

PRO LANDSCAPER ASKS QUICK-FIRE QUESTIONS TO GAIN A SMALL INSIGHT INTO THE PEOPLE WHO MAKE UP OUR INDUSTRY. TO TAKE PART, EMAIL [CONTENT@ELJAYS44.COM](mailto:CONTENT@ELJAYS44.COM)

# THE LITTLE INTERVIEW



## JADE GOTO

Landscape architect,  
Jade Goto Studio

[www.jadegoto.com](http://www.jadegoto.com)

**If you weren't in the horticulture industry, what would you be doing?**

Something food related. I am working on a way of combining the two.

**Garden shows/show gardens – inspiration or not?**

They can be incredibly inspiring and the mountain from which the ideas and trends trickle down from. There is absolutely a place for the traditional side of the show gardens, but I think there is also space for us to create more show gardens that start conversation and push boundaries.

**Other than the UK, which country's landscape inspires you the most?**

California.

**What would you blow your budget on?**

Professionally, plants and beautiful timber. Personally, books, plants, food and travel.

**The one person in the industry you'd love to meet?**

Ron Finley and David Godshall.

**One thing that you think would make the industry better?**

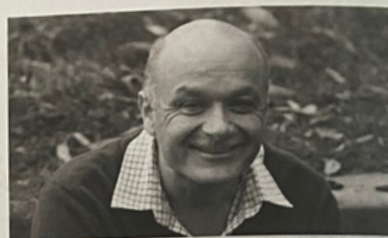
A more diverse range of people representing the industry in the media, so as to engage a wider audience.

**Newest gardening trend in your opinion?**

I have seen a big lockdown increase in clients asking for outdoor kitchens. Plant-wise, an awareness of wild plantings, such as meadows.

**Favourite tipple?**

Green tea until a certain hour, then a glass of wine.



## ROB JONES

Director,  
Garden Design Company

[www.gardendesignco.co.uk](http://www.gardendesignco.co.uk)

**If you weren't in the horticulture industry, what would you be doing?**

Vet.

**Garden shows/show gardens – inspiration or not?**

Absolutely.

**Other than the UK, which country's landscape inspires you the most?**

South Africa.

**What would you blow your budget on?**

Swimming pond.

**The one person in the industry you'd love to meet?**

Beth Chatto (again).

**One thing that you think would make the industry better?**

Banning unmarked white Ford Transits.

**Newest gardening trend in your opinion?**

Wildflower meadows and grow your own.

**Best piece of trivia you know?**

How little it takes to wreck my back now that I am 60.

**Best invention in recent years?**

Avant telehandlers.

**Your most used saying or cliché?**

The short answer is...

**Favourite tipple?**

Ridgeway Bitter.

**Who would play you in a movie of your life?**

Omar Sharif.