

# PRESS RELEASE

## VERTICAL GARDENS GREEN UP THE BIG APPLE

**New York, N - May 21, 2006.** NYC landscape designer Amber Freda has partnered up with green roof company Elevated Landscape Technologies (ELT) to create two innovative vertical gardens on a massive scale in New York City. The two living canvases were commissioned by real estate developer Noah Osnos, who will have a wall 30' tall by 10' wide in the backyard of his private residence in lower Manhattan. The second wall will be the focal point of his new hotel, opening in summer of 2007. Guests will look out their hotel room windows to see a lush 40' tall by 25' vertical garden, sure to be a popular tourist's destination in the near future.

"In a city where space is a precious commodity, it makes perfect sense to go vertical," says Freda, a landscaper specializing in urban gardens such as roof tops, terraces, and courtyards.

Growing plants on a vertical plane was an undertaking nearly two years in the making, since it took a small team of specialists to design the steel structure that would support the wall's panels, along with the aesthetic and maintenance aspects of the design.

"We had to figure out how we could put people 40' in the air safely, while taking into mind the practical considerations such as pruning, replacement of plants, and adjustments to the irrigation system that will naturally come up in the life of the wall."

Freda's design for the walls goes well beyond mere horticulture, as it blurs the line between fine art and landscape design. The wall relies on a mix of shade-tolerant, hardy plants that swirl together in a modernistic design resembling the twisting spirals of a double-helix.

"It's really the first garden I've been able to design that more closely resembles a painting than it does an actual garden."

Freda worked closely with the green roof designers at ELT, who have a patented technology for growing plants in a shallow substrate on a vertical plane. They took a horizontal green roof structure, modified it slightly, and flipped it vertically. This may be the first green roof that actually grows up, rather than out.

"It opens up so many new possibilities in the realm of urban gardening," Freda said, "And it is a very flexible technology that can go indoors or out and in a multitude of different sizes to fit whatever space you might have in mind -- anything from a few feet to dozens of feet in the air, against a wall, or in the lobby of a building. Imagine how much more interesting this would look rather than the old standard flower pot arrangement."

For more information about this project or other landscapes designed by Amber Freda, please visit her website, [www.amberfreda.com](http://www.amberfreda.com)

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