

# Meet Joan Grabel of Park Slope Design in Santa Monica



VOYAGELA STAFF



Today we'd like to introduce you to Joan Grabel.

**Joan, please share your story with us. How did you get to where you are today?**

I started as an artist in New York City. Studying at the School of Visual Arts my aesthetic sensibility was influenced by my time studying with Minimalist artist Robert Mangold and the art of Georgia O'keefe. As seen in my art I often use a single line to create movement and feeling. After moving to Los Angeles, it was here in California that my canvas expanded to include the landscape. A friend asked me to design a landscape, I did, and discovered that I loved the process – combining form, color and function. I went on to create Park Slope Design, a boutique design company, working closely with clients, reinventing environments. I spend time in Northern New Mexico and Los Angeles, working in both places – landscape design and fine art. I am now introducing a series of archival prints, an example included here is 'Unexplored Horizons'.

**Overall, has it been relatively smooth? If not, what were some of the struggles along the way?**

I am grateful that it has been a relatively smooth road. One of the turning points early on was being featured on HGTV. I developed a website and this put me on the digital search map. It's good to know what other designers in your field are doing but it is more important to pay attention to your own style and stay close to your vision.

**Alright – so let's talk business. Tell us about Park Slope Design – what should we know?**

I am known as an artist and designer. Park Slope Design specializes in Eco Conscious landscape design, applying sustainable practices to a variety of landscape garden styles and architecture. I have a special interest in the courtyard in residential design, creating intimate space within the landscape. I work closely with my clients to create a landscape environment that integrates with the architecture of the home and help bring their vision to life. I love when a client calls me after moving to a new home to design for them again. Creating beautiful, functional space is most gratifying!

**Any shoutouts? Who else deserves credit in this story – who has played a meaningful role?**

My friends and family have always been very supportive of my fine art and my landscape design work. Rob Pressman, a wonderful landscape architect friend, told the producers of a HGTV show about me, they called, and this launched my landscape design career – thank you Rob! I work with wonderful contractors for many years – Automatic Sprinkler Controls and JG&J Construction. They make my job easy by doing such a wonderful job of installing my plans.

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