

FORWARD *Thinkers*

The artisans, artists, and designers who inspire us



Pennoyer Newman garden pots flourish as much as the plantings they hold. Owner/partner, Virginia Newman Yocum (left), designs and manufactures lightweight pots made of pulverized marble and rock, combined with a resin. Many of the designs harken to traditional pots found on estates in Europe and elsewhere. Garden statuary, along with pots, is found in the Pennoyer Newman store (below) in Santa Monica, California.

PLANTING IDEAS

Virginia Newman Yocum helps not only in decorating the earth but also with determining what actually goes into—and onto—it. As the owner/partner of Pennoyer Newman, which has been making lightweight, weather-resistant stone resin garden pots and planters for 35 years, Yocum wants gardens to flourish while also being respectful of the environment. An active participant for 22 years in the life of the now Santa Monica-based company, which was founded in 1989 on the North Shore of Long Island by the late Cecily Pennoyer, Yocum acknowledges—to underscore the level of creative mastery—that “after this much time, we’re not practicing anymore.” Pennoyer Newman pots typically replicate venerable examples that once graced estates in the United States and abroad. Her company’s planters, pedestals, statuary, window boxes, urns, and fountains appear to be made of solid stone, but instead are composed of a novel mix of pulverized marble, rock, combined with a special resin. As committed to protecting the environment as she is to keeping original designs relevant, Yocum recently launched a line of pots meant to house sapling pine trees, their bulbs wrapped in burlap. The idea is to fill the planter with a sapling that works as a Christmas tree; when the holiday season is over, the tree can then be planted in a garden, where it will flourish for years, if not indefinitely. “By having your tree in a pot, it saves your floor, it eliminates your having to use an annoying Christmas-tree stand and tree skirt, and it’s the best way to help the environment,” she says. “Everyone I know wants to make a positive difference for the environment, and this use of a burlapped tree is one of the many things we can all do to make a difference. Let’s band together and change one small thing at a time.” —*David Masello*

