



NEWS RELEASE - FOR IMMEDIATE RELEASE

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Axel Bishop, Co-founder of <u>Design Concepts</u> Receives Top Coveted Distinction as 'Fellow' by the American Society of Landscape Architects (ASLA)

Designation of Fellow is conferred on individuals in recognition of exceptional accomplishments in the practice and contribution of landscape architecture.

Lafayette, Colorado . . . December 29, 2014 — Design Concepts, an award-winning community and landscape architecture firm, announced co-founder Axel Bishop, FASLA, joins the Society of Fellows, the highest recognition within the landscape architecture industry. There have been a total of 1033 Fellows initiated since the creation of the Society in 1899.

The 'Council of Fellows' of the American Society of Landscape Architects (ASLA) recognizes the contributions of distinctive individuals to their profession and society based on their body of work, leadership and management, knowledge, and service.

Axel has been at the forefront of modern planning and design in Colorado for over three decades. He is a recognized thought-leader and pioneer creating community where play, living, education, commerce and nature are seamlessly intertwined. He is an innovator in, and advocator for sustainable landscapes, multi-use stormwater management, and learning landscapes.

His accomplishments include redesign of regional stormwater and drainage systems as naturalized recreational amenities. Axel forged new frontiers in educational landscape design for school districts in multiple states. He possesses a unique ability to align citizens and government entities in support of fundamental changes in land design. Many of his original ideas are now common practice across America.

Axel is currently leading the firm in several new initiatives including the modernization of fairgrounds for the 21st century, and blending new digital technology into planned landscapes like multigenerational parks and restaurant and retail gathering areas.

About Design Concepts

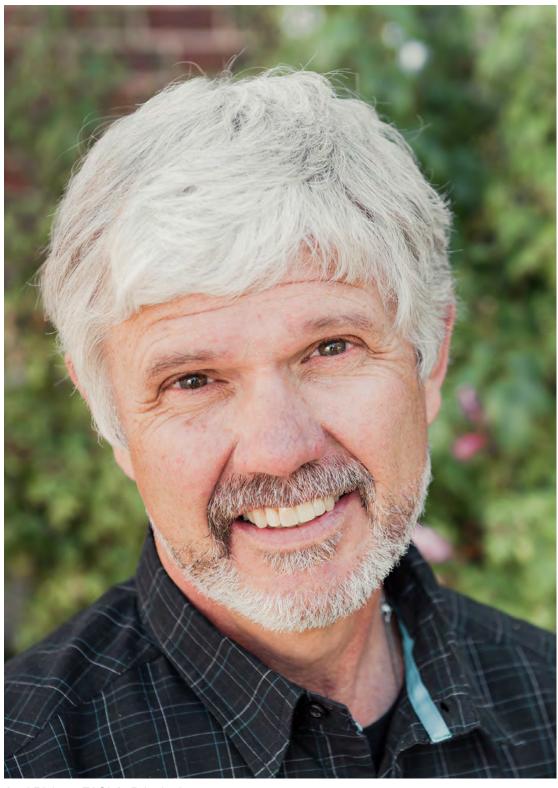
Founded in 1981, Design Concepts is in its third decade providing thoughtful, innovative and dynamic designs for public and private spaces. Design Concepts is nationally recognized as a leader in creating and re-imagining spaces that embrace community gathering, recreation and play, connections to nature, and a focus on the environment. They continue to innovate healthy learning landscapes, and entertaining outdoor community places from shopping centers, to Main Street, to new parklands. The firm's current work includes a variety of learning landscapes, destination parks, projects plugging 'nature into play,' inclusive playgrounds, new recreation amenities, shopping centers and planning for living communities. To learn more about the firm visit: www.dcla.net.

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Axel Bishop, FASLA, Principal

