 summer.

"Home owners want more out of their outdoor spaces. They want more than just a garden and a space for their barbeque. They want their outdoor spaces to be an extension of their living areas, versatile and available for enjoyment both day and night. The Outdoor Room is a truly personal space in which homeowners have the opportunity to imprint their own personality." said Adbri Masonry Marketing Manager Karl Wood.

"Today, home owners have access to a wealth of inspiration like never before – from lifestyle TV shows, magazines, bloggers and social media," said landscaping expert Jason Hodges, "They have higher expectations of what they want from their outdoor space, and are becoming more concerned about the sustainable nature of the products being used."

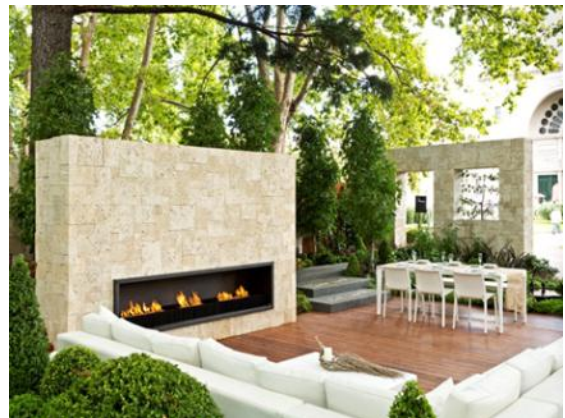
Making better use of limited outdoor space

"As land lots are reducing in size, homeowners are looking for ways to maximise their living space on what is now smaller block", said Jason Hodges. "Historically, we have put the biggest possible house that would fit on the block; but now, we are seeing a trend where homeowners are extending their liveable areas through the creation of clever outdoor rooms which shows off their personality and style, and allow the family to take advantage of our wonderful year-round sunny Australian climate.

Here's some of trends I expect to see as homeowners look to utilise all of the home's living areas, both indoors and out."

Contrast is king – experiment with colour and texture

Contrasting colour and texture will add dimension and character to your space. Contrast is the best way to highlight a feature product or area.



An increased use of small-space features

Due to the decreasing amount of outdoor space available to inner city home owners, these spaces are required to be multifunctional. They will have increasingly mobile features such as layered plants and potted fruit trees, and furniture such as benches, pillows and cushions to occupy all available space.

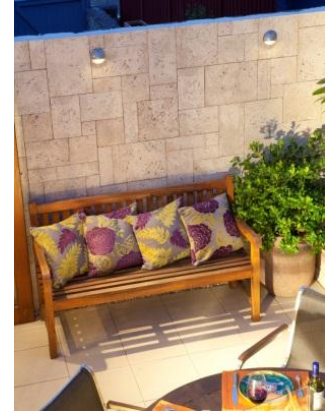


An increase of building furniture into outdoor spaces

Why build a simple retaining wall when it could be a bench seat, a retaining wall and an edible veggie path all in one? Adbri and Jason predict an increase in the building of furniture into the outdoor space, as it is cost effective, innovative, allows for increased versatility and another way of maximising space.

An increasing use of outdoor lighting

Throughout lighting not only adds another aesthetic to built spaces, but is also enables these spaces to be used day and night, Adbri and Jason predict an increase in soft mood lighting created by small discreet LED or solar lights hidden under or above ground, spotlighting outdoor features such as benches and sculptures; with an increased use of self-sustaining solar lights to reduce carbon foot print.



An increased use of simple focal points

Adbri and Jason predict an increase of simple focal points to balance lines of contrast and declutter 'busy' outdoor spaces. These focal points may include outdoor objects such as stone vases, sculptures and water features.

The inclusion of fire pits

"The fire pit is nature's TV" remarked Jason. Fire pits are a focal gathering point in the yard and can be used year round. Build fire pits out of concrete blocks – they stack together without mortar or glue so they are no issues with fumes. Concrete blocks like the Miniwall® are available in a variety of colours, notably charcoal which will reduce visible soot marks on the blocks.



A greater use of natural, cost effective and where possible, recycled materials

Crushed granite and blue metal are cost effective products with a number of versatile uses in landscaping projects. These colour and texture will contrast with your existing materials and large surface areas can be covered for minimal costs. Create a stepping stone path with Euro® pavers and space with a crushed granite which compliments the colour of your pavers.

A greater inclusion of pond-free water features

Adbri and Jason predict a greater inclusion of pond-free features such as water fountains which fall into pebbles or feed vertical green walls. These features provide a simple focal point, are low maintenance, are child safe and provide a soothing background white noise to drown outside traffic.



An increasing development of urban edible gardens

Adbri and Jason believe the trend and interest in urban edible gardening and farming is only set to increase – Home grown, free of chemicals and fresh from the garden to the dinner plate. The result of which will be an increase in defined garden plots and planter boxes.

A return to enjoying the green of your outside space

The key to ongoing utilisation of an outdoor space is to make it easily accessible, through a seamless transition from the indoor living rooms to the outdoor living area. Connect spaces with bifold or French doors, run the internal tiles into external pavers.

“One thing I expect to see here is a more distinct move towards restoring the outdoor space to just that, a clean, green outdoor space. Keep the TV’s and big kitchens indoors; as these surfaces are high maintenance. Instead, enjoy the contrast between everything inside and a well-defined, external living space with greenery” said Jason.



“I have researched these trends on behalf of Adbri, so home owners can develop an outdoor space which not only best reflects their personality and needs, but is also easy to implement. Adbri Masonry has wide range of quality products to help with your DIY outdoor project, no matter which trend you are looking to achieve. They also have great network of experts available and are dedicated to being as innovative and sustainable as possible. It’s for these reasons, I’m very proud to be part of the Adbri team,” said Adbri Masonry ambassador Jason Hodges.

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About Adbri Masonry ambassador Jason Hodges

Jason Hodges is Australia’s well-loved celebrity landscaper, most notably seen on the Channel Seven lifestyle TV show *Better Homes and Gardens*. He and his Greenart Gardens team recently won The Royal Horticultural Society’s prestigious Comeadow Award at this year’s *Melbourne International Flower And Garden Show* (MIFGS 2013). Their entry for the show comprised of an alfresco kitchen and dining area, and an edible landscape with vegetables and herbs to create an inviting space to entertain.

About Adbri Masonry

Adbri Masonry is Australia’s leading masonry manufacturer supplying quality concrete bricks, blocks, pavers, retaining walls, erosion control products architectural masonry solutions and reconstituted stone veneers from 15 sites throughout Australia’s East Coast and South Australia. Please call 1300 365 565 to talk to an Adbri Masonry representative, or visit www.adbrimasonry.com.au for more information.

