



VISTAFOLIA®

ARTIFICIAL GREEN WALLS

**Practical Greening:
A Guide to Artificial Vertical Gardens**

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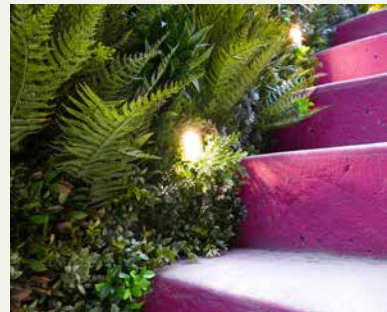


Practical Greening: A Guide to Artificial Vertical Gardens

Artificial vertical gardens serve an important purpose. They provide a practical alternative, creating a natural-looking environment when a living wall simply won't do. With a growing design trend for green homes and offices, a real need has arisen for a substitute vertical garden system to create beautiful green spaces where real planting often struggles, or when cost and maintenance are an issue.

High-quality artificial indoor and outdoor green wall systems provide the lush, uplifting atmosphere associated with living walls, without the effort that goes into building and maintaining the latter. This provides real value for property owners who are constrained by cost, time, space or other factors from undertaking a living vertical garden project. Well-designed artificial green walls enable that vital connection to nature we desire, whether as stand-alone elements or to augment real planting.

With new technologies and close attention paid to customer needs, artificial greening is coming into its own. Manufactured greenery such as artificial vertical garden systems and artificial grass provide homes and businesses with practical greening solutions that suit different lifestyles and spaces.



The Greening Trend: Getting Closer to Nature

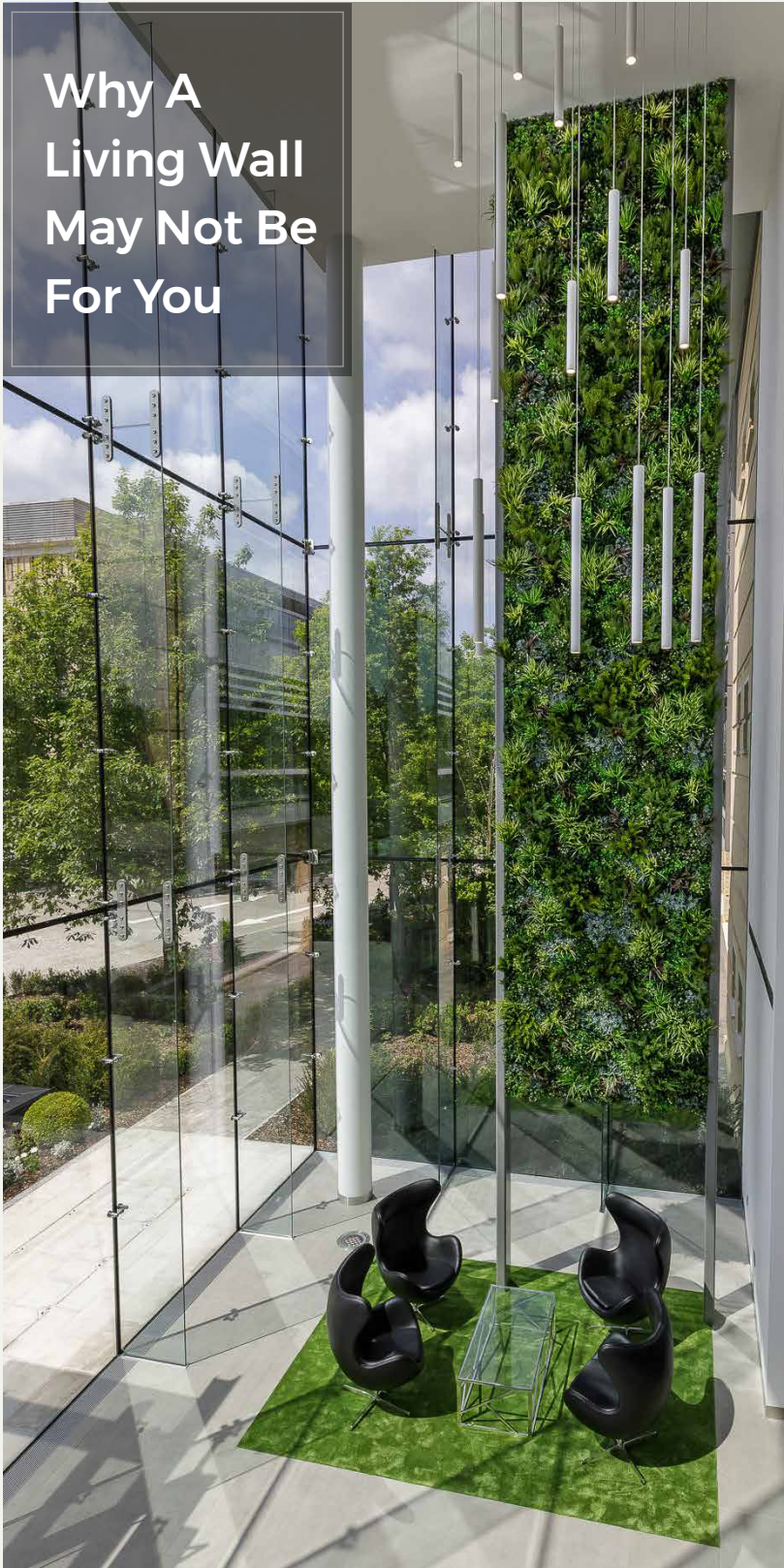
We feel and work better when we are surrounded by elements of nature, or elements that remind us of nature. This is called 'biophilia', the instinctive attraction humans bear for the natural world. It's a biological hard-wiring that explains why we swoon over verdant landscapes, delight in the morning chirping of birds, or how wood provides us with a sense of warmth.

We are even predisposed to certain types of nature, so-called 'savannah analogues', the flat, green surfaces in our modern environments that take our highly evolved brains back to the ancient grasslands in which our ancestors roamed. This is why we perk up instantly at the sight of suburban lawns and, now, green walls and vertical gardens.



DESIGN: MATT KEIGHTLEY. PHOTOGRAPHY: MARIANNE MAJERUS

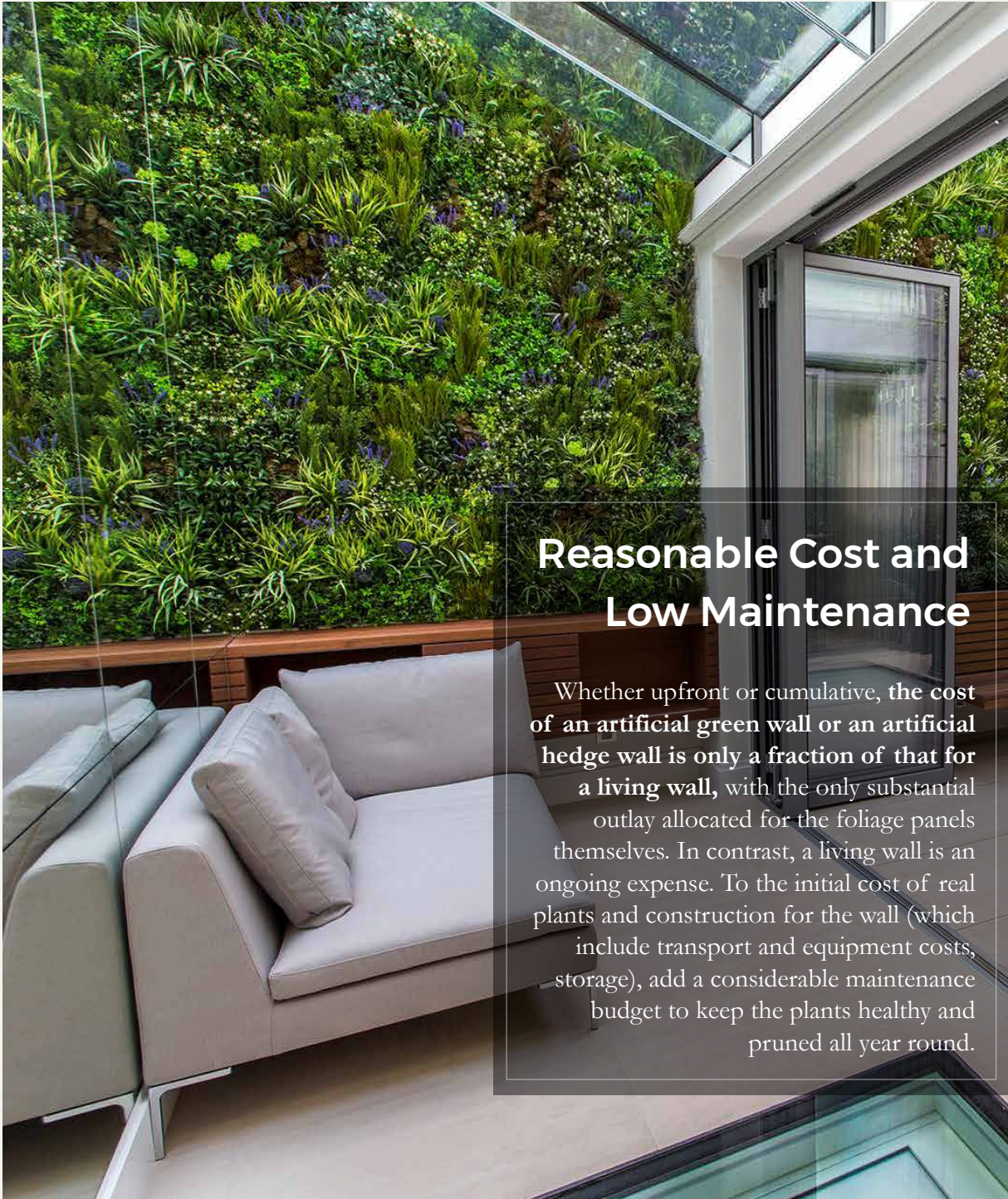
Why A Living Wall May Not Be For You



Green walls are incredibly beautiful and breath-taking and they have many health and environmental benefits. Many organizations build living green walls to bolster their green or eco-credentials.

However, there is a huge drawback to a living vertical garden– it is costly, very complicated to build, and needs to be maintained properly. Without due care, a living vertical garden can fail, and fail spectacularly, with plants dying in as quickly as a few weeks after installation. What starts out as an inspiring greening project quickly turns into an eyesore when plants wither, and bare, dried patches appear. Consider how a dead wall for all your customers to see can be bad for your business image.

Artificial vertical garden systems are the practical, low-risk, low-maintenance choice, effectively eliminating all of the problems associated with real green walls.



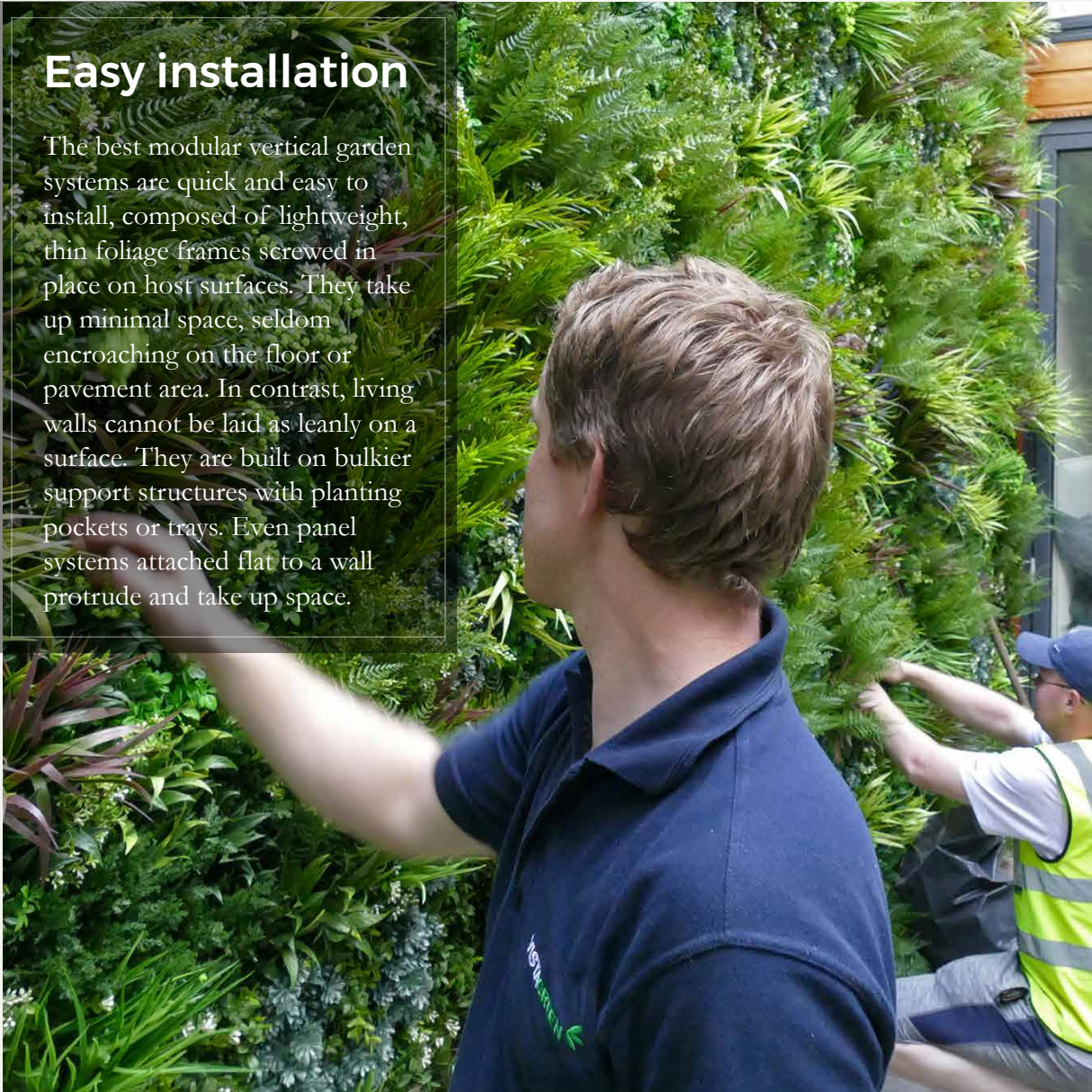
Reasonable Cost and Low Maintenance

Whether upfront or cumulative, the cost of an artificial green wall or an artificial hedge wall is only a fraction of that for a living wall, with the only substantial outlay allocated for the foliage panels themselves. In contrast, a living wall is an ongoing expense. To the initial cost of real plants and construction for the wall (which include transport and equipment costs, storage), add a considerable maintenance budget to keep the plants healthy and pruned all year round.

The maintenance checklist for a living wall includes allowances for irrigation water, fertilizer, pesticides, weeding and replacement plants. Often these require professional services, as several vertical garden systems are too sophisticated to be left to clients, and some areas need expert attention, especially hard-to-reach areas on massive, sprawling walls.

Easy installation

The best modular vertical garden systems are quick and easy to install, composed of lightweight, thin foliage frames screwed in place on host surfaces. They take up minimal space, seldom encroaching on the floor or pavement area. In contrast, living walls cannot be laid as leanly on a surface. They are built on bulkier support structures with planting pockets or trays. Even panel systems attached flat to a wall protrude and take up space.



Load-bearing is not an issue with artificial green walls. Their weight on a wall is insignificant from a load-bearing perspective. For living walls, on the other hand, every component's weight matters – those for plants, soil, fabric mats and specialized membranes, drainage layers and modular panels. A living vertical garden can weigh up to 40 pounds per square foot, when the plants are watered. Consider how heavy a load this is for roof terraces or long-standing structures such as old or weakened walls.

Moreover, load-bearing calculations need to consider the weight of the plants when fully grown and environmental factors such as wind uplift, the upward pressure exerted by high levels of wind on a building.

Design

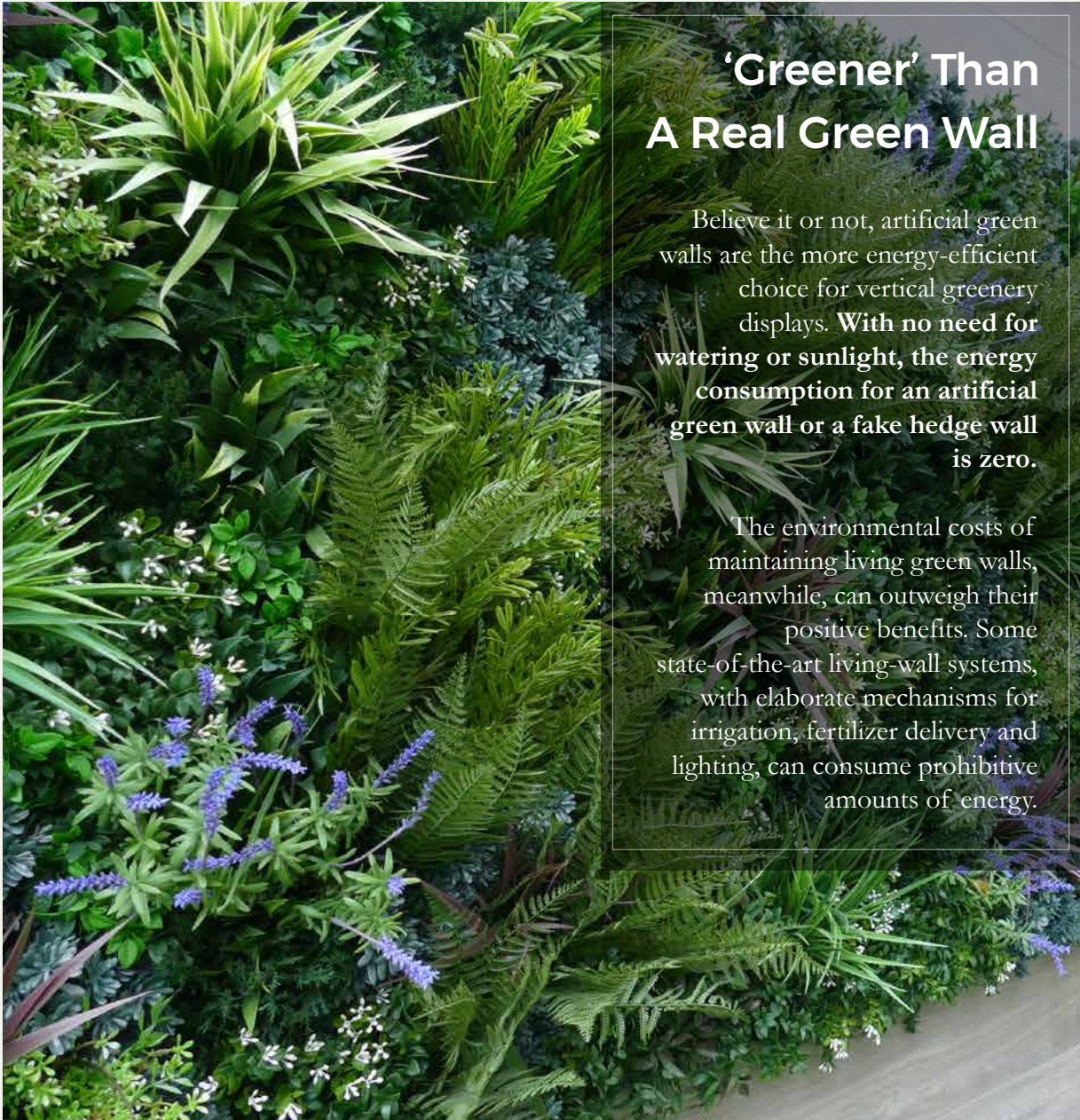
The best artificial vertical garden systems provide an unparalleled flexibility of design that living walls simply cannot match.



Artificial green wall solutions such as Vistafolia® can be custom-fit to any surface dimension, making its panels ideal for irregularly shaped spaces. Different types of foliage can be added for seasonal interest or the panels rearranged to alter the look of the wall.

Living walls, meanwhile, have to be designed with plant behavior and growth patterns in mind. Planting choice in a vertical garden design is not all about aesthetics in a living wall. Species selection depends on which plants can thrive in the microclimate of the wall and which plants can grow in a specific direction. Wrong plant selection, especially those that eventually droop and smother the planting below, may need a costly re-design.





'Greener' Than A Real Green Wall

Believe it or not, artificial green walls are the more energy-efficient choice for vertical greenery displays. **With no need for watering or sunlight, the energy consumption for an artificial green wall or a fake hedge wall is zero.**

The environmental costs of maintaining living green walls, meanwhile, can outweigh their positive benefits. Some state-of-the-art living-wall systems, with elaborate mechanisms for irrigation, fertilizer delivery and lighting, can consume prohibitive amounts of energy.

Water Conservation

The benefits of artificial greening loom large in times of drought. Especially in areas with prolonged dry spells such as California, homeowners and businesses have taken to artificial vertical gardens, indoor/outdoor artificial grass and outdoor artificial hedges to conserve water. Some US states even offer rebates to those who install artificial grass because they no longer eat into precious water resources to keep their lawn alive. **Maintenance-free artificial grass and artificial green walls have become smart ecological choices for the environmentally-conscious.**

Durability

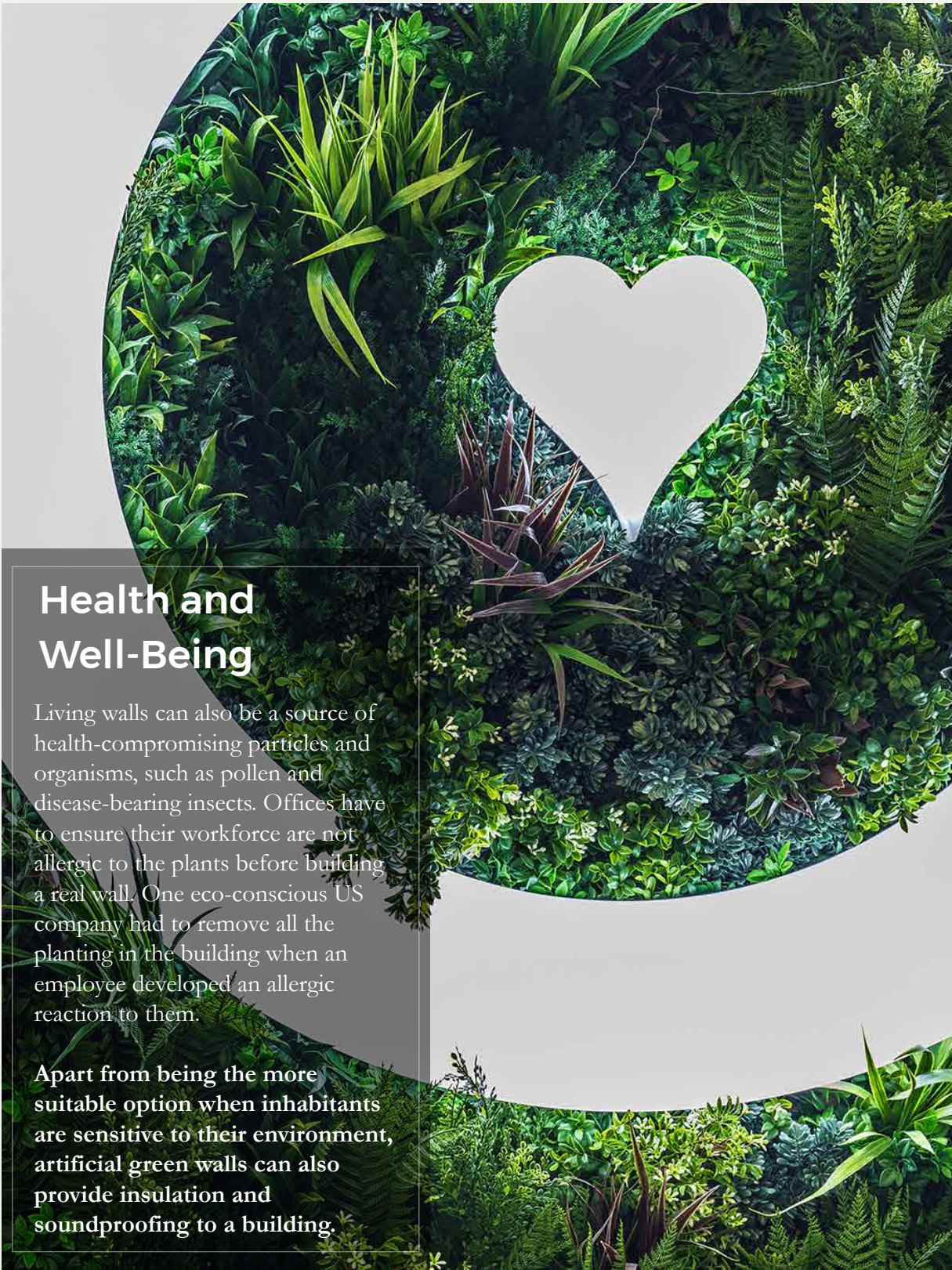
Once an artificial green wall is up, it stays looking lush and vibrant all year-round, and for years after.



The best artificial system, Vistafolia®, comes with a five-year warranty, an indication of its high quality, weather resistance and rigorous testing protocols.

Living walls, being animate, can only thrive with proper care, and, even then not forever. Plants in a tray system need to be replaced after a year. Those in panel systems start failing when their roots have no more space to grow. Weather conditions and disease can also affect plant health.

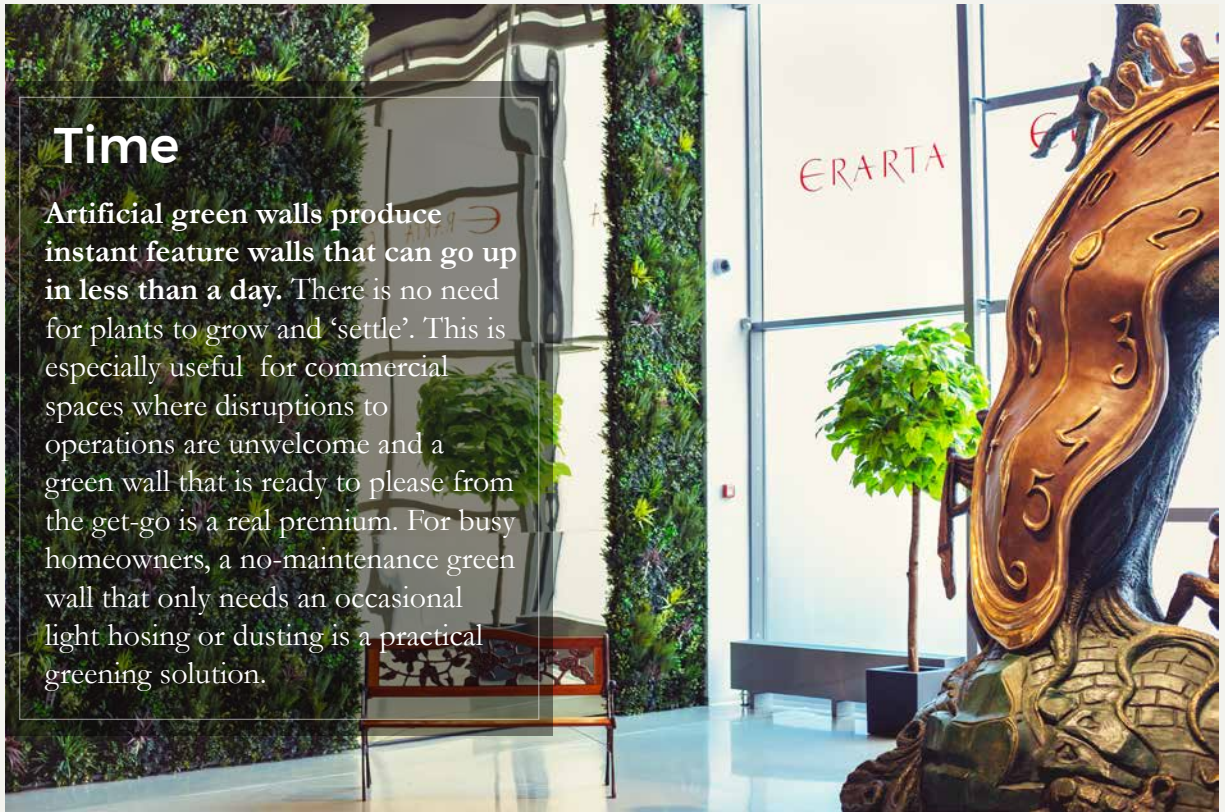
Living walls are built with a space-consuming air gap between the surface and the plant frame to ensure proper air circulation so that moulds do not grow. With artificial green walls, there is no need to worry about molding and moisture problems.



Health and Well-Being

Living walls can also be a source of health-compromising particles and organisms, such as pollen and disease-bearing insects. Offices have to ensure their workforce are not allergic to the plants before building a real wall. One eco-conscious US company had to remove all the planting in the building when an employee developed an allergic reaction to them.

Apart from being the more suitable option when inhabitants are sensitive to their environment, artificial green walls can also provide insulation and soundproofing to a building.



Time

Artificial green walls produce instant feature walls that can go up in less than a day. There is no need for plants to grow and 'settle'. This is especially useful for commercial spaces where disruptions to operations are unwelcome and a green wall that is ready to please from the get-go is a real premium. For busy homeowners, a no-maintenance green wall that only needs an occasional light hosing or dusting is a practical greening solution.





Here are some examples of how the Vistafolia® solution works for specific environments:



Nashville

Reclaiming quality time with artificial foliage. In an increasingly busy world, studies show that many families get to spend as little as half an hour a day in each other's company - which makes those all-important weekends even more vital for quality time with children and loved ones.

In an age where a lot of families are cash and time poor, many are turning to the myriad benefits of artificial turf and foliage. For homes which contain children and pets, artificial turf provides a hard-wearing, safe and pleasantly scented alternative play area (as well as cutting down on those muddy foot and paw prints). For Mom and Dad, beautiful, natural looking artificial green walls add all the relaxing luxury of natural vegetation, without any of the hassle.



Portland, Oregon

Giving our planet a sporting chance. The World Resource Institute has revealed that, worldwide, we waste a staggering 45 trillion gallons of water every year on unnecessary use for washing cycles, chemical dyes and gardening. Proactive cities such as Portland are tackling this wastage by cutting down on the amount of water used in gardens and sporting venues.

These days, artificial foliage is becoming such a popular option that many sporting venues and country clubs are switching it out for their organic versions. Tennis courts, golf courses and club houses are now all benefitting from the stylish, eco-friendly and UV protected option of artificial foliage and turf and, many more are set to follow - which is great news for budding athletes; and for our planet.

Vanity Fair Oscars Party

Vistafolia® had the special honor of dressing up the chic, custom-built space for the 2018 Vanity Fair Oscars Party with a breathtaking wall of greenery where Hollywood's elite had their photographs taken. The exclusive event, an annual awards night tradition, was held 04 March at a dedicated venue near the Wallis Annenberg Center and the Beverly Hills City Hall, and was hosted by Vanity Fair Radhika Jones.

Vistafolia®'s stunning foliage provided a beautiful organic complement to the Vanity Fair marquee signage and the impressive 50-foot bar. The green wall also created a luxurious backdrop for the lounge area. The commission highlighted Vistafolia®'s excellent reputation as the product of choice for the world's best brands, preferred by highly discerning design professionals.



Roche Bobois, West Hollywood

French luxury furniture brand Roche Bobois commissioned Vistafolia® to create stunning vertical plant displays in its West Hollywood California showroom, providing customers with design inspiration how to incorporate beautiful greenery into home and office spaces with style and ease. Showcasing the best of contemporary furniture design in 225 showrooms worldwide, the brand represents the ultimate in luxury and fine taste.

This project is the perfect example of the natural synergy between Vistafolia® and leading names and brands in design. Many international design leaders recognise Vistafolia®'s innovativeness, technical excellence and outstanding quality and product performance, finding creative applications and combinations for our Vistafolia® Panels and Colour and Texture Box selections with their own products and services.



Roche Bobois, Arizona

Vistafolia® strengthens its relationship with French furniture designer Roche Bobois, with a second commission to create stunning greenery displays for its Scottsdale, Arizona, showroom.

Vistafolia® created imposing, floor-to-ceiling foliage backdrops to accentuate the sophisticated, contemporary furniture designs. The showrooms present customers with ornamental possibilities to integrate green walls and greenery elements into their home or office environments. Our deluxe vertical displays provide a refreshing, natural look and attractive, softening foil to the abstract shapes or angular lines of the contemporary furniture and spark customers' imagination about the many ways Vistafolia®'s artificial green wall solutions can transform their living and working spaces.



The Harbour Condos, Miami Beach

Vistafolia® and EasyGrass took the facade of this luxury condominium development to the next level with a stunning greenery mosaic. The mosaic, which is comprised of hundreds of Vistafolia® Panels was designed to create multiple green tapestries to complement the natural stonework of the frontage. The resulting feature wall, with its imposing breadth, softens the sleek lines of the contemporary designs whilst adding to the lush, urban oasis character of the development.

Vistafolia®'s ISO certification and rigorous quality testing means that these outdoor tapestries are durable and hard-wearing as well as aesthetically pleasing for residents and visitors. This is particularly important for a harbour front residence such as this one where walls and vegetation are subject to weathering.

San Jose, California

With California's ongoing drought issues, restrictions on water use can see many gardens start to look tired and unhealthy and, saving water is more important than ever before - the average homeowner uses up to 20,000 gallons of water every year, just watering the garden; a waste which California can little afford. Artificial grass and foliage requires no watering and can even save you money - as well as the savings on water and pesticides, you may even qualify for a government rebate for switching to water-free, eco-friendly turf.

Requiring little to no maintenance, artificial green walls are also great for the environment as they do away with excess water waste and the need for environment corroding pesticides - saving up to \$20,000 dollars every year. With environmental issues close to all of our hearts these days, most artificial foliage is also recyclable; meaning that they help our planet at the same time as spicing up your life (and your garden).





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HEAD OFFICE / R&D FACILITY:

Vistafolia Ltd.

Unit 6 Trade City, Lyon Way,
Frimley, Camberley, Surrey
GU16 7AL United Kingdom

Tel: +44 (0)20 7385 1020

US SALES OFFICE:

Tel: (+1) 727-325-2901

Email: info@vistafolia.com

Follow us:



www.vistafolia.com

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