



GREEN WISE

Slow Green Design Studio



GREEN WISE

Green Wise was born in Japan in 1905. In over more than 100 years the company has grown to be recognized as the first professional reality in the use of 'green' according to its holistic concept. It has done so by creating landscape designs, green construction and maintenance and establishing a sustainable lifestyle.

In 2016, Green Wise announced Slow Green: a philosophy that celebrates the beauty of nature in its purest form, abandoning all chemical processes. Flowers and plants are biological; thus they are not subjected to any treatment.

In 2019 the company opens the doors of its new showroom in Milan, in the heart of the Brera district.



FILOSOFIA

Cultivate a sustainable future

Organic flowers celebrate the beauty of nature, reminding us that their expressive shapes are a natural resource. Green Wise uses only biological species, naming them Slow Flower.

Would you be able to tell if the flowers you buy to decorate the living room space, that you share with your family and friends, were grown in the wild?

One way to do so is by looking at their stem.

The stems of the flowers grown in the wild are twisted and turned around in different directions from the wind and rain that blew through them.

This is the proof that these flowers have grown with their own strengths, without requiring chemical fertilizers. This is what their natural beauty consists of.

Organic flower producers have recently come to call these naturally grown flowers “Slow Flower”.

It is in the “Stem” that we can recognise the spirit of those who commit themselves to making the world a more ethical and sustainable place.

SERVICES

- **BESPOKE**
Creation of tailor-made events
- **SLOW FLOWER ARRANGEMENT**
Organic flower compositions
- **INTERIOR, EXTERIOR, LANDSCAPE**
Architectural projects for green spaces
- **ORIGINAL PRODUCTS**
Accessories for floral compositions





BESPOKE

Tailor-made events

Artistic design and realization of floral arrangements with organic flowers and plants.

We specialize in floral arrangements for special events.

All the set-ups are designed with care and passion, sharing our philosophy of sustainability with our customers.





SLOW FLOWER ARRANGEMENT

Organic flower compositions

In our flower workshop, artists create unique and exclusive compositions. Each composition is created with zero-kilometer fresh seasonal flowers.

Spiral up:

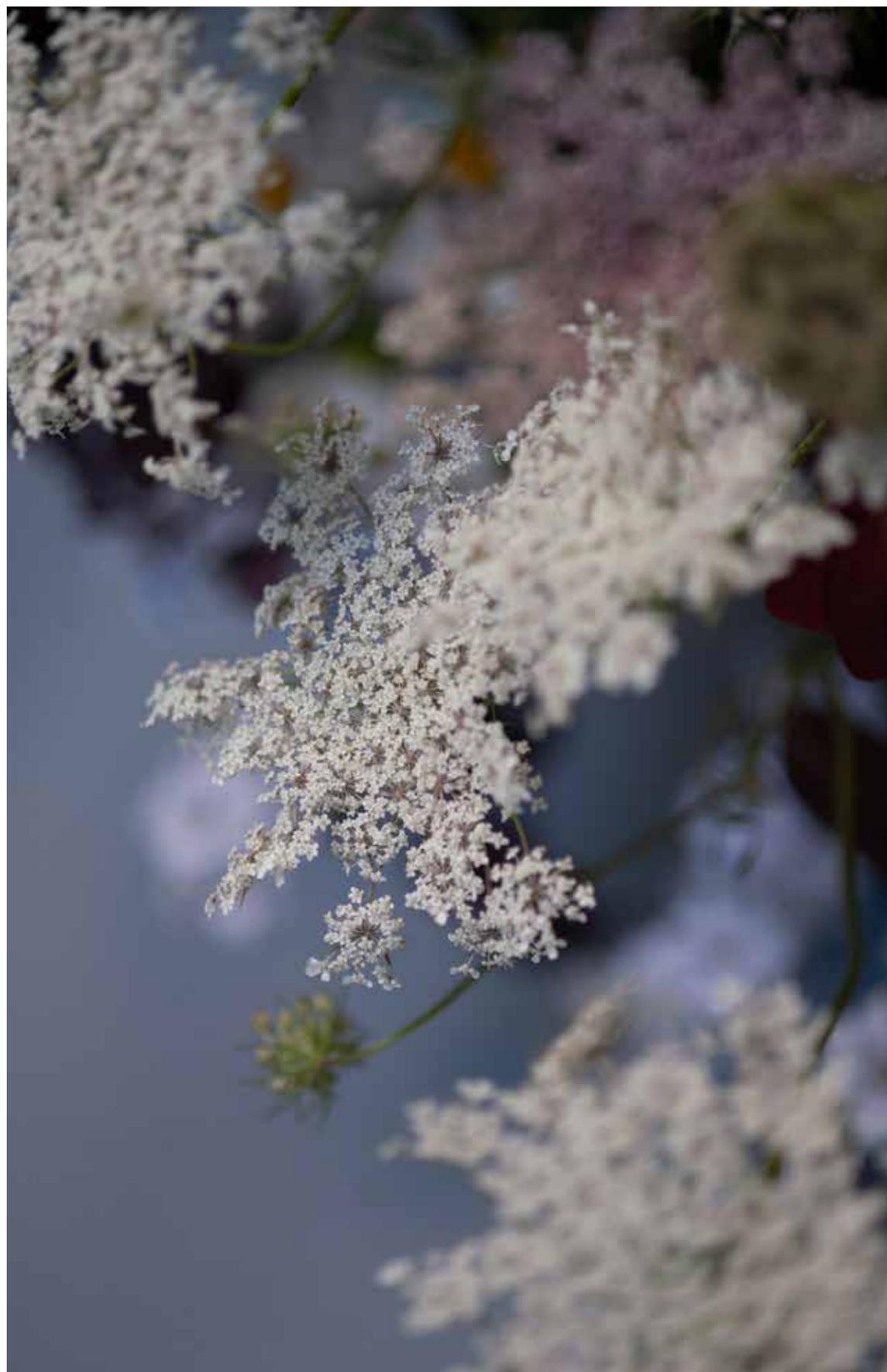
Architectural floral composition realized with the technique designed by Yuchi Tamaru.

Bouquet:

Organic flower compositions, which convey freshness drawing inspiration from nature.

Flower Tote:

Bags of different sizes filled with flowers and organic plants. These are elegant, unique and perfect as a gift or for a small business or private event.





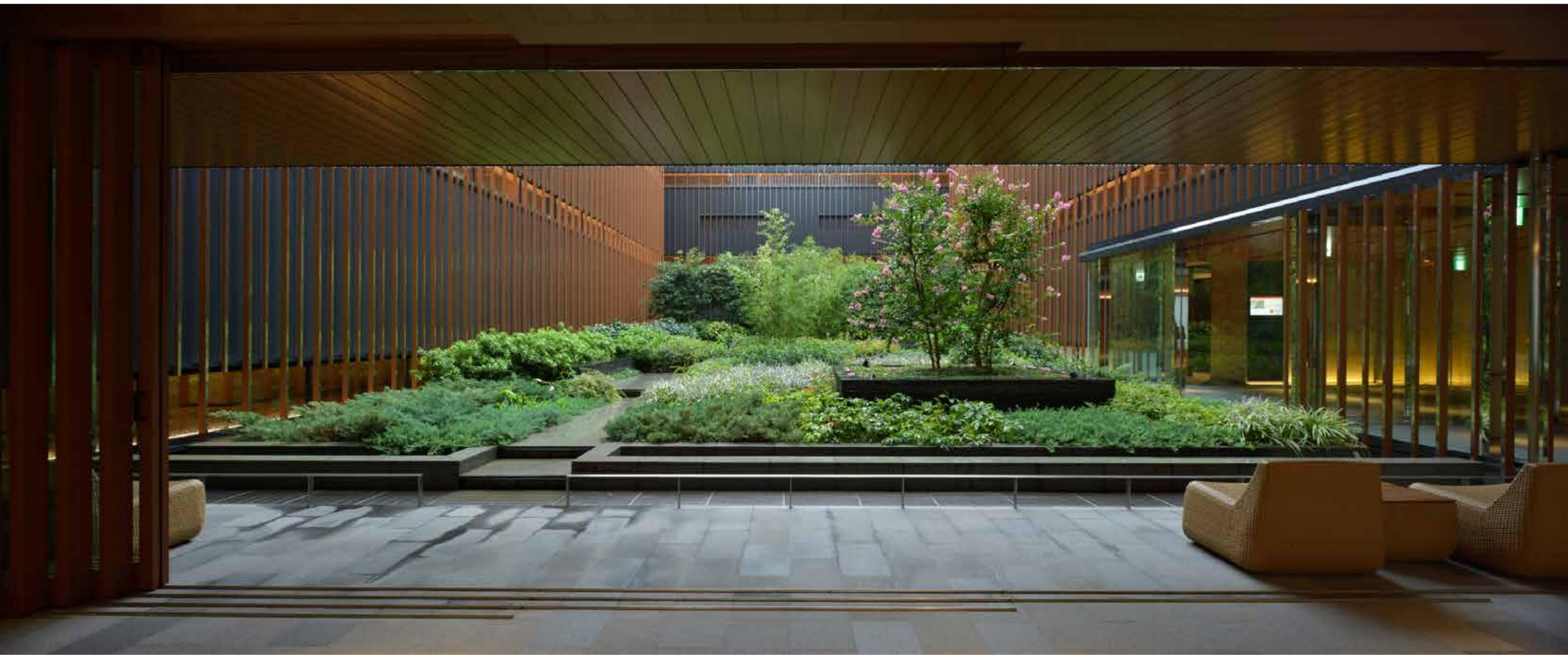


INTERIOR, EXTERIOR, LANDSCAPE

Architectural projects for green spaces

Design and construction of indoor and outdoor green spaces.
From smaller projects for city terraces to major urban planning projects.









ORIGINAL PRODUCTS

Accessories for floral compositions

Slow Vase and Slow Ring, to be exhibited together with flowers and greenery, are made respecting the environment.

The works of art are created by Japanese artisans, each one with meticulous attention to traditional manual work.

Slow Vase:

Ø330mm/H25mm Flat vase (White / Black), Imari Nabeshima Pottery, Shunji Hataishi of Hataman Toen Ltd.

Slow Ring:

Ø55mm/Ø38mm/Ø25mm Ring (Copper / Brass), Kanaami-Tsuji.





To all the people and companies who are committed
to making the world a more ethical and sustainable
place.

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