



Urban Garden Trend #5 by GASA: Architectural Gardening

Architecture, Art & Ads

Garden available! And with the Urban Garden trend, it is rather the rule than the exception for green plants to edge into - or rather out into - public spaces. Experimenting with garden environments leaves a green, living impression on architecture as well as on art and marketing, and this will only be increasingly significant in the future. Everything's possible with Urban Gardening in public spaces!

Architecture with embedded seasons

The desire for green oases generates new, innovative interaction between green spaces and architecture. Exciting new patio areas that are integrated in buildings and houses spring to life as the garden almost becomes an integral part of the architect's first sketches. You can imagine a future with buildings created for continuous development and movement - depending on which plants you choose to incorporate into the house from the outset.

You can almost picture it when you close your eyes. The beautiful villa with one type of green expression in winter - and another in summer. And how the office building, with an abundance of winter aconite and snowdrops in the midst of the city, will present itself as a refreshing white and shimmering breath of fresh air in early spring - and herald the advent of the dark months with warm, orange-red colours in the mild late summer evenings.

When art moves you

The plants unfold as green, living sculptures in townscapes or as living canvasses in galleries. These paintings are not just static images that always inspire the same associations, because they change along the way as the plants blossom or grow.

Let your imagination roam free. Trees growing out of the painting and a flower that literally blossoms before the beholder. Hence, art will in future offer more than just mental process and touch people in more than one sense of the word. It is almost tempting to say that Urban Garden invites us into a new, artistic epoch bearing a resemblance to "Alice in Wonderland".

The power of advertising

Creative advertising professionals have always struggled to transcend emotional barriers to capture consumers' hearts in the endeavour to convey their advertising message. Strong trends from interior design, the world of fashion and now also the garden industry interfere with new, creative options. Advertising campaigns present unorthodox, green solutions and breathe fresh, green air into established media, for instance.

A recent example we've seen is Adidas' creation of a giant running shoe on a vertical wall with the entire shoe made up of green plants, to which its well-known three stripe logo was added.



Green events

Inspired by the trend, GASA GROUP has created an Urban Garden stand for IPM, the pot-plant industry's most important trade fair, in Essen, in the midst of Germany's Ruhr district. Because flowers and plants need not be tedious and uninspiring, neither in big cities nor at plant fairs.

For further details, please contact Jes Grandt Nielsen, Marketing and Project Manager at GASA GROUP on tel. +45 6010 5301 or by e-mail jgn@gasagroup.com - See also www.gasagroup.com/urbangarden.

FURTHER INFORMATION:

bigthink.com/ideas/21036 and

www.arcspace.com/exhibitions/louisiana2/green-architecture-for-the-future.html.



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