

GROWUP GREENWALLS

Living Wall Design & Specification Guide





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Why Living Walls?

LIVING WALL OVERVIEW

What is a Living Wall?

Real, growing plants. Not preserved. Not artificial. Living walls deliver biophilic benefits that static finishes cannot — and they change over time in ways that make a space feel genuinely alive.



Cognitive Performance

Visual contact with nature increases productivity and reduces mental fatigue



Air Quality

Plants filter VOCs, CO₂, and airborne particulates



Acoustic Comfort

Plant mass and growing medium absorb mid-frequency reverberation



Thermal

Evapotranspiration moderates ambient temperature near the wall



Wellness

Biophilic environments reduce cortisol and are rated as calmer, more desirable spaces

Pro Tip: Place them where people linger, lobbies, reception, conference rooms, dining areas, waiting rooms, not just where they pass through.



Technical Overview

NATURE, OPTIMIZED

Core Performance Features:



Acoustic Dampening

Naturally sound-absorbent.



Simplified Maintenance

Automated and manual irrigation systems. Nationwide maintenance plans.



Longevity

8-10 years in ideal environments.



Custom Installation

Installation can be completed by GrowUp's experienced and skilled install team, or by the project general contractor.

Health & Safety



Made in America (BABA Compliant)

The fully planted GrowUp Custom Living Wall Systems are BABA compliant. The component cost of the installed living wall shall be greater than 55 percent of the total cost of all components. If BABA compliance is a project requirement, this must be identified during the design process so that GrowUp Greenwalls LLC can provide the appropriate Manufacturer's Certification of BABA Compliance prior to fabrication.

Sustainability & Wellness



USGBC LEED v4.1 Contributor

Earn points in various categories.



WELL Building Standard

Supports Nature and Place (M02) and Sound Reducing Surfaces (S04) to enhance occupant mental health and productivity.



Health & Safety

MSDS: All components are non-toxic and skin-contact safe. Material Safety Data Sheets (MSDS) are available upon request for all components.

Design Versatility

Scalability

GrowUp Custom Living Walls are modular, allowing endless scalability and flexibility in layout and shape.

Add-ons

Custom acrylic and LED integrated signage, and custom framing.



Please request all required credentials during the design and specification of the moss wall to ensure project alignment.

Please contact info@growup.green for support with documentation.



Specification Guide

SIMPLIFYING THE PROCESS

Spec Division

Section 09 77 53 - Vegetated Wall Systems
3-Part Spec is available upon request.

Drawing Note Language (Copy + Paste)

Insert the following language directly into project drawings:

Provide custom living wall system by GrowUp Greenwalls (CSI 09 77 53). Host wall to support a minimum 18 lbs/sq ft. System configuration — including irrigation, structural subframe, and plant palette — to be determined by GrowUp Greenwalls in coordination with the design team during design development. Supplemental grow lighting to be provided by GrowUp or others for interior installations where ambient light is insufficient. Plumbing rough-in (water supply and drain) to be coordinated with GrowUp Greenwalls prior to CD completion.

Basis of Design

GrowUp Greenwalls
Website: www.growup.green
Email: Info@growup.green
Phone: 1.800.840.3609

CAD & BIM

CAD & BIM files are available upon request.



Living Wall Design Considerations

DESIGN ELEMENTS TO CONSIDER



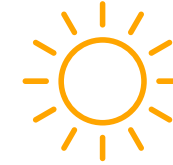
Structure

- Host wall must support approximately 18 lbs/sq ft (plants, water, and system combined).
- Most structural wall types are suitable; reinforce prior to installation if needed.
- GrowUp will provide structural attachment details during design development.



Irrigation & Plumbing

- The system can be plumbed to building water supply with drain/gutter, run from a self-contained tank, or hand watered.
- Coordinate rough-in (water supply and drain point) with GrowUp before CDs.
- Specify a service access zone at the base of any interior wall to allow irrigation inspection and adjustment without disturbing the planting.



Lighting (Interior)

- Supplemental grow lights are typically required for interior installations.
- Ceiling-mounted fixtures (doubles as accent/spotlighting). GrowUp can assist with lighting design.
- Factor into RCP and electrical coordination early.



Maintenance Access

- Specify the maintenance program in the base contract; it determines infrastructure (water access, drainage, electrical for grow lights) that needs to be in the CDs from the start.
- GrowUp offers maintenance programs; also coordinates trusted local partners in areas outside its direct service area.

Pro Tip: These are the items to resolve early; they affect structural prep, MEP coordination, and CDs.



Plant Selection

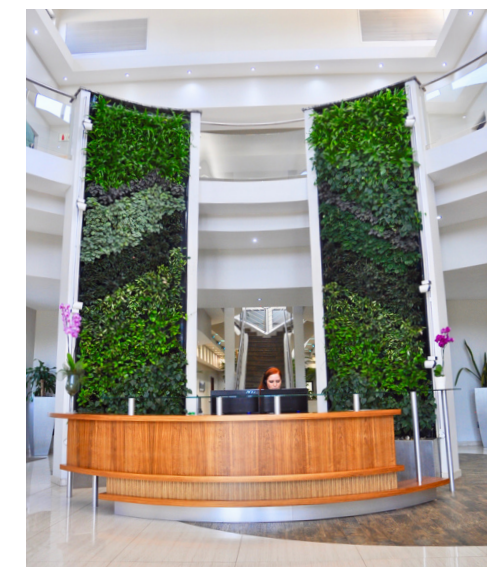
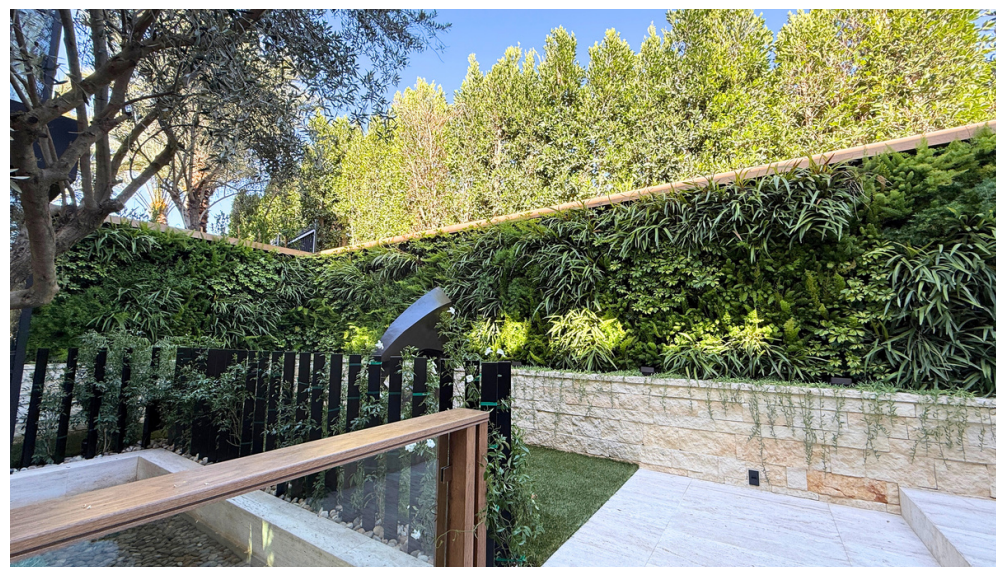
CHOOSING A PALETTE

Plant choice is one of the most powerful design levers available; a shift in palette can completely change the character of the wall and the space around it. GrowUp's designers lead a dedicated plant selection consultation as part of every project, walking through options based on the desired aesthetic while ensuring every plant chosen is well-suited to the environment and will perform long-term.

Because the entire wall receives the same light and water, all plants on a wall must share closely matched requirements. Selection is guided by:

- Color and texture — creating depth, contrast, or a cohesive tone across the wall
- Water usage — matching drought tolerance or irrigation needs across the palette
- Light requirements — aligned to the actual light levels at the installation location
- Climate suitability — especially for exterior walls, species must be appropriate for the local climate and conditions
- Longevity — plants are selected for sustained performance, not just an impressive day-one look

This process happens in design consultation, not before. GrowUp's team will guide the palette selection once the space conditions, aesthetic goals, and project parameters are understood.



Pro Tip: Plant selection is determined during the design process, not at specification. Note the wall as GrowUp Custom Living Wall (09 77 53) and GrowUp will lead plant selection in coordination with the design team during design development.



Framing

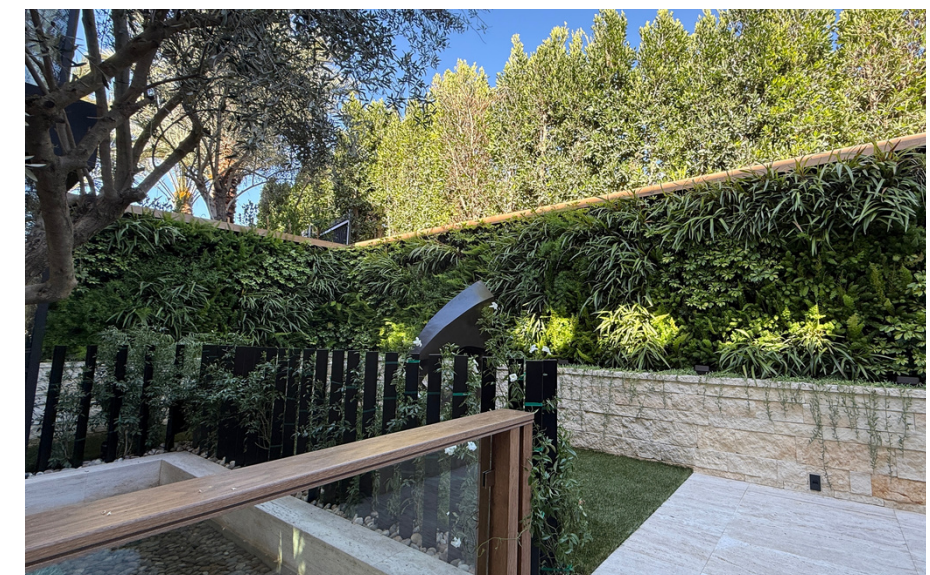
THE FINISHING TOUCHES

GrowUp Frame Options



Frame Fabrication

GrowUp fabricates frames or provides drawings for on-site millwork by project contractor.





Maintenance

SETTING UP FOR SUCCESS

A living wall requires ongoing care. GrowUp offers maintenance programs directly and through trusted local partners in areas outside our direct service area.

What does living wall maintenance entail?
Irrigation check and adjustment, pruning and shaping, plant health assessment, occasional individual plant replacement, pest monitoring, and grow-light inspection (if applicable).

GrowUp will work with the project team to devise a maintenance plan suited to the specific installation. Specify the maintenance program in the base contract; it determines the irrigation infrastructure (water access, drainage, electrical for grow lights) that needs to be in the CDs from the start.



Interior Living Walls

Irrigation	Maintenance Frequency
Manual Watering	Every 2 Weeks
Automated System	Monthly

Exterior Living Walls

Irrigation	Maintenance Frequency
Manual Watering	Weekly (<i>adjust seasonally</i>)
Automated System	Every 2 Weeks (<i>adjust seasonally</i>)

GrowUp System Benefit: Individual plants are replaced one at a time; no disruption to adjacent plants, no need to redo the wall.



Why Work With GrowUp?

THE GROWUP DIFFERENCE

Your Turnkey Biophilic Partner

With nearly a decade of experience partnering with leading architects and designers, GrowUp has delivered high-profile installations that redefine how nature intersects with the built environment.

A Truly Turnkey Solution:

From the first conceptual sketch to the final on-site "testing," we manage the complexity so you don't have to. We are your single point of contact for design, fabrication, and logistics.

Deep Specification Support:

We speak your language. Our team provides full CAD and BIM support, ensuring our living walls integrate perfectly into your construction documents and interior elevations.

Bespoke over "Boxed": We reject "out-of-the-box" solutions. Every GrowUp wall is a custom commission, designed to feel fully integrated into the architecture rather than simply hung upon it.

Small Team, Big Impact: We remain a focused, nimble team. This allows us to prioritize transparent communication and a level of thoughtfulness that larger manufacturers simply cannot match.

Proven Pedigree: Our 10-year portfolio includes over 200,000 plants on walls for world-class clients who demand perfection, durability, and a sophisticated aesthetic.

Wellbeing by Design

We are driven by a simple, unwavering belief: **Greener places are happier and healthier spaces**. By choosing GrowUp, you aren't just adding a finish; you are investing in the long-term mental and physical wellness of the people who inhabit your buildings. We take that responsibility seriously, ensuring every project we touch is crafted with care and intended to inspire.

Gensler

CANNONDESIGN



VOLVO





Contact Us

w. www.GrowUp.Green/ContactUs

e. Info@GrowUp.Green

t. 1.800.840.3609