

Greening Perspectives

SINCE 2014

**Visionary's Guide to a Green Journey
via Biophilia, Neuroarchitecture, and
the Circular Economy.**



garden
on the wall®

THE ART OF PRESERVED NATURE





For cultivating a greener future, one garden at a time...





Open Letter to Design Professionals

The Creative Brief

TODAY THE DESIGN MISSION for shared spaces transcends mere materials and color palettes.

As interior design's importance expands beyond aesthetics, designers are challenged to achieve meaning, depth, relevance, awareness, impact, and social and environmental responsibility without falling for greenwashing.

Designers are inspired to go beyond what's come before, to imagine what hasn't been done, and to outdo what's currently trending.

Yet as modern structures and the interior design world evolve, we know that the best designs are mindful rather than merely attention-grabbing Instagram stages. They must address the needs and wants of the client's clients.

We are compelled to ask the client who their audience is, what message they want to convey, and what story they want to tell. Inclusive interior design accommodates the end user, be it occupants of a residential building, guests in a hospitality space, employees in a workplace, healthcare personnel or the greater global community.

Neurologically, psychologically, aesthetically, and meaningfully... Garden on the Wall® is dedicated to impacting people's lives positively through our preserved garden installations.

Our Story

As it continues to evolve by December 2023...

We at **Garden on the Wall®** are a visionary business that breathed new life into interior spaces with our enchanting biophilic tapestries of preserved plants in an era of concrete, steel, and fluorescent lights.



©Courtesy of Mancini Duffy, Photography by Garrett Rowland

But How Did Our Award-Winning Enterprise Sprout to Life?

THE SEED OF THIS EXCITING JOURNEY was sown in 2013 when we, Miné Hisim and Can “John” Ozturk – partners in business and in life – came across a preserved garden installation in our room at a Milan airport hotel.

Captivated by the concept and its soothing influence, equipped with the Architecture & Design community connections through our other line of business, and fluent in design language, we introduced these serene installations to US design professionals, softly whispering nature’s stories into the walls. The idea of using maintenance-free gardens in indoor spaces grew in the designers’ hearts and minds quickly, spreading like wildflowers!

Garden on the Wall® soon became an indispensable ally for the A&D community, a beacon of beauty and sustainability.

From the very onset, we focused on the environment, sustainability without compromise, transparency, health, and well-being, setting the gold standards for preserved gardens. Our uncompromising approach earned us unmatched third-party credentials, aligning our goals with those of various Green Building accrediting agencies.

As we managed our growth internally from 3 to 45 team members, we also continually engaged with leading design organizations and publications through conferences, sponsorships, and roundtable events, keeping a finger on the pulse of the interior design world, pollinating new collaborations. Our pioneering efforts in the preserved garden and moss wall market, including Continuing Education Seminars accredited by AIA, IDCEC & GBCI, set trends in plant art designs, ensuring our voice echoed in the industry's hallways.

Working in tandem with visionary design teams across the country, we began weaving dreams of green, bringing a green state of mind into offices, hospitals, institutions, hotels, restaurants, and homes. The lush foliage of the gardens absorbed noise, touched the souls of occupants, and brought tranquility to those who used these spaces. This commitment to quality, longevity, and artfulness solidified our reputation as the benchmark setter for the moss wall and preserved garden market in the US.

Garden on the Wall® remains the singular company in the US wholly dedicated to crafting & installing preserved gardens. With our unyielding focus and unmatched expertise, we proudly

executed the world's two largest preserved gardens within one project. Knowing that our work matters and significantly impacts people's lives within the built environment drives us and inspires us to continually surpass our gold standards with each project we undertake.

Over the past decade, we have helped designers create biophilic experiences and sanctuaries, achieving beauty, well-being, inclusivity, and wellness while fostering an environment where the human spirit could thrive. And so, through the tender threads we have woven, we have created a connection between humans and nature, demonstrating that even in the most modern spaces, there's room for a touch of green that helps us all blossom.

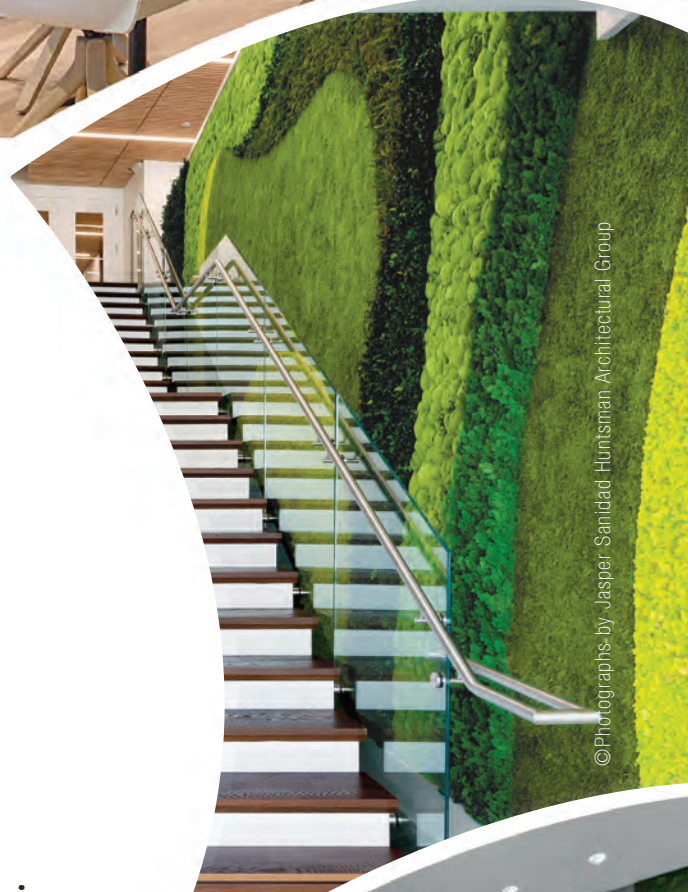


Today, we invite you to join us as our biophilic journey continues to flourish, seamlessly blending the hustle of modern life with the calming whispers of nature.



Contents

- 08** Who Are You Designing For?
- 10** The Intangible
- 12** Wholesome Design
- 14** The Chemistry of Positive Spaces
- 18** The Psychology of Positive Spaces
- 20** Evidence Based Design & Neuroarchitecture
- 24** Crafting An Indoor Environment Post Pandemic
- 26** Neurodiversity & Inclusivity
- 28** Corporate Social Responsibility, ESG & DEI Policies
- 30** Bespoke Creations
- 31** Partner With Like Minds



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Who Are You Designing For?

The Client – Design with Purpose

The client's brand identity and core values are often a part of the messaging designers aim to convey.

ARE COMMITMENTS to diversity, sustainability, and innovation important to them? What else is significant to the client? This comes out in discussions during the design development phase of any project.

More than ever, contemporary interior designs tell a part of this story, whether it's sustainable materials, brand color schemes, logo integration & articulation, artistic representations of touchpoints, or something special that includes all these elements. It's up to designers and their valued partners to craft this story. The expectations are high.

Rather than dictating, clients are collaborating. Designers guide clients to think strategically about the design, identify their audience, and accommodate their needs and wants.

Garden on the Wall® provides an unmatched tool to help companies communicate their story to the world while also helping them save money and natural resources.



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©Jeffrey Totaro, 2022

The Occupant – Design with Empathy

More and more today, occupant well-being is a prime concern.
Emotional wellness, spiritual elevation, inspiration, sensory revitalization...



THESE ARE ELEMENTS of interior design that may not have been considered in the past, but today, a space lacking in them is a space that is lacking.

Yesterday's workplaces most likely did not have sanctuaries and recreational spaces; today's and tomorrow's workspaces most definitely will. Likewise, it is hard to imagine a high-rise residential complex without shared amenity spaces. Otherwise, the client will lose the competition for talent or residents.

What does the end customer want and feel, often without even knowing it themselves? The principles of design tailored to the occupants' needs are more crucial than ever.



Garden on the Wall®'s uniquely designed gardens crafted with all-natural preserved plants offer a wide variety of benefits to occupants, improving their well-being in subtle, subliminal ways every day.

*"An important consideration is the typical cost to purchase and the labor to maintain a living vertical garden wall, including the energy and cost to provide specialized grow lighting. Compare that with the typical cost to purchase and maintain a preserved plant vertical garden. The entire reason that I specified a preserved plant garden was because the TripAdvisor client wanted the beauty but did not want to be burdened with the cost of maintaining a typical vertical garden."**

**Stephen Baker, Baker Design Group*



The Intangible

Holistic Approach to Space

Creating Memorable Spaces



©Photography by Garrett Rowland

THE INTANGIBLE IS THE ULTIMATE CHALLENGE FOR INTERIOR DESIGNERS.

DESIGNERS ASPIRE TO ACCOMPLISH a feeling of “wholesomeness” in the design, that melding of aesthetics, harmony, artistry, and story. They also strive to infuse a unique touch that elevates the space to something remarkable, holistic, and genuinely organic.

That extra element might not have been missed were it not present, and the space would have been satisfactory, yet its addition makes the design something exceptional, and memorable – simply one that cannot be overlooked or forgotten. Accomplishing this iconic experience with materials, color palettes, artwork, and furnishings alone can be challenging or even limiting.

Garden on the Wall® offers interior designers the opportunity to remove their imaginative limitations and achieve that intangible quality that cannot be ignored.

The long and growing list of repeat corporate clients – with their myriad of satisfied end-users across the U.S – attests to the intangible benefits that **Garden on the Wall®** offers.

Wholesome Design

Holistic Approach to Design



Creating Spaces to Invoke Positive Responses

IF YOU'RE NOT FAMILIAR with this relatively new term, you may still have some sense of its meaning and importance. In broad strokes, a space featuring a wholesome design is one that is agreeable and positive, both superficially and substantially.

Delving deeper into one's sentience as well as into the constituent elements of wholesome design, we see the why's behind the positive responses to designed spaces.

From material health, indoor air quality, and environmental health, to neuroarchitecture and biophilia, all aspects of better indoor spaces are mindfully curated through wholesome design.

Wholesome design is built upon visual responses to the intangible aspects of a design that make it pleasing and remarkable. Does the space welcome and embrace all without alienating or intimidating any, and does it allow occupants to fulfill their purpose, stimulating them instead of being constrictive, distracting, or demoralizing?

Wholesome design is also built upon a deeper study of the space: the materials used, the sources, pedigrees, and legacies of those materials, the spatial arrangement of the elements of the design, and more.





©Photography by Corey Gaffer

Garden on the Wall®'s proficiency in contributing to mindfully designed human-centric spaces by our beautiful gardens created with all-natural preserved plants ensures that designers and clients are in good hands.

Whether it's Workplace, Hospitality, Healthcare, Science & Technology, Transportation Hub, Educational, Institutional, or Residential, **Garden on the Wall®** offers a proven track record of collaboration not only with renowned architecture and design teams nationwide but also with clients. We connect as a team and work side by side with designers and clients to go beyond what's envisioned.

Our clients enjoy these beautiful preserved plant art installations with no maintenance requirements or costs associated with upkeep during their long life cycle.

*"I believe we are on the verge of a revolution in the way that we approach design...The field of design must have its own revolution, and only in this way will we expand, in a critical way, the parameters of design to reveal better the people for whom we design'..."**

**Donald H Ruggles "Beauty and Homeostasis as a Model for Architecture."*

The Chemistry of Positive Spaces

Material Health, Transparency & Third Party Testing

The New Currency in Mindful Architecture

WHILE DISCUSSING INTANGIBLE ASPECTS AND WHOLESOME DESIGN, we should not lose sight of the importance of a healthy indoor environment. The built environment must accommodate the health and well-being of inhabitants, both physically and emotionally. Physical wellness requires a clean, orderly, and healthy indoor environment.

This can be achieved by correct selection and installation of cutting-edge materials and products with the right “chemistry”. A sustainable chain of evidence is often needed in modern buildings, documenting the sustainability credentials, along with 3rd party tests and disclosures of every component.

Garden on the Wall® helps designers create healthy environments with its preserved plant art offerings supported by an unsurpassed number of 3rd party safety, health, and well-being credentials.

Are dangerous chemicals introduced by a specific product? Are there VOCs released during the product’s lifecycle? Does the material require ongoing maintenance involving chemicals that affect the Indoor Environmental Quality (IEQ)? It’s vital to know what’s in each product when addressing the environmental health of an indoor space.



©Courtesy of HOK

“Eco-friendly”, “Sustainable” or “Green” without any evidence or testing can only be misleading, or simply just greenwashing...

Selecting a material type is the beginning of a process that includes mitigating exposure to VOCs and minimizing the impact of any cleaning and maintenance. When making decisions for the health of a building and its occupants, designers look for products that are transparent and supported with third-party credentials, while ensuring the environmental health of our planet is safeguarded during the process.

The disclosure of product information – **fully and freely available to the public** – combined with accountability secured by 3rd party testing and product transparency help designers, specifiers, and end-users make informed decisions about which materials should be introduced to the designed space.

According to the American Council of Independent Laboratories in their report on *The Value of Third-Party Certification*, “*Of all conformity assessment procedures that give assurance that a product, process, or service conforms to specified requirements (safety, health, and the environment), third-party certification provides the greatest value*”*

* “*The Value of Third-Party Certification*” American Council of Independent Laboratories. April 11, 2002. Web. May 26, 2022.

©Connie Zhou Photography

The Chemistry of Positive Spaces

Material Health, Transparency & Third Party Testing

Garden on the Wall® is well-versed and experienced in supporting architects and designers with unmatched sustainability credentials, third-party testing, and certifications.

As the only preserved garden/moss wall provider in the world with a published HPD v2.3 (up to 100 ppm disclosure for whole garden system), Red List Free denomination, Declare Label, 100% Bio-based Test Results per ASTM 6866, Class 1 and A Flame Spread & Smoke Index per ASTM E-84, and compliance with California Department of Public Health's strictest VOC Standards.

Garden on the Wall® is the only trusted partner that architects and designers rely on for fully sustainable preserved green wall installations.

Since established in 2014, we have been helping design teams to convey their commitment to sustainability to their clients. This is why architects and designers specify **Garden on the Wall®** for their designed spaces, with sustainability in mind, to say nothing of our unparalleled quality & longevity standards, truly maintenance-free aspects, and peace of mind with our unequaled 5 Year Warranty.



Sustainability Credentials

Garden on the Wall® offers:

Transparency:

HPD v2.3, Sustainable Minds Transparency Catalog, Declare



Compliance:

CDPH VOC Standards, BREEAM, ASTM E-84, Healthier Hospitals Initiative



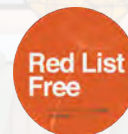
Credit Contributions:

LEED, WELL, Fitwel



Health & Well-Being:

Red List Free, 100% Bio-Based



Common Materials Framework:

Mindful Materials, Impact Areas of CMF



Human Health



Climate Health



Ecosystem Health



Social Health + Equity



Circular Economy

The Psychology of Positive Spaces

Behavioral Health



Neuroarchitecture and Biophilia in Designed Spaces

WHEN DISCUSSING intangible factors of wholesome design that please us aesthetically and make us feel better, the need to understand the psychology of our reactions arises.

It is no wonder that with over 90% of our lives spent indoors, the spaces in which we live, learn, work, sleep, and heal are shaped by the action and interaction we experience in those designed spaces. The design of indoor environments influences our mood, cognitive abilities, and even circadian rhythms.

The ancient Chinese practice of Feng Shui represents an early attempt to understand and manipulate psychological reactions to designed spaces, aiming to

create indoor environments that harness energies and appeal to a broader audience. Building upon this objective with modern psychology, recent studies have sought to identify specific visual and spatial stimuli that trigger certain neurological responses.

The exploration of cognitive processes underlying human experiences and reactions in designed spaces has given rise to a new scientific category called neuroarchitecture.

This emerging field inspires evidence-based architectural design principles to enrich the quality of human interaction and engagement.

Over the past decade, neuroarchitecture studies have consistently proven positive neurological and psychological responses when biophilic design principles (natural elements, plants, natural lighting, textures, fractal patterns, and curves) are incorporated into designed spaces.

Biophilia is the idea that humans have an innate connection to and inherent love of nature, which is crucial for our physical and mental well-being. Spaces designed with biophilia in mind have been proven to increase the overall well-being of occupants.

By employing neuroarchitecture and biophilic design principles, designers not only create spaces that foster better interactions, but also craft desirable environments where occupants can thrive physically, mentally, and socially. Mindful design using these principles enhances occupants' overall well-being.

*"People in materially developed cultures spend over 90% of their lives in buildings. Every day, the architecture we inhabit envelopes our mind and body and influences how we feel and behave. The design of our built environment can modulate how comfortable or focused we feel in each moment and can influence hormonal patterns, speed of recovery from surgery, and long-term cardiac health." **

**Psychological and Neural Responses to Architectural Interiors, Alexander Coburn, et al.*

Garden on the Wall® pioneered the introduction of the preserved garden concept to the US design industry, and through the successful execution of each project, has since become an industry expert in crafting immersive biophilic experiences.

We collaborate with architects and interior designers, as evidenced by our completion of over 1,650+ projects (as of December 2023) for Fortune 500 clients, top hospitality chains, and distinguished healthcare facilities, covering over 165,000 sqft of garden surface. This vast experience in execution and collaboration with one thousand plus interior design firms demonstrates our leadership in the industry and reliability as a partner, as well as the growing popularity of the neuroarchitecture and biophilic design movement.

Garden on the Wall® helps designers create healthy built environments by bringing natural elements in the most artful form where occupants and users of buildings respond positively, both psychologically and neurologically.



Evidence Based Design & Neuroarchitecture

Emotional, Behavioral and Motivational
Responses to the Built Environment

Evidence Based Design Approach to Neuroarchitecture

TODAY'S DESIGN principles are informed by the conclusions of scientific studies as well as evidence-based design principles and will continue to evolve. This constant progress will enable designed spaces to better serve the occupants of these built environments.

In-depth studies on human interaction with and stimuli from designed spaces help us understand a deeper level of human emotional response and how to channel good design to limit negative stimuli and amplify positive stimuli.

Multiple studies in neuroscience performed by universities including UPenn, the University of Milan, and others reference three main factors that trigger positive neurological responses to the designed space:

Garden on the Wall® can help designers create unforgettable spaces through our biophilic preserved garden installations, whether as standalone pieces or fully integrated, organic installations.

Garden on the Wall® installations can help designers transform a space that elevates occupant mood and behavioral health by providing unrivaled contribution to each of the coherence, fascination, and hominess categories.

Coherence: The degree of organization of a space, its orderliness. How easily we visually and mentally process a setting and its components.

Fascination: The curiosity the space arouses. A setting's composition, complexity, interest, or wow factor.

Hominess: How a setting suggests comfort, security and belonging that reminds us of our welcoming home environments.

By understanding these factors and how humans respond to visual and spatial stimuli in settings, we can better grasp the manipulation of these dimensions in architectural interiors.





Evidence Based Design & Neuroarchitecture

Emotional, Behavioral, and Motivational
Responses to the Built Environment

Sympathetic and Parasympathetic Nervous Systems

INTEGRAL TO THE SUCCESS of any designed space is the community that is nurtured in and around it. Occupant quality of life is the end goal of today's indoor environments. Gone are the days of purely functional spaces, walls, and doors built to the lowest common denominators, with no consideration for aesthetics, materials - other than on a cost basis - acoustics, design harmony, art, lighting, and all the other elements that make a space something desirable, not just survivable. All these factors contribute to positive responses in the built environment.

In essence, humans react to the world around them through their nervous systems.

The autonomic nervous system has two distinctive types of responses to exterior stimuli:

- **Sympathetic Response** (a.k.a Fight or Flight or Freeze) which evolved for survival.
- **Parasympathetic Response** (a.k.a Rest and Digest) which evolved for seeking pleasure.



© Photography by Corey Gaffner

For an individual to maintain a stable internal environment and overall health and well-being, their sympathetic and parasympathetic response systems should be in balance. This balance, homeostasis, is achieved with a ratio of 15% survival (fight or flight) and 85% pleasure (rest and digest) responses.

While fight or flight mode increases heart rate, blood pressure, and respiration, diverting blood flow to vital organs and muscles for immediate action for survival, the rest and digest mode slows down heart rate, reduces blood pressure, and diverts blood to digestive organs for a more relaxed, pleasurable state.

Given today's fast-paced lifestyle, people often find themselves in high-stress fight or flight mode. To counteract this, the built environment needs to be both restorative and inclusive. Mindfully designed spaces should amplify the rest and digest mode as well as psychological sustainability, while at the same time accommodating high-density occupancy. Neuroarchitecture and biophilic design are two important tools for designers to achieve all these without prioritizing one over another.

Studies conducted by dozens of universities over the past 20 years arrive at the same conclusion: being in the presence of nature or using natural elements in a designed space (biophilic design principles) helps occupants achieve this relaxed, pleasurable state.

Garden on the Wall® is an exceptional natural plant art solution in the designer's toolbox to help them create spaces that elevate occupants' well-being at every level.

Garden on the Wall® takes an active part in academic research on art, neuroarchitecture, biophilic design, and mapping future design sensitivities that will impact the A&D world tomorrow. We recognize and support Penn Center for Neuroaesthetics (PCfN) in their study:

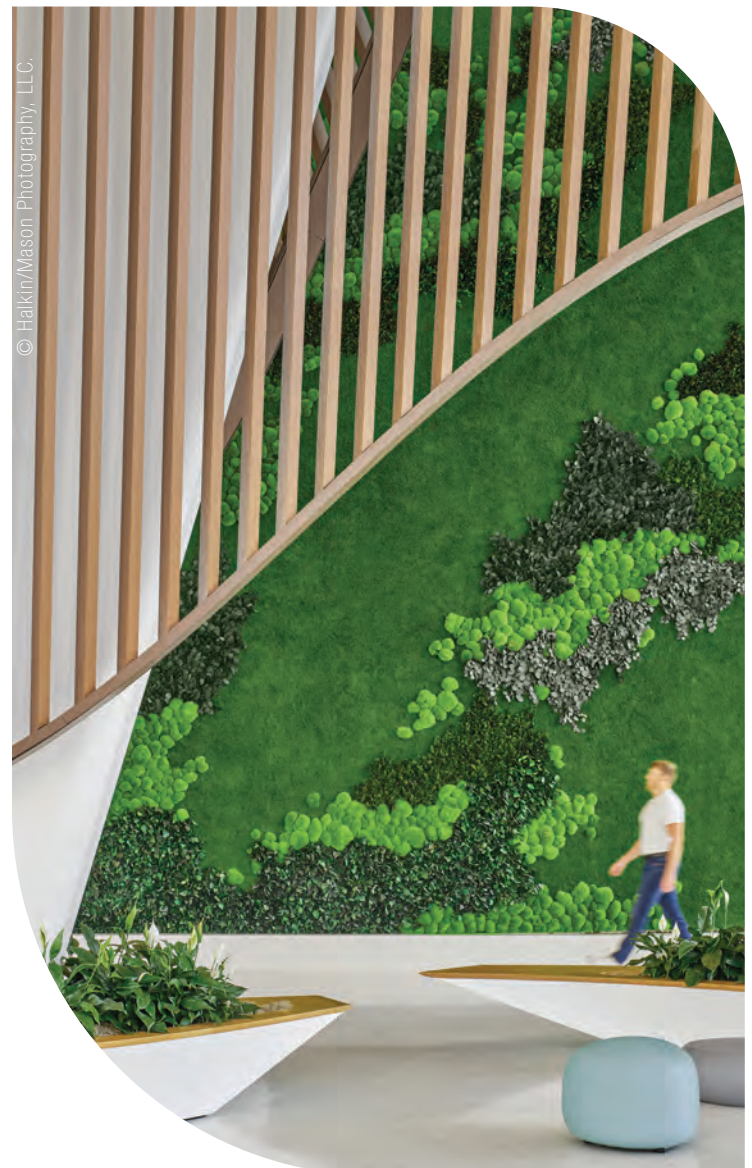
*"How aesthetic experiences nourish the human spirit, inspire creativity and innovation, stimulate thought, bring people together, catalyze personal and social transformation, express values and meaning, and reveal the human condition." **

** Prof. Anjan Chatterjee, MD., Director of Penn Center for Neuroaesthetics, PCfN 2022 Annual Report*

Specifically, natural environments slow heart rates and reduce blood pressure. Use of natural elements in designed spaces has been proven to offer increased oxytocin levels (leading to a greater sense of connection to the environment, peers, and one-self), reduced cortisol levels (thus reducing stress), and increased serotonin, dopamine, and endorphins (also known as 'happiness hormones' associated with pleasure, motivation, reward, and well-being).

Art installations depicting nature have also been proven to offer the same effects by offering an aesthetic experience.

Therefore, spaces optimally designed with biophilia and neuroarchitecture principles provide the sensory stimuli to heal faster, feel better, increase health and well-being, and boost productivity.



Crafting an Indoor Environment Post Pandemic

Biophilia and Neuroarchitecture in the Workplace

Shared Spaces and Sanctuaries

IN THE CURRENT HIGH-END, grade-A commercial real estate biosphere, it is a tenant's market; building owners and managers are competing for tenants, especially in the workspace arena.

In turn, these employer tenants are competing to attract and retain talent – and the bar has most certainly been raised. Microsoft, Google, Apple, Amazon, and other trendsetting companies have transformed employee expectations of workplaces, including recreational spaces, sanctuaries, and other amenities, plus mandatory architectural and design uniqueness, and wow factors, from soaring ceilings to biophilic installations.

Keeping workers happy and motivated is the goal, as employers are discovering that low morale, poor productivity, and regular turnover are costly to the bottom line.

Since the onset of the COVID-19 pandemic, employers have struggled to adjust to workplace versus remote models, exacerbated by the more competitive race for the brightest talent. As a result, an even greater emphasis has been placed on creating attractive workplace environments. How can we make the office more appealing to encourage employees' return? How do we make it feel more like home? Four walls and a door with fluorescent lighting surely won't do it.



Biophilic design elements are gaining importance in mindfully designed corporate spaces.

As discussed in depth in *The Psychology of Positive Spaces*, occupants and employees benefit from an aesthetic reaction, achieving lower cortisol levels and increased oxytocin, dopamine, serotonin, and endorphin levels. The results are undoubtedly positive for employers, caretakers, and hosts, as improved morale means greater productivity, faster healing, a more fulfilled workforce, and more satisfied guests.

In contemporary workplaces, designers must address the needs of diverse types of workers and flexible work modes. There should be spaces allocated for quiet work – private spaces or sanctuaries for the individual to rest, contemplate, and concentrate. Employees in these spaces need to feel safe, secure, and able to recharge. The workplace should be designed to invoke the parasympathetic response to achieve all these benefits.

Additionally, designed spaces for the workplace must include huddle spaces (shared or public areas) where conversation and collaboration happen, where employees feel encouraged and energized to work together, break together, and share ideas and experiences to establish camaraderie.

The post-pandemic work-from-home trend has been evolving to back-to-office, with more interaction between employees/clients and more mentorship opportunities for younger generation employees. The design of the post-pandemic workplace should find ways to increase the number and/or size of collaboration areas and make those spaces more desirable for employees.

These elements, along with accommodations for peripheral intelligence and purpose driven seat assignments, which cater to in-house training and purposeful mingling, help employees experience increased interaction and connection to their peers, fostering better mental health for all.

As humans, we are social creatures, and connection is one of the main ingredients of good mental health. Employers who work with designers who accommodate and adopt this novel approach will retain talent and prosper.



Garden on the Wall®'s expertise in helping to create desirable and inviting workplaces is second to none, working with influential corporate clients, large and small, since 2014.

Garden on the Wall® excels at crafting both private and public green spaces that benefit every aspect of the work experience. Our gardens can be used in refuge spaces, sensory rooms, Zen areas, meditation spots, and other rejuvenating oases designed for workplace and healthcare workers. These spaces help reduce stress, prevent burnout, enhance relaxation, and boost productivity, resulting in greater employee and employer satisfaction.

Garden on the Wall® also enhances staff rooms and communal areas, which are vital for workplace and healthcare environments.

Garden on the Wall® installations not only create attractive collaboration spaces for human connection, but also build a connection between the employees and nature for proven biophilic benefits. Ultimately, a happier and invigorated workforce leads to a thriving organization.

Inclusivity in Terms of Neurodiversity

Putting People First Through Mindful Design

Different Degrees of Neurocognitive Functioning

NEURODIVERSITY REFERS to the natural range of differences in how we think, process information, learn, and interact. This includes all the subtle variations in human neurocognitive functioning. It is estimated that 1 in 7 people have some form and degree of a neurodiverse condition, such as ADHD, autism, dyspraxia, dyslexia, or Tourette's syndrome.

So how do we accommodate occupants with these neurodivergent needs, and how we can make the ones with heightened sensitivity to sensory stimuli feel "included" in the design of the space?

Architects and designers are at the forefront of incorporating inclusivity into designed spaces in every category. Not only do designs have to resonate with a broader demographic, but they also need to foster a more comforting, welcoming environment so neuro-minorities can thrive.

Traditional workplaces can be sources of excessive stimuli for those in the workforce with ADHD or who are on the spectrum for autism, for instance. How do designers provide elements that counteract the triggers?

One way to achieve this is to incorporate biophilic installations, which have proven to provide calming zones for employees, both visually and auditorily,

Garden on the Wall® installations assist designers in creating safe havens for neuro-minorities. This helps to reduce the triggers increasing their anxiety, helping them to re-center, reconnect, and recharge. These biophilic islands of tranquility facilitate easier navigation of their surroundings. Ultimately, they provide a relaxing environment that promotes concentration and focus.



soothing their nervous system. These preserved garden installations help reduce noise pollution, mitigating the impact of auditory triggers, such as ambient noise, which can be overwhelming and distracting, making it harder for them to focus or relax.

Overall, a preserved garden installation offers a natural, holistic approach to reducing auditory triggers, while providing a calming, sensory-friendly environment to improve the quality of life for neuro-diverse individuals.

Inclusivity in Terms of Diversity

Putting People First Through Mindful Design

Diversity & Camaraderie

IN THE LAST CENTURY, designed spaces often sought to achieve exclusivity. A prestigious address, a club-like atmosphere with boardroom sensibilities, and a design meant to impress, intimidate, and thus exclude.

Comfort and emotional wellness were not considerations, nor was inclusivity. Occupants could either assimilate or go elsewhere. Relaxation or recreation were things you did at home and on weekends.

This unwelcoming mentality has fortunately consigned itself to the history books, replaced today with a refreshing focus on inclusivity, diversity, and equity.

Inclusivity is a mission for modern, mindful, and progressive companies today seeking to recruit and retain the best talent from diverse backgrounds. It's a mantra of public companies worldwide and seen as a must-have for any organization that values fresh thinking and new perspectives.

Designers embracing inclusivity aim to cater to a broad spectrum of occupant diversity and create an atmosphere encouraging camaraderie between coworkers from different life experiences.



Garden on the Wall® understands and embraces inclusive design and is passionate about living it. Our biodiverse installations make these designed spaces feel more inclusive with the shared human experience biophilic designs offer.

Garden on the Wall® installations serve as enchanting focal points, naturally sparking conversations and fostering increased interaction among colleagues and employees. They do more than just enhance overall wellbeing; they also cultivate a tighter-knit community, strengthening relationships and fostering unity.

Corporate Social Responsibility

ESG & DEI Policies

Brand Identity

THE DESIGN OF THE SPACE we live in shapes our present and future in many ways. Living, healing, playing, studying, or working in mindfully designed spaces, we can create a better future for ourselves, our clients, our community, and society. Together we can collectively progress towards a positive and sustainable future.

Designers are, more than ever, catering to a conscientious client base that is heavily invested in the environment, social responsibility, and governance (ESG). While the fight for a healthy environment is an ongoing one, companies also focus on diversity, equity, and inclusion policies for a positive future for all communities. This emerging client base seeks to collaborate with like-minded companies that share their values to offer products and services for their projects.

In this context, the space designed for specific clients is a reflection of the company's DNA, representing the values, policies, messages, and brand identity the client aims to project.



Garden on the Wall® takes social responsibility seriously and seeks to align with designers and clients who share this value. We practice what we preach and make inclusivity, diversity, and equity foundations of our daily operations.

This ethos extends to the design and management of our offices, workshops, studios, and even our gardens. Our garden designs specifically prioritize biodiversity, reflecting a rich variety of life, and contributing to the health and vibrancy of our local ecosystems.

Garden on the Wall® offers full benefits and a fulfilling work environment to its employees. We focus on sustainability and promote environmentally responsible policies. Our gardens enable designers and clients to vividly communicate their brand identity and policies to the world.

We take pride in our collaboration with non-profit organizations that work to better the lives of local and global communities today and in the future. Some of these organizations we support for making the world better for all are: Feeding America, One Tree Planted, Fighting Children's Cancer Foundation, Pilots to the Rescue, and more.

We believe in a shared understanding of our responsibility towards our planet and its inhabitants. Our commitment to corporate citizenship is unwavering.



Embodying a Brand

*"How can an office design impact a brand's mission? Or the other way around? A great example of this is @natureswaybrands new corporate office building in Green Bay that I was privileged to photograph recently. The greenery on the wall is driven by their company mission – helping people live healthier lives. When you walk into that space, you notice the waves of green and feel their passion for nature. It's so cool."**

*Graham Washatka, Graham Images

Bespoke Creations

Tailor-made Biophilic Solutions

Are You Ready for Fitting?

Garden on the Wall® is truly custom. We do not mass produce, nor do we offer off-the-rack or one-garden-fits-all products.

Like a bespoke suit handmade to your unique needs, tastes, and dimensions, Garden on the Wall® gardens are custom designed for each project. Clients' needs are always prioritized.

Client brand stories, colors, philosophies, inclusivity messages, goals, design styles, and more can be incorporated into our designs in countless ways.

Nearly any space, dimension, shape, surface, or orientation can be accommodated. Architects and designers give us the canvas, and we create the artwork to fit.

Garden on the Wall® offers an unrivaled 5 Year warranty, with a life expectancy for our gardens of 10-12 years! With our exclusive rejuvenation program, we can revive the color and vibrancy of our gardens if they're affected negatively by light/UV/sun exposure, giving our gardens a life span of over 20 years.



Partner With Like Minds.

Garden on the Wall® Ethos & Circular Economy

What Makes Us Who We Are

ARCHITECTS, DESIGNERS, CLIENTS, AND EMPLOYEE-CENTRIC ORGANIZATIONS will find a like-minded partner in **Garden on the Wall®**. We are a modern, women-owned, diversity and inclusivity-minded company that values creativity, positivity, artistry, and work ethic. We are fully ESG and DEI (diversity, equity, & inclusion) committed. We are green thinkers and care deeply about our planet and our communities. Sustainability, transparency, safety, & reliability are at the heart of everything we do.

Garden on the Wall® is also proud to be a part of the circular economy. We understand the importance of resource efficiency and are committed to reducing waste in our operations. That's why we compost our unused moss sheets and plant clippings and offer a take-back program for our gardens at the end of their life.

Instead of allowing our garden panels to become waste and landfill, we take them back, refurbish them for continued use through donations, or recycle the materials for use in new gardens. This approach decreases waste, reduces the demand for new resources, and minimizes the embodied carbon of our installations.

By participating in our take-back program, **Garden on the Wall®** customers are actively contributing to a more sustainable, circular, and resource-efficient economy.

Let's start the conversation.

Need samples? Order them from Garden on the Wall® partner Material Bank, and they will be at your desk the following day with the carbon-offset program.

We believe you'll find that Garden on the Wall® checks all the boxes to give you the confidence and leverage to convince clients to include our unique, custom-designed, all-natural preserved gardens in their designed spaces.

Imagine with us.

Let's build a positive future together with our unique plant art installations!



Awards & Recognitions as of Dec. 2023:

2023

- Interior Design Best of Year Award
- Planet Positive Award – Honorary Mention
- Honoree of HiP Award
- Metropolis Likes

2022

- Interior Design Best of Year Award
- Architizer A+ Award Popular Choice

2020

- The Architect's Newspaper Best of Products Special Mention
- Architizer A+ Award – Both Jury & Popular Choice
- Architizer A+ Award Special Mention

2019

- Innovation in Design Award by NYC&G Best Product of the Year
- Honoree at NYCxDesign

2018

- Interior Design Best of Year Award

2016

- Coolest Guestroom Product in HIconnect People's Choice Award
- Best Overall Vignette in HIconnect People's Choice Award
- Finalist of the Architizer A+ Awards for the Product Categories – Accessories

2015

- 'Best Exhibit Finalist' at the BDNY

