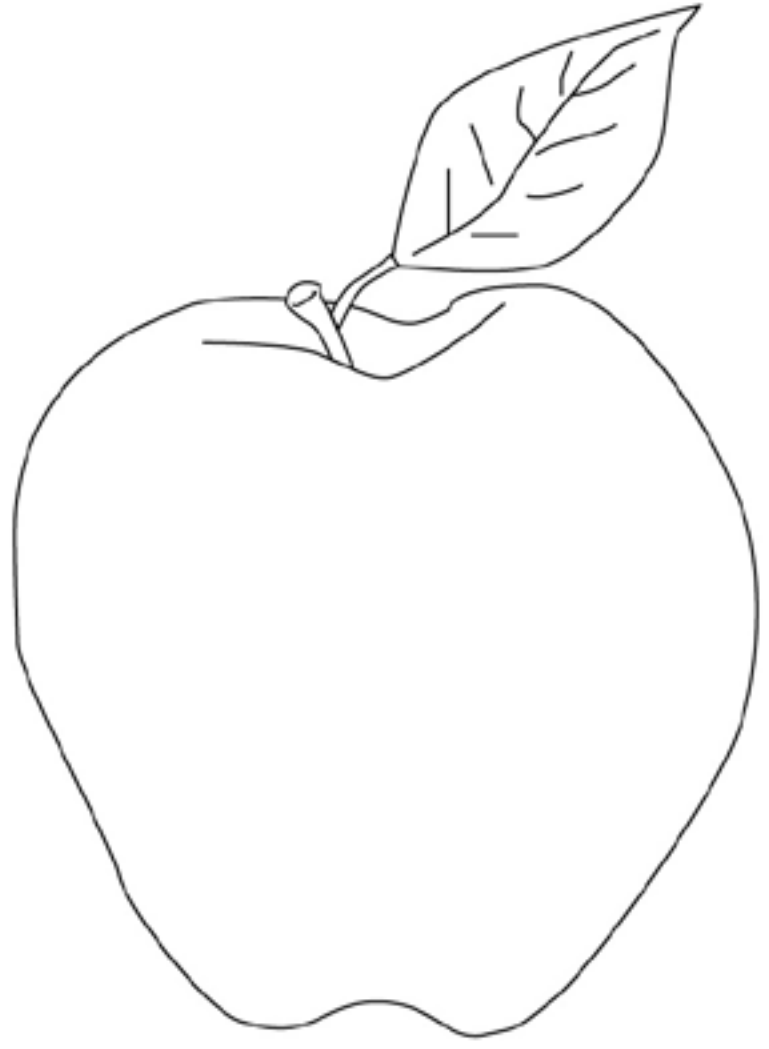


SHANGHAI

# IDSS 2014

urban farming



GAP between rural - urban world



urban farming - defined user: green | gardening knowledge | independent | traveler



how to approach farming to those with no interest?



focus on the growing experience  
bring new farming concept  
connect and share the experience

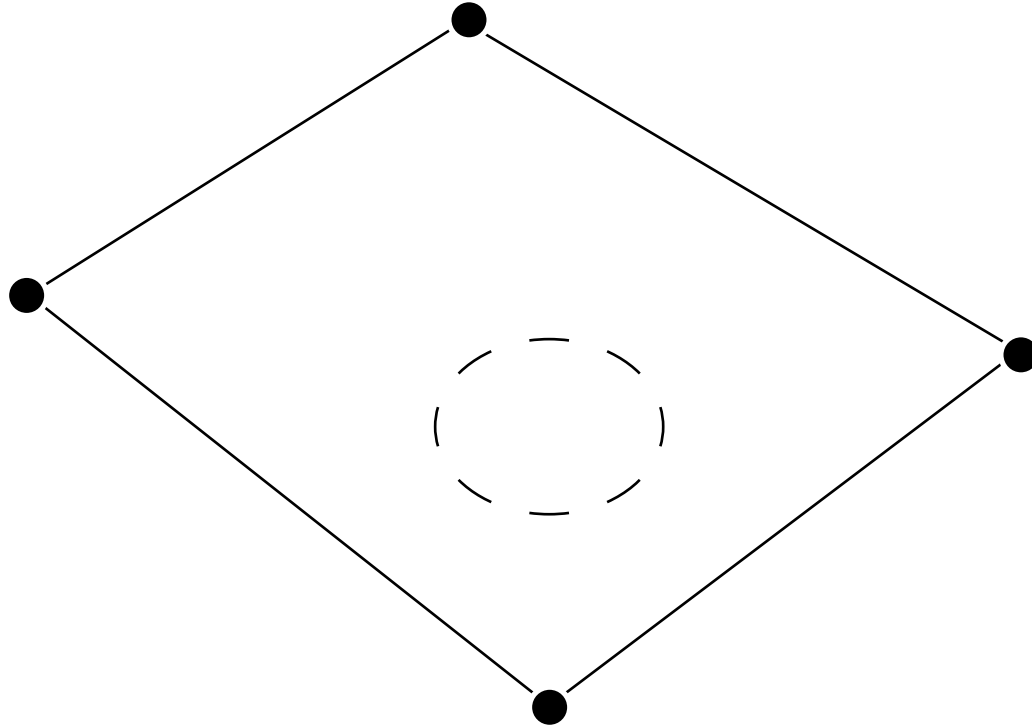
easy

1+1=2



community

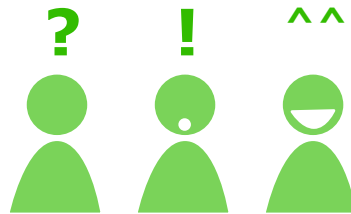
part of something

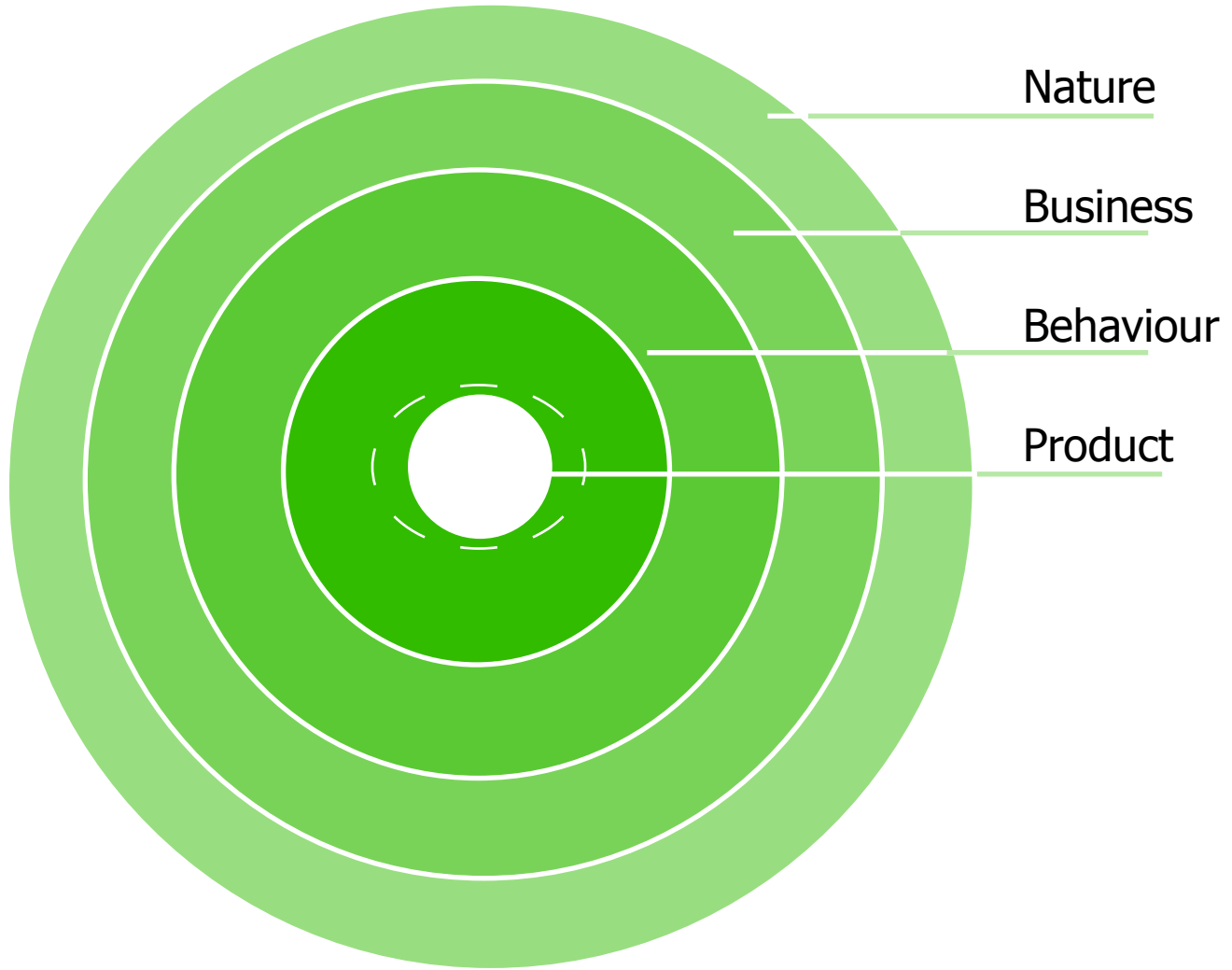


fun



experience





# GROWPRESSO

Full growing experience

Breath | Taste | Smell | Touch | See



Lifestyle

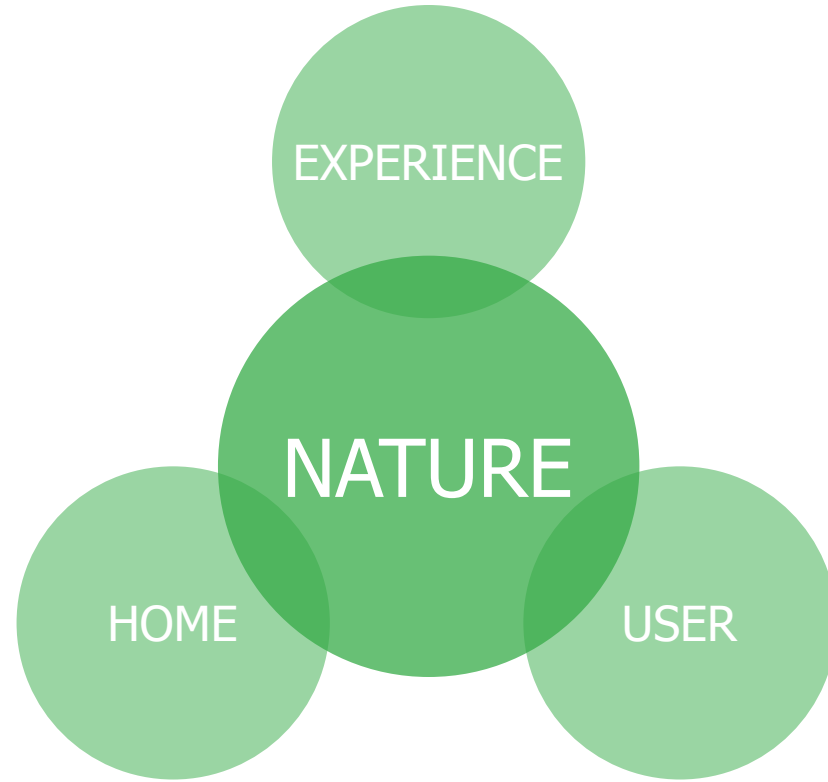
Shared

Strengthen relationship between consumer and product

All about experience



# iGrow



***What\_***

Approach farming experience to new users

***Where\_***

China. High population cities

Asian market

***How\_***

Bring new solutions to chinese users who don't know how to start growing their own plants and food and demand new green ideas for home but facilitating the whole process

***Who\_***

young middle-high class

not related with farming process

appreciate design and is curious about new products

independent

***Why\_***

Growing demand of organic products, DIY experiences and new natural trends in the household market. Bring closed solutions to the market.





## INTERVIEWS



*she\_*

young middle-class

Related with farming procedure

Related with design

Family household

## INTERVIEWS

1 Yes, its easy. I would buy the plants from the shop

2 Space is not enough. Only in the balcony of my desk. But the space is too small

3 Yes, I think the process is very interesting. When I stay woth plants I get more relaxed and happy

4 Not so concerned about the quantity

1 Do you think growing is easy?

2 Do you have space for growing at home?

3 Are plants important at your apartment?

4 Are you aware of the quality of your food?

*she\_*

young middle-class

Related with farming procedure

Related with design

Family household

## INTERVIEWS



*target User\_*

young middle-class

not related with farming procedure

appreciate design and is curious about new products

independent

## INTERVIEWS

1 Do you think growing is easy?

2 Do you have space for growing at home?

3 Are plants important at your apartment?

4 Are you aware of the quality of your food?

1 Not easy. My plants often die. Y get the plants from my friends

2 No, i don't have space in my lvinig room

3 Yes, the process is very important. I enjoy growing plants

4 If the quality of the plants is good, I am more happy, of corse.

### *target User\_*

young middle-class

not related with farming procedure

appreciate design and is curious about new products

independent



green

clean

integrated

friendly use

independent

closed system

## Growing system

New technologies applied to household appliances  
Next 20 years\_ Growing system in every house  
Adapt hydroponic farming to architecture  
Connect nature with urban people



+

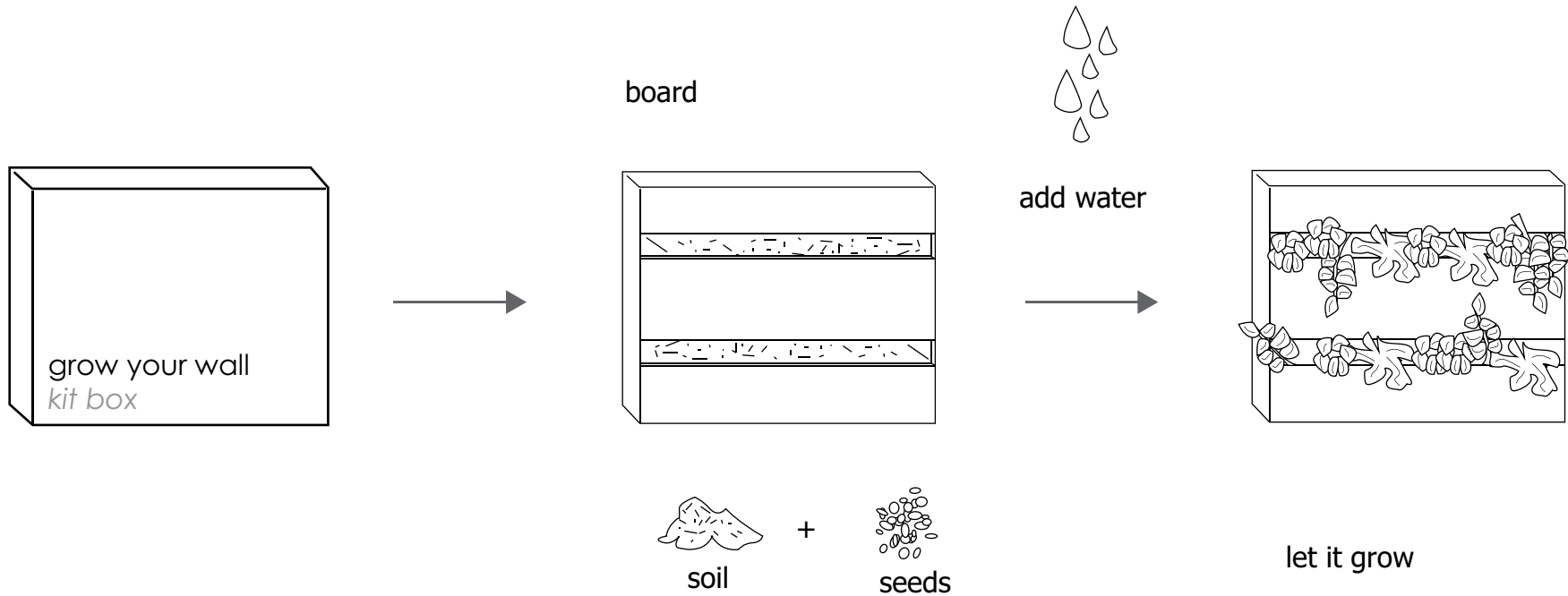
## New furniture concept

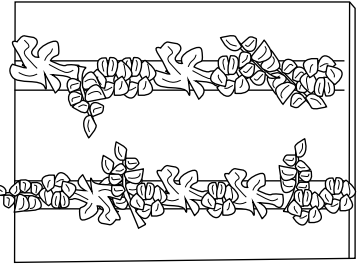
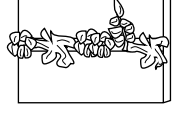
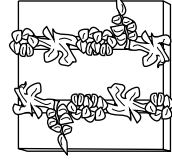
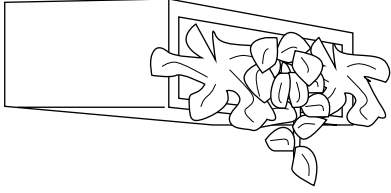
The house is full of plants, the garden's full of furniture  
Connect daily life with farming experience  
Focus on experience and user satisfaction  
Importance of cleanliness, closed system, all included



# Kit furniture in flat pack

This boards come in a flat box that can be easily transported, saving time and space. The aim is to let people grow their own plants directly from the box. Once installed, maintenance is very easy and watering is done by an inner system.







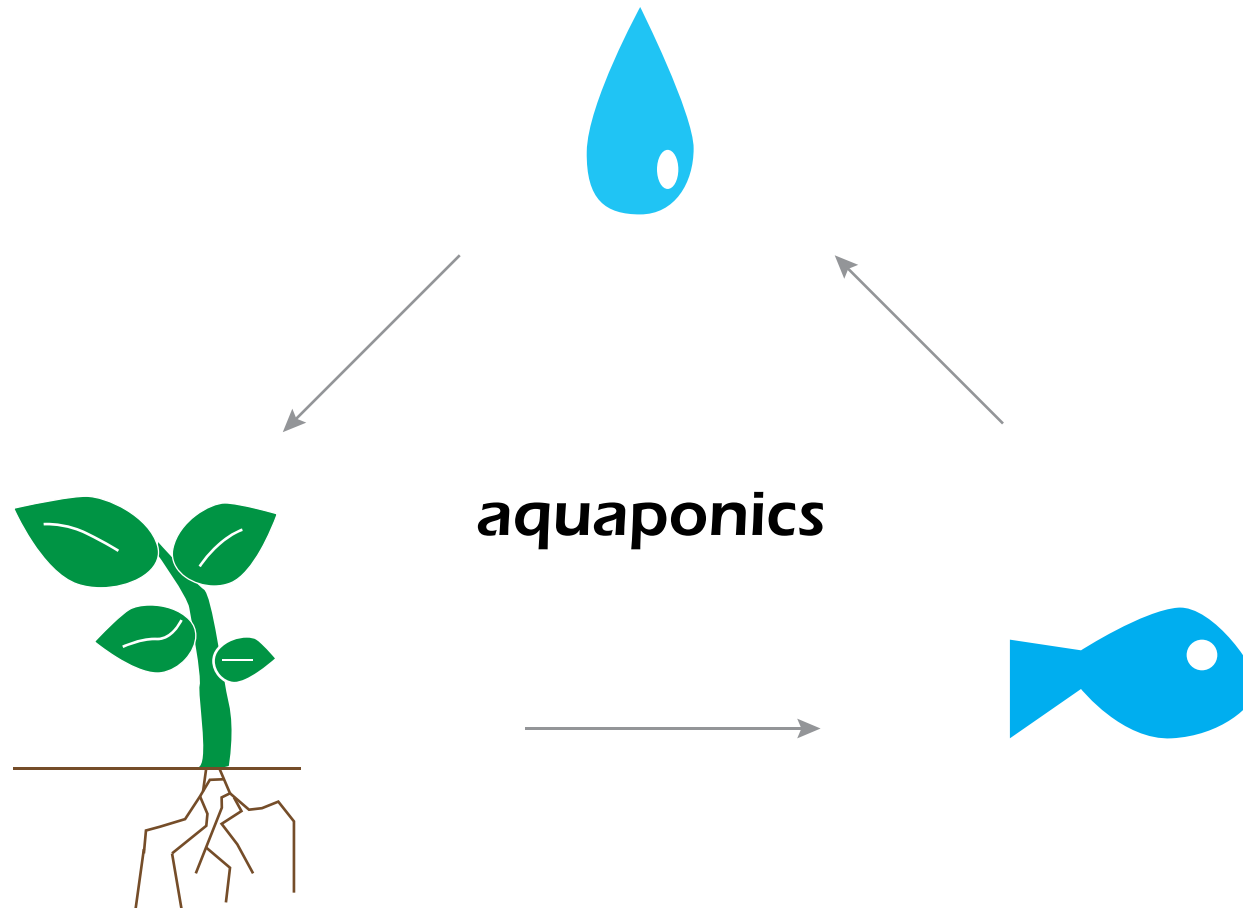
# Aquaponic growing system

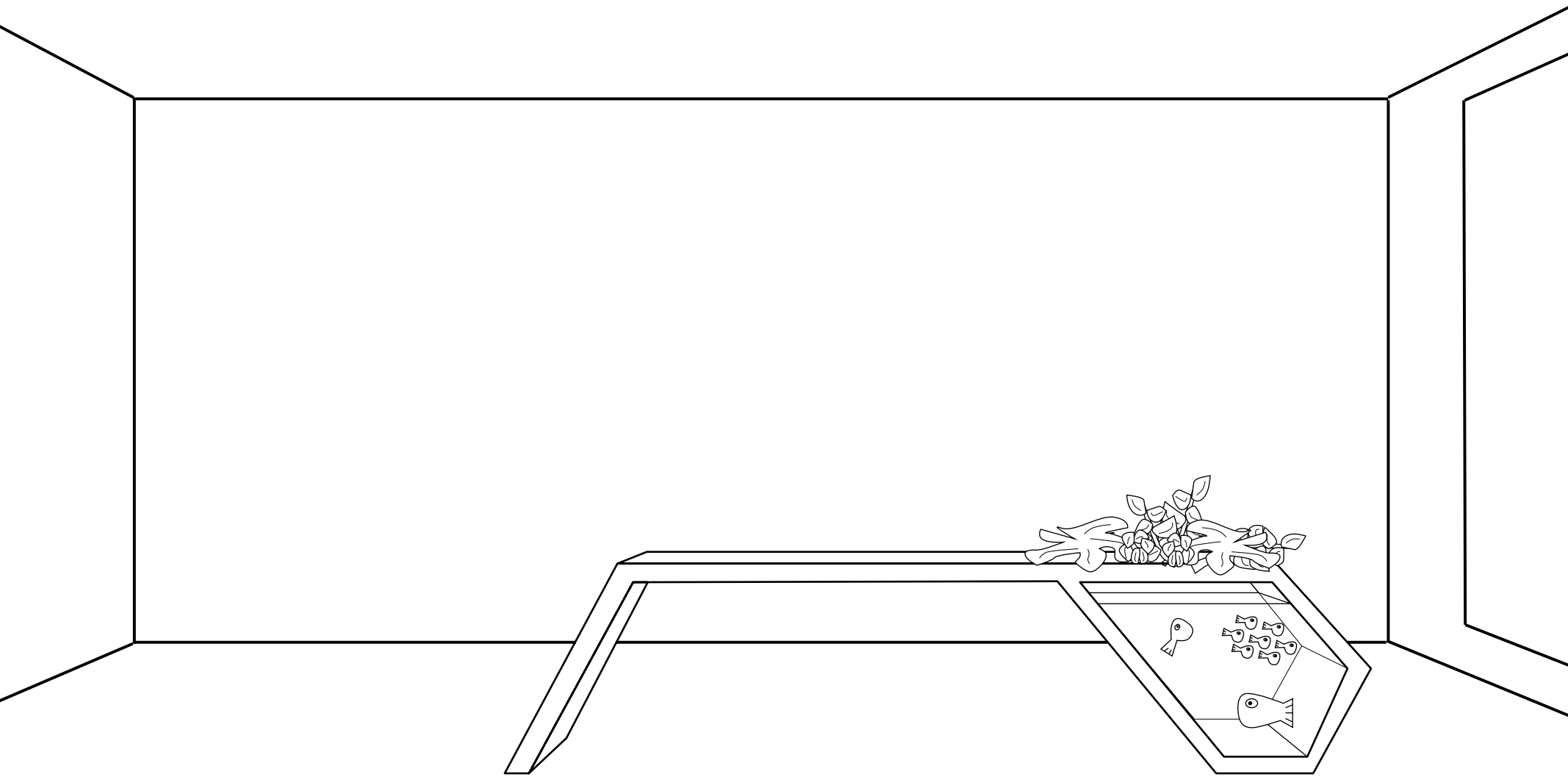
New technologies applied to household appliances

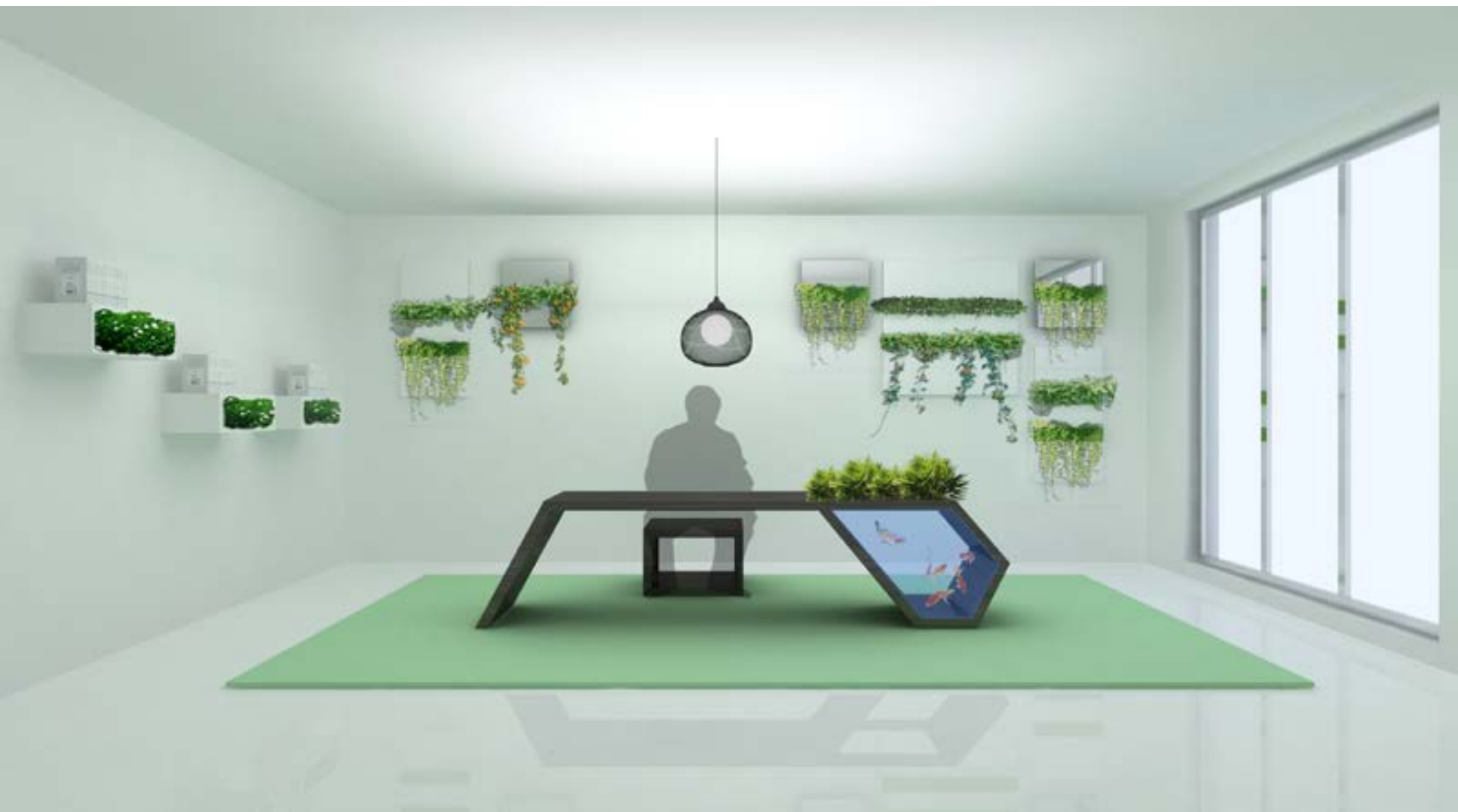
Next 20 years\_ Growing system in every house

Adapt hydroponic farming to architecture

Connect nature with urban people













Thank you | 谢谢 | Gracias | Danke | धन्यवाद