



Kelly D. Norris

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Available Lectures for 2020

KEY

(T)= lecture (and description) appropriate or customizable for trade shows and industry audiences

(C)= lecture (and description) appropriate or customizable for consumer audiences

New Naturalism: Designing and Planting a Resilient, Ecologically Vibrant Home Garden (C)

Kelly's popular new lecture that applies his passion for plants and planting to home gardens with practical, accessible and inspiring ideas for landscapes on the wild side.

In this era of purposeful and thoughtful gardening, planting is a powerful verb. Planting gardens inspired by nature promotes authentic connections with land, environment and humanity. Why not make a garden that works and looks good doing it? Landscapes at home and in the public realm can be beautiful and ecologically functional if we deepen our understanding of plants and place. In this lecture especially tailored to garden enthusiasts with examples from around the world, plantsman and author Kelly Norris challenges audiences to plant the world a more beautiful, functional place.

New Naturalism (T)

Appropriate for trade audiences that would benefit from an overview of contemporary trends and practices in planting design.

Gardening with purpose is the new mantra for 21st century consumers. Landscapes have to be aesthetically interesting, while serving multiple purposes—benefiting wildlife, feeding us, providing safe and peaceful spaces for public gatherings, mitigating stormwater and the list goes on. The plants of our future, the new products that will shape our industry, might surprise you. In this lecture especially tailored to landscape design professionals, plantsman Kelly Norris challenges audiences to plant more diversity in landscapes, while maximizing aesthetics and functionality in contemporary design. The synergies of retail, public and commercial horticulture collide for a beautiful, surprising and ecologically conscious look at the New American garden.

Plants with Style (T)(C)

Kelly's signature lecture that correlates to his book Plants With Style; easily tailored to any region with a place-appropriate planting list of new and underappreciated plants.

Gardeners need chic, sustainable, thriving plants for modern lifestyles. Why settle for lackluster gardens filled with dull, ho-hum plants? Plants after all are the very essence of fashionable gardening. In this spirited, provocative lecture, 20-something plantsman Kelly Norris calls for a garden revolution: out with boring plants and in with stylish alternatives that captivate and enthrall. A passionate horticulturist and lifelong gardener, Kelly is the ideal guide to the botanical riches available to today's gardeners. In chapters on environment, structure, seasonal standouts, and plant combinations he shines a spotlight on the A-list plants in every category—plants that will thrive, not merely survive. Along the way, he shows you how to forge a personal style in harmony with your garden's setting and local environment. As Kelly puts it, "A garden is the best way to savor life on earth." Let *Plants with Style* guide you to the plants that will provide a richer, more fulfilling connection between you and your own patch of soil.

Reimagining the Perennial Palette (T)(C)

A thorough review of popular perennials, including new varieties making waves with designers for their beauty, function and performance.

With all the interest in the New Perennial Movement and a market shift towards sustainable gardening, a new palette of plants has emerged at the intersection of form and function. Perennials used in this style of gardening thrive in social arrangements, translating their native ecologies into beautiful communities of plants that ultimately require less resources and incorporate more diversity into the modern landscape. While many old favorites continue to have a place in these contemporary designs, many underappreciated perennials, particularly natives, have a new context in which to be appreciated. Plantsman Kelly Norris will highlight several examples of sustainable, plant-driven gardens from across the country, comparing and contrasting them to the wild circumstances that inspired them, while introducing the audience to the perennials within them.

HortEcology: Lessons from Wild Plant Communities (T)

An in-depth lecture that applies elements of plant ecology and real-world examples from wild plant communities to the built landscape; highly recommended for conferences and venues geared towards landscape designers and managers.

Kelly's love for native plants and his experiences with wild plant communities have shaped his career in profound ways. As a so-called hort-ecologist, Kelly strives to interpret native ecosystems into beautiful, functional landscapes in the urban context. Too often, professional horticulturists appropriate plants as if they were inanimate objects, instead of truly understanding how plants interact and function within the landscape environment. Join Kelly in an exploration of wild plant

communities and their constituents from across North America that will inspire and inform your professional practice whether as a grower, retailer or designer.

HortEcology: Lessons from Wild Plant Communities (C)

An in-depth lecture that applies elements of plant ecology and real-world examples from wild plant communities to the home landscape; recommended for breakout sessions or seminars where more detail is desired.

Kelly's love for native plants and his experiences with wild plant communities have shaped his career in profound ways. As a so-called hort-ecologist, he strives to interpret native ecosystems into beautiful, functional garden spaces that foster romantic, emotional connections between humans and the land. Kelly maintains an unwavering commitment to introduce and promote a sustainable plant palette, work that takes him across the North American continent in search of great plants for great gardens. Beyond the plants themselves, understanding their functional roles in wild environments can lead to profound insights in how to adapt them to gardens. Take up the explorer's hat in this travelogue that fuses horticulture and ecology into ideas and practices you can plant at home.

More than Turf (C)

A consumer-directed presentation that explores the American relationship with lawn and the public policy that reinforces it, all while championing front yard gardening as an expressive way to build communities and increase biodiversity.

When Kelly bought his 1941 Colonial Revival home on a half-acre in Des Moines, Iowa in 2017, he immediately set to work making a garden. His Meadow Nord is now a 3,200 square foot planting between the house and street that features over 120 different kinds of plants and an ever-increasing amount of insect and bird diversity. While his garden might be a passion project at this scale, it has inspired neighbors, students and coworkers to plant bold, biodiverse gardens. In this lecture, Kelly will share his experiences of making a front yard garden and inspire audiences to plant with a greater sense of community, both for humans and all the creatures we share the landscape with.

Cultivating the Rainbow (C)

Kelly has given this lecture more than 100 times in the last 15 years, incorporating photos and insights from nearly two decades of growing and hybridizing bearded irises.

Join author and iris expert Kelly Norris for a tour through the magical world of bearded irises. In his comprehensive and definitive *A Guide to Bearded Irises* (Timber Press 2012), Kelly provides an accessible yet authoritative overview of these deservedly popular plants. In this lecture, he'll show you how to grow bearded irises successfully, how to use them in the garden, how to choose the best plants, and how to "create" new irises. His lecture, like his book, provides portraits of

outstanding cultivars in each of the six recognized categories, including a tour of the latest releases, color breaks and hybridizing achievements. You'll be guaranteed to have an educated opinion about bearded irises when you're finished.