

# Biophilic Design

*for the love of nature*

Extra Class  
Interior Design



# Biophilic Design

## What Does It Stand for?

“Biophilia” stands for “the love for nature and the living”. This love is innate, written into our genes - a legacy of 300,000 years of human history. We sense it while walking through the woods, when we feel fresh, relaxed and well rested. The smell of rain after a hot summer’s day creates a very special feeling of well-being, and looking out on the horizon of the sea dispels stress. However, in an increasingly urbanised world, we have become more and more alienated from nature. So how can this vitally important bond be restored?

The key is called biophilic design.

Biophilic design describes guidelines for designing buildings and spaces that restore our innate connection with nature.

It reintroduces nature to the environment in which we all live – and with it well-being and the essential impulses for our health. Biophilic design is therefore more than a trend, it is an existential necessity.

## The State of Research

Research in the fields of biophilic design and environmental psychology investigates how adding natural elements to our living and working spaces affects our quality of life and performance. The result: biophilic design elements strengthen our connection to nature in the living and working environment. Consequently, they reduce stress, increase productivity and facilitate relaxation. This result is also confirmed by the study conducted by the Fraunhofer Institute for Building Physics, which analysed the effects of styleGREEN products.







## What Is the Effect of Biophilic Design?

We perceive real natural elements in interiors with all our senses. These elements cause us to switch off the autopilot and arrive in the here and now, while having a relaxing effect and reducing stress in the process. Natural, three-dimensional structures offer many aspects that make us curious to explore the unknown. The materials invite us to look at them, touch them and enjoy their smell. The haptics of natural surfaces – grasping and comprehending them – encourages creative thinking. Biophilic design offers a whole range of possibilities to stimulate the human senses: as soon as we bring nature into our rooms, our learning ability improves and the social connectedness is strengthened. As a result of biophilic design elements, we are healthier, more productive and more creative – we simply feel better. Besides the positive impact on our personal well-being, natural materials and structures also offer economic advantages. This is precisely why many of the most successful companies place great confidence in using biophilic design.

## Biophilia – a Shift in Society

Biophilic design is not a trend that will be replaced by the next hype after just one season, but an expression of a change in our society itself. In a globalised and digitalised world, priorities for many people are changing. Living and working in a health-conscious environment is becoming increasingly important. Responsible interactions with nature, use of sustainable resources and materials as well as fair working conditions in product manufacturing are gaining ever more significance.

styleGREEN forms part of this change. As a result of our products and projects, we have become pioneers in our industry in carrying out biophilic design. We are committed to this concept at all levels, and every day it allows us to pursue a very specific goal: reintroducing nature into the daily lives of every single person.



# styleGREEN & Biophilic Design

## A piece of nature for everyday life

At styleGREEN, we have made it our mission to reintroduce nature into people's everyday lives. In doing so, we combine nature and design and create extraordinary spaces with an atmosphere. By falling back on the masterful beauty of nature, we succeed in appealing to the innermost parts in people and in creating an ambience of well-being and relaxation.

styleGREEN products evidently help us relax, reduce our stress levels and increase our potential to rest. Together with the Fraunhofer Institute for Building Physics, we investigated and confirmed these properties in a study.

For our moss pictures and walls of plants, we exclusively make use of naturally preserved plants and mosses that require no care and retain their natural state for many years.

Immerse yourself in the world of biophilia – the love of nature. Feel the soft surface of our reindeer moss, contemplate the composition of forest and pole moss and let the dense plant arrangements made of eucalyptus, ferns and palm leaves carry you away to your very own natural oasis.

Together with selected partners, we are the first choice worldwide for preserved moss and plant products. styleGREEN stands for biophilic design like no other brand: because we know how important it is for people's well-being and health to integrate nature into our buildings – whether as a natural eye-catcher in the reception area, an invigorating element in public spaces, a sound-insulating environment in the office or a green oasis in your home. We bring biophilic design into your everyday life!







## Premium Design

Thanks to contemporary design, real plants, high-quality materials and meticulous craftsmanship, our standard products and customised individual products have become true highlights of interior design. styleGREEN products always convey a fashionable message: whether it's green living, purist Bauhaus or Boho-chic style – we give the right emphasis to your environment and show how diverse biophilic design can look like in everyday life. The biophilic design concept is about positive experiences as well as feeling sheltered and relaxed—precisely the values conveyed by our products.

## Affectionate Design

The trend towards mindfulness in quality, sustainability and processing of products is reflected in the careful selection of our materials, the sophisticated craftsmanship in our manufactories and the natural styleGREEN design. It goes without saying that each of our products is a unique item and thus in line with today's trends towards individuality and inimitability. The mosses and plants processed by us are cultivated on certified farms and harvested by hand. We deliberately avoid using chemicals in the subsequent preservation process. This guarantees long durability of our products, which need neither water nor care.

While designing our moss and plant products, our trained florists and top designers rely on extraordinary materials from untouched natural sources and display an uncompromising attention to detail. By manually arranging the selected mosses and accent plants, our florists create green design objects in a natural flow. The result is the creation of luminous tropical forests or gentle hilly landscapes fulfilling the human longing for nature. We send a carefully packed piece of nature yo

## Bringing nature to life – Anywhere on the globe

Since 2012, styleGREEN has produced vertical design objects made of real, naturally preserved plants and mosses. We set industry standards by laying great emphasis on the highest quality, passion and attention to detail in our work. Architects, designers, companies and private individuals make interior design dreams come true and create extraordinary workspaces all over the world – all with the help of our products. styleGREEN is an internationally established brand that creates modern biophilic design with the help of naturally preserved mosses and plants and brings nature to life for you in everyday situations.





# styleGREEN

Discover the  
extraordinary

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## Standard

Moss pictures  
Plant pictures  
Circles & Ellipsoids  
Pictogram  
Hexagons  
World Map

01

## flexGREEN

02

## Individual

Greeneries  
Your Green Wall

03





**Strength through Nature**  
Works of Art



# Standard Moss Pictures

## Pure Nature in a Frame

Our skilled florists transform the carefully harvested pole and forest mosses in various shades of lush green into very special design objects. By doing this, they reintroduce nature into any interior. The moss pictures, framed in white or black solid wood, capture a piece of nature and deliver a trendy statement. The scent of moss and forest, as well as the natural structures, provide a feeling of well-being and emotional balance. Let them take you and your senses on a restful walk.





# Moss Pictures

## Pole & Forest Moss



○  
**Rectangular**  
57 x 27 cm | 100 x 60 cm  
140 x 40 cm



○  
**Square**  
35 x 35 cm | 55 x 55 cm  
80 x 80 cm



01

Standard



○  
**Square**  
80 x 80 cm



○  
**Rectangular**  
100 x 60 cm | 140 x 40 cm

# Moss Pictures Merge





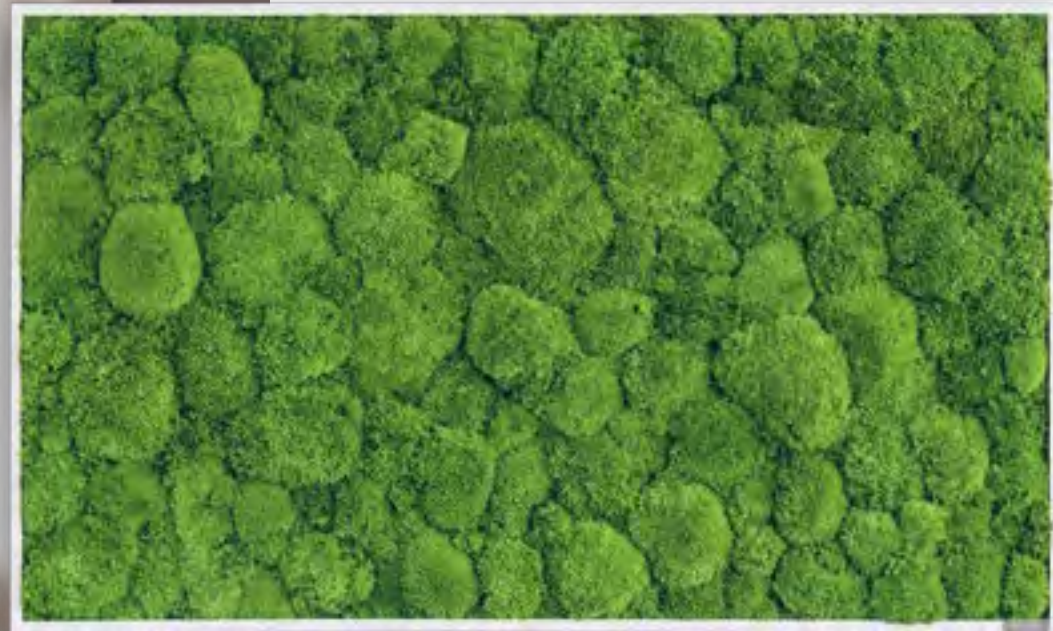
01

Standard



# Moss Pictures

## Pole Moss



○  
**Rectangular**  
57 x 27 cm | 100 x 60 cm  
140 x 40 cm

○  
**Square**  
35 x 35 cm | 55 x 55 cm  
80 x 80 cm





**Experience Nature**  
Plant Pictures



# Standard Plant Pictures

## Jungle Feeling as design element

An absolute eye-catcher in the styleGREEN product portfolio are the plant pictures in jungle design. They can serve as inspiration and statement in the office or restaurant or promote well-being and relaxation in your own home. Tropical accent plants combined with fresh, lush and luminous forest and pole moss are framed in white or black solid wood. Allow them to take you far away on a journey into the depths of the jungle. Extra class interior design!





# Plant Pictures Jungle Design



○  
Square  
35 x 35 cm



○  
Square  
80 x 80 cm





○  
**Square**  
 55 x 55 cm



○  
**Square**  
 22 x 22 cm

# Plant Pictures Jungle Design



○  
**Quadratisch**  
 22 x 22 cm 3er Set



01

Standard



# Plant Pictures Jungle Design

○  
Rechteckig  
100 x 60 cm



○  
Rectangular  
57 x 27 cm



○  
Rectangular  
140 x 40 cm





**Life and Being**  
Natural Shapes



# Standard Circles & Ellipsoids

## Naturally round

Spherical pole moss and lush, dark forest moss united in the archetype of life – the circle! As is evident in moving ripples of water, pearls, our Earth or the numerous planets, the circle stands for perfection and is found in a wide variety of natural phenomena! As early as thousands of years ago, cultures that have long since disappeared made use of this organic form. Framed in high-quality, handmade stainless steel, our moss circles effortlessly attract all attention!

The special way in which the pole moss spheres are arranged causes the three-dimensional effect of the styleGREEN ellipsoids to come out even stronger. Set up correctly, the soft structures of the pole moss have a calming effect and at the same time add an exciting touch to the wall. No matter if circle, ellipsoid or a combination of the two – these geometric interior accessories are always the right choice!





# Circles Pole & Forest Moss



○  
**Circles 3 pack**  
Ø 34 cm + Ø 54 cm + Ø 80 cm



○  
**Single circles**  
Ø 34 cm | Ø 54 cm | Ø 80 cm





○  
**Ellipsoid**  
Ø 34 cm | Ø 54 cm | Ø 80 cm

# Ellipsoid Pole Moss



○  
**Ellipsoids 3 pack**  
Ø 34 cm + Ø 54 cm + Ø 80 cm







**Green Emphasis**  
Natural Highlights



# Standard Products Pictogram

## Say it in green

The vivid green look and particularly soft feel of reindeer moss transforms our styleGREEN pictograms into true all-round talents: a customised lettering above the sofa, the company logo in the meeting room, an inspiration in the sales room or imaginative slogans in the children's room – all of it and more can be designed in no time with our letters and pictograms! Our large selection of pictograms invites your imagination to run free and enjoy nature in interior spaces.





01

Standard

# Pictograms

## Toilet sign set

○  
Moospärchen  
25 cm



○  
Wheelchair  
25 cm



01

Standard

○  
& | # | Point  
25 cm



○  
A - Z  
25 cm

# Pictograms

## Letter & Special Symbol







# Pictograms

## Star & Starlet



○  
Star  
29 cm

○  
Starlet  
25 cm







○  
**Sweetheart**  
20 cm

# Pictograms Sweetheart







**Cork Meets Green**  
Combine Naturally



# Standard Hexagons

## Inspired by Nature

The materials cork, moss and plants in this product are entirely natural, and so is the product's shape. Inspired by the organic honeycombed shape of beehives, the hexagons make for a unique biophilic experience! Freely combine our sets of hexagons—with or without a type of greenery. There are no limits to your imagination.

Allow yourself to take a walk through your local forest, the tropical jungle or the mossy expanse of Iceland!





# Hexagons Green All-rounders



○  
**Cork**  
19 x 22 cm



○  
**Pole and Forest Moss**  
19 x 22 cm

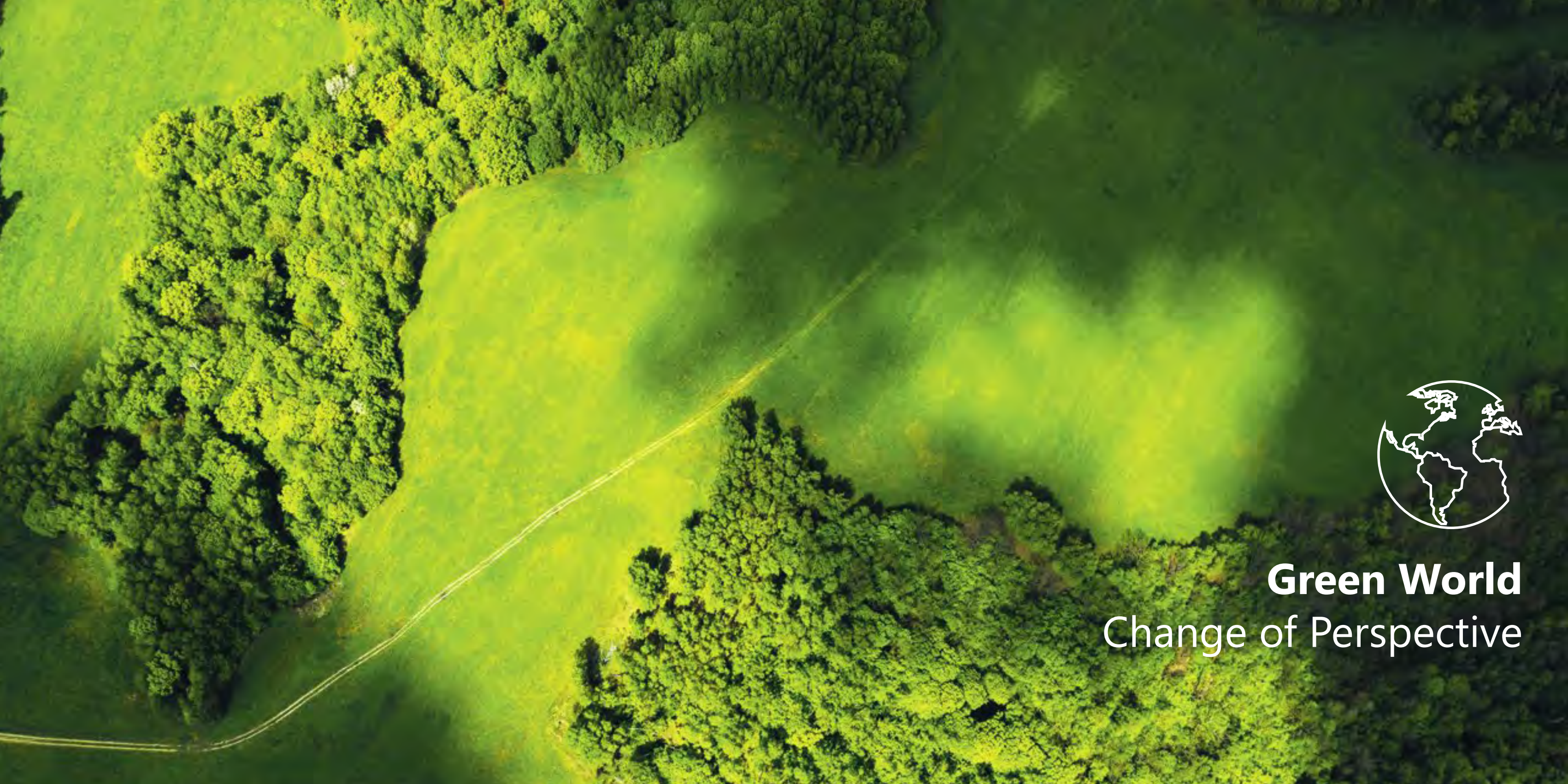


○  
**Reindeer Moss**  
19 x 22 cm



○  
**Jungle**  
19 x 22 cm





**Green World**  
Change of Perspective



# Standard World Map

## Naturally Cosmopolitan

Wanderlust? The world map made of reindeer moss and natural cork not only represents a piece of nature on your wall, but also takes you on a long journey around the world! Thanks to its lush, luminous, soft reindeer moss, our world map transforms any wall into an eye-catcher – in the office, the doctor's practice, the lawyer's office or in your own four walls. Customisation is very easy, too: simply mark your favourite travel destinations or the great number of your company's locations with red-coloured moss.

The styleGREEN world map takes everyone on a journey, and lets you rediscover the world and nature for yourself.







○  
**World map**  
230 x 135 cm

# World Map long journey







**Inspired by Nature**  
Green & Flexible



# flexGREEN

## Naturally Flexible

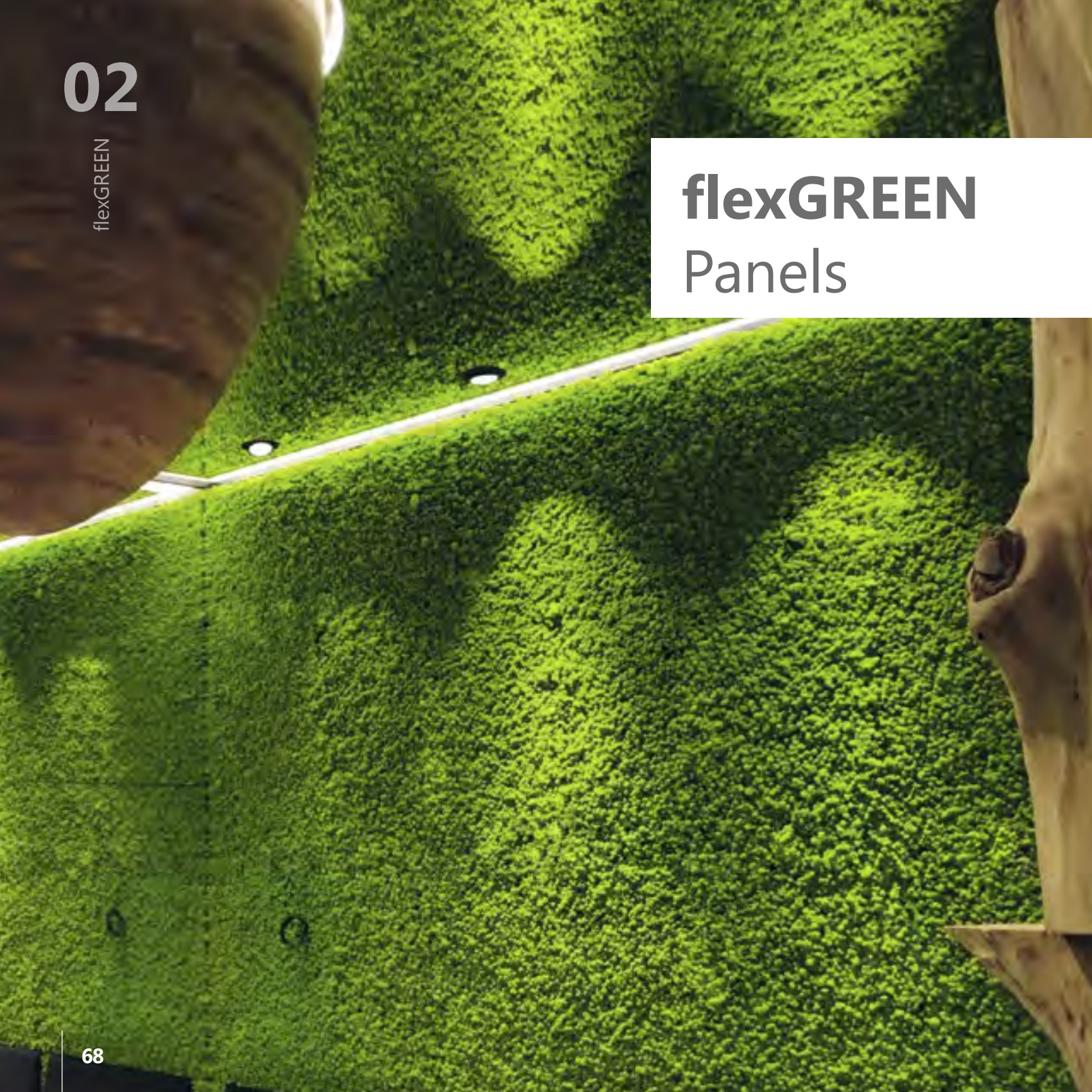
### Smart Design

The flexGREEN mats made of naturally preserved mosses and plants open up creative ways to design spaces. The hexagonal shape reminiscent of honeycombs facilitates a seamless transition between the surfaces. The mats can be cut to size to fit any of your needs, and setting them up is easy.

flexGREEN is a valuable, sustainable and durable piece of nature for every room! Thanks to four different greeneries and well thought-out additional elements, there are no limits for your creativity!







**flexGREEN**  
Panels



○  
**Reindeermoss**  
55 x 66,7 cm



○  
**Pole Moss**  
55 x 66,7 cm



○  
**Forest & Polemoss**  
55 x 66,7 cm





**Under the Spell of Nature**  
Be Individual



# Individual Customised Productions

## Something Extraordinary

Offices, hotels, law firms, doctors' practices or trade fair stands—our designers and florists carry out individual projects to suit every space and occasion. The optics, scents and haptics of greened surfaces cater to the people's need for a serious connection to the natural environment – and thus make them feel welcome. Our green walls are a spectacular design highlight in any working environment as well as a statement for nature, humanity and quality. The sound-insulating effect of the plants establishes oases of calm and serenity.

Biophilic design not only improves concentration and motivation, but it also conveys values. What's more, your company will score points for visual appearance and feel-good atmosphere!





## Greeneries

### Experience nature's diversity

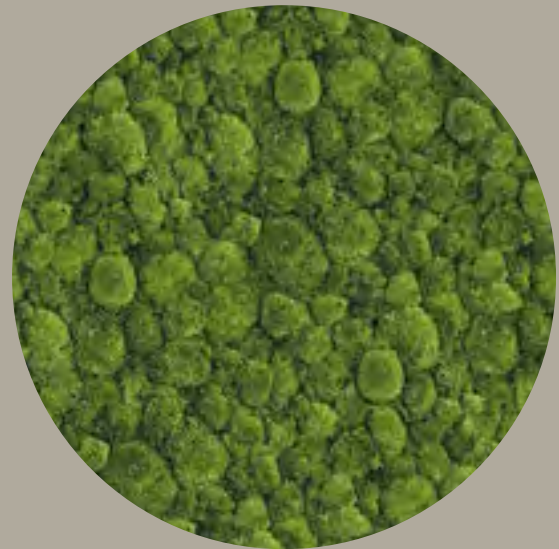
Nature has many facets, and we would like to bring them into your everyday life in all their diversity and vitality. Dark, lush forest moss, spherical pole moss or soft reindeer moss will make you dream of your most recent walk in the sunny forest or of looking over the vast expanse of Iceland. Our jungle plants invite you on a journey into the depths of the mysterious jungle.

Give nature the chance to display its impressive character also indoors and to create a feel-good atmosphere in your rooms! Build your outdoors indoors and design your very own moss and plant walls exactly like you want them. There are no limitations to size, greenery, arrangements or shapes.



## Individual Pole Moss

Moss walls made of pole moss are captivating due to their intensive 3D effects. Luminous green pole mosses, soft like velvet, unfold their biophilic effect especially in puristically designed environments by being arranged closely together. This particularly high-grade type of moss instantly lends an incomparably stylish and natural atmosphere to every room.





Office design with pole moss elements







Chill-out area ornamented with a pole moss logo



Deantal Office  
Tooth from pole moss







Waiting room with pole moss



Restaurant design with integrated logo





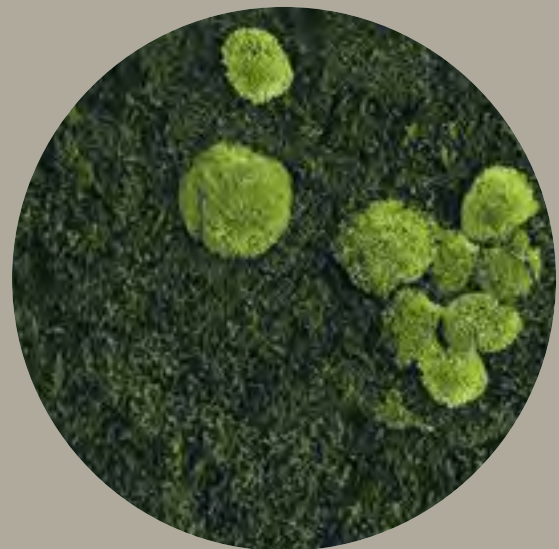


Reception area  
ornamented with a pole  
moss logo



## Individual Forest & Pole Moss

Lush green spheres of pole moss rise against a backdrop of soft, dark forest moss. Together they create a cutting-edge design made up of naturally preserved mosses that is at the same time varied and straightforward. The combination of forest and pole moss can serve as an ideal greenery on your wall and ceiling. Special shapes or the integration of your logo can be carried out just as easily.





Restaurant with wall  
made of forest & pole moss



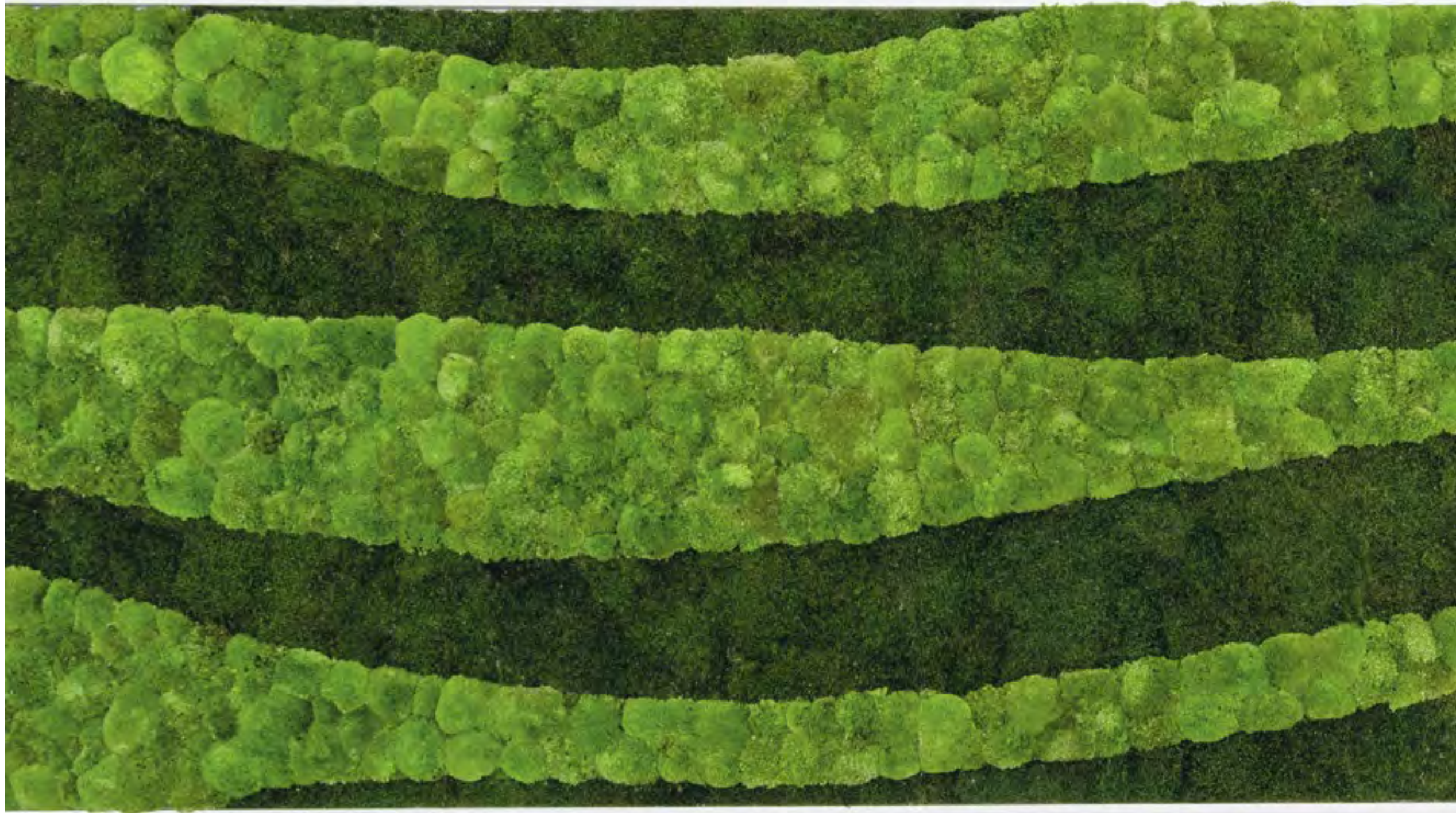




Office design with element made of forest & pole moss



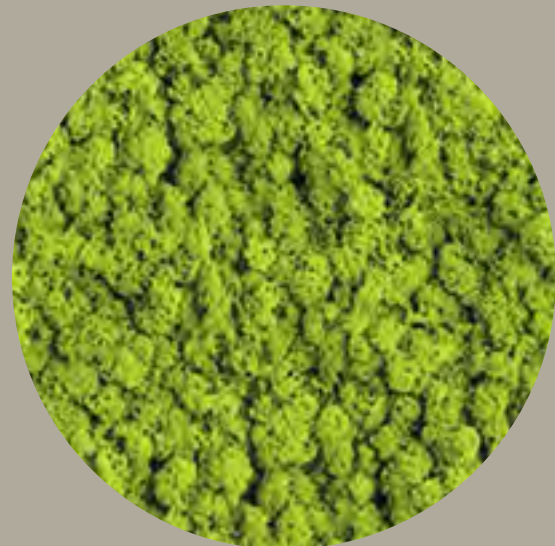
Reception area  
ornamented with  
forest & pole moss





## Individual Reindeer Moss

Reindeer moss is impressive due to the myriad of ways in which it can be utilised and its particularly soft haptics! Reindeer moss not only qualifies as a true all-round talent because it absorbs up to 50% of all sound, but also because of its capabilities to regulate air humidity. Thanks to these properties, walls made of reindeer moss are immediately transformed into memorable showpieces of interior architecture, both in open-plan offices and rooms with high humidity! Design a green office with a feel-good factor or offer your guests even more relaxation and nature experiences in the wellness and spa areas of your hotel!







Supermarket entrance area with integrated advertising slogan based on reindeer moss



Canteen design and sound insulation based on reindeer moss







CLAUS  
Unternehmensgruppe

Team area with large strip  
made of reindeer moss  
and integrated logo



## Individual Plant Highlights

Our moss wall with plant highlights is captivating because of its impressive 3D effect. Gentle hills with selected accent plants stretch over a lush forest and pole moss surface, inviting you to discover nature. Here and there you will come across a very special eye-catcher: exclusive to this design is the „Rose of Jericho“, better known as desert rose. This style is perfect for everyone who prefers their plants to be harmoniously and subtly designed.





Meeting room with integrated slogan and plant highlights





A vibrant green wall covered in various types of moss and small plants. Large, white, three-dimensional letters spell out 'FERIITZ LAUTERBAD' across the wall. A white sculpture of a bird in flight is positioned above the letters. The lighting is bright, casting shadows on the wall.

Hotel entrance hall with  
plant highlights



## Individual Jungle Trails

The styleGREEN moss wall with jungle trails constitutes a perfect and dynamically arranged design of mosses and plants. The plant islands structured in crescent shapes meander playfully in completely different formations through the thicket of moss – facing each other, shifted or facing away from each other. Each arrangement is a natural experience in itself. The fern as the highlight plant connects the individual islands, thus creating natural jungle trails against the backdrop of forest and pole moss. Extra class biophilic design!





Conference room with  
integrated slogan  
and jungle trails







Design of a restaurant wall  
with jungle trails



Washing room with  
jungle trails





## Individual Jungle

Pure jungle feeling! The individual design „Jungle“ takes the viewer on an expedition into the depths of the jungle, where plants grow lushly and the tropical diversity immediately attracts attention! The plants have been arranged in their natural direction of growth and produce a wonderful play of colours in a wide variety of green shades. As eye-catchers, the florists have added accent plants such as the phoenix palm, aralia leaves or the Washingtonia fan palm, which round off the overall picture in a magnificent way.





Hotel reception with a combination of jungle logos







Waiting area with  
jungle ceiling



Meeting room with greenery at wall and ceiling







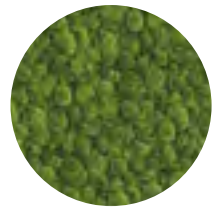
**Green Objects of Desire**  
Individual Like Nature



# Individual Your Green Wall

## It's up to You to Configure...

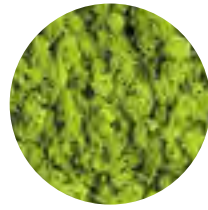
### 1. Greeneries



Pole Moss



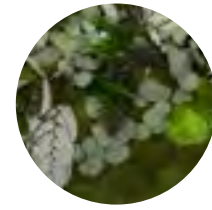
Forest & Pole Moss



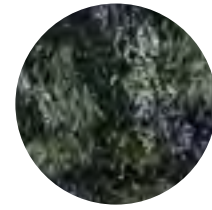
Reindeer Moss



Plant Highlights



Jungle Trails



Jungle

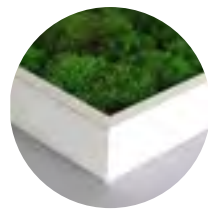
### 2. Edge Trim



Without Edge



Greened Edge



Aluminium Profile

### 3. Measures & Special Requests

Let us know your favourite measures and special requests, such as an integrated logo or areas that need to be left blank.

We will then submit a tailor-made offer to you.

If you have any questions, feel free to contact us at [individual@stylegreen.de](mailto:individual@stylegreen.de)

## ... And up to Us to Manufacture

### 1. Affectionately Manufactured



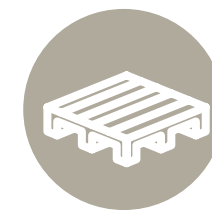
Our florists will plant the desired area by hand, taking into account your individual specifications and requests.

### 3. Setup at Site



Your green wall will be manufactured on modular carrier plates, making its installation really easy with the help of our enclosed assembly instructions. Our styleGREEN assembly team will also be more than happy to assist you.

### 2. Packing & Shipping



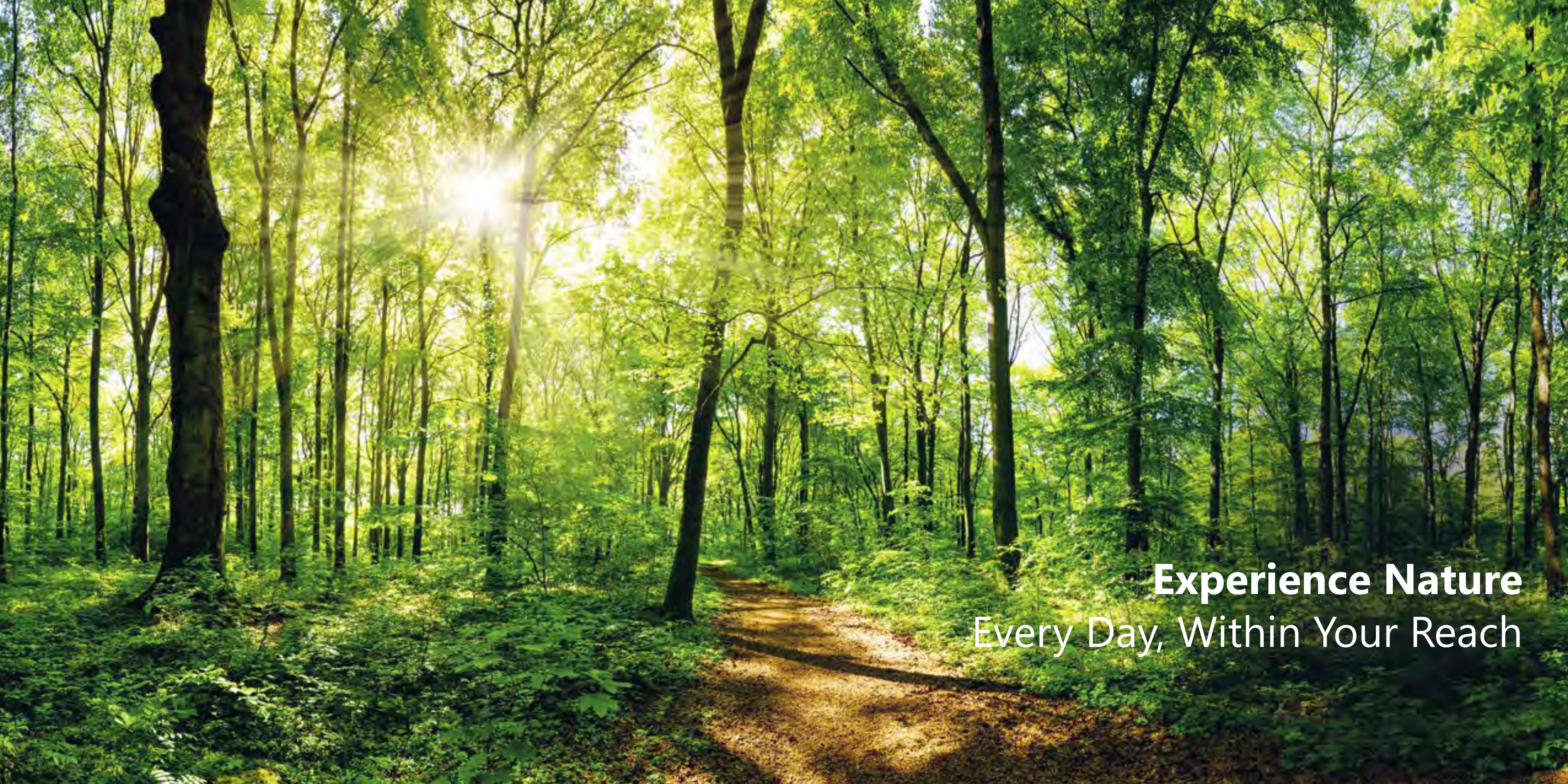
Your individually planted wall will then be securely packaged on pallets and conveniently delivered, while being insured by a forwarding agent.

### 4. GREENup Service



To make sure your product shines like on day one for many years to come, our florists offer you a professional refreshment service





**Experience Nature**  
Every Day, Within Your Reach



# faq

## Are the Plants Real?

Yes, styleGREEN exclusively uses real plants preserved in a natural process. This permanently preserves the plant's looks and their typical properties, while not requiring any care.

## How Are the Plants Preserved?

The special preservation process is solely based on water, food colouring and glycerine, as it is also used, for example, in cosmetic products. This makes it completely harmless for your health.

## Do the Products Require Care?

No, no care is necessary. On the contrary, the preserved plants should not be watered under any circumstances. They do not require any light either. Their antistatic properties prevent them from collecting dust. In short: 100% natural, 0% care.

## What Happens when They're Exposed to Direct Sunlight?

In direct sunlight, the mosses and plants can lose some of their colour intensity. Should this be the case, we are happy to offer a GREENup service.

## Do the Plants and the Mosses Have an Odour?

Because they are natural plants and mosses of high quality, they initially retain their typical natural odour, which dissipates over time. We have additional suitable fragrances for our pictures on offer to mask this initial inherent odour.

## Where Can the Products Be Used?

The styleGREEN products should be used in an environment where air humidity is between 40% and 70%. Please avoid direct contact with water. Our products are not suited for use in outdoor areas.

## What Are the Effects on the Acoustics in a Room?

The soft natural materials act similar to soundproofing elements, reducing both noise and reverberation in enclosed spaces. Our reindeer moss, for example, is certified soundproof in accordance with ISO 354 and absorbs up to 50% of all sounds.

## Does Fire Protection Certification Apply?

Fire protection certificates in accordance with European standards apply for the individual greeneries forest moss, pole moss and reindeer moss. Products with plants can be treated with a B1 spray.

## Do the Plants Pictures Look Exactly Like They Do in the Catalogue or on the Website?

Every styleGREEN product is unique. As our pictures are manufactured by hand using natural materials, slight variations in colour and form can always occur.



ACHTZIG20





Natural Premium  
Interior Design