

VENICEGREEN

SOLUZIONI PER IL VERDE DAL 1970



HOUSE ORGAN

NEWS AND INFORMATIONS

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MODERNITY AND INNOVATION OF GREEN CULTURE

| SWISS INNOVATION
MEETS THE GREEN OF VENICEGREEN

| THE STUDY OF LIGHT
IN INDOOR ENVIRONMENTS



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Modernity and innovation of Green culture

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Summary

In the era of physical distancing, while the measures to counter the Coronavirus do not allow us to lead the usual life, we seek safety.

At work, at home, there is a desire for **comfortable, welcoming environments** and the plants are perfect care in this.

We at VeniceGreen aim to help you in choosing the most suitable plants, making you discover that all in all, taking care of them is simple.

We like to tell you about winning projects like the one carried out in the Swiss company Abacus Research AG that we had the satisfaction of following, in which plants have improved the environment and have become an extraordinary business card.

In fact, **the plant decorates, purifies the air and gives us oxygen** in particular moments like this historic one we are experiencing, in which uncertainty is the only sure thing.

It is nice to set new priorities that push us to a positive and sustainable future, respecting nature, the environment that surrounds us, bringing a little green even close to us, learning to know, love and care for it.

Our VENICEGREEN House organ is designed to be a magazine for everyone. It can be consulted and downloaded from the website: www.venicegreen.it



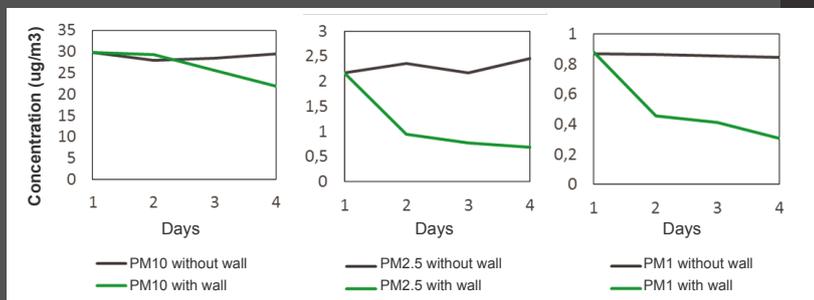
Improving the microclimate of indoor environments through the use of plant essences and stimulation of their metabolism with artificial lights.

SCIENCE SAYS: + GREEN - POLLUTION

The study activity of the biologist Mattia Accorsi with the academic research conducted at the University of Bologna, is concretized with the creation of scientific papers such as articles and patents presented at national and international conferences.

Scientific data show that the **experimental vertical green installations have reduced air particles** thanks to an effect of electrostatic deposition of dust particles on the leaf cuticle.

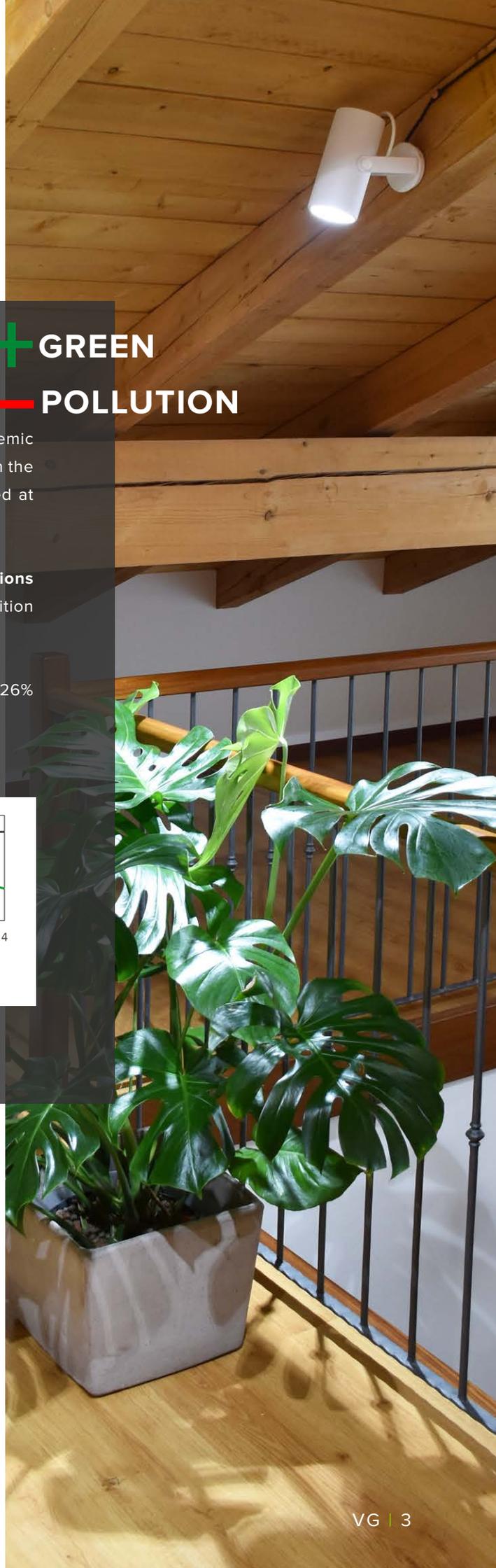
Four days after the installation of the wall, PM10 was reduced by 26% while PM2.5 and PM1 decreased by 69% and 65% respectively.



IF THE PLANT IS GOOD, THE ENVIRONMENT THAT SURROUNDS IT WILL ALSO BE

In VeniceGreen, research on indoor plants continues thanks to the installation of an area dedicated to lighting experimentation.

The study of light on different types of botanical species helps us to understand the most suitable frequencies for each type of plant with the aim of creating the perfect balance of light intensity and giving an environment more and more suitable for interior spaces.



Swiss innovation meets the green of VeniceGreen

Abacus Research AG is a Swiss software company employing over 460 people and has been successfully developing enterprise software for over three decades.

The company turned to the **Italian architect Silvio Stefani**, founder of the Metamorphosi104 architecture studio with whom it developed a project for the rearrangement of the interior spaces.

Thanks to this precious collaboration, VeniceGreen took care of the management of indoor greenery which in

this environment also develops with vertical greenery at the main entrance of the building.

The careful regeneration project that involved Abacus Research AG pushed the designer to enhance its structural characteristics.

To include natural elements, such as plants, in their context, a refined inspection was carried out with particular attention to the geometry of the building.

Thomas Köberl, member of the board of directors and co-founder is proud to point out:

“Employees are our capital: everything we do is aimed at making our collaborators feel at ease. We create an atmosphere in which we like to work. Abacus always puts people first. ”

After all, investing in the well-being of one's employees is a much-discussed topic that has offered a lot of satisfaction in recent years.

Several studies show that it is not a utopia, but the benefits of a greener office can really be quantified: by comparing the productivity of two groups of workers, one assigned to work in farms without plants and the other in others rich in vegetation , the researchers found **that those who work surrounded by plants and flowers**

experience increases in productivity ranging from 15% to 40%.

The precious collaboration with the architect Silvio Stefani, one of the most talented interior designers in Italy, has brought about a **balance of volumes and details**, able to enhance the context in which it is inserted.





FICUS LYRATA

UPRIGHT STEM AND VIOLIN SHAPED LEAVES

Ficus lyrata can be counted as one of the most interesting and widespread species of Ficus that are grown inside apartments.

This shrub has African origins and is characterized by being an evergreen. The foliage is quite thick and leathery; the leaves are quite shiny and characterized by a dark green color, presenting intense veins which are usually yellow or white, with a wavy margin.

The generic name Ficus was given to the species by the German botanist Otto Warburg, and the specific epithet lyrata refers to the particular shape of the leaves which recalls that of the lyre, an ancient musical instrument.

Like the other varieties of Ficus, this plant is one of the species that purify the air of any environment from dangerous polluting particles.

Ficus lyrata symbolizes truth, hope and abundance. Giving a Ficus is equivalent to a precious wish for positivity for the future!

The benefits of the greenery that surrounds us

SICK BUILDING SYNDROME

Modern life is increasingly conducted inside closed buildings for long hours a day and the air we breathe is mostly emitted by air conditioning systems.

This increases the presence of pollutants and fine atmospheric particulate matter in suspension (fine dust).

The installation of living green elements, which can be plants or vertical walls, will lead to a **net reduction in air pollution**, noise pollution and a general improvement in the microclimate to the environment around us.



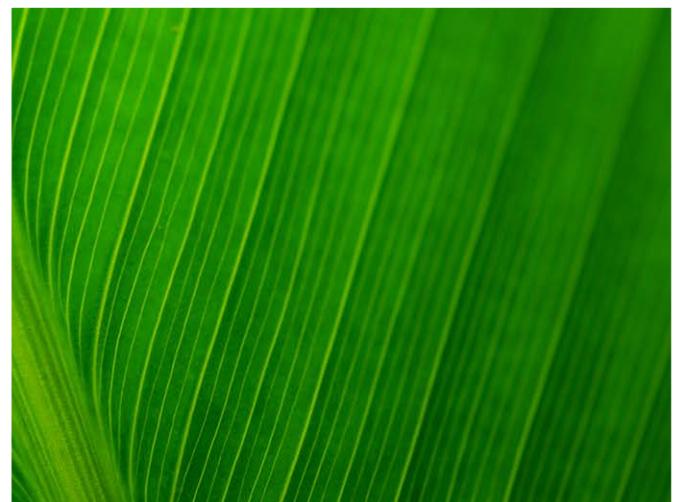
Vertical wall
at the Risto-Pub Burici, Treviso

A NATURAL BIOFILTER

Plants have the ability to assimilate many pollutants through the stomata, removing them from the atmosphere.

For example, from the results of the studies of the biologist Mattia Accorsi, the green walls with *Spathiphyllum* made it possible to measure a **reduction of 95% formaldehyde** after two weeks of installation.

We will discover in the next issue the other results of the studies conducted, including humidity control and the reduction of noise pollution!





Our partners are important to us.

With Villevenete we have a common goal,
to better accompany customers in the development of their spaces.



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