

ERI's ECOSYSTEM

WYLD, 135 Main Street
Cold Spring

Talking, Laughing, Breathing in the Atmosphere of Wyld. with Eri Panasci. Creating heaps along the way. CO2 for the plants. of scrumptious. By De's Lucke.



When you walk in, it's like a greenhouse.

We must have the most highly oxygenated air on Main Street.

I always had a love of plants. I've wanted a plant store for about ten years.

The time was right—and completely wrong...

I have a full-time job and a newborn—but I felt it. It's now or never. I know I can make it work.



Eri Panasci
Owner, Wyld/
Exec. Producer,
Jelly NY (Animation)/
New Mom

When the baby naps, I'll spend a couple of hours aerating the soil. Repotting. Digging. Putting a finger down in to see if it needs some water. It's deeply relaxing. It's almost as good as a yoga session.

(Not for the hips for the mind. Ha-ha!)



Claire Smith
Wyld staff
Job description:
Plant Lover



Between killing quite a few plants and taking classes at RHS Wisley (while living in London), I learned how to care for them.

I think that the act of caring for them is a big part of the reason I have them.

Having living things in your home that you need to take care of and keep alive is good for you.



It reminds you to slow down and give some time to another living being.

Eri Panasci who owns Poor George has guided me through the intricacies of setting up a small business. For instance, instead of ordering two of twelve things, decide on the ones you love and order deeply so after the first busy weekend you're not sold out.



This is a Pilea. It's also called a Friendship Plant...

...because they grow "pups." You wiggle one free, propagate it in water for two weeks, plant it, and grow new "pups."



I keep misting my air plant...

Plant-loving Customer

The way you water them is to soak the root ball for about a minute. It's important to dry them bum side up.

But how do I know it's still alive?



That's a good question...to which I don't have a good answer.



I can negotiate.

The greenhouses down in Long Island supply all the NYC shops. They know they've got what you need. For a small shop, they can gouge on the price.

They sent some Elephant Ears that were in bad shape.

I had to discount them. I also had to write an email.

I said, "We can do better than this." Luckily, they agreed.



Now I'm happy for my business background. I make a darn good spreadsheet.



My husband said, But are there other people like you?

I think so.



Plant-loving Customer

I got these cards for the store that say "Plant Daddy" and "Plant Lady."

