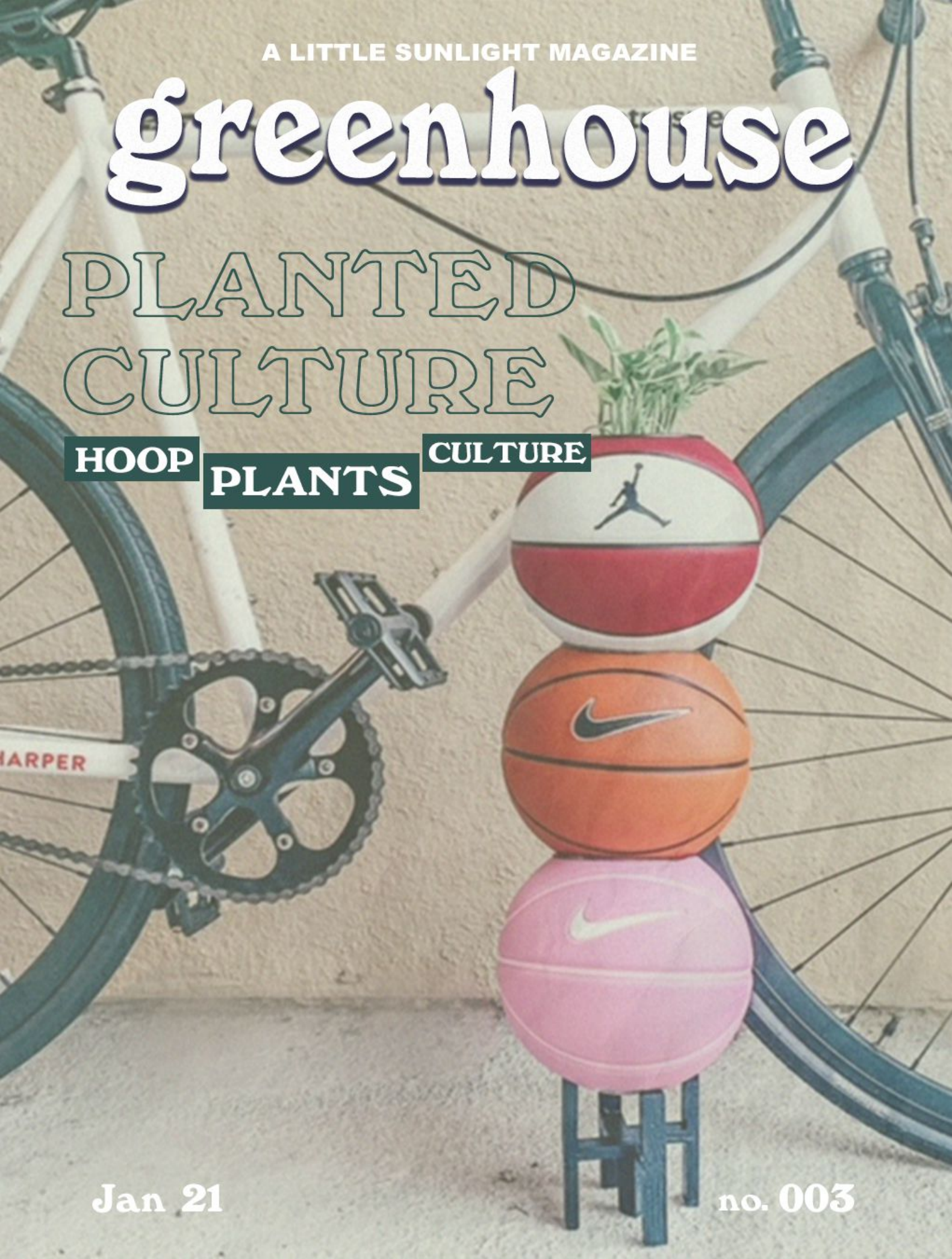


A LITTLE SUNLIGHT MAGAZINE

greenhouse

PLANTED CULTURE

HOOP PLANTS CULTURE



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ASPEN YOUNG, the mind behind PLANTED CULTURE,

has been busy building his brand since October 2020.

The Tallahassee born, now, Orlando transplant spends his free time working on his brand, hanging with his family, admiring his plants, and jumping into group chats to shit talk with his boys about basketball.

Although the brand depicts Aspen's love for hoop, the two haven't always had a love for one another. "To be honest, I hated basketball growing up. I was a chubby kid and sucked at it. Super uncoordinated too. I could barely dribble and run at the same time."

Aspen fell in love with basketball around the same time LeBron entered the league in 2003, and the obsession grew from there. It makes sense that Aspen has LeBron 1st on his GOAT list, followed by MJ and Kobe

**HONORABLE MENTIONS
A.I., Paul Pierce, and T-Mac**

Innovation For the Culture



I am sure most readers would agree that the year 2020 could not have ended soon enough. With the decade being introduced by the tragic loss of Kobe and Gianna Bryant, the remainder of the year seemed to follow suit. COVID-19, for many, has been and continues to be a devastating time in history. For athletes and sports lovers, slowing the spread of COVID-19 meant cancelling sporting events, closing gyms, and removing hoops at public parks. Those that found joy in participating in these activities were forced to stay inside and adopt new hobbies during quarantine.

For **ASPEN**, 2020 was an up and down year emotionally. So being able to dive into something new was refreshing and needed. After stumbling across a DIY project of a

BASKETBALL PLANTER,

he began to research. He found a few people were making these planters, but none looked like him.

Realizing how basketball represents and influences our culture, Aspen decided to try his hand at the ball-planters. And as clichè as it may sound, he decided to do it for the **CULTURE**.

PLANT JOURNEY



Aspen finds inspiration on and off the court. Growing up, his mother always had plants around the house. He also has a brother that owns a plant nursery. These influences, along with the extra time at home quarantining, inspired him to start his plant collection. Right now, he has roughly 28 plants.

We asked Aspen about starter plants and his journey. He had this to say:

"Pothos are great starter plants for beginners and come in so many different styles. They are super easy to take care of and can handle some neglect or mistakes that beginning plant parents tend to make. They are fast growers as well, so they will give new plant parents instant gratification & motivation to continue the journey". Aspen's favorite plant is the Alocasia Sumo. "It's a beautiful plant and sprouts new leaves for me like crazy", he says. His very first plant was a Tradescantia Zebrina that he purchased from Aldi. "The colors caught my eye and I had to have it. I didn't know the name of it for the first 3 months because it didn't have a tag when I bought it. Amazingly, I've been able to keep it alive."



Right now, Aspen's primary focus is building his brand, getting creative, and trying new things with the planters. "Towards the end of last year, I did a couple custom planters—including some hand-painted ones. I'm excited to explore creating some more unique planters. I'm also looking forward to dropping some merch, shirts, and hats", he says.

"People can keep up and support me by connecting with me on Instagram and following, liking, commenting, sharing, and just letting me know what they think of my work. If you've already purchased a planter from me, send pics—I love to see how people have styled it in their homes. It's definitely motivation to go harder when I see my work out in the real world!"