VOL. 81, NO. 9

22

71

SEPTEMBER 1991













50

	COVER STORY		The business of landscape architecture
50	A Test of Values by Vernon Mays		Going abroad and going green lead the list of survival strategies
56	Class Conflict by Dirk Sutro		Are students being prepared to run the firms of the '90s?
60	Landscape Architecture's Ten Largest Firms by Craig Evans		From CRSS to HOK, an informal survey
71	<b>LA Forum</b> by Craig Evans and Michael Leccese	2	New markets, new approaches, new firms result from recession
120	Prospect by Jim Heid		A few practical prescriptions for the profession
	TECHNIQUE & PRACTICE		
78	Fluid Illumination by John D. Taylor		Underwater lighting gives plaza fountains distinct identities
	DEPARTMENTS		
	16 Letters 81   22 News 113   38 Global Landscape 115	Buyer's Guide Classifieds Reviews	119 Reader Service Index

Landscape Architecture (ISSN 0023-8031) is published monthly by the American Society of Landscape Architects, copyright 1991. Second-class postage paid at Washington, DC, and additional mailing offices. SUBSCRIP-TIONS: U.S.: \$38/year. \$60/2 years. Canada and foreign surface mail: \$65/year. \$120/2 years. Airmail: \$117/year, \$230/2 years. Students: \$28/year. Single copies \$6. Send U.S. funds to Landscape Architecture, 4401 Connecticut Ave., NW, 5th Floor, Washington, DC 20008-2302. Telephone (202) 686-2752. ASLA members: \$19 of dues is designated for magazine subscription. Please direct inquiries to Membership Department. POSTMASTER: Send address changes to Landscape Architecture, 4401 Connecticut Ave., NW, 5th Floor, Washington, DC 20008-2302.