

NICK WILLIAMS AND ASSOCIATES

NickWilliamsDesigns.com

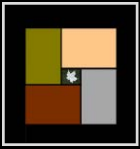
818-222-7477



AN ORCHESTRAL DESIGN

QUALITY MATTERS!





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No designer works alone. Nick Williams believes his effort is always a synthesis of clients, contractor, climate and the creativity of many other craftsmen on the project. Like a conductor carefully planning his composition, Nick selects each element, its scale, positioning, color, shape, and texture--there are so many things that go into the design. Then he goes to work, leading the orchestra of subcontractors and other landscape specialists in one unified harmony.

Some projects require pool companies, stone masons, earth movers, horticultural specialists or the able services of a specialized company like Pebble Tech. With such a variety of talent, part of the effort is to make sure the individual efforts of all these people do not overlap or contradict one another, and to direct their work in a harmony that always has the finished project in mind. Like a conductor leading an orchestra, Nick Williams always keeps that inner vision of the design in mind as he sets backhoes, spades, shovels, pick axes, hammers and chisels to work, and in doing so he begins by selecting the very best people he can find.

Yet unlike an orchestra, where all the instruments are gathered at one time to play the composition, more often than not these individual craftsmen work alone, never really aware of the overall design they are contributing to. They have to complete their unique task under Nick's guidance, not really knowing how it will fit. For the "music" is all in the designer's head, the flow of one segment of the work into the next is his to plan and assure. In fact, the work is more like a studio engineer, laying down one track after another in a composition, and then mixing the whole piece down into a finished song.





It's that planned orchestral score in Nick's head that makes all the real difference, an interior command of each and every phase of the operation as the work proceeds from grading and earth moving, to stone work, accessorizing and finally landscaping with plantings and the placement of selected foliage and flowers. The creative artistry and craftsmanship of so many people are involved, but the unity of effort is achieved only by the careful guidance and direction of Nick Williams. This is quality in the mind, made into a real and living thing as the project completes.

Often times Nick likes to invite all the various specialists back to see the final result of their combined efforts and celebrate the completion of the project. They delight in the whole, seeing just how their clever mountain stream design or unique stone and boulder treatment fit into the whole scheme of things, and take pride in the fact that their effort was one instrumental part of the whole that made it perfect. That's Nick Williams' quality at work. -A shared effort, a synthesis of imagination and talent, a community of craftsmanship that is second to none.



