



Urban Garden Trend #1 by GASA: My Personal Garden

My garden - to go!

Among the city's urban garden trends is *My Personal Garden*. The city bike gets a personal touch with its own garden on the carrier, the smart little city car gets a green turf on its top, the windowsill is filled with fresh, living vegetables in pots, and the office is invaded by green herbs - in short: the garden fuses with fashion and interior trends.

Living fashion

Fashion trends constantly change, but "natural and sustainable" have constituted a strong trend for quite some time now. The catwalk has seen whole collections or haute couture dresses made entirely of living plants and flowers, and most recently many celebrities have been spotted in dresses made of lettuce leaves - probably heavily inspired by Lady Gaga's meat dress. In this way, greenery intertwines with all other aspects of modern people's lives, and the latest thing is the personal garden that can be flashed wherever you go. In other words, the garden has jumped on the latte bandwagon and is now "to go".

Mobile gardens - big and small

The personal garden is mobile, and we bring it with us wherever we go, like a bicycle, styled as a mobile garden, or a car where special plant bags of recycled materials have been developed to grow a small kitchen garden or a flowering meadow on the car roof. Micro-gardens on the windowsill or on the balcony have also become popular. Handbags have been transformed into a portable mini-garden, a garden pocket on the bag or the coat signals that the person carrying it has a green attitude.

Green office establishes balance between work and life

Our gardens have traditionally been part of our private domain, as only our house guests know our garden style. But as in all other respects, the boundaries between our private and professional spheres are blurring, and we will increasingly bring the garden to work in future.

Mini-gardens, small lush greenhouses, meditative Zen gardens or innovative green gadgets combining nature and technology create small, personal green oases at work, making it possible to pick some fresh greenery for lunch or stimulate your mood with your favourite scent. In this way, plants at the workplace are no longer just an image for or the responsibility of the company - it also expresses who is occupying the space from 9 to 5. My Personal Garden is thus a trend that opens entirely new perspectives in the work-life concept.

GASA GROUP has developed a number of concepts to support this trend. A "by nature" series, focusing on plant characteristics: spice by nature, taste by nature and health by nature. Plants' positive impact on the indoor climate is supported by the concepts "fresh breeze" and "green energy". All concepts exemplify current pot-plant trends.

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