

PARA VERT

PLANTING NEW IDEAS

brunner ::

It is believed that new working environments need slides, swings and 3 table football games. Is that really what people are missing?

PARA VERT

PLANTING NEW IDEAS



Cue the film:
PARA VERT planting new
ideas even in video form.

brunner ::



A good idea has its roots in broader perspectives.

How to develop new working environments that really give corporate culture space, how to link work and the environment in a way that motivates employees and increases satisfaction? We mulled all this over with Ippolito Fleitz Group, the world renowned interior design, product design and branding studio.

The result was an idea that brings with it surprisingly beautiful, impressively simple and fascinatingly effective solutions.

Moreover, something we want to tell you all about to provoke a joint discussion:

PARA VERT. PLANTING NEW IDEAS.



EXCITING ROOTS, GIANT BLOSSOMS
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Exciting roots, giant blossoms.

HOW THE IDEA FOR PARA VERT GREW.

Ippolito Fleitz Group is an internationally renowned interior design, product design and branding studio with branches in Stuttgart, Berlin and Shanghai. The interdisciplinary approach of the 'Identity Architects' creates solutions that involve ambience, design expertise and communication aspects as well as overarching themes from New Work or corporate culture. Thus, the multi-award-winning studio developed the basic idea for PARA VERT from the context of designing and enhancing new working environments.

At Ippolito Fleitz Group, Tilla Goldberg, Head of Product Design, was responsible for the project from its very first roots to its market entry.

PARA VERT did not even have its name yet but it had already made its grand entrance.

After all, its basic concept and design effect had already been on display at Brunner's trade fair stand at Orgatec in Cologne in 2018. There, the lush, planted product design, spanning a length of 16.5 metres, was not only a key design element of the company's presence, it was also one of the most photographed subjects at the trade fair. Founder Rolf Brunner had already talked about his feel for the market at the trade fair: "Couldn't we do something else with this together?" he asked Tilla Goldberg and Gunter Fleitz from Ippolito Fleitz Group, who had developed the overall concept and the design. Not only could they. They were really keen.

After all, both parties were aware from their own work of just how radically working environments are changing. At first glance, PARA VERT did not perhaps fit straight into Brunner's product portfolio but what better way to embrace the hot topic of New Work concepts and approaches. From that moment on, both parties worked hard towards series production. In Tilla Goldberg's team: Design specification, testing in various usage scenarios culminating in model construction. Research and approval of production facilities and range concepts at Brunner. Joint test set-ups and deliberations on usage scenarios continually expanded and redefined the boundaries during this process: A screen. A room divider. A separator into working zones. A green therapist? Yes, all of those things!



“New Work is corporate culture translated into space. And the impact counts here, as does interaction with people.”

A MEETING BETWEEN NEW WORK AND OLD SCHOOL,
BETWEEN 24 WORKING SPACES AND 79 GREEN EMPLOYEES,
BETWEEN THE WATERING CAN AND FOCUS, AND BETWEEN
TILLA GOLDBERG AND PHILIP BRUNNER.

Ms Goldberg, you had the idea for PARA VERT. How did it come about?

Tilla Goldberg Not how you might think! We don't just come in here in the mornings and dream up new product ideas. We are a studio that works across various disciplines and in many projects we continually switch between interior design, product design and branding. This means that the inspiration for ideas comes from a variety of influences – and from our title of 'Identity Architects' for our clients.

What does that mean? What is your approach?

Philip Brunner You will be surprised to find that I look back several decades here and ultimately bring my father into play. But our brand is so successful because we have always focused on the benefits, from the very first product. And a benefit arises from a situation or a design whether it is an existing one or a newly created one. You just have to look out for them, keep an open mind, and act on certain reflexes when you have the chance. I think this is what Ms Goldberg means, what we look for, and what we sometimes have to set out in search of ...

Tilla Goldberg Yes, that's it. I would like to add a little something however. It is very clear to us as a studio that you actually have to open up so many perspectives. An example: In a number of specific projects, we deal with the much discussed topic of New Work. We work hard here at persuading people that strategies cannot simply be translated from on paper into the interior. New Work is corporate culture translated into space. And the impact counts here, as does interaction on and with people. Subjects such as wellbeing, a stimulating work environment and the need for more private areas are the true driving forces behind this design.

And so this is where you both get to talk about PARA VERT!

Tilla Goldberg (*laughing*) We are right in the middle! PARA VERT is also a three-dimensional translation of that. But not just with the aim of dividing up a space.

Rather, with the idea that we can allow nature to reconquer the space. What impact does that have on people's identity, culture, environment and wellbeing? Together with Brunner, we are all in favour of supporting major changes and developments in new working environments and offering vibrant solutions instead of dull strategy outlines. And in fact, solutions that also bring joy and are easy to implement. Far too often, many think that change only brings problems and hassle. PARA VERT shows just the opposite and plants new ideas.

Philip Brunner If I can just add to that. We are definitely on the right track with this discussion. And I also think that we have an exciting solution. Obviously, we are not going to solve the whole New Work issue completely with PARA VERT, but we are having more of an impact there than it would first appear. The product can be seen as a room divider. In a manner of speaking that is the pigeonhole it had to be forced into. But I don't like that and that is precisely what I mean by effectiveness. After all, our product is a room divider, a zoning device, a planting system, of course – but it is also a climate activist, a green therapist, an annihilator of harmful substances and a motivator.

OK, so we should look at some of those terms in more detail. Therapist? Climate activist?

Tilla Goldberg Yes, I think you could call a dieffenbachia a green therapist. I am really fortunate here that I can answer that almost scientifically. There have actually been studies looking at the effect of plants in the workplace. We were amazed by the results. We knew, for example, that watering plants had a positive impact on employee relationships within the workplace. We call this the "watering can principle"... It emerged from the facts however that employees who can see two plants from their workstation are up to 15 % more effective and motivated. The figures concerning the actual environment are similarly robust. Plants measurably clean toxins from the air and produce new oxygen. I am convinced that there will be more and more design ideas devoted to climate issues. We did it first ... (*laughing*).

Philip Brunner We are obviously very happy to be able to use these arguments to convince the market. I would like to reiterate, however, that Ippolito Fleitz Group first convinced us with the design quality and the spatial power offered by PARA VERT. You only have to look around here – it speaks for itself and that is fantastic.

What are the next steps?

Philip Brunner The next step is to listen to the market. We always welcome feedback about usage scenarios and continue to develop the product accordingly.

Tilla Goldberg We are making an impression with PARA VERT by actively incorporating it into our plans and we will undoubtedly have some exciting references to show for that soon.



“Yes, I think you definitely could call a dieffenbachia a green therapist. I don't think they would have any objection.”



Head of Design at Ippolito Fleitz Group:
Tilla Goldberg with the first 3D printed model.





Together with studio founders Peter Ippolito and Gunter Fleitz
in the Stuttgart studio's material lab.



Philip Brunner in discussion with Ippolito Fleitz Group
"We always welcome market feedback."

The plants in PARA VERT help to clean the 15,000 litres of air consumed by each person daily.

If at least two plants are visible from each workstation, employee productivity increases by 15%.
Cardiff University

Dragon tree, peace lily, sansevieria and ivy are plants that are especially effective at removing toxins from the air.

Plants are a natural form of sound insulation. The leaves can muffle, for example, phone conversations audible within the office.

PARA VERT comes in every jungle size. It is available in S, M and L and is flexibly expandable.

The language of flowers and plants was all the rage between lovers in the 18th century. Hence the expression "say it with flowers".

Look for the bare necessities, the simple bare necessities. Forget about your worries and your strife.
Baloo the bear, the Jungle Book

Even Darwin found that plants respond positively to music. They particularly seem to love Vivaldi.

Company holiday? Not a problem for a yucca palm. They are particularly robust and low maintenance.

The Gaga fern species was only discovered a few years ago and was named after pop star Lady Gaga.

Green is the colour of hope, harmony and lightness. This is why blackboards are also green for example.

BREATHE IN BREATHE OUT

A moment to breathe with a healthier climate,
PARA VERT has been proven to help.

The right choice from a jungle of plants.

FLORA RECOMMENDATIONS FOR PARA VERT.

Correctly planted, PARA VERT brings a dense jungle into the room quickly and easily. Here you will find an overview of recommended plant species. Simply place suitable plant pots in the containers and water as normal.
Tip: The top row can be used for easy-care species or artificial plants.

A SELECTION OF OUR FAVOURITE PLANTS



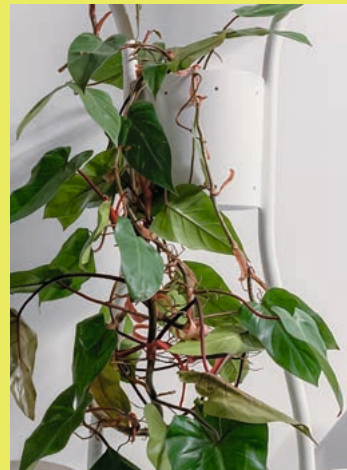
Calathea
Stromanthe sanguinea Triostar



Monkey Mask
Philodendron "Monkey"



Porcelainflower or Wax Plant
Hoya linearis



Philodendron
Philodendron erubescens



Swiss Cheese Plant
Monstera deliciosa



Rubber Plant
Ficus elastica "Melanie"



Fiddle-Leaf Fig
Ficus Lyrata



Lipstick Vine
Aeschynanthus "Rasta"



Japanese Sago Palm
Cycas revoluta



Heart-Leaf Philodendron
Philodendron scandens "Brasil"



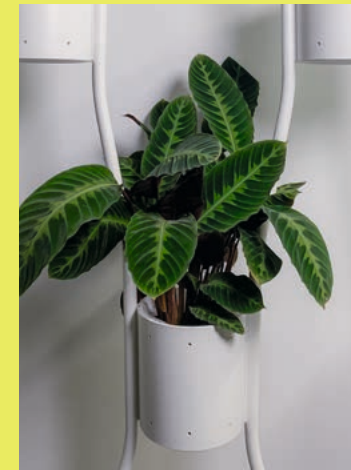
Mistletoe Cactus
Rhipsalis heteroclada



White Bird of Paradise
Strelitzia nicolai



Forest Cactus
Rhipsalis paradoxa



Calathea
Calathea warscewiczii



Devil's Ivy
Epipremnum aureum "Pothos Gold"

PLANT RECOMMENDATIONS BY LOCATION

☀️ ☁️ Neutral spot:

- Fiddle-Leaf Fig
Ficus Lyrata
- Rubber Plant
Ficus elastica “Melanie”
- Lipstick Vine
Aeschynanthus “Rasta”
- Sago Palm
Cycas revoluta
- White Bird of Paradise
Strelitzia Nicolai
- Calathea
Calathea warscewiczii
- Calathea
Stromanthe sanguinea “Triostar”
- Heart-Leaf Philodendron
Philodendron scandens “Brasil”
- Heart-Leaf Philodendron
Philodendron scandens
- Philodendron
- Philodendron squamiferum*
- Philodendron
Philodendron erubescens
- Mistletoe Cactus
Rhipsalis heteroclada
- Mistletoe Cactus
Rhipsalis cassutha
- Forest Cactus
Rhipsalis paradoxa
- Mistletoe Cactus
Rhipsalis heteroclada
- Devil's Ivy
Epipremnum aureum “Pothos Gold”
- Devil's Ivy
Epipremnum aureum
- Porcelainflower or Wax Plant
Hoya linearis
- Porcelainflower or Wax Plant
Hoya carnososa
- Kangaroo Fern
Microsorium diversifolium
- Tropical Pitcher Plant
Nepenthes alata
- Monkey Mask
Philodendron “Monkey”
- Swiss Cheese Plant
Monstera deliciosa
- Forest Cactus
Lepismium bolivianum
- Jungle King
Anthurium “Jungle”

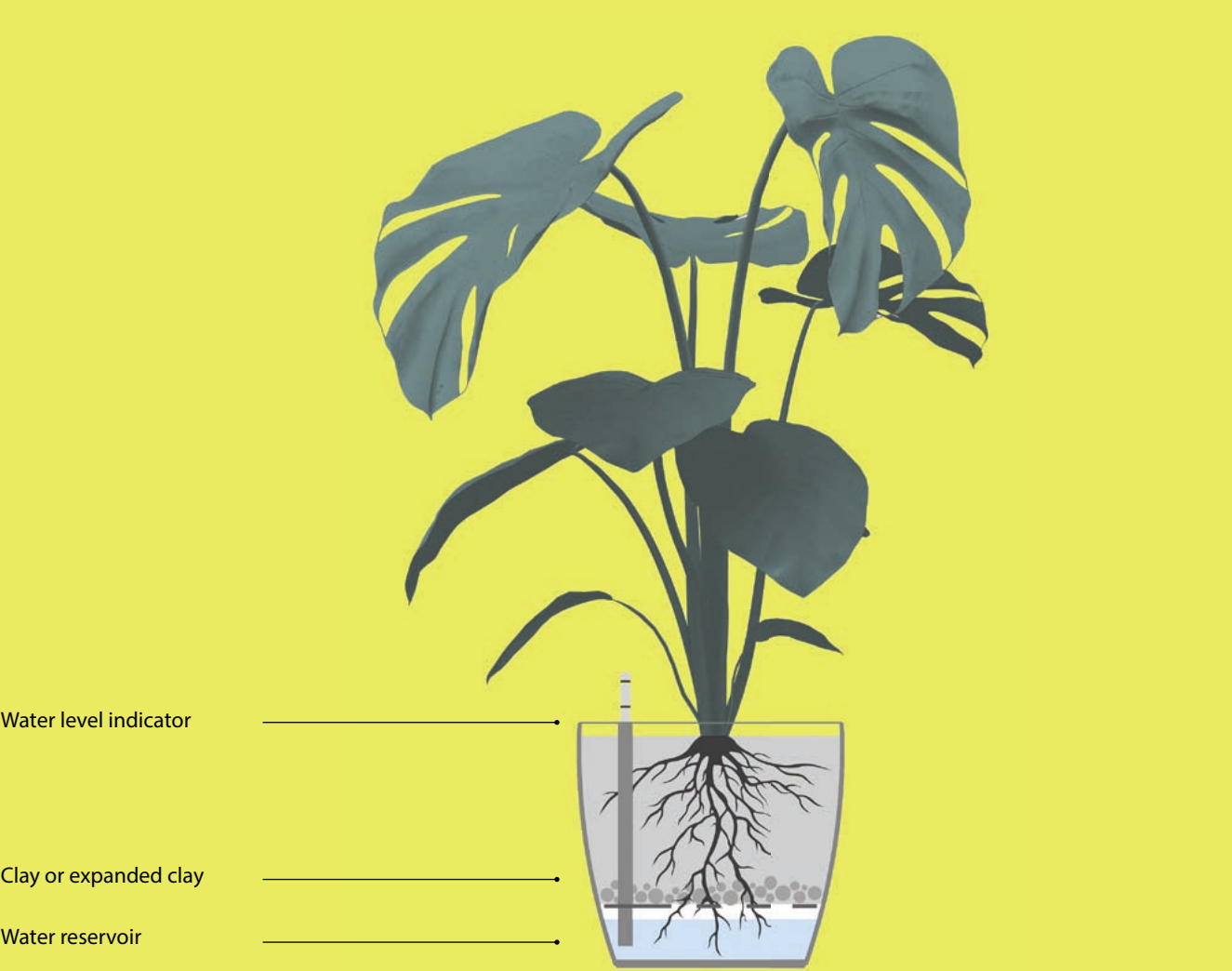
☀️ Sunny spot:

- Umbrella Grass
Cyperus alternifolius
- Emerald Fern
Asparagus densiflorus “Sprengeri”
- Elephant's Ears
Alocasia lauterbachiana
- Climbing Asparagus
Asparagus densiflorus “Plumosus”
- Upright Elephant's Ears
Alocasia portodora
- Balfour Aralia
Polyscias balforianum
- Rose Grape
Medinilla magnifica
- Areca Palm
Chrysalidocarpus lutescens
- Rubber Plant
Ficus elastica “Belize”
- Calathea
Calathea ornata “Sanderiana”
- Eternity Plant
Zamioculcas zamiifolia
- Dragon Tree
Dracaena surculosa
- Peperomia
Peperomia “Raindrop”

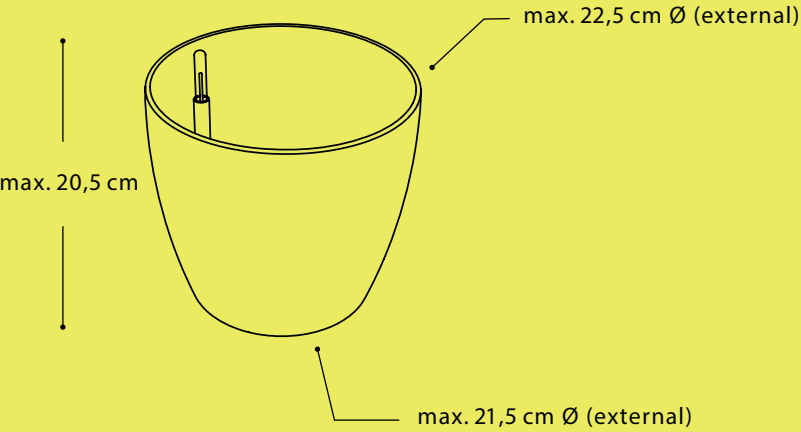
☁️ Shady spot:

- Peace Lily
Spathiphyllum wallisii
- Philodendron
Philodendron xanadou
- African Fig
Ficus cyathistipula
- Snake Plant
Sansevieria
- Philodendron
Philodendron “Imperial Green”
- Flamingo Flower
Anthurium andreanum
- Tree Philodendron
Philodendron selloum
- Lady Palm
Rhapis excelsa
- Narrow Leaf Fig
Ficus longifolia

RECOMMENDED PLANT POTS



SUITABLE POT SIZES



WATERING CAN PRINCIPLE

Employees who are surrounded by plants and take care of them are happier and more efficient.

Divides the room, connecting benefits.

THREE FIELDS OF IMPACT ARE IMPLANTED IN PARA VERT.

PARA VERT definitely lives up to its name, first and foremost because it can flexibly divide spaces with a lovely green appearance. In so doing, it obviously creates pleasant workplace clusters, divides large areas, or covers wall areas with vegetation. In addition to the spatial effect, the product concept also works as a therapist and climate activist as well however. Thus it supports the satisfaction, wellbeing and motivation of employees that has been proven to arise from the relationship between people and plants. That is the emotional side of an improved work environment. PARA VERT also actually generates healthier indoor air as well though and helps lower heating costs.



ZONING

For all those who
get a bad feeling
the minute you
mention the word
partition.

Sometimes spaces have to be practically divided.
But that doesn't have to mean separating people from
their wellbeing. PARA VERT demonstrates how
grey walls can be replaced with green thinking.





EMPLOYEE SATISFACTION

Better for staff
to talk to plants
than HR.

Employee satisfaction encourages loyalty to the company and is therefore a strategic factor. The interaction of people and plants increases wellbeing and has been shown to be a motivating factor.

New Work is a movement
in which it is quickly
becoming clear how
lovingly employees tend
to plants.

INTERIOR CLIMATE

Does more for a good atmosphere than any old management speak.

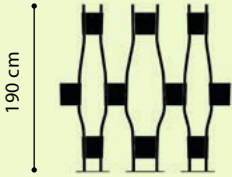
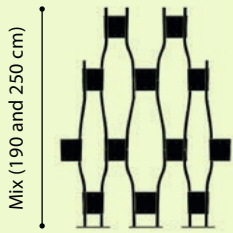
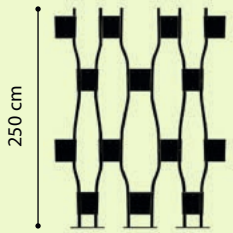
Emotional factors are not the only thing to create a good working atmosphere, air quality and temperature can also have a huge impact. PARA VERT measurably contributes towards these factors in a completely natural way.

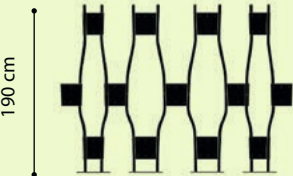
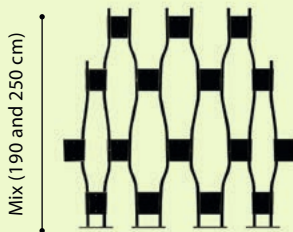
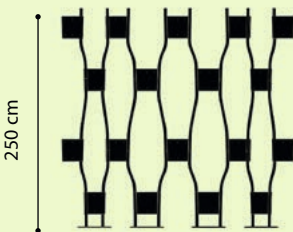


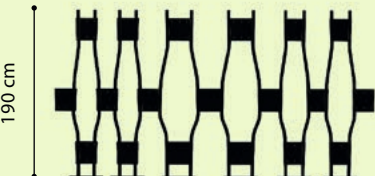
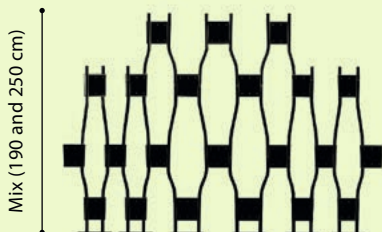
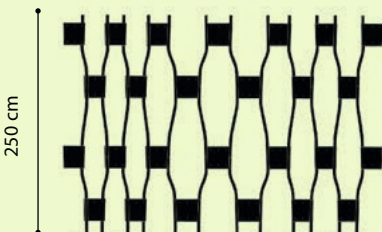
EVERYTHING IN THE GREEN ZONE: DESIGN, FLEXIBILITY, AREA OF APPLICATION

- Partition with an elegant, slender design for room and office vegetation.
- Elegant connection of delicate, curved metal poles and plant containers.
- Forms various free-standing room configurations in two different heights for flexible room zoning.
- Versatile applications in cafeteria, office and lounge areas.
- Individual planting for designing simple green elements up to dense plant walls.

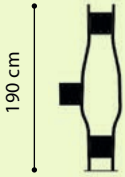
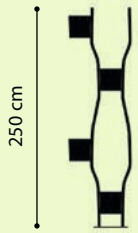
SETS

SET S	PA 1 0 0 1	PA 1 0 0 2	PA 1 0 0 3
			
Poles 190 cm: 6 pcs. Containers: 10 pcs. Weight: 50,1 kg	Poles 190 cm: 2 pcs. Poles 250 cm: 4 pcs. Containers: 12 pcs. Weight: 56,6 kg	Poles 250 cm: 6 pcs. Containers: 14 pcs. Weight: 61,1 kg	

SET M	PA 2 0 0 1	PA 2 0 0 2	PA 2 0 0 3
			
Poles 190 cm: 8 pcs. Containers: 13 pcs. Weight: 66,3 kg	Poles 190 cm: 2 pcs. Poles 250 cm: 6 pcs. Containers: 16 pcs. Weight: 76,1 kg	Poles 250 cm: 8 pcs. Containers: 18 pcs. Weight: 80,6 kg	


SET L	PA 3 0 0 1	PA 3 0 0 2	PA 3 0 0 3
			
Poles 190 cm: 12 pcs. Containers: 19 pcs. Weight: 98,9 kg	Poles 190 cm: 6 pcs. Poles 250 cm: 6 pcs. Containers: 22 pcs. Weight: 108,6 kg	Poles 250 cm: 12 pcs. Containers: 26 pcs. Weight: 119,7 kg	

EXTENSION SETS

PA 0 1 0 0	PA 0 2 0 0
	
71 cm Poles 190 cm: 2 pcs. Containers: 3 pcs. Weight: 16,3 kg	71 cm Poles 250 cm: 2 pcs. Containers: 4 pcs. Weight: 19,5 kg

- Modular system with screw connections consisting of planters, poles and disc bases.
- Containers, (W x H) Ø 24 cm x 25 cm, with hole pattern for module arrangement in various angle settings (90°, 135°, 180°).
- Container can take plant pots with a maximum dimension (W x H) of Ø 21,5 cm x 20,5 cm.
- Container and spacer made of ABS plastic.
- Poles available in the heights 190 cm and 250 cm.
- Poles and disc bases made of powder-coated steel (FS matt).
- Sets vary in height, width and depth – depending on configuration.
- Extension sets for extending the listed configurations.
- Components packed for assembly on site. Plants are not included.
- Please consider that just the listed configurations are approved in terms of stability. For any other configuration we assume no liability.
- The extension sets are only available for the sets S, M and L.

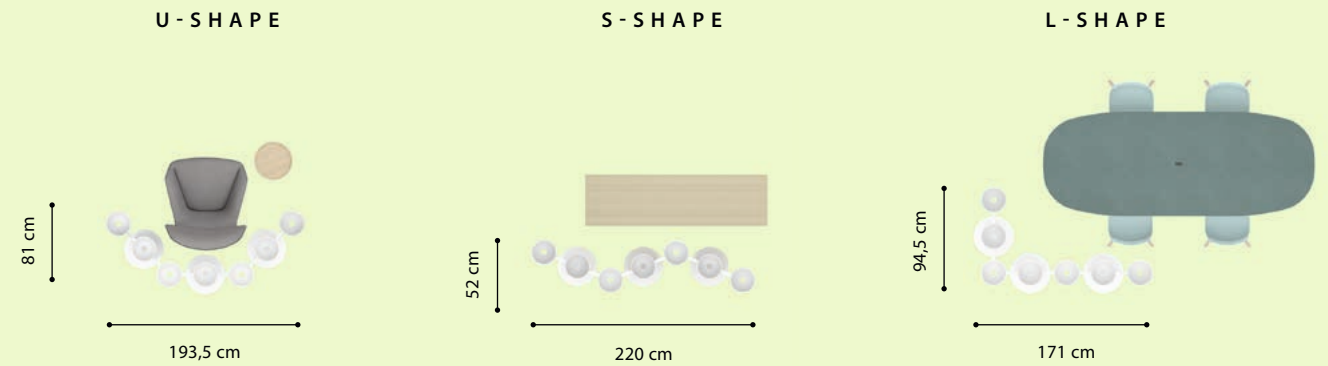
Available in white RAL 9016 and lava RAL 7021
Information: Possible variations in colour are due to printing.



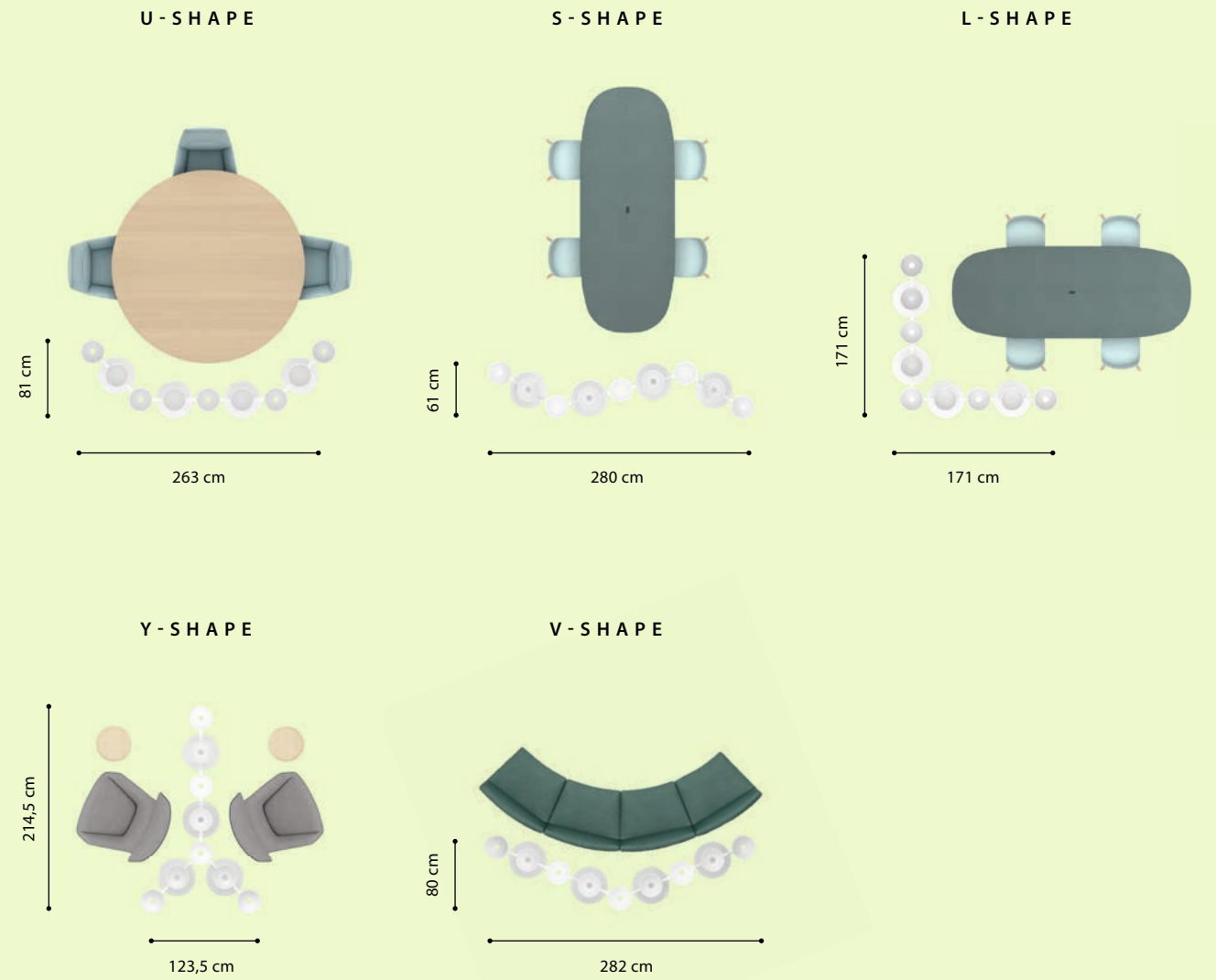
Grows and flourishes flexibly in any situation. Find out more about the sets and versions using this QR code or on www.brunner-group.com

VERSIONS WITH FURNITURE

SET S (6 POLES)

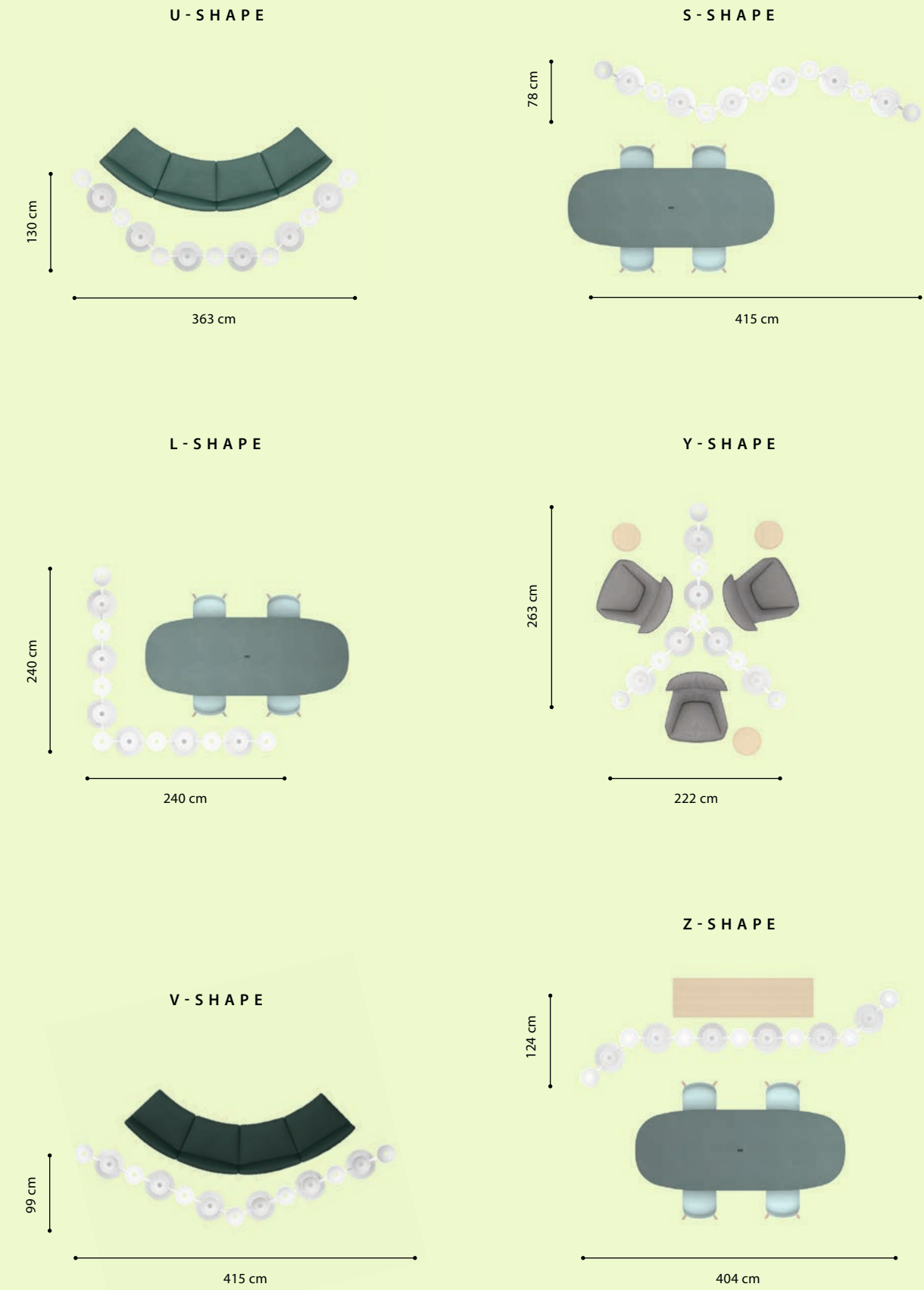


SET M (8 POLES)



VERSIONS WITH FURNITURE

SET L (12 POLES)



SET S (6 POLES)
U-SHAPE



SET M (8 POLES)
U-SHAPE



SET M (8 POLES)
L-SHAPE



SET L (12 POLES)
U-SHAPE



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We love spending our
weekends in the countryside.
So why not just
bring the jungle indoors?



