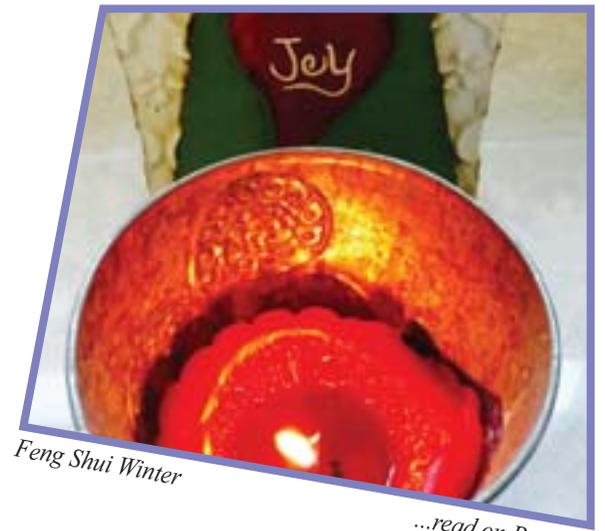


Lamorinda OUR HOMES

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Feng Shui Winter

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Digging Deep with Cynthia Brian

Garden Trends for 2019, PART 1

By Cynthia Brian

"Great things are not accomplished by those who yield to trends, fads, and popular opinion." — Jack Kerouac



Bromeliads are colorful and easy to care for.

Photo Cynthia Brian

I'll never forget how excited my mother was to play "Vanna" alongside Pat Sajak on the TV hit, "Wheel of Fortune." It was the first time in the 30-plus years of the show that anyone stepped into Vanna's beautiful shoes to wave bye-bye, and at 87-years-young, my mom definitely had a reason to gloat. Mom never owned a computer nor even knew what social media was, but a few days after her historic TV appearance, she called me to say that everyone said she was "trending." She didn't have a clue what trending meant, but she knew it must be something fun, fabulous and futuristic.

So what does "trend" actually mean? Every dictionary claims a varied description but in general a trend means an upward drift, a tendency to move in a certain direction. I've never been a person who embraced trends as I believe in being original. I like to connect and having meaning in my surroundings. I prefer style. A style is classic, enduring and lasting. Nevertheless, no matter what your personal design preference is, understanding trends can help you identify what you may be missing or what you need to pay attention to. After you know what is trending, it's up to you to express your true individuality.

Trends are what drive sales and help consumers identify new products and services on the market. For over 20 years, the Garden Media Group has had its fingers on the pulse of a gardening nation. In 2001, outdoor spaces as living rooms were the big hit. The year 2002 was container gardening. By 2006, we had recognized the importance of growing our own food and being sustainable. The birds and bees highlighted our efforts in 2008, and because of the drought, 2011 became the year of succulents. Finally in 2015, millennials were recognized as becoming the next major gardening group, and by 2018 the focus was on wellness.

So what is the chief theme of 2019? No surprise, it is me to she. With the "#Me Too" movement launched, in gardening we are looking to the she, as in Mother Nature, to lead us to the light. Temperatures are rising, major disasters are a regular occurrence, and species are dying. We need to save our planet and being a gardener is one of the first lines of defense. Gardening connects us to nature as we birth the "new environmentalism." Through horticulture, we can assist with solving climate change and biodiversity loss. By finding joy in nature, we have the opportunity to save the environment. When we save our world, we save our species.

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