

FELLOW FARMERS

A GLOBAL URBAN FARMING NETWORK



INTERNATIONAL DESIGN SUMMER SCHOOL 2014

POOJA VASU - RUBY HE - LENA GROSSMÜLLER

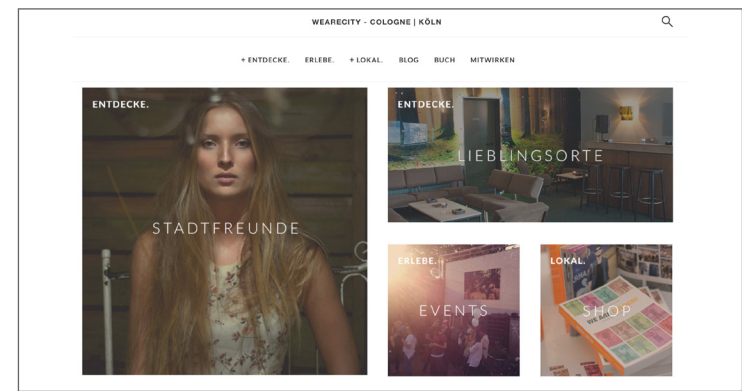
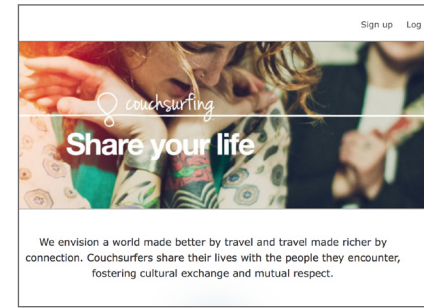
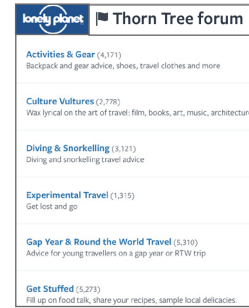
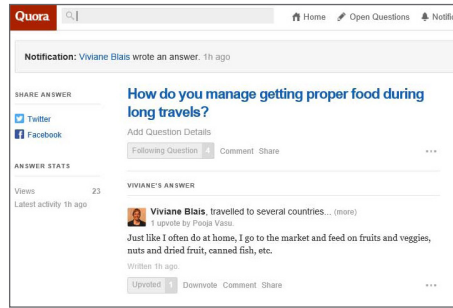
IDEA

FELLOW FARMERS CONNECTS URBAN FARMERS FROM ALL OVER THE WORLD AND SUPPORTS THEM IN FARMING ABROAD. IT IS THE WORLD'S FIRST INTERNATIONAL NETWORK FOR URBAN FARMERS.

LOG IN - CONNECT - TRAVEL

RESEARCH

WE CONDUCTED INTERVIEWS WITH PEOPLE ON THE STREETS OF SHANGHAI AND WUXI AS WELL AS WITH FELLOW STUDENTS FROM CHINA, INDIA AND SPAIN. BESIDES WE ALSO STARTED A NETNOGRAPHY BY SEARCHING THROUGH DIGITAL TRAVEL AND URBAN FARMING PLATFORMS TO KNOW THE NEEDS AND EXPECTATIONS OF BOTH URBAN FARMERS AND TRAVELLERS. FURTHER WE RESEARCHED SIMILAR PLATFORMS AS REFERENCES.



INTERVIEWS

NETNOGRAPHY

REFERENCES

WEBSITE

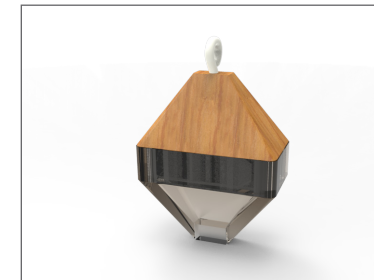
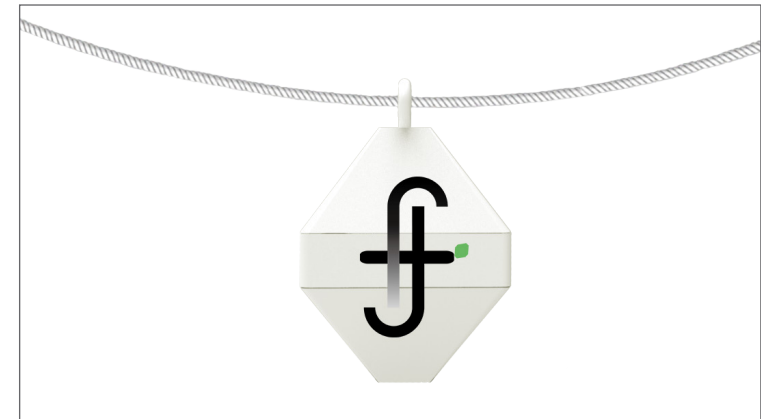
www.fellowfarmers.com



FINAL PRODUCTS



MEMBERSHIP NECKLACE

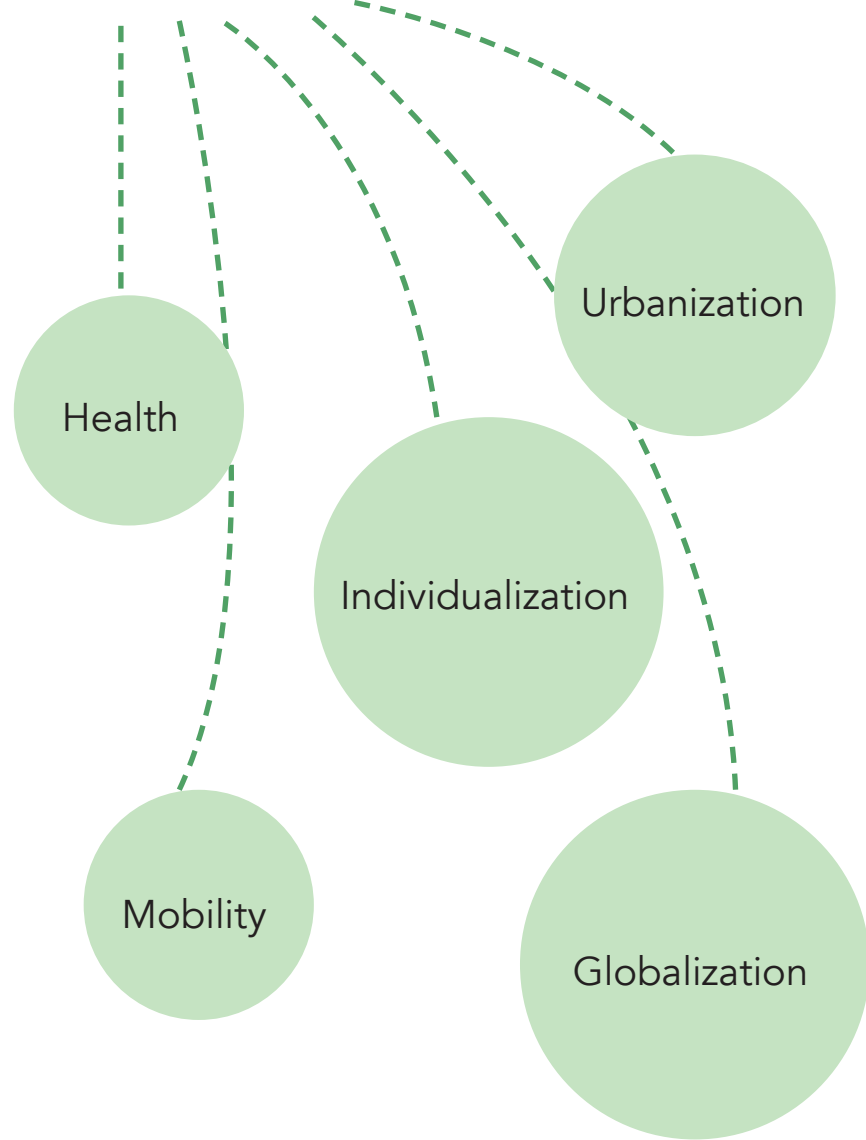


THE WEBSITE IS OUR KEY PRODUCT. IT CONNECTS URBAN FARMERS WORLDWIDE - FIRST VIRTUALLY AND THEN PHYSICALLY. YOU GET ACCESS TO ALL SERVICES / PAGES ONCE YOU BECOME A MEMBER.

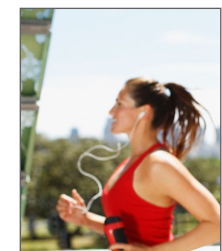
IF YOU BECOME A FELLOW FARMER YOU RECEIVE A MEMBERSHIP NECKLACE. MEMBERS CAN PUT INSIDE SOIL, GRASS, HERBS, SPICES ETC. AND EXCHANGE IT WITH OTHER FARMERS.

CONTEXT

MEGATRENDS



WE FOCUS ON URBAN FARMING IN RELATION TO THE MEGATREND MOBILITY. ON THE ONE HAND PEOPLE LIKE TO PARTICIPATE IN URBAN FARMING, TO CONNECT WITH NATURE AND *GET THEIR HANDS DIRTY*. ON THE OTHER HAND PEOPLE LIKE TO TRAVEL, LIFE IS GETTING FASTER AND FLEXIBLE – FROM COMMUNICATION TO TRANSPORTATION TO NEW WORK MODELS.





ACTIVE

CURIOUS

TRAVELLERS

OUT DOORSY

TARGET GROUP

URBAN FARMERS

OPEN MINDED

ACTIVE

HEALTH CONSCIOUS

EXPERIMENTAL

ALL AGE GROUPS



VALUES

FELLOW FARMERS OFFERS A PLATFORM FOR URBAN FARMERS WHO LIKE TO TRAVEL. THEY CAN EASILY FIND FARMLANDS ABROAD WHERE THEY CAN PARTICIPATE IN THE FARMING ACTIVITIES AS WELL AS CONNECTING WITH OTHER URBAN FARMERS WHO COULD ALSO BECOME YOUR HOST, CITY GUIDE OR FARMING FRIEND.



CONNECT

CREATE YOUR PROFILE
SHOW YOUR FARMLAND
GET IN TOUCH



INTERACT

TRAVEL ABROAD
WORK TOGETHER
MAKE FRIENDS



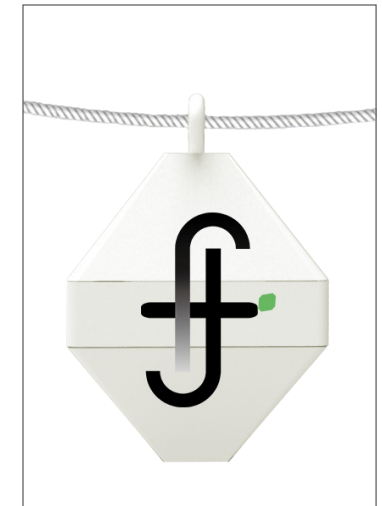
SHARE

SHARE THE SKILLS
SHARE THE CITY
SHARE THE FLAT



INFORM

TEACH OTHERS
GET TAUGHT
EXCHANGE EXPERIENCE



FELLOW FARMERS IS PROMOTED THROUGH THE NATIONAL URBAN FARMING NETWORKS AS WELL AS THROUGH THEIR OWN WEBSITE FELLOWFARMERS.COM AND SOCIAL MEDIA PROFILES. FURTHER THE MEMBERS ARE PROMOTERS, TOO, BY WEARING THE MEMBERSHIP NECKLACE. THIS CAN ALSO BE USED FOR VIRAL MARKETING PURPOSES.

