

**IDSS  
SHANGHAI  
2014**

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**GROW  ON**

**SIMPLE**  
**SOCIAL**  
**FUN**  
**EASILY APPROACHABLE**

# AIM



# FUN INTERACTIVE SIMPLE

- Raise Awareness on fresh food
- Bring people closer to nature
- Reduce food waste
- Make farming a part of urban life
- Create a System out of it
- Make it more than just plantation

**LITTLE SPACE AT HOME**

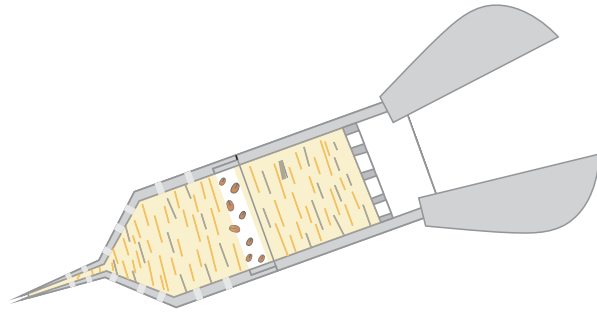
**PEOPLE WANTING TO GROW  
THINGS AT HOME**

**FRESH HERBS BEING USED IN  
CUISINES ALL OVER THE WORLD**

# TARGET GROUP

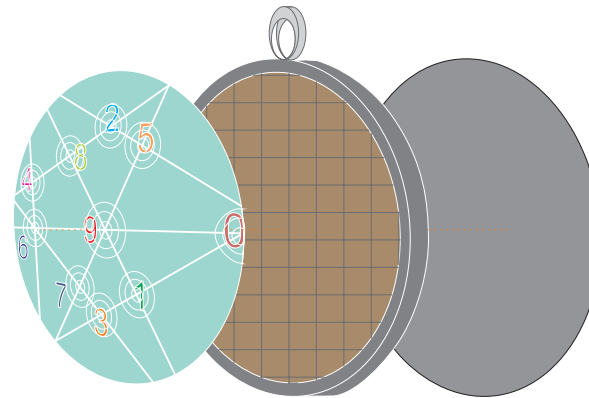
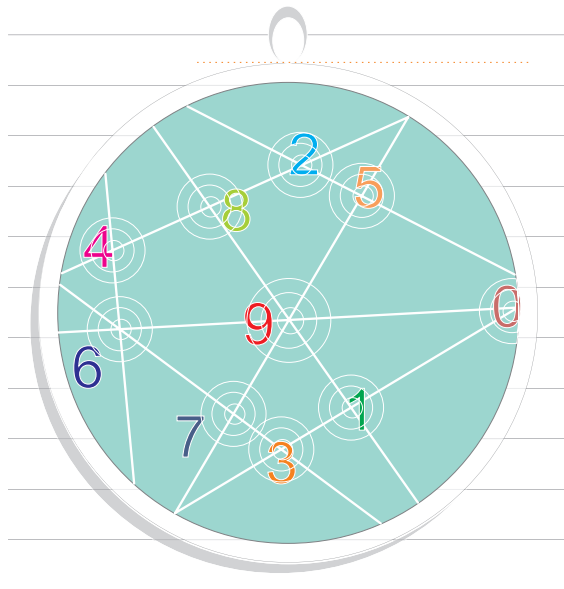


# IDEA



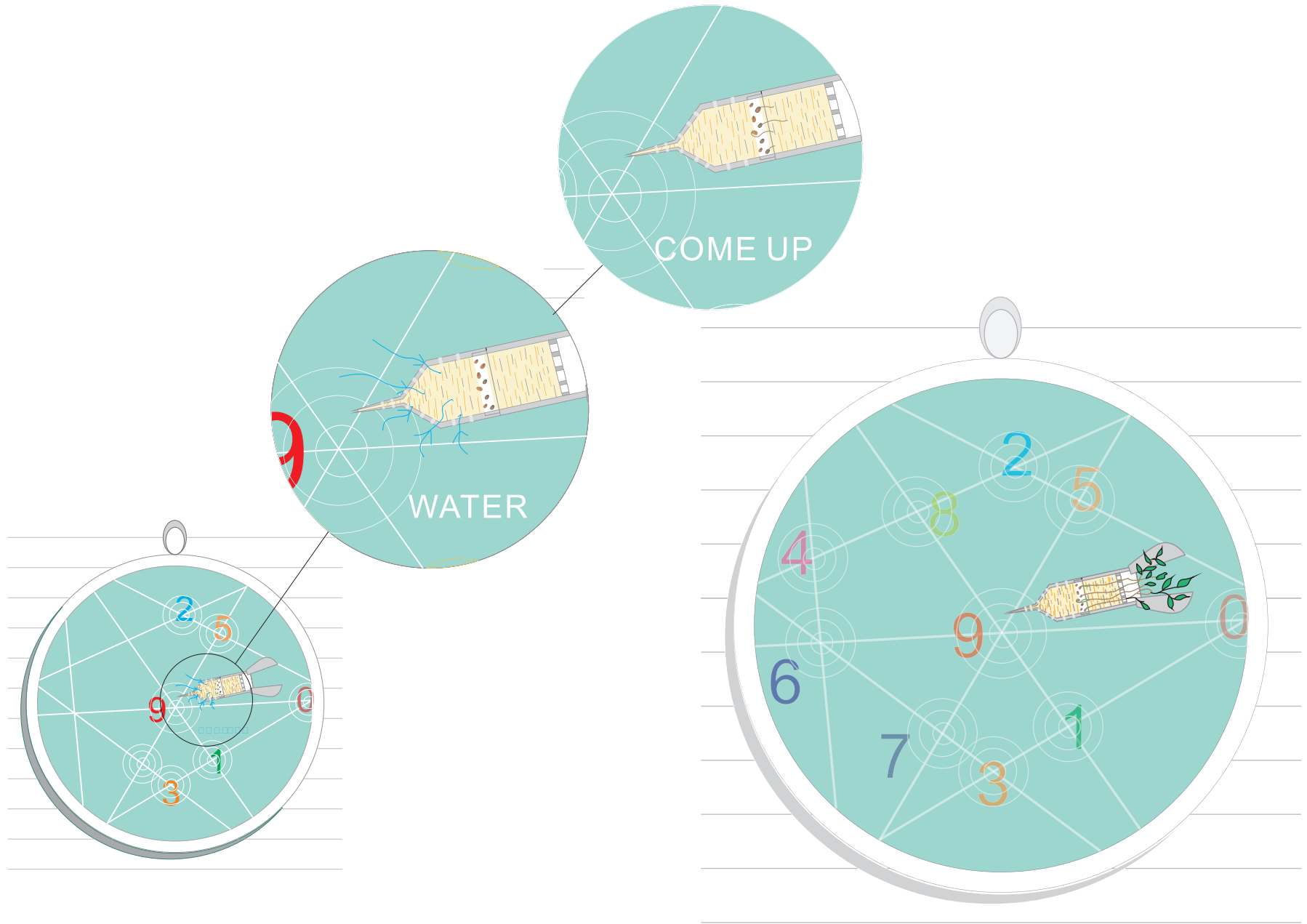
**Form:** Biodegradable PLA (polylactid acid)  
Point has a small hole to gather water

**Inside:** Soil combined with Perlite and natural fertilizer  
biological seeds

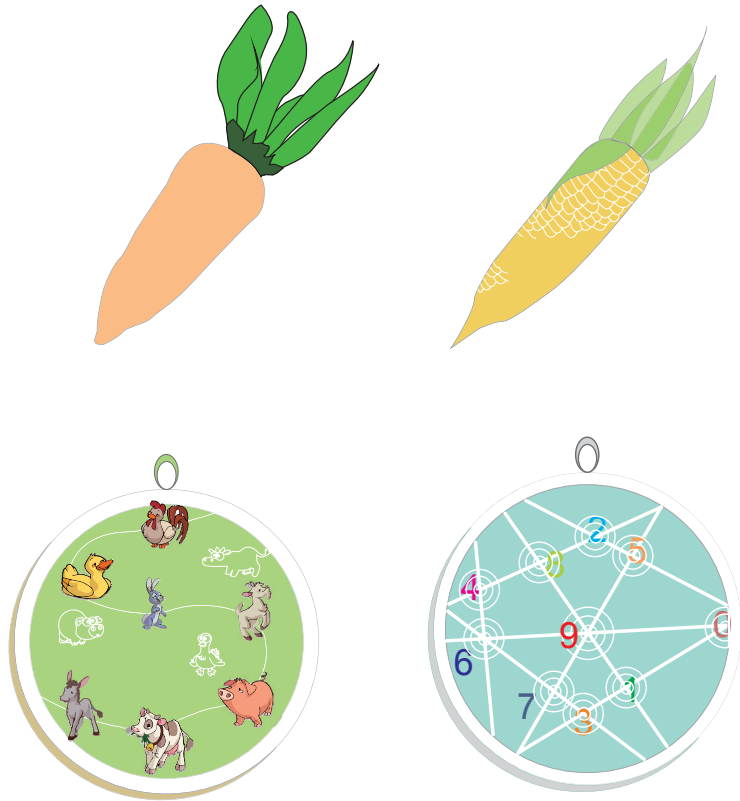


1. Cover
2. Absorbable organic mesh (e.g. jute, hemp) and compressed saw dust
3. Permeable material

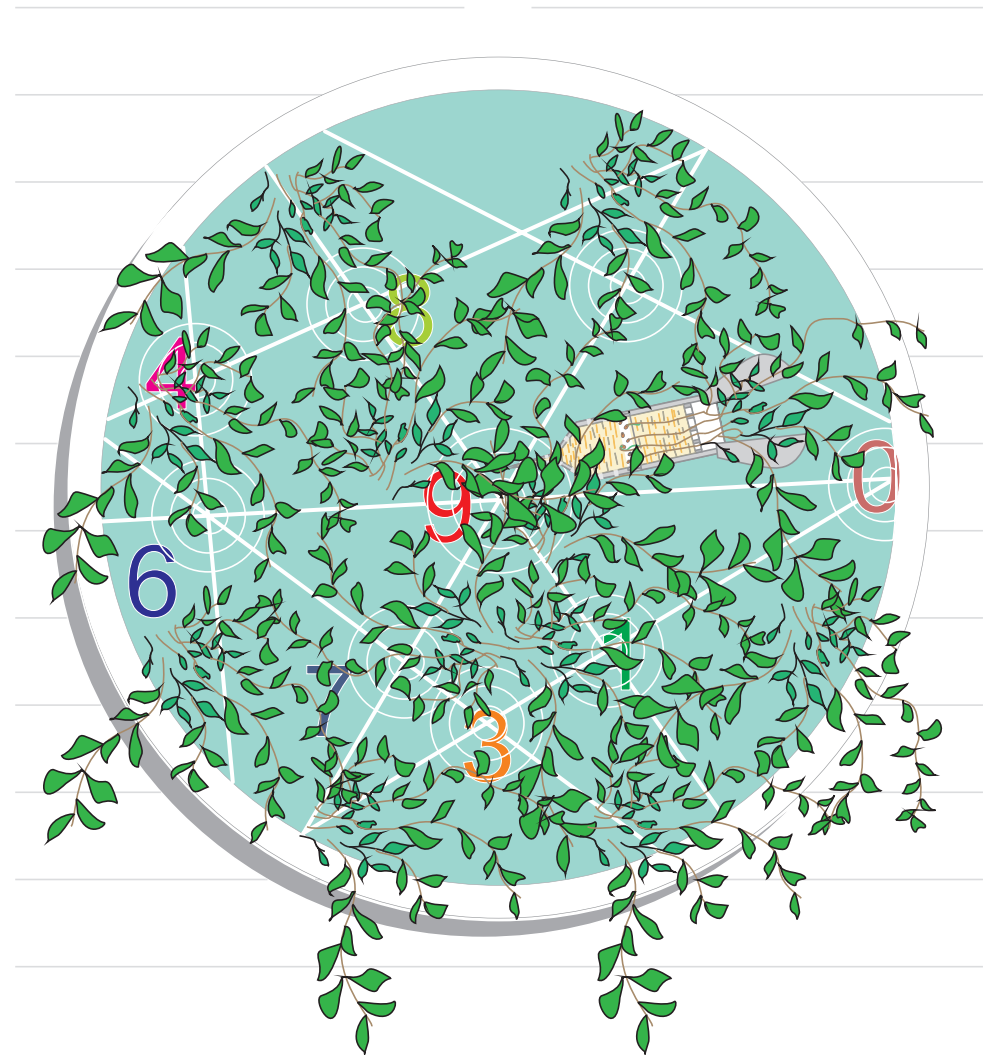
# HOW IT WORKS



# RESULT



Darts can have different shapes for e.g. carrots, corn, okra, pak choy. Dart Boards can have different looks.



LITTLE WALL GARDENS.  
Growing fresh herbs in your home.



**GAME ON!**

**FUN FOR EVERY AGE  
FITS IN EVERY HOME  
ADAPTIVE TO DIFFERENT  
CULTURES AND CUISINES**



natural and biological material  
refillable  
biodegradable  
environmental friendly