



# I Plants Magazine

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# Autograph Foliages

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# Editor's Letter

Elliott Bennett

Summer is finally here in North America! We have a great article by Carolyn Goodin it is very educational, and I would suggest a must read! What comes with summer is always the Cultivate '22 trade show presented by our friends at AmericanHort. I highly recommend if you are an interiorscaper attending Cultivate in Columbus to plan on also attending the I.P. Hospitality party on Sat July 16th! (Check pg.10!) Many of our industries best vendors will be in attendance to talk shop in a casual environment. This is a great networking opportunity to meet some like minded interiorscapers and have a good time in a great environment.

We are currently in the process of wrapping up the judging portion of the 2022 Biophilic Design Awards. I will be reaching out in a couple of weeks to companies that have won an award. The Biophilic Design Awards issue is slated to drop late July or early August.

Thank you all again for your support. We really appreciate the readership and I recommend supporting and attending interiorscape events like the I.P. Hospitality party in Columbus so that we can keep the momentum going, creating future awesome events!



# Interior Plantscape Session Schedule

Cultivate – Interior Plantscape schedule. 62 Sessions @ Cultivate '22 presented by AmericanHort July 16-19, 2022 in Columbus, Ohio USA

## *Saturday, Jul 16* Time Session Location

7:00 AM - 6:00 PM Landscape Operations & Design Tour

—

10:00 AM - 3:00 PM Management Clinic Workshop: Winning the Talent War  
C160A

4:30 PM - 7:00 PM OSU Cultivar Trials  
Depart from Connector

## *Sunday, Jul 17* Time Session Location

8:00 AM - 9:15 AM Keynote Presentation: Leadership to Drive Performance  
Short North Ballroom

9:30 AM - 10:30 AM H2 How-To: Considerations, Risks, and How to Do it Right  
C150

9:30 AM - 10:30 AM Keys and Cautions to Managing Business Growth  
C160A

9:30 AM - 10:30 AM Shifting From An Operations Mindset to a Culture of Sales  
A213

9:30 AM - 10:30 AM Visioning to 2025  
A210

10:00 AM - 10:30 AM Mite Management Rotations  
Cultivate Live!

10:00 AM - 12:00 PM Grow Relationships With Key Media Partners  
A220

11:00 AM - 12:00 PM 2023 Garden Trends  
Union Station Ballroom B

*Sunday, Jul 17*

<b>Time</b>	<b>Session</b>	<b>Location</b>	<b>continued...</b>
<b>11:00 AM - 12:00 PM</b>	<b>Don't Go Bust on the Boom</b>		
<b>C160A</b>			
<b>11:00 AM - 12:00 PM</b>	<b>Green Industry Succession &amp; Exit Planning: Building Value into Your Business</b>		
<b>C150</b>			
<b>1:00 PM - 2:00 PM</b>	<b>Plant Your People: On-Boarding</b>		
<b>C150</b>			
<b>1:00 PM - 2:00 PM</b>	<b>Realize Your Selling Potential</b>		
<b>C160A</b>			
<b>1:00 PM - 3:00 PM</b>	<b>Navigating the HOA Maze: The Do's, the Don'ts, and Tips on Your Way to Getting Into "The Club"</b>		
<b>A220</b>			
<b>1:30 PM - 2:00 PM</b>	<b>Holiday Porch Pots - How to Be More Creative, Productive &amp; Profitable</b>		
<b>Cultivate Live!</b>			
<b>2:15 PM - 2:45 PM</b>	<b>How Consumer Trends are Driving New Plant Variety Selections</b>		
<b>Cultivate Live!</b>			
<b>2:30 PM - 3:30 PM</b>	<b>Keys to Becoming a Successful Industry Leader</b>		
<b>C160A</b>			
<b>2:30 PM - 3:30 PM</b>	<b>Labor Issues &amp; Trends</b>		
<b>C150</b>			
<b>3:45 PM - 4:15 PM</b>	<b>Elevating Lighting Research to Enable the Future of Controlled Environment Agriculture</b>		
<b>Cultivate Live!</b>			
<b>4:00 PM - 5:00 PM</b>	<b>How Do Experts Grow Revenue?</b>		
<b>A220</b>			
<b>4:00 PM - 5:00 PM</b>	<b>Plant Your People: Engagement</b>		
<b>C150</b>			
<b>4:00 PM - 5:15 PM</b>	<b>How to Communicate in 2022</b>		
<b>C160A</b>			

*Monday, Jul 18* Time Session Location

8:00 AM - 9:15 AM Keynote: AmericanHort State of the Industry Address  
Short North Ballroom

9:30 AM - 10:30 AM Moving from Mature Market to Growth Industry  
C150

9:30 AM - 10:30 AM Recruiting, Hiring, and Training from Outside of the  
Horticulture Industry  
A220

11:00 AM - 12:00 PM Building a Career Advancement Plan  
C150

11:00 AM - 12:00 PM What Really Motivates People  
A220

12:00 PM - 1:30 PM Women in Horticulture – A Powerful, Inspiring Networking  
Experience  
Union Station Ballroom B

1:30 PM - 2:30 PM Goal Setting That Works  
A210

2:00 PM - 3:00 PM Four Simple Tools to Launch New Employees  
A220

2:00 PM - 3:00 PM Understanding Tomorrow's Consumer: Trends for 2022 &  
Beyond  
C150

3:00 PM - 4:00 PM Three Ways to Grow Greener – Greener in the Ground and in  
Your Pocket!  
A210

3:30 PM - 4:30 PM Answering 'Who Comes Next?': 3 Ways to Avoid Succession  
Failure  
A220

3:30 PM - 4:30 PM What Did My Marketing Dollars Actually Do? Measuring  
Marketing ROI in the Digital World  
C150

3:30 PM - 5:00 PM Leading From the Middle: Swap Shop Discussion  
C160A

3:45 PM - 5:00 PM CC Rack Build Competition  
Cultivate Live!

4:00 PM - 5:30 PM Three Ways to Grow Greener Q&A  
A210

5:00 PM - 7:30 PM Franklin Park Conservatory Tour



*Tuesday, Jul 19* Time Session Location

8:00 AM - 9:00 AM **Disrupting or Prompting: Does This Affect How You Approach Business?**

C150

8:00 AM - 9:00 AM **Plant Your People: Attraction**

A210

8:00 AM - 10:30 AM **Finding Resilience**

C160A

8:00 AM - 10:30 AM **Making the Case: Lessons from the Frontline of Biophilic Design**

A220

9:30 AM - 10:30 AM **Looking Ahead to Make Your Company Attractive to the Next Wave of Employees – A Panel Discussion with This Year’s HortScholars**

C150

9:30 AM - 11:00 AM **Training Your Team for Success: The Hottest Trends and Coolest Concepts**

A210

11:00 AM - 12:00 PM **Influencing Plant Choices Through Social Media**

A123

11:00 AM - 12:00 PM **Teaching Your Team to Scout and ID Problems**

A223

11:00 AM - 12:00 PM **What’s New with Seed Your Future?**

C150



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Meet New  
Friends!

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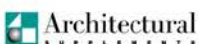
# *J.P. Hospitality* **PARTY**

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- I-Plants Facebook & Instagram recognition with your business logo as a BRONZE SPONSOR. (June) Value - \$100

**Contact us if you are interested in any of these sponsorship opportunities to help support your industry.**

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# 2022 BIOPHILIC DESIGN AWARDS JUDGES



**Josh Senneff, CLP  
President & COO  
Natura**

Josh was brought into the horticulture industry early in life as his parents started their interior landscape company the same year he was born. While it wasn't the plan to join the family business after a degree in Leadership Development from Texas A&M University, he worked as a horticulturist for an interior landscape firm. This exposure opened his eyes to the possibilities. Upon graduation, he applied to the family business, was interviewed, and accepted a job in account management. He is currently in his 16th year at Natura and serves major markets in Texas and Florida. As company President, he enjoys the pains and pleasures of operating a multi-branch and multi-state organization, exposing him to many projects desiring to bring nature to the built environment.



**Mike Senneff  
Founder & CEO  
Natura**

Mike Senneff is the Founder + CEO of Natura, a Texas based interior landscape company providing services to over 3000 clients in major Texas and Florida markets. The Natura story began with Mike's Ornamental Horticulture degree from the California Polytechnic State University in San Luis Obispo with a specialization in tropical plant production. He relocated to Texas as the lead tropical grower for Lone Star Nurseries. Mike later founded Natura in 1983. In addition to providing strategic leadership at Natura, Mike serves on the Board of Directors for Green Plants for Green Buildings (GPCB), an industry association with the purpose of communicating the aesthetic, wellbeing, and economic benefits of nature in the built environment to architects, designers, and influencers throughout the global economy.

# 2022 BIOPHILIC DESIGN AWARDS JUDGES



**Sean Campbell**  
**President**  
**Grundys Landscaping**

Sean Campbell is the second-generation owner of Grundy's Landscaping in Pottstown PA. He has more than 24 years' experience in the interior landscaping industry starting at the young age of 12 years old and has been the owner / President of Grundys for the past 12 years. Sean has guided Grundys from a local Philadelphia company to one of the most trusted Interiorscape companies in the tri-state area.

Sean serves on the Board of Directors of Green Plants for Green Buildings for the past 5 years and has been a member of the PIA (Plantscape Industry Alliance) Next Generations' Group, working to define where the green industry is heading. Sean has helped spread the benefits of Biophilic design through his consulting work with architects and developers to help bring nature to urban environments. Sean has also been a very active member of BOMA Philadelphia while participating in BOMA Community outreach and suburban committees.



**Vanessa Champion, PhD AMRSPH**  
**Editorial Director**  
**The Journal of Biophilic Design**

Dr Vanessa Champion, started life as an academic at University College London, before moving into media. She now combines her love for our natural world, environmentalism and research to run The Journal of Biophilic Design (JBD) podcast series and online Interior Design magazine TheSpaceDoctors.com. She is also founder of PhotoAid Global Foundation and produces images for the Nature Image Library on the JBD website to raise money for Urban Forest Projects. [www.journalofbiophilicdesign.com](http://www.journalofbiophilicdesign.com)

# Can Water Actually Flow Against the Force of Gravity??

BY: CAROLYN GOODIN, CLP



Emphatically and absolutely **YES!**

How is that possible? For starters, this happens when water is moving through a plant. However, water has an interesting property that helps make this possible. This property is cohesion. Water molecules are sticky, not like chewing gum, but by chemical bonding. These bonds cause molecules to adhere to one another. Thus, as the plant performs its necessary functions, water is **pulled** up from the roots, by capillary action, through xylem tubules, and is distributed to stems, petioles and leaves and flowers. The excess moisture, exits through specialized structures called stomates. Of course, it is not really that simple.

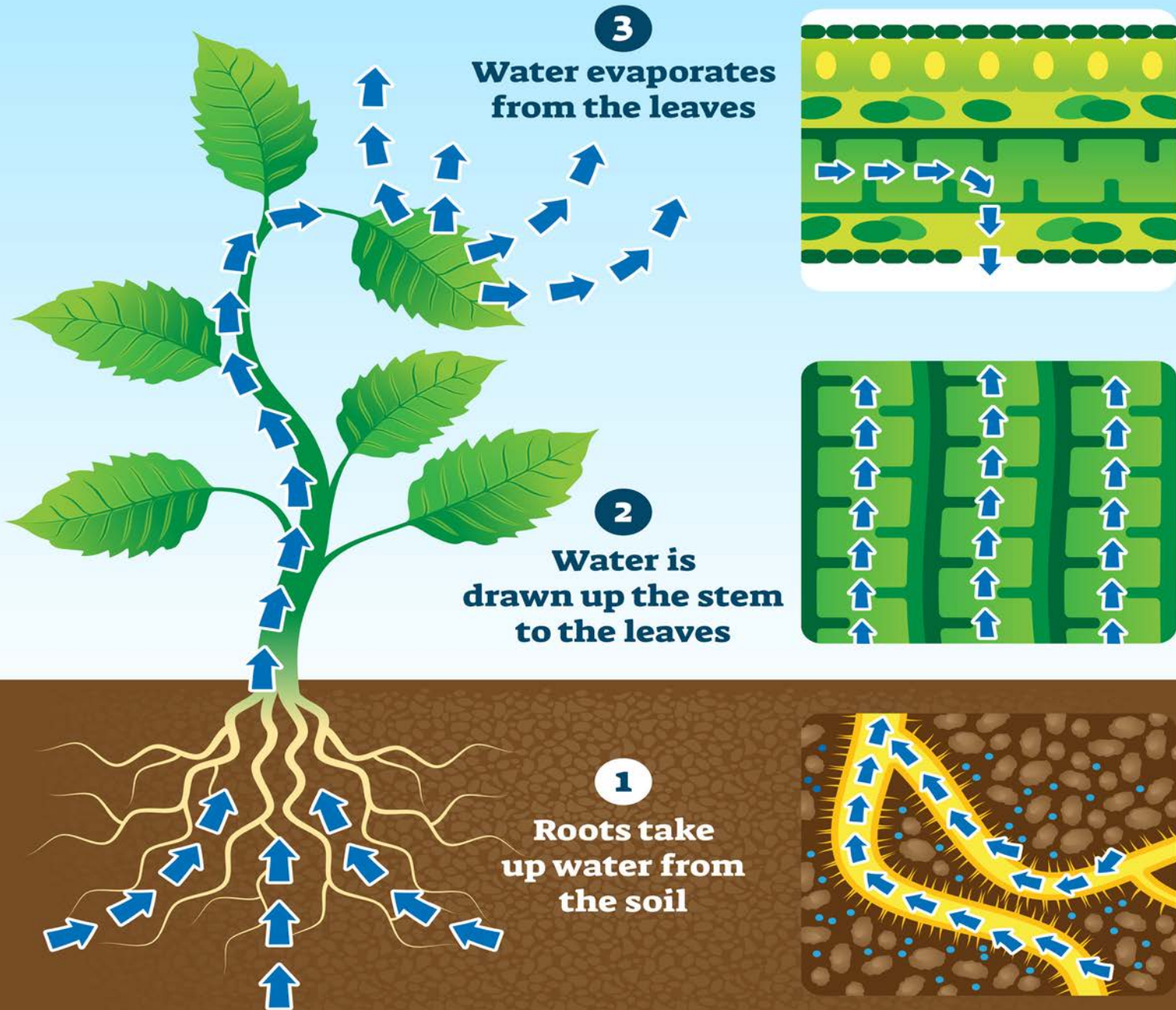
There are a few processes which are temperature dependent. These assist the plant's upward water movement and utilization. **Evaporation, Transpiration and Respiration**, help the plant move water along, against the pull of gravity.

**Evaporation**, occurs naturally and is controlled by temperature and available ventilation. The higher the temperature the greater the evaporation. The swifter air moves over leaves and planting medium, the higher the evaporation. Plants more specifically, the planting medium loses water because of this. If left to their own devices, plants can dry out and wilt without considering other processes that help move water upward. Evaporation also tends to increase the humidity in and around the micro-environment.

**Transpiration** is very much controlled by temperature. The higher the temperature the greater the rate of transpiration. This process



# TRANSPIRATION



is the main reason water flows against gravity. Water molecules, because of their cohesive quality, are literally pulled upward from roots to stems to leaves, and exits through stomates. Ventilation plays a role here as well. The swifter the air moves over leaves the greater the rate of transpiration.

As air moves across leaves, water is swept away. If there is no air movement, transpiration occurs more slowly, relying on

the temperature to complete the process.

Again, the higher the temperature the greater the rate of transpiration. If temperature exceeds a certain point, Transpiration stops. Stomates close and thus water can no longer exit. This is a natural protective mechanism, that helps prevent wilting to a point. In excessive heat, stomates will close and wilting may occur because water is impaired from reaching the plant's extremities. If water cannot move upward, it will stay in the





Consider a *Spathiphyllum*, “Peace Lily” above. This plant is particularly sensitive to excessive heat. One may encounter a collapsed plant and automatically assume that the plant has severely dried out. However, upon closer examination, one may find that the potting mix is still very moist. Wilting, and wet soil can mean one of two things; damaged roots, due to rot or fungus, or excessive heat.

With excessive heat, stomates remain closed. Water is no longer exiting through the leaves; since water is no longer being pulled up from the roots, thus the leaves and stems lose turgor. Turgor is a measure of pressure between the water vacuoles within the individual plant cells, and the non-living cell walls. When a plant is at full turgor, vacuoles are plump, with enough pressure to keep the cell walls erect. The plant appears healthy. Leaves, stems and petioles are crisp with moisture evenly distributed throughout. One of the first observations during maintenance, is turgor. A plant is ready for a drink when there is a slight relaxation of leaves. The plant is not yet wilting, but there is some loss

of turgor. Thus, the technician must make a judgement call: to irrigate, or not to irrigate. Of course, this will depend on the interval between service visits. If service is weekly, judge if the turgor is high enough to get through 7 more days. Also consider the micro-environment; is it heavily ventilated, subject to heat, or cold, and whether this plant has an active metabolism. Light levels will also come into play. Is the plant in a growth, maintenance or decline environment? To complicate matters, evaporation is still causing water loss from the soil. If corrective measures are not taken, the danger of reaching the **Permanent Wilting Point (PWP)** is high.

PWP is the point at which leaves and stems can no longer recover from the wilt. Some plants can suffer severe wilting, with abundant leaf loss, but still bounce back with a good drink. The *Spathiphyllum*, will lose several leaves to yellowing but it is not dead. The yellowing may continue for one or two weeks out however, Spaths. are “forgiving.” New leaves will, eventually, grow in, but the plant may be unsightly. It is best left to recover

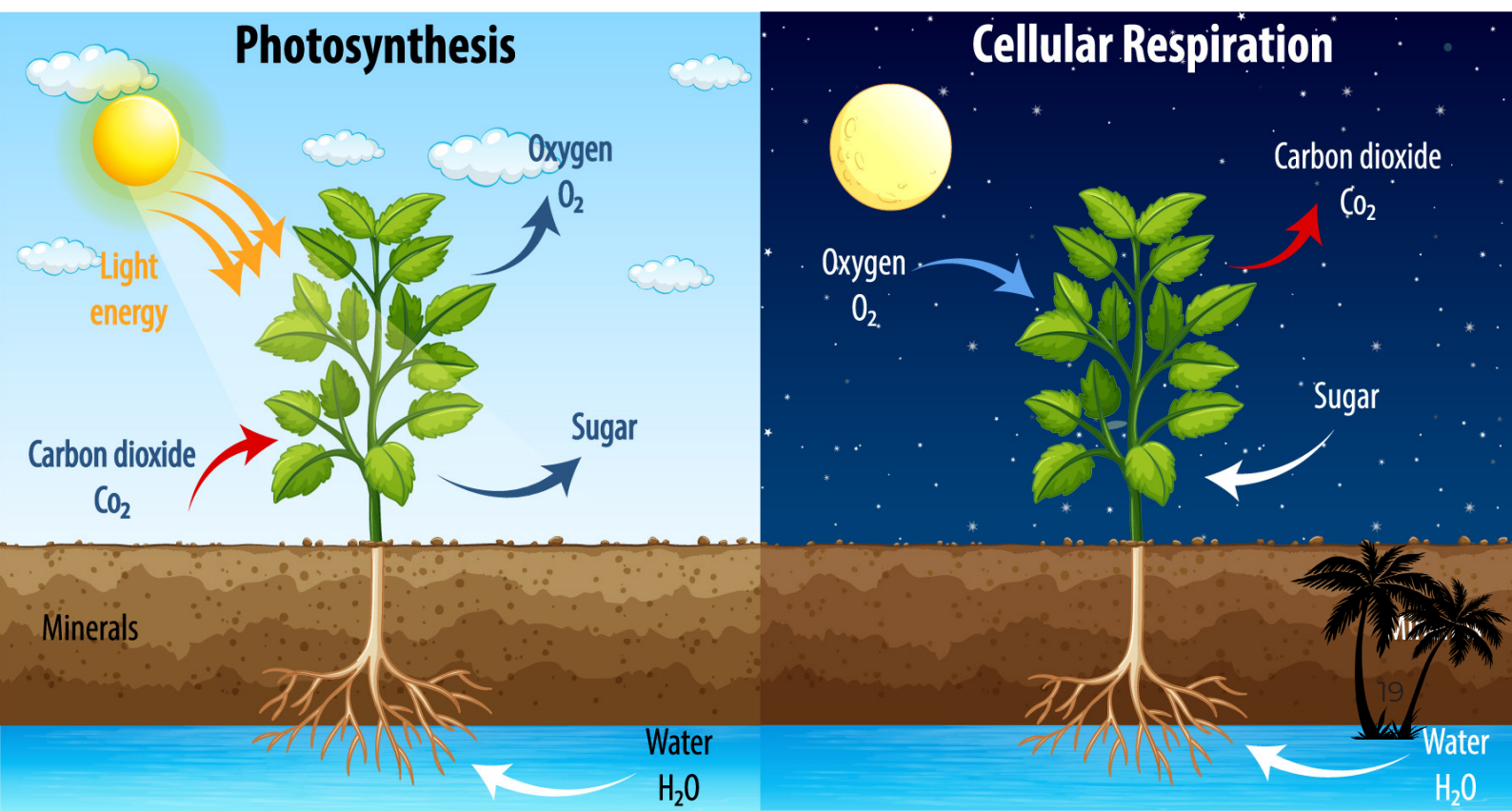
under greenhouse conditions. Like many aspects of plant science, PWP is species and variety dependent. Thus, another question to ponder is whether this plant is “forgiving or not forgiving.” If you think about this you realize that there is much to consider before irrigating. We will get into greater detail, when we get to the nitty-gritty of maintenance in later discussions.

Now we come to **Respiration**. This one is complicated. One thinks of breathing when referring to respiration. In plant terms this is partially true. However, the real comparison to be made is to digestion. During the process of respiration, the plant is not only breathing, (using oxygen and losing CO<sub>2</sub>) but it is also using up stored carbohydrates and consuming water. This is going on 24/7, no matter what. Remember back in the day, (of course you don't,) nurses would insist that the plants be removed from a patient's room at night. “Can't have those pesky green things consuming the patients' oxygen now, can we?” That was before we discovered that certain plants photosynthesize or complete

photosynthesis at night. With the discovery of the Crassulacean Acid Metabolism group, of plants, it is always best to have **CAM** plants in combination with daylight photosynthesizers, such that Oxygen is being given off day and night! Among these CAM plants are Cacti, Succulents, Bromeliads, certain Orchids' etc.

Controlled by temperature, the higher the temperature, the higher the rate of respiration. Conversely, if temperature is low, respirations rates are low as well. When respiration is slow paced, the entire metabolism of the plant slows. Again, conversely, when respiration rates are high, the metabolism of the plant will be high as well.

In our next discussion, we will consider the impacts that respiration may have on plant growth. What these mean for a technician in terms of maintenance. What if temperature is high, respiration is high, but the plant is sitting in a DECLINE position? Think about that. Until next time, stay well, stay safe and stay Professional!



# WHY DO WE NEED BIOPHILIC DESIGN IN THE OFFICE?

By: Dr. Vanessa Champion

Are you trying to recruit some new talent or keep your existing team in the office? Biophilic Design is one of the key elements in your office design to entice the best people to stay and also join your business. Everyone wants to work somewhere nice. It's not just having a nice coffee machine, or comfy chairs, it's about creating zones for people to focus, to collaborate, to blue-sky think, to chill out and unwind, as well as to inspire and lead your teams. If the whole office looks the same, how on earth can we expect our staff to come up with new ideas, to keep focused, to love coming to work. If you think about what YOU love about your office (or what you'd love to have in your own office), maybe you're the boss, and you have a lovely big wooden desk, views out of the window, natural light, some pot plants, neat bookshelves, good (non-flicker) tuneable lighting for when the winter nights draw in but you still need to work. Do you have a photograph of the beach from your summer holiday on the wall? Is there the smell of fresh coffee or oranges to keep your mind pepped up? Is there a comfy chair for you to sit in, zoned off a little by adjusting the angle of the chair so you can sit and look out of the window and think away from your desk?

All these things are linked to the Biophilic Design toolkit. Views of nature, the sky, and the outside is really important, as is zoning your office space. If you think about it, when we consider Biophilic Design as a key to unlocking the best design in an office, what

we are trying to do is reconnect our staff to their "best self". Our "best self" has to include what makes our brains and bodies happy and healthy too. If we are comfortable in and out, then we are not distracted by 'discomfort' and we can focus on the task at hand. That 'comfort' we seek is actually linked to our inherent need to connect to our living world and nature. And I'm not just talking about plants, light, air, smells, sounds and textures for instance, but also creating zones where there is the opportunity for what we call 'prospect and refuge', highbacked seats where we can "view" out, snaking pathways and corridors, bringing in nature's colours to enhance our brain power (greens obviously, but also creating zones to inspire the "blue mind" within us all, sounds of water combined with visuals.





If you are reading this and are a landscape architect doing installations in offices, why not bring in water features, large-leaved plants, and make a zone into a tropical rainforest. Or tone it down to have a little trickling brook and gentle soft planting conjuring a meadow on a spring day. The blue-mind element in biophilic design is such a powerful asset in our toolkit. Water features are clever these days too, they can be solar powered if you position the sensor near a window or even overhead UV light. If the water moves, they also need less maintenance, and you can let your creativity run wild with the planting design. You could even install some fish which will bring life and movement into the workplace.

There are many design enhancements in Biophilic Design that will really help companies inspire their workforce. It will also help them reach their all-important NetZero targets, as the design principles naturally (excuse the pun) should not harm the environment, and also it is proven that people who are surrounded by nature, plants etc, are more likely to take care and trust each other.

Biophilic Design stimulates pro-social behaviour, trust and empathy in employees. Also, Biophilic Design encourages us to [iplantsmagazine.com](http://iplantsmagazine.com) | Edition #17 - Summer 2022

be more predisposed to want to be in contact and to care for nature, which in turn encourages sustainable living habits.

So what are you waiting for? What will be your next Biophilic Design office project? Have you installed a Biophilic Designed office that you are proud of? Get in touch, would love to hear the challenges, successes and what your next one will be.

Dr Vanessa Champion

Editor Journal of Biophilic Design / The Space Doctors

[www.journalofbiophilicdesign.com](http://www.journalofbiophilicdesign.com)

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# Biophilic Design: It's Not a Trend, It's a Movement

By Holly Keenan

Biophilic design is gaining traction, and more designers and architects are incorporating it into the places in which we live and work.

Whether it's a run through the forest or a swim in the ocean, being immersed in nature has the power to bring clarity and tranquility to our minds. However, for many of us, living in the cities prevents us from enjoying natural surroundings. Instead, we are immersed in a world of concrete, traffic fumes, and all the other harsh elements of the urban environment. The drastic increase in population has led to a demand for more construction and housing. As a result, nature has been carved out of the equation.

But what if we could change this? What if design could bring us closer to nature? Biophilic design has long been redefining the way we create our built environment. Not only is this style of architecture proving to be beneficial for the environment, but scientific studies show it can drastically improve our mental health and productivity.

What is biophilic design?

Biophilic design is an approach to architecture that seeks to connect building occupants closely with nature. Traces of biophilic design go as far back as the Hanging Gardens of Babylon. However, the concept was first articulated in 1984 by the renowned biologist E.O. Wilson. He described it as "the desire for humans to emulate nature in the structures of everyday life."

What is driving the increase in biophilic design? With the growing concern for our climate, biophilic design is not just useful for its aesthetic qualities but can help in the fight against climate change. Green infrastructure has the potential to attenuate CO2 emissions, increase the biodiversity of plants and wildlife and help regulate the temperature of buildings.

One architecture firm that has taken full advantage of the power of green infrastructure is Stefano Boeri Architecture. The Italian architect Boeri rose to fame when he became the first person to design the vertical forest tower in Milan. Following the success of the vertical towers, Boeri Architecture is now constructing its new, master project, Liuzhou Forest City. The design proposes a solution to one of China's most smog-affected cities as the infrastructure will be able to absorb up to 10,000 tons of CO2 every year. This revolutionary

Right: The Vertical Forest Tower in Milan, Italy.

Photo credit: Ivan Kurmyshov - stock.adobe.com



biophilic design will support as many as 40,000 trees and 1 million plants from a diverse range of species. In addition, the city will host over 30,000 people.

The pandemic has also accelerated the popularity of biophilic design in homes. With an unprecedented amount of people working remotely, creating a peaceful ambiance to our houses has become essential. During a recent interview for Architectural Digest, the esteemed designer Clodagh stated that “People have woken up and realized that being surrounded by nature can have a positive impact on their mental and physical health and boost their mood.” Over the years there have been many scientific studies to support this claim. For example, in 2020 scientists found that “biophilic environments had larger therapeutic impacts than non-biophilic environments in terms of reducing physiological stress and psychological anxiety levels.”

Looking ahead to the future of workspaces  
Nevertheless, this is not necessarily news to the corporate world. the knowledge that biophilic design can increase productivity; lower stress levels have also resulted from many companies incorporating elements of nature into their workspaces. So, what kind of unique, green designs can we expect in 2022?

One architect expanding the boundaries is Carlo Ratti, the manager of MIT’s Senseable City Lab. Ratti’s most recent design features a 51 story skyscraper (right) that contains a large-scale vertical hydroponic farm. The skyscraper is set to be built in Shenzhen, the Silicon Valley of China. The farm will provide food for more

than 40,000 people.

Ratti’s innovative thinking sets a precedent when it comes to future interior design. Indoor vertical farming has the potential to reduce land and water usage, offering a solution for soil degradation. Yet, most importantly, integrating farming into a workspace can help employees connect directly to food production, as they could have a role in helping to grow food. Our current global agricultural supply chain follows a long obscure road, so shortening this chain can help connect them more to the food they eat.

Article source:

<https://www.triplepundit.com/story/2022/biophilic-design/736151>



The Jian Mu Tower  
Photo credit: CREDITS  
CRA-Carlo Ratti  
Associati



Watch the Video of this installation Project Awarded and Installed by John Mini Distinctive Landscapes



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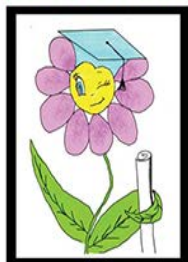
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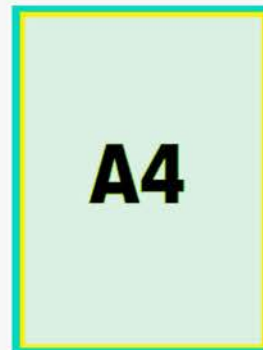
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