



Gardenology is a unique study in garden living

By Kathryn Bechen

Like a walk through the pages of *Architectural Digest*, Gardenology is a “unique study in garden living” according to co-owners Lili and Fletcher McIntire, recent transplants themselves from Cincinnati, Ohio.

Fletcher and Lili have melded their complementary talents to create their one of a kind store which features a unique blend of new and vintage architectural garden furnishings and accessories such as weathered wrought-iron, antique pedestals, chandeliers, arched windows with shutters, statues, urns, armoires, and other antiques suitable for a lovely sprawling garden. Shoppers can also purchase plants, trees, tables and chairs, vases, pictures, books, and candles, all in the garden style theme. All of the antiques are original vs. reproductions. The high ceilings and old brick on the walls enhance the beautiful objects on display.

Lili said that she buys what she loves from all over the world, not just what she thinks will sell, in hopes that others will love the pieces too, and want them for their home. She said Gardenology is for people who appreciate garden art and beautiful architecture, as well as for interior and landscape designers wanting to purchase items for their clients. Prices range from \$15 for a small plant to \$20,000 for large antique objects.

The store blends old objects with new items in a gracious way. The store offers the new Dedon line of outdoor furnishings from France exclusively in San Diego County. She said the Dedon line integrates effortlessly with old and new products in a classically contemporary way.

Gardenology also carries Fortunata hand-crafted Italian urns, planters, pots, and bowls in red, yellow, and green. Lili said these have been very popular in the two weeks the store has been open. Another big seller has been clear glass garden cloches in various sizes, which go over a plant to create a terrarium effect. Guy Wolff pottery, a handthrown style inspired by old European potters, has also been a big seller.

Delivery is available and also they can custom order items. Lili will be available for design consultations in the near future as well. She said she has always been a collector and loves showing people how to use and display objects in new and interesting ways.

Lili is the inspiration and the creative force behind the germination of the 20-year blossoming enterprise, according to Fletcher. As for his part in the partnership? “I’m the driver!” he laughed. As for the store name? Lili said that was a germination process as well, as she simply tried out different names and ran them by friends. Gardenology was the winner.

The McIntires are living their dream come true after Lili’s 20 year career as an insurance executive and Fletcher’s job with the University of Cincinnati. Fletcher jokes that after so many years, they had to finally open up this store “before Lili’s brain exploded with any more ideas for it!”

The couple plans a Grand Opening for the beginning of June.

Gardenology is located in Encinitas at 587 South Coast Highway 101. Current hours are Sunday through Thursday 10 a.m. to 6 p.m. and Friday and Saturday 10 a.m. to 8 p.m.