



FOR IMMEDIATE RELEASE

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## **GreenScaped Buildings Installing Edible Wall for Iron Chef Mario Batali**

*Wall for Batali's Pizzeria Mozza now being constructed; will be installed in January*

(SAN DIEGO) – The hottest trend in green is sending people up the wall – literally. The latest development in green building technology is green walls, especially edible walls. Like green roofs, green walls are structures that allow plant materials to grow on a building, but have the added benefit of allowing them to grow on vertical spaces indoors or outdoors. Both types of walls grow in “found space,” using far less space than typical gardens. Edible walls can be planted with herbs, fruits and vegetables.

Cutting edge chefs and restaurant owners are embracing edible walls, including popular “Iron Chef” Mario Batali. Batali and his partner Nancy Silverton will work with Jim Mumford, San Diego’s “green roof guy” to build an edible wall at their Hollywood restaurant, Pizzeria Mozza.

“We’ve always been leaders in our industry when it comes to sustainability, and a green wall is just the logical next step,” said Batali. “We hope to be able to supply our restaurant with some of our own herbs, from our own restaurant’s wall! How exciting.”

Mumford will build and plant the wall at his Kearny Mesa business, GreenScaped Buildings. It will grow for approximately six weeks before being transported to Batali and Silverton’s restaurant and put into place with the plant materials well established.

The wall will be planted with mint, endive, Chinese celery, rosemary, parsley, chicory, sage, and edible geraniums. It will be 72 square feet on an east facing wall near the restaurant entrance.

Over three years ago, Mumford planted the first commercial green roof project in the middle of a Kearny Mesa industrial park. Mumford’s original roof planted the seeds for innovations in restorative building, including an explosion of interest in green and edible walls.

Mumford has been growing green walls as part of his living laboratory at GreenScaped Buildings, trying out various methods and products that contribute to low impact development, sustainability and restorative buildings. In addition to the aesthetic benefits of his green roof and walls, they produce increases in biodiversity, cooling buildings and reducing of the urban heat island effect, carbon sequestration, cleaning the air of particulates and adding oxygen.

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“I’m now applying my experience with green roofs to the next natural step, green and edible walls,” said Mumford. “Green roofs are wonderful but not practical for everyone. Green walls can be built for a fraction of the cost in many more places.

“The victory garden is making a comeback. People keep asking me about growing vegetables on the roof, which is problematic from a labor perspective - you can’t easily allow folks on a roof to tend a vegetable garden.”

The idea of vertical farming and “victory farms” are not new, but with more densely-built urban areas and an eye on lessening environmental impacts, advocates of urban farming have embraced edible walls as a way to lower food costs, increase nutritional quality and cut fuel consumption and carbon emissions by using fewer delivery trucks. While not all vegetables can be grown on a wall (corn being a good example), with practice and technological advancements the possibilities are endless.

“We can bring an entire farm to found space in the middle of an urban environment,” said Mumford. “I’m excited to be working with Mario and to be building this edible wall for his wonderful restaurant. I’m looking forward to my first great meal at Pizzeria Mozza made with ingredients from the new edible wall.”

Mumford is also in discussions with a high end La Jolla restaurant about construction of an edible wall, and a prominent San Diego based corporate headquarters about installing an edible interior wall.

For additional information, visit [www.greenscapedbuildings.com](http://www.greenscapedbuildings.com) and [www.mariobatali.com/restaurants\\_pizzeriamozza.cfm](http://www.mariobatali.com/restaurants_pizzeriamozza.cfm)

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### **About GreenScaped Buildings**

After more than 30 years of providing award-winning plantscaping service and design to the region as the owner of Good Earth Plant Company, Jim Mumford and GreenScaped Buildings has expanded the focus to include green roofs, living walls, and rainwater harvesting systems. Mumford’s passion for low impact development, sustainability and restorative buildings will cultivate a legacy through GreenScaped Buildings for which future generations can be proud.