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Capital InteriorScapes

Success Magazine: What first sparked your interest in plants?

Karen McGowan: My husband and I have had a lifelong interest in the world of nature.

SM: What specifically interested you about interior spaces?

KM: I really enjoy working in the large scale that commercial properties provide. I like the process of project management, from design inception through installation. Plus, the impact that a plant or holiday installation has is very satisfying; everyone responds positively.

SM: How many years experience do you have in the horticulture industry?

KM: Over twenty years. We actually met twenty-one years ago working at an interiorscape company in Connecticut.

SM: What does biophilic design mean, and why is this important to you?

KM: Biophilic design is an understanding of

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Gregg and Karen McGowan - Owners

the innate human need to be exposed to and interact with nature. The basic premise being that we are primarily hard-wired to need nature. Our ancestors' survival was based on reading cues from nature and we retain that biological tendency. Scientific research is demonstrating what we have known intuitively all along—we feel better when we can see and have access to nature. We spend 90% of our time within the built environment; our work brings access to nature within that structure. The biophilic design attributes of interior plants have recently earned a credit in the LEED rating system for green buildings.

SM: What does your plant service entail?

KM: First we make a site visit to see where a client can make the best use of “visual real estate,” and address the public areas where a company's image needs to make a statement. Then we assess the environmental conditions—light levels, heat sources, as well as addressing the design intent. Once all of this is put together we can draft a proposal that places a plant that is horticulturally appropriate matched with containers that complement the design of the building, creating a really green impact.

SM: How can a client benefit from the use of your rentals and holiday decorating?

KM: A large number of clients turn to us for our decorating expertise. This can be a big source of stress for many companies, so we provide a soup to nuts approach. We create a custom design scheme which coordinates with the building décor and carry it through the pieces they need—trees, wreaths, garlands and arrangements. Then we install it all, take it down, and store it for them. We also offer beautiful live poinsettias from local growers. For large lobbies we can provide more

dramatic themed display sets or express a company's cultural diversity with Hanukkah or Kwanzaa displays.

Many companies or even individuals know that plants can bring their events to life. We offer live green and blooming plant rentals for those very special occasions. From simple palms and lighted ficus trees to complete indoor gardens, we can create that magical atmosphere.

SM: What do you offer with your flower rotation packages?

KM: Flowers always evoke a positive emotional response from people. For \$15.00 a month we will ensure that there is always a lovely, fresh flowering plant to welcome your guests or clients.

SM: You carry a line of faux flowers and plants as well. When is this option most appropriate?

KM: Many times a client will have an area that is important to them from a design aspect, but does not have enough light to support live plants, like interior conference rooms. Silks can also be a great way to introduce seasonal color changes in low light areas.

SM: What can a client expect from their experience with you?

KM: Our business model has always been focused on building a foundation of trust and confidence. Our clients are very busy people; our job is to make their jobs easier. We put a lot of attention to building relationships with the clients so we can better understand their needs. The technicians who care for the plants do also. They are the front line servicing the accounts every week and interacting with the organization. Taking care of the people is every bit as important as taking care of the plants!



Capital InteriorScapes

www.capitalinteriorscapes.com

Design installation and maintenance of interior plants and flower rotations for offices, hotels, malls, residences and more!

We also offer holiday decorating for commercial venues, plant rentals for events, artificial plants and flowers, and exterior colorscaping.

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