



GREEN WISE

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Slow Green envisions a world in which all people can access  
and enjoy the beauty of nature, just as it was always meant to be.

[www.greenwise.co.jp](http://www.greenwise.co.jp)





## Slow Green

Slow Green is a global, grassroots movement that celebrates the beauty of organic flowers. Established in Japan by Green Wise in 2016, Slow Green encourages local, seasonal plant growth, and promotes better ways of enjoying nature. Motivated by a respect for the natural world and a commitment to sustainability, Slow Green's philosophy is to preserve habitats where flowers thrive naturally, and harvest them with care. Slow Green also finds beauty in leaves, shoots, berries and buds, and brings them indoors to share the miracles of nature with others.

Plants growing in nature are essential sources of biodiversity, and the seasonal abundance they produce enriches local wildlife and human communities. Slow Green cultivates flowers organically, encouraging the diversity that occurs when seeds and pollen are spread by the wind, birds or other creatures. We avoid harvesting flowers too early, allowing their colours to deepen and their fragrances to develop naturally. Flowers grown without any pesticides or synthetic fertilisers have longer lifespans too, making it possible to enjoy them longer.

Although organic flowers are more beautiful than hothouse varieties, natural-grown flowers seldom stand straight on their own. The Slow Green concept includes hand-crafted designs for the home and garden, which are displayed in containers and baskets made by artisans. Green Wise created wire stoppers to support the flowers from within the containers and designed innovative wire stands to raise the flowers to their full heights.

Today, Green Wise is establishing a network of businesses committed to Slow Green philosophies. We collaborate with companies and institutions who share our passion for organic flowers and actively put Slow Green principles to work. Together, we can align our interests with other 'slow' movements to spread and enact our philosophies internationally and locally. As we begin to share our appreciation for the gifts that nature provides, we'll find ways to ensure that they can continue to be enjoyed in the future.

## Company Profile

Japanese design studio Green Wise inspires fresh approaches to urban environments. We have a long history of collaborating with architects and designers, working together to mutually enrich the built environment. Our landscaping strategies and Slow Green concepts create new ways to take nature indoors and regenerate the landscape outside. Here, we'll describe how Green Wise is bringing urban lifestyles closer to the natural world.

**The natural beauty of organically-grown flowers should be enjoyed.**

Slow-grown flowers are cultivated organically, sown outdoors without using pesticides or synthetic fertilisers, and harvested sustainably. Our florists and designers use flowers to frame indoor spaces and decorate interiors. We work with locally-grown seasonal flowers to create environments that uplift and inspire.

**Our Slow Green design concept adds beauty to everyday life.**

Slow Green places the beauty of natural flowers at the centre of lifestyle design. We allow our flowers to grow slowly and organically, which increases their life span. Although they are more beautiful than hothouse flowers, organically-grown flowers seldom stand straight on their own. The Slow Green concept pairs hand-crafted containers with innovative wire stands to raise the flowers to their full heights.

**Well-being is a key part of the Green Wise strategy.**

Green Wise believes that plants promote well-being, stimulate the mind and even boost performance at work. Well-being is at the heart of all we do, and we spread this message through our 'Greenhouse Yoga' initiative, wholefood café and performance events.

**Working together can mutually enrich joint projects.**

We want to help people acquire healthy and sustainable lifestyles through the appreciation of nature, and pass those values on to the next generation. As we spread this concept globally, we welcome opportunities to partner with like-minded companies. Together, we can bring new life and fresh energy to urban environments around the world.



design by Shigeo Mashiro

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