

GREEN PROFIT

Plants, flowers and the people who buy them

The New York Minutes

"A lifestyle oasis" accurately tells the story of Matterhorn Nursery. Truly an enigmatic garden center, Matterhorn sprawls over—yet nestles in—35 acres in New York's Spring Valley. Homegrown annuals and perennials, aquatic plants, tropicals and nursery stock are expertly merchandised throughout the property's display gardens, greenhouses and quaint shops. We've included the New York minutes on the countless well-executed ideas we saw during our visit.



Photos: Marisa Shoemaker

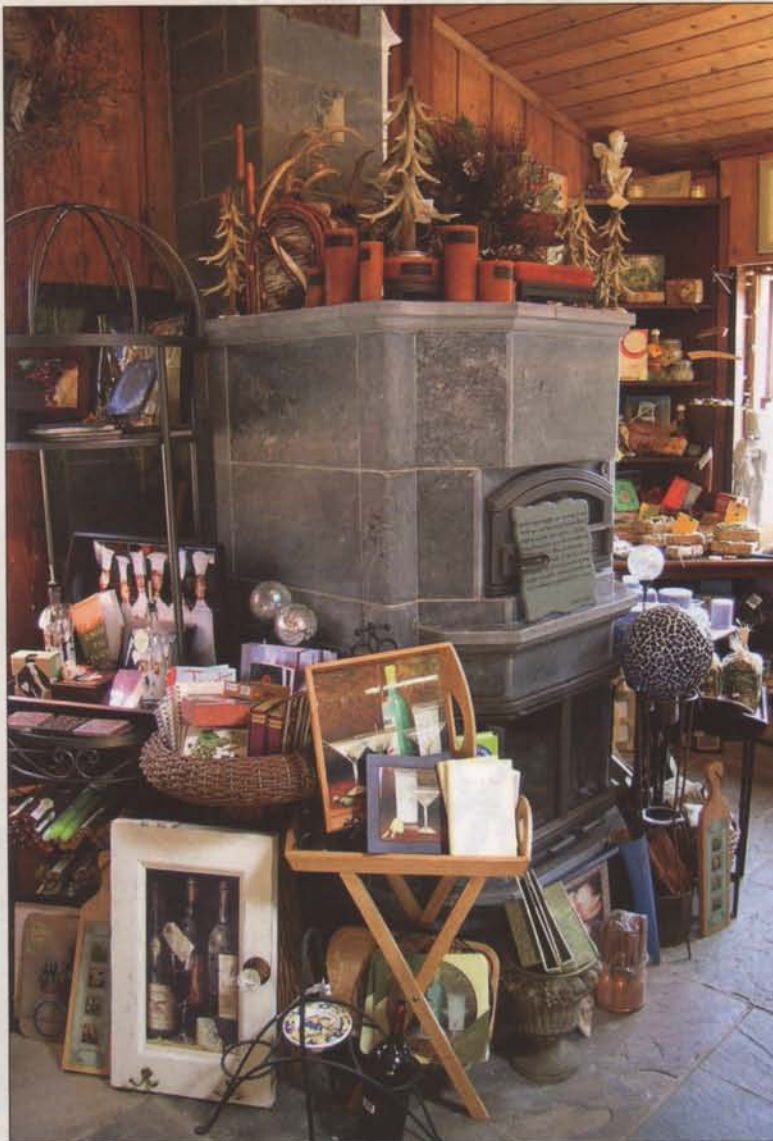
More than a railroad garden, Matterhorn provides personality and plot with signage:

"Welcome to Misty Gulch, Utah. Be sure to take heed. This town is a transplant, not on deed.

"Seven years ago, a tornado whistled through Matterhorn, dropping Misty Gulch smack dab in the middle of the nursery. Now tornadoes are not an everyday occurrence on the East Coast and, as you might imagine, this event caused a bit of a ruckus.

"The nursery was closed on that dark stormy night, but safe and dry in their home, the Horns awoke with fright. Hearing the loud howling wind, all five ran outside just as the tornado touched down depositing a town from its tide. The tornado was strong and brought a great flood. The Horns ran for cover, right through the mud. The waters rose fast, right up to this line. The waters receded after dropping a hundred-year-old pine. As the dust settled, the Horns exclaimed their surprise at a town empty of people and a train on its ride.

"Over the next several years, the Misty Gulch Express continued to run, nary an engineer nor conductor in sight. Then, one day it stopped, just as mysteriously as it began. Today, Misty Gulch is quiet, but for one small spot. A geyser now spouts with chilling effect. No one knows where it came from or when it might end."



A glass of wine for her, a martini for him. From this thoroughly thought-through display emanates romance and sophistication. All it needs is a blanket spread on the fashionable slate flooring. If not for the liability issues, we assume the candles in the display would've been lit. Overall, the stone and iron in the creative merchandising provide a warm, unique, rustic feel.

Other lifestyle displays included those for children, yoga enthusiasts, and bath and body shoppers.



Monochromatic displays, especially in sought-after-in-the-garden blues, prove distinctly hard to miss. Matterhorn includes candles, stationery, books on the essence of "calm" and a guide to blue poppies in its *Comfortable Country* lifestyle display.



If you think dogs can't count, try putting three dog biscuits in your pocket and then giving Fido only two of them. —Phil Pastoret

Matterhorn understands what dogs and dog owners alike understand—nothing is too good for our four-on-the-floor friends—which is why this display includes dog treats, dog-treat recipes, dog stories, dog photo essays, dog picture frames, stuffed dogs, dog paw prints, etc.



Rustic yet upscale, packed but not saturated—like combining stripes and plaid, it only works when done expertly. Here, it works. There's even a wall opening for a model train, ... continuing the railroad theme from the outdoors.



It's been suggested that regional garden brands can be as successful as—or more so than—national brands. Matterhorn knows this, as seen with its signature tools, functioning as door handles in this instance.



Mixing classy with contemporary, neutrality and vibrancy in the floral area.



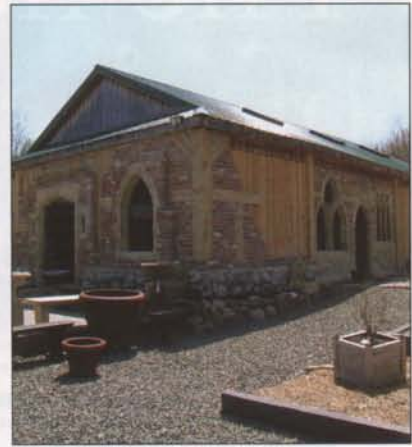
Relax and unwind in this apropos ensemble of "destination retail."



Indoors or outdoors, each section greeted customers with a vertical welcome mat.



Buy the yard, buy the bag—an organized deciphering of oft-puzzling products.



Few retailers would go to such great lengths to engage their customers architecturally.



Creative constitution.



Matterhorn Nursery



Perhaps speaking from an editor's point of view, there's no reason magazines need to be an afterthought by the register. Let the pages provide inspiration along the way. 🌿