



THE ART OF PRESERVED NATURE

# Media Kit



# Welcome

What does it take to make a design that is considered as classic?

For us, it requires a combination of outstanding craftsmanship and timeless visual appeal. Garden on the Wall® is the brand that pioneered the Preserved Garden & Moss Wall concept in Commercial Interior Design & Architecture field in US to combine both of these aspects for the best human experience.

Studies shown nature and art have calming affect on humans, and improve the quality of life. They can help us to relieve stress, feel connected, evoke positive demeanor, and enhance our mood.

Designing, crafting and installing preserved gardens and moss walls since 2014, Garden on the Wall combines the art and nature to offer the elevated state of being for humans as occupants of the designed spaces. We operate in the intersection of Neuroaesthetics, Biophilia, Neuroarchitecture and Biomimicry for a better future for all, one garden or a planter insert at a time.

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# Our Story

Garden on the Wall® was founded in 2013 by Miné Hisim and Can “John” Ozturk after they discovered a preserved garden installation in a Milan airport hotel. Inspired by its soothing influence, they introduced this concept to US design professionals. Leveraging their industry connections, they quickly gained popularity within the Architecture & Design community.

Garden on the Wall® became known for its beautiful, sustainable biophilic tapestries of preserved plants. We set the gold standard for preserved gardens with a focus on sustainability, health, and well-being. Our commitment earned us prestigious third-party credentials.

We grew from 3 to 45 team members, actively engaging with design organizations and publications through conferences and events. Our accredited Continuing Education Seminars by AIA, IDCEC, and GBCI set trends in plant art designs.

Transforming offices, hospitals, hotels, restaurants, and homes into tranquil green sanctuaries, we enhanced the well-being of occupants. As the only US company dedicated solely to preserved gardens, we executed the world’s two largest preserved gardens within one project. Over the past decade, we’ve connected humans and nature, proving that modern spaces can benefit from a touch of green.



# Our Mission

Garden on the Wall® is dedicated to positively impacting people's lives through our preserved garden and planter installations. We are committed to educating design professionals about the use of "no-maintenance indoor gardens" crafted with all-natural preserved plants to invoke positive neurological, psychological, aesthetic, and meaningful responses in the designed spaces.

# Our Core Values



Respect  
and  
Empathy



Authenticity  
and  
Transparency



Continuous  
Learning  
and  
Growth



Biophilia



Collaboration  
and  
Teamwork



Sustainability  
and  
Stewardship



Community  
Engagement  
and  
Empowerment

# Why Us

Garden on the Wall® is an award-winning and visionary company, specialized in Preserved Moss, Preserved Plant Gardens, and Preserved Planter Inserts. We are the leading provider of turnkey “Maintenance-Free Garden Installations” for interiors. From ideation to fabrication, installation, and touch-up, we help bring biophilic design aspirations to life while eliminating the hassles of living walls.

Garden on the Wall® Installations are created with all-natural preserved moss and plants. These long-lasting, maintenance-free gardens & planters require no water, misting, or irrigation, and they do not need light or soil. They are low maintenance, and they retain a vibrant, fresh-cut look and feel for 10-12 years.

Garden on the Wall® is the most trusted, most reliable, most transparent, most 3rd party tested, most experienced, most recognized and most awarded Preserved Garden, Moss Wall and Plant Insert provider in the world.

# Founders



**Can Ozturk**

Chief Sustainability Officer  
& Managing Partner

Can, pronounced same as John, is the co-founder and Chief Sustainability Officer of the company. He is the visionary who sometimes lives too much in the future to prepare the company to its next 10 years. He is also the first person designers meet and learn about Garden on the Wall.



**Mine Hisim**

Project Manager, Architectural Sales  
& Managing Partner

Miné is the co-founder and Chief Experience Officer of the company to ensure each project is performed at its best. She is the guiding light, soft power and Northern Star of the company, shaping it into close-knit community & ecosystem with her magical powers of process creation, education, and efficiency.



# Statistics

1,824  
PROJECTS

1,160  
DESIGN FIRMS

176,078  
SQUARE FEET OF  
GARDENS COMPLETED



# Garden Design Categories



Gardens with Moss & Foliage



Gardens with Moss & Foliage with Flower Foliage



Gardens with Moss Combinations



Planter Inserts



Story Gardens



3D Biomimicry Gardens



# Case Studies



Neuroaesthetics @ Workplace  
Consulting Firm — Washington, DC



Biophilia @ Healing Environment  
Healthcare Facility — Duluth, MN



Wellness & Storytelling @ Transit Hub  
National Airport — Nashville, TN



Preserved Gardens @ Workplace  
Pharmaceuticals Office — Cambridge, MA



Biophilia Design @ Life Sciences  
Dietary Office — Greenbay, MI



Preserved Planter Insert for Veterans  
Government Office — San Diego, CA

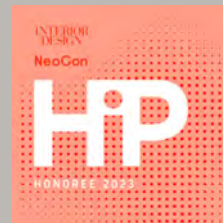
# Testimonial

## INTERIOR DESIGN

“The creative partnership [with Garden on the Wall] means so much to me because when we spend the time and energy to work together, we always design something more unique in the end”.

— Cindy Allen  
Editor in Chief, Interior Design Magazine

# Awards





# Press Releases



Garden On The Wall® Takes Home Best Of Neocon Silver Award!



Garden On The Wall® Releases All-New Brochure 'Greening Perspectives'!



Garden On The Wall® Wins Id Magazine Best Of Year Award!

# Blogs



The Mental Health Benefits of Sustainable Indoor Nature



Transforming Healing Environments with Nature Inspired Interiors



How Safe is Your Moss Wall/Preserved Gardens

# Credentials

Transparency:  
HPD v2.3, Sustainable Minds  
Transparency Catalog, Declare



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



Credit Contributions:  
LEED, WELL, Fitwell



Health & Well-Being:  
Red List Free, 100% Bio-Based



Common Materials Framework:  
mindful Materials, Impact Areas of CMF



Circular  
Economy



Climate  
Health



Social Health  
& Equity



Human  
Health



Ecosystem  
Health



