

Vertical wall forms outdoor garden ad

In a reported first for South Africa, a vertical garden has been erected in Kloof Street, Cape Town, by Tractor Outdoor for Emirates Airlines through its media agency Starcom MediaVest/N Venture and its creative agency Drafftcb.



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"We have admired the work of French vertical garden supremo, Patrick Blanc for many years and we had been looking at ways to erect similar gardens in Cape Town," says Simon Wall of Tractor Outdoor.

Starting in April 2011, the plants have been grown in a biodynamic felt, specially imported from a supplier in Germany, with a fully integrated hydroponic drip irrigation system behind the felt linked to a moisture sensor which waters and naturally fertilizes the plants as and when required. The garden is 6 m high by 12 m wide and is made up entirely of wood and vegetation.



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"With this concept we are able to convert normal dreary blank facades into green, breathing spaces. We do not have to rely on traditional soil growing methods and can effectively brighten and bring life to any wall, anywhere."

This project also supports Cape Town's bid for World Design Capital 2014 by actively integrating art and public private spaces.



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