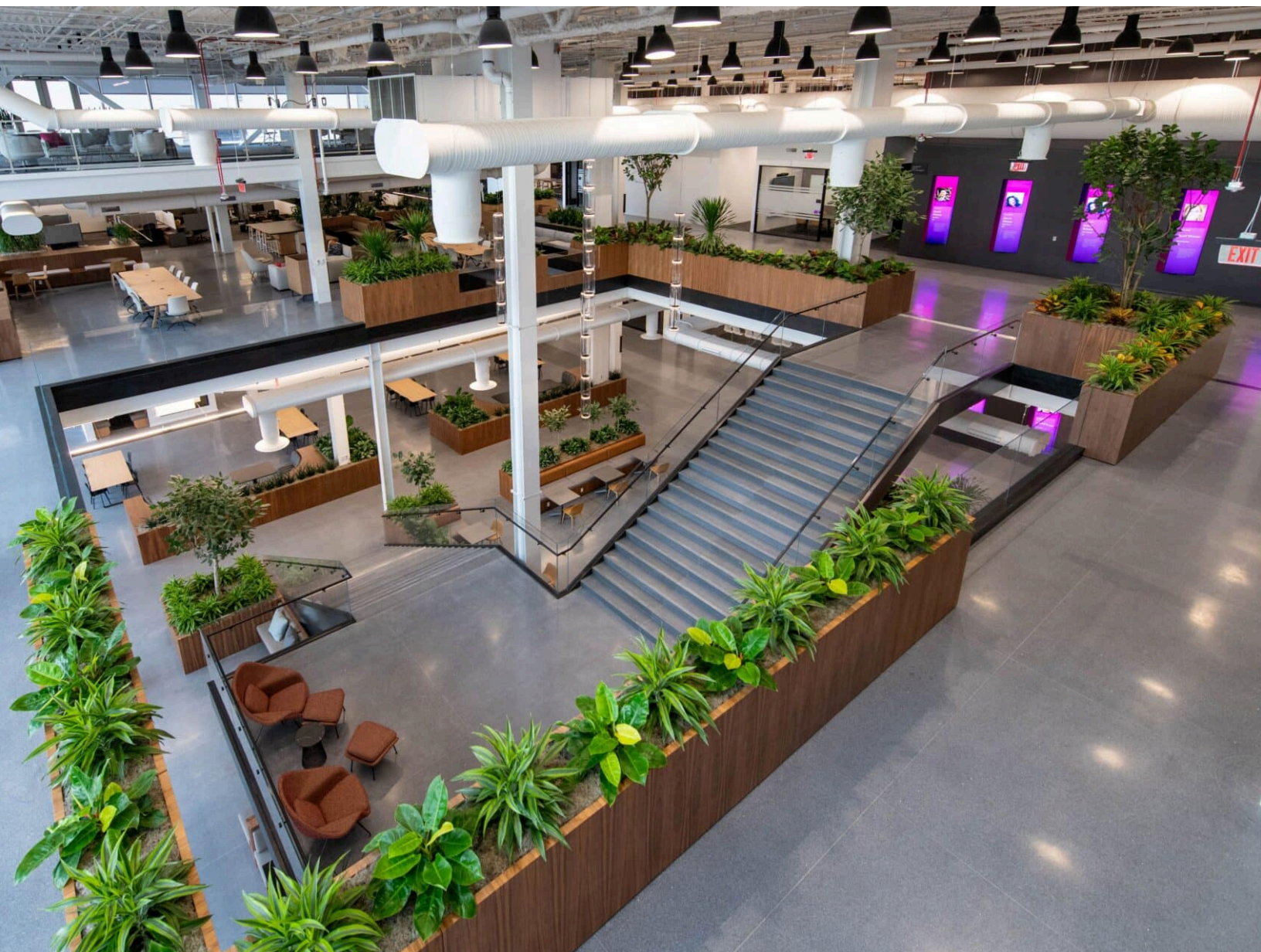


intelligent biophilic design



CLIENT NAME: Insight

STRATEGIC PARTNER NAME: Gensler

PROJECT NAME: Insight

AWARDS: Tropical Plant Expo Installation Platinum Award



plant solutions
nurtured by nature

mindful. moving. modern.

INSIGHT CORPORATE HEADQUARTERS



VISION

Insight aimed to build a vibrant company culture and achieve Gold LEED certification. They needed an interior space to attract top talent, prioritize employee well-being, and offer a comfortable transition back to the office after working from home. We envisioned an awe-inspiring, functional interior park-like setting. Our design provided stress-relieving spaces for solitude or collaboration, fostering creativity and productivity. Cozy nooks created inviting areas surrounded by nature, making the workspace feel like home.

One challenge was ensuring that the custom-built planters met the appropriate dimensions for indoor plants. By partnering early with the millwork contractors, we provided insights on specifications, resolved potential issues, and resulted in stunning and functional planters.

Our vision was to exceed Insight's goals with a professional biophilic design integrating living plants and helping Insight pursue Gold LEED certification.

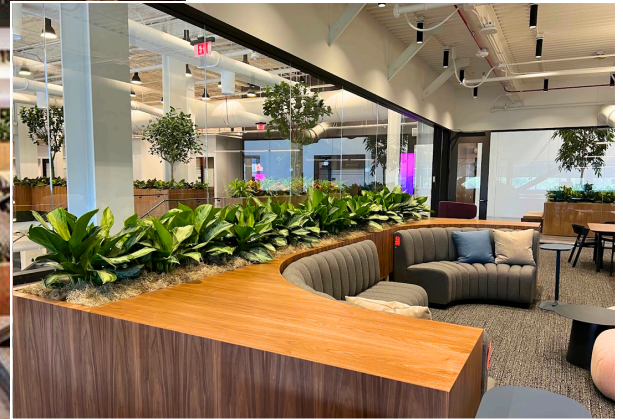
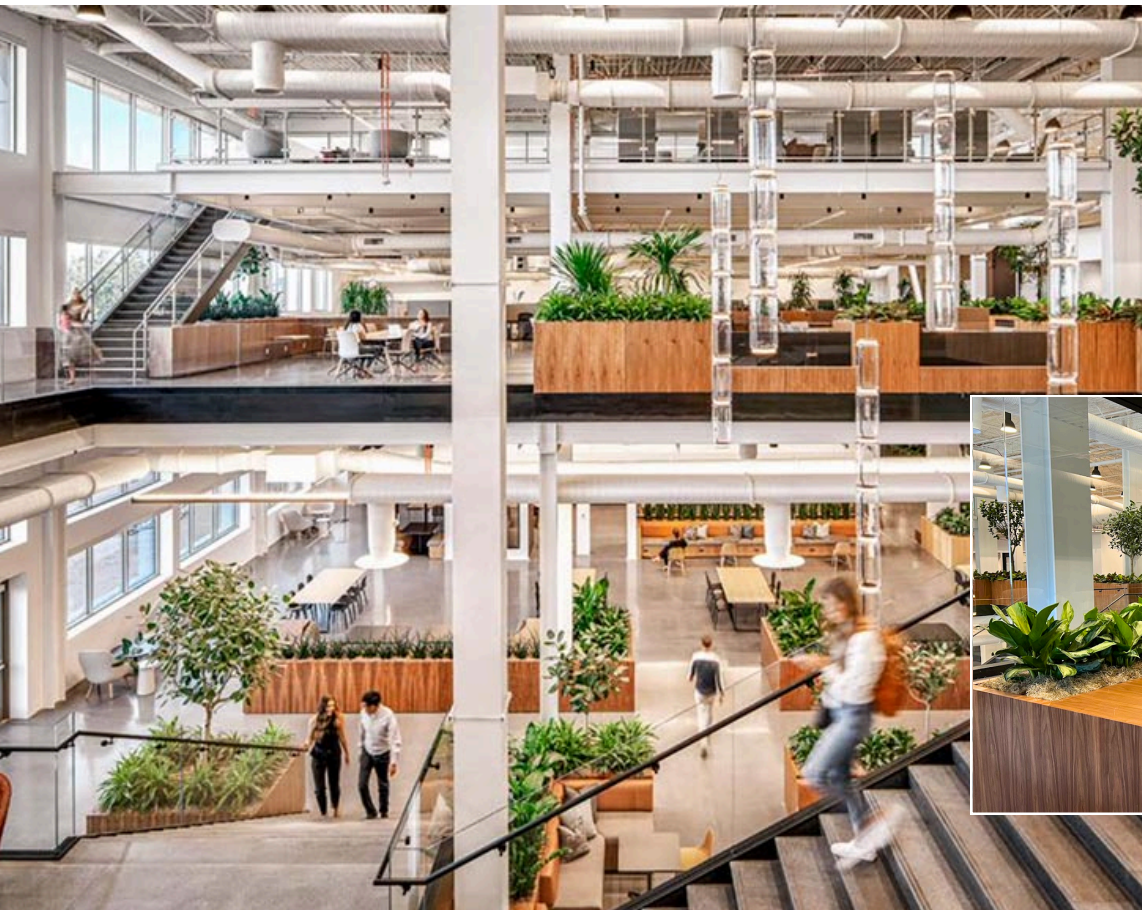
In collaboration
with our clients,
we created...

> 980 indoor plants
strategically designed to
create a healthier
environment, and support
building innovation practices
required to achieve Gold
LEED certification

> indoor park-like setting
with magnificent Ficus trees
to create a genuine escape
from work stress

> individual workspaces with
cozy vibe and tropical plants
to attract remote talent

> plant-surrounded booths
and greenery-lined glass
corridor for restoring and
revitalizing mind and body



"Our work on the Insight project reflects our dedication to a future focused on health and nurturing nature. By continuing to partner with firms like Gensler, who share our goals, we are committed to leading the way in innovating and shaping the future of design and our planet."
-Joe Zazzera Biophilic Designer and Co-owner

VISIT OUR SHOWROOM

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indoor plant design | vertical living wall | sustainable | nurture nature