

PLANT-BASED CREATIVE MATERIAL FOR ARCHITECTURE AND DESIGN

INTRODUCTION

VIAPLANT has been founded by Lépték-Terv, a Budapest based **landscape architecture** studio, working with plants for over two decades. Started as a form of artistic expression of the landscaping experiences, it combines nature and science, by creating a unique, plant-based material of appealing visual aesthetics.
The Viaplant brand is fundamentally defined by its philosophy, the story concept. The duality of form and function is complemented by a story that stems from the place of origin of the plants and the associated memories.

WHAT IS VIAPLANT

VIAPLANT creates organic composites using plants as raw materials. The obvious character of Viaplant is the plant itself – its details, colour and texture record one moment in time of the plant's development, whether it is a summer blossom or a fall leaf. Similarly to amber that captures a moment, Viaplant material encapsulates nature's artistic performance and preserves it in the long run.
Viaplant composite materials can be used in architecture and design. We create unique surfaces and design objects that can bring the atmosphere of nature into our interiors.

SUSTAINABILITY AND SOURCING

Sustainability is key; we use plants as raw materials with a renewable cycle of one year or less. Plants are sourced locally from parks, outdoor areas, following urban area maintenance, from partners and events.
We also consider up-cycling by collecting and creating material from ragweed, thus creating value out of an otherwise invasive and largely spread plant.
The colours from seasonal variations, the real plant textures and the originating location, all add an emotional dimension to Viaplant material.

MANUFACTURING



Viaplant has its HQ at Budapest an own workshop and production facility. We also work with partners, who provide industry expertise for certain manufacturing phases.

> *We use a range of plants, such as leafs, flower petals, grass, Canadian goldenrod, ragweed, etc. Viaplant is also offering coloured material versions, for e.g. yellow tinted or mixed coloured wood wool. All Viaplant materials can be further customised.*

Zero waste manufacturing scope: during manufacturing we make every effort to optimise the process as much as possible to produce minimal to zero waste and optimise energy usage.

VALUE PROPOSITIONS

- Organic composite materials for unique interior design applications with biodegradable options
- Fine selection of plant components, that create strong visual statement
- Sustainable and environmentally friendly sourcing and manufacturing
- Exciting biophilic interior design solutions with real plant components to bring nature inside our living spaces
- Storytelling concept that reflects on the origin of the sourced plant and helps “prevent” plant blindness, i.e. educate on plants surrounding us and raise awareness on the fragility of natural resources

PRODUCTS AND SOLUTION

VIAPLANT has two key product categories: **VIAPLANT MATERIALS** and **VIAPLANT LIGHTS AND FURNITURE COLLECTION**

Viaplant material is currently available in different categories: Viaplant®GLASS and CAST are translucent materials resistant to greater physical and chemical stress.
Viaplant®RAW, WALLPAPER and TEXTILE are extremely light, natural materials. Thanks to their flexibility, they can be applied on curved surfaces.
Viaplant®BOARD are pre-laminated boards for the furniture industry. All can be used in various interior design and architectural installations. Custom sizes and MOQ apply.

Viaplant lighting display a minimalist, clear cut design and the unique visual aspect of the plant composites. Collection includes pendants, floor and table lamps, wall lamps and custom made chandelier installations.

Viaplant furniture unify the trinity of plants, light and functions, being a functional manifestation of the Viaplant material. The furniture collection include an illuminated nightstand and a coffee table.



MATERIAL APPLICATIONS - PROJECT REFERENCES

Commercial – residential
Viaplant material has been installed in various residential and commercial interior design applications, i.e. hospitality, retail, office buildings, wellness, lounge areas.
Material applications: wall cover, kitchen splashback, partition wall, custom made interior design elements, tiles, railings and finishing, unique product design.

To name a few, we have created design solutions as follows:

- Custom made, backlit wall tile installations
- for LEED Gold certificated (use of organic materials) class “A” office building lounge area, with easily interchangeable Viaplant tiles, to follow seasonal colour variations
- Organic restaurant interior design elements in downtown Budapest, custom made barside cover with lighting; organic themes and biopihlic design
- Custom made 108 pieces chandelier for Expo 2020 Dubai
- Custom made interior design installations in offices, restaurants and cafes
- Kitchen splashback in residential settings, with optional backlit solutions
- Memorabilia: limited collections created using flowers or plants from a special park or events (weeding bouquet)

MARKET PRESENCE AND BRAND APPEARENCES

Viaplant has its headquarter at Budapest, currently present on more than 5 markets across Europe and opened its first monobrand showroom in the Czech Republic in June, 2022.

In recent years Viaplant exhibited on trade show events at **London Design Fair, MAISON & OBJET** trade show in Paris, **Blickfang International Design fair** in Vienna, Austria, **Berlin Design Fair, S/alon Budapest** and a number of interior design related events in Hungary.

For **Expo 2020 Dubai** Hungarian pavilion, we have designed and manufactured an artistic abstraction with a custom made Viaplant material, a unique installation of 108 lamps that resonates with the main theme of sustainability and water.
Viaplant is displayed in various curated CMF Design materials libraries worldwide in the US, EU and APAC and has been featured at the **ARCHITECT@WORK** exhibitions in Bilbao, Madrid, Milan and Warsaw. In Germany, Viaplant is showcased in Stuttgart, at the raumPROBE materials library.



Viaplant is featured on key architectural platforms and online magazines across EU markets and overseas, generating interest and client enquiries from locations across the globe.

WHO WE ARE LOOKING FOR

Our goal is to meet and connect with **interior designers, architects, distributors and commercial agents**

Please get in touch at **viaplant@viaplant.com**