

**NEW
ARCHITECTURE
MATERIALS
TECHNOLOGIES**

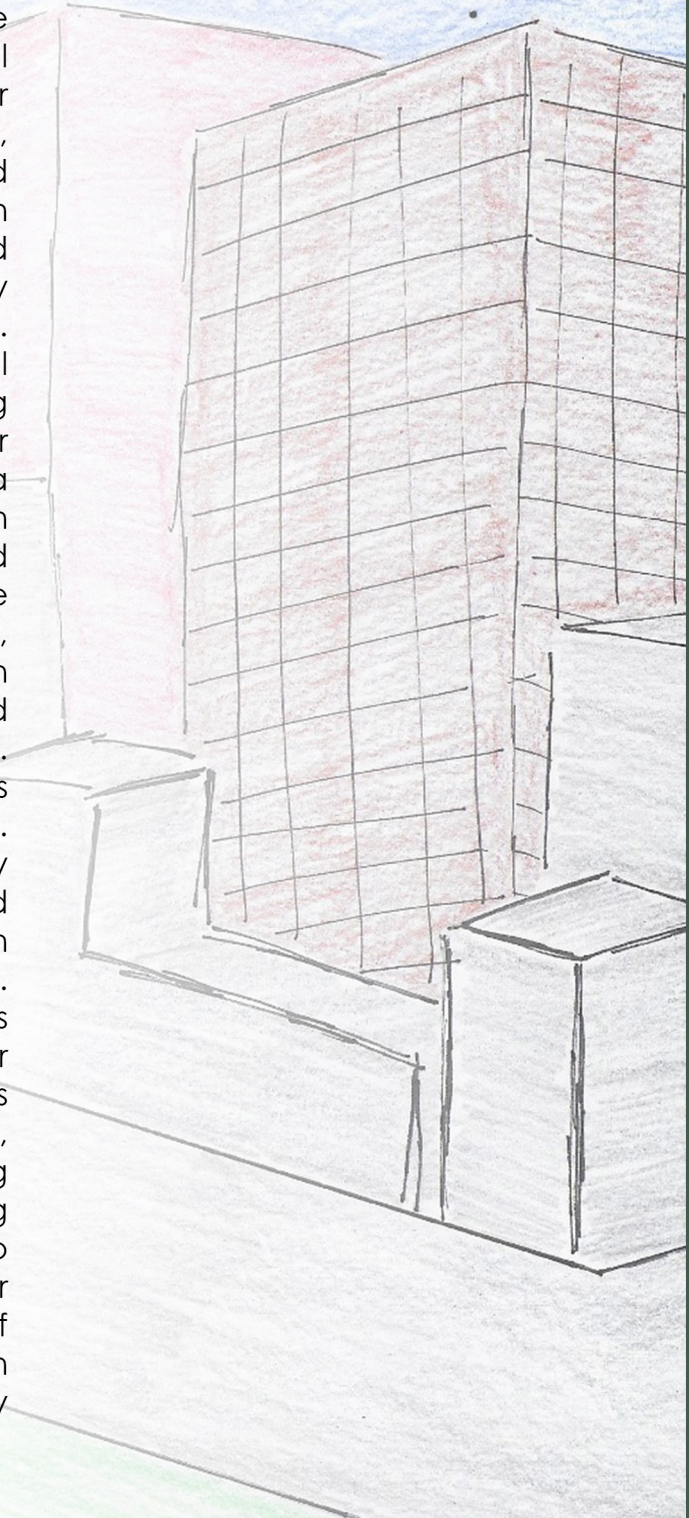


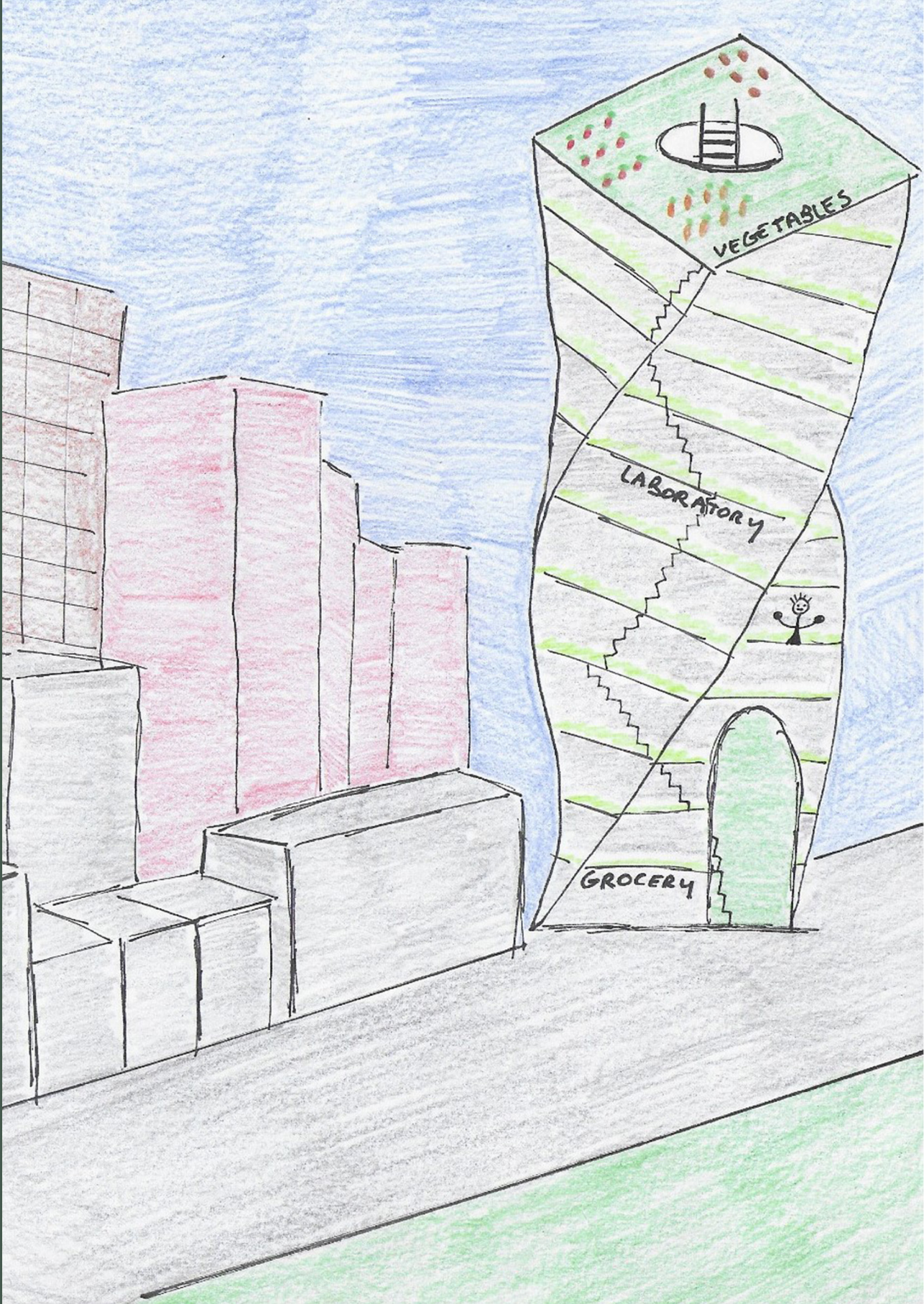
Vertical Community

LOODUS

OUR HOME AND OUR COMMUNITY

We are living in a fully sustainable and regenerative vertical Community, where we feel closer to the nature and each other, while still living modern and comfortable lives. Our house with its organic forms, has been inspired by the nature and is very connected to the plants and trees. Every home has as much natural light as possible and we're using solar energy and rain water for our plants. On the rooftop we have a community garden where we can grow our own vegetables and enjoy the nature while living in the city. On a first floor we have a lab, where it's possible to work with scientists and grow and experiment with different materials. Science lab also organises classes for the children and adults, as well. Next to the lab we have a grocery store where we can buy, sell and trade the vegetables we've grown or homemade bread for example. Whenever we have any leftovers we can leave them there for someone else. Everyone can be as involved as they want. The house, of course, has a little recycling centre, and the bio waste is being used in the garden on the rooftop or a lab downstairs. The life in our house is organised in a way, that if we ever need to be in lockdown again, we can comfortably manage our daily lives.





VEGETABLES

LABORATORY

GROCERY

THE RESIDENTS



ANETTE

My name is Anette. I'm living in our circular community with my cat Rota. I love living here because I feel more connected to the nature and the people who live in this house. Because I'm a fashion designer it is important and practical for me that I can use the lab downstairs to test and try different bio materials for my design projects. As a passionate home cook and a big fan of vegetables, I absolutely love the veggie garden upstairs and the opportunity to grow and trade the products. To add something positive to the community, I have a little studio space in the house where other community members can buy or rent the garments I make.



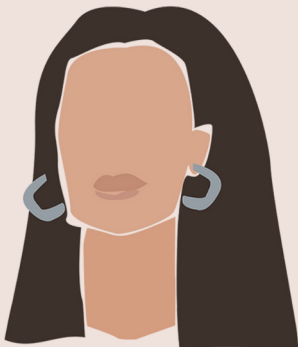
MARIE

My name is Marie and I live in this building with my mom and my sister. We love living here because all three of us are very social so we like to have regular contact with different people. Mom and I are very passionate about cooking, it gives us a sense of peace. So the fact that there is a store downstairs and a vegetable garden upstairs is a big advantage. We like to use different herbs in our cooking, so we have some herbal plants in our apartment. In this way we bring nature inside. My sister, on the other hand, is the one who prefers to occupy herself with experiments, for which the presence of a lab is a serious plus. In the morning we try to have breakfast together, so that we can talk about what our plans are for the day. In the afternoon, we enjoy having a cup of coffee in company with the other residents of the building. The combination and the presence of different things throughout the building, ensures that this is not a simple building, it becomes a natural community



COLIN

Hi, my name is Colin. I live in this community with my friend and roommate Emilio. It's very calming and nice living here. Our neighbours and the people who live here are very friendly. It's an amazing place for us because we got the privacy to work in our home, which we value a lot. But we can always meet or ask help from the other residents. We don't need much so usually live a simple life, so for our meals it's nice that we can always have vegetables close by. Due to the nature around us we feel more calm and focused. The lab is also a fun and unique place we find interesting. It feels like you're connected with a whole town but it's actually a whole building.



AMÉLIE

My name is Amélie and I have been a resident of this building for 1 year. I live here with my boyfriend Thibaud on one of the floors. We had been looking for an apartment to live in together for a very long time and 1 year ago we found the perfect place for it. Thibaud is very interested in new techniques and materials. So he loves the fact that there is a lab on the top floor. In the lab, he and the other residents can work on making new materials. In doing so, they are supervised by a specialist who helps them with the process. For example, we have a lamp hanging in our living room, which he grew himself in the lab. For myself, the greatest assets are the vegetable garden and the social aspect of the apartment block. There is a garden on the roof where everyone can grow their own vegetables and fruit. This makes it very easy to get to know each other and to help each other if something doesn't work out. I quickly got to know all the other residents in the apartment block. If I have too many vegetables, I just go and bring them to one of the other residents. For example, I learned how to grow cucumbers, but Anette still doesn't know how to do it. So we agreed that every Monday I will bring her a cucumber. We also have a small store on the ground floor, where surplus vegetables can be exchanged for other products. So people who would like to have local vegetables come in and we can give them vegetables in exchange for, say, a few eggs, so it is kind of an trade method that we use.

**FASHION
TEXTILE
VINTAGE
ECONOMICS**

NEW TIMES

Brought to life by:

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Newsflash from the future // March Edition

Alien species decided not to blow up the earth because of choice we made a hundred years ago

Today the world received quite a peculiar message. An alien species referring to themselves as the Zorks send a message to news broadcasters all over the world. The message was meant for all humankind. In their message they revealed plans for blowing up the earth a good hundred years ago. "We were worried about the way humans were consuming" said Slorpo, the leader of the Zorks. The Zorks took an interest in our planet when their planet was short of good ground to grow food. They didn't come to earth with bad intentions. "We came in peace with humankind. We wanted to make a deal, an alliance. Some ground for us in exchange for something from our pla-

net. But when we came to earth and saw how people were treating their own planet, we were outraged. We wanted to blow the earth up then and there but decided to wait just a little bit." What shocked the Zorks the most was the way people consumed products, especially clothes. "We were surprised by the amount of waste humans were creating without knowing it. The clothing industry on earth produces so much waste and humans weren't even aware of the harm they were causing. I think that is what enraged us the most." But the aliens didn't cancel their plan, they just decided to delay it. "After observing for a while, we noticed that a few people were actually aware

of the pollution that was happening, so we decided to give humans a second chance and check up on them later. When we did a hundred years later we saw that humans really changed up the way they shop. Buying all things second hand now. They also take care of what they buy way more now than they used to. So, we're happy we gave them that second chance." The Zorks have gone back to their planet now but said that they'll still check in now and then. And for those who are wondering, they were able to make a deal with another planet, so they have plenty of ground now to grow food and save their own planet.



Case study: The resurrection of the Aral sea

The Aral sea, located on the border of Uzbekistan and Kazakhstan, also known as toxic wasteland (Shepherd 2019), is about to change.

The causes for the reduction of the Aral came from the cotton farming in the region. The rivers which fed it, were siphoned off, primarily to irrigate cotton crops. Besides due to the poor infrastructure and irrigation systems large amount of water failed to reach the cotton fields, making it inefficient. Due to the sinking water levels the salt levels rose and caused the demise of at least 24 species of native fish. Moreover, widespread disappearance of native animals and plants was observed, as the nearby wetlands and lakes have shrunk by up to 85%, causing loss of local forests. The changing environmental conditions made the area suitable for invasive species, that caused further problems to the ecosystem. Impact on the environment was not the only one.

The human health got impacted through toxic waste storms. The

pesticide and waste residues left on the dried surface of the sea were blown into the surrounding region. Respiratory illnesses accounted for half of the deaths in the regions, according to report from the Environmental Justice foundation. Much of the drinking water in the region was also contaminated.

That is about to change as more people are getting used to buying more second hand clothing or getting active in swapping their garments or fixing them the need for raw cotton has decreased, especially in areas where the climate conditions are not suitable for growing cotton. We can finally stop worrying about our health, and mother earth's health.

Source:
Shepherd, H. 2019. Thirsty for fashion. Soil Association <https://www.soilassociation.org/thirsty-for-fashion/>



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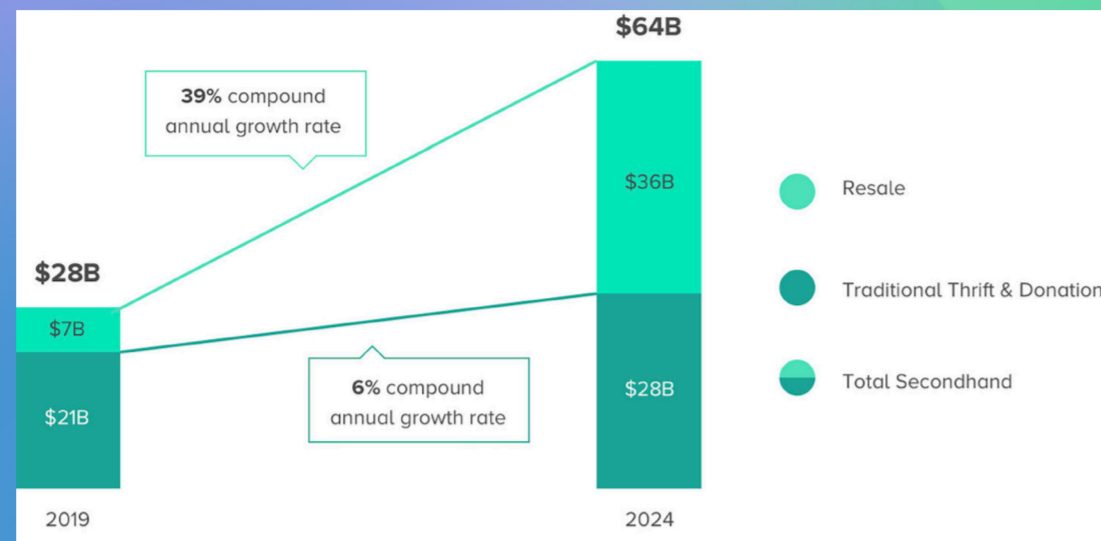
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BELGIUM

Group of polar bears saved by freezing ice caps

The trend that can't be ignored is climate change, but there is a synonym for trend setting and that is fashion. Most importantly now, the fashion industry has resisted inefficient practices. We used to live in a world where fast fashion was becoming increasingly popular and was a "need" for consumer greed. After a study by WWF, it turned out that gigantic amounts of water were needed to produce fashion. As an example, assume that one cotton shirt required more than 2,700 liters of water, which equates to about 15,000 liters for just one kilogram of cotton. Couple this with the fact that two of the largest cotton suppliers are India and Pakistan, so it wasn't surprising that water scarcity was such a problem in those countries. This all led to the fact that the production of clothing was incredibly unsustainable. When it came to sustainability, denim manufacturing didn't fare much better. Levi Strauss examined the emissions of one pair of jeans after the manufacturing process. From this, he could conclude that one pair required the same amount of greenhouse gases as driving a car for 100 kilometers. Then consider the amount of denim worn in our world. No wonder, then, that the responsibility of 10% of all global carbon emissions used to lie with

the fashion industry. Another contributing factor to climate change in the past was the large amount of waste in landfills around the world. Some of those amounts come from clothing that has been worn, used and disposed of once. Those non-biodegradable substances remained in landfills for up to two centuries. So it's not just CO₂ emissions that you should be concerned about. Not only the landfills were full of unwanted clothing, but also the oceans. The many clothes made of polyester released thousands of microplastic fibers into the environment when washed. Almost half a million tons of these microfibers ended up in the sea and, due to their non-biodegradable nature, seriously damaging underwater ecosystems. In addition to worrying about polar bears and climate change, we also had to think about all fish, turtles and other underwater creatures. But, due to an intensive campaign to promote a new mindset to buy more second-hand clothing, furniture, etc., the ice caps have increased enormously in past years. We finally don't have to worry about our health and the health of Mother Earth anymore. Source: <https://www.whichplm.com/the-impact-of-fashion-on-climate-change>

Ahead of the time with predictions, but couldn't expect this



The skyrocketing of secondhand shopping. Some people can read the future, but it's not only fortune tellers or fortune cookies who do so. ThredUp and GlobalData Retail reported five years ago when the secondhand apparel market was valued at

about \$28 billion, that by today 2024 it will reach \$64 billion. Well, it turned out that the secondhand business numbers have skyrocketed and exceeded the predicted numbers. All the garment factories are reconstructed to modern

reuse, mend, swap, bring and take centers. Source: <https://www.cnbc.com/2020/06/23/thredup-resale-market-expected-to-be-valued-at-64-billion-in-5-years.html>
www.thredup.com/resale

Job offers

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Interested? Please do not hesitate to contact us by phone +32 485

473924 or send an email info@unidsommeil.be.

The gap between rich and poor is closed



We have known this for decades: most of our clothes are made in countries in which workers' rights were limited or non-existent. In fact, production sites were regularly moving location, on the lookout for ever cheaper labor costs. We often heard company owners saying that "for these workers, it is better than nothing", "at least we give them a job", and to a certain extent, they were right. But it was also right to say that they are exploiting the misery and taking advantage of poor populations who have no choice but to work for any salary, in any working conditions. Even the

European Parliament has used the term "slave labor" to describe the past working conditions of garment workers in Asia. We knew that if working conditions improved in one country, companies would just move to another. We couldn't expect much change from the corporate world or from governments if consumers did not push for a change. Many fashion brands assured their customers that the workers who made their clothing are paid "at least the minimum legal". But what exactly did that mean? First of all, it meant that many other brands did not even pay the minimum legal sa-

lary! Furthermore, in most of the manufacturing countries (China, Bangladesh, India...), the minimum wage represented between half to a fifth of the living wage. A living wage represents the bare minimum that a family requires to fulfil its basic needs (food, rent, health-care, education, etc.). So, in summary, these brands were bragging about paying their employees 5 times less than what a person actually needs to live with dignity... Garment workers were often forced to work 14 to 16 hours a day, 7 days a week. During peak season, they would work until 2 or 3 am to meet the fashion brand's

deadline. Their basic wages were so low that they couldn't refuse overtime - aside from the fact that many would be fired if they refused to work overtime. In some cases, overtime was not even paid at all.

Source: <https://www.sustainyourstyle.org/old-working-conditions>

One of the main reasons this gap has been continuously closing now has to do with the vanishment of poor working conditions in textile factories in Asia. Due to less demand caused by

the secondhand revolution that started in 2021, these jobs disappeared and created a lot of new job opportunities. Big corporations who started this 'slave labor' are no longer part of the chain, and those who were working in this exploitative industry can now find new jobs, closer to the customer. The 'slave labor' is something we are leaving in the past and are never going back to.

Wanted: Saleswoman

Fulltime

We are looking for a sales person for the second-hand shop in Viljandi. Experience is not required.

INTERESTED? Contact us at +372 602 6011.



Air-hostess finds out she is wearing the outfit of a '00s popstar

A French airhostess working for the zero-emission aviation company Float stumbled across an old videoclip on the internet. It was a clip from a popular song released in 2003 by the star Britney Spears. She noticed that the outfits that the famous singer and her dancers were wearing looked very similar to the one she now wears for work. She asked her friend with whom she swapped

the outfit for a bathing suit, where she got it. After retracing the swaps that happened over the last decades, the trail ended in studio storage room in Los Angeles. Found underneath several layers of touch-up patches. The initials B.S. were found. The airhostess is very happy with her attire because it allows more movement than the ones she found on the attic of the company.

NEW TIMES

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Woman saved from skin cancer

In every area of textile manufacturing, chemicals are used to make fibers, bleach and dye fabrics. Upon arrival at the stores, our clothing still contains a lot of chemicals, even if they are made from "100% natural" fibers. Our skin absorbs everything we put on it and so it's the largest organ in our body. The chemicals in clothing can pose a real danger to our health. The identification of 11 chemicals used to

make clothing, contain toxins, carcinogens and endocrine disruptors. Substances that should be banned, according to a study by Greenpeace. Also, a recent study found dangerous chemicals in 63% of tested items from 20 different textile brands, including fashion giants. Some Studies show that certain chemical substances contained in pyjamas, can be found in a child's urine 5 days after wearing

those pyjamas for one night. Due to an intensive campaign to promote a new mindset to buy more second-hand clothing, furniture, etc., the health of people have increased enormously in past years. We finally don't have to worry about our health and the health of Mother Earth anymore.

The air pollution is finally a solved problem

Air pollution has been a problem for the past century. Many factors come in to place here, and after a century of destroying our planet, and air, we are finally back at a healthy level.

Air pollution is caused by solid and liquid particles and certain gases that are suspended in the air. These particles and gases can come from car and truck exhaust, factories, dust, pollen, mold spores, volcanoes and wildfires. The solid and liquid particles suspended in our air are called aerosols.

Any particle that gets picked up into the air or is formed from chemical reactions in the air can be an aerosol. Many aerosols enter the atmosphere when we burn fossil fuels—such as coal and petroleum—and wood. These particles can come from many sources, including car exhaust, factories and even wildfires. Some of the particles and gases come directly from these sources, but others form through chemical reactions

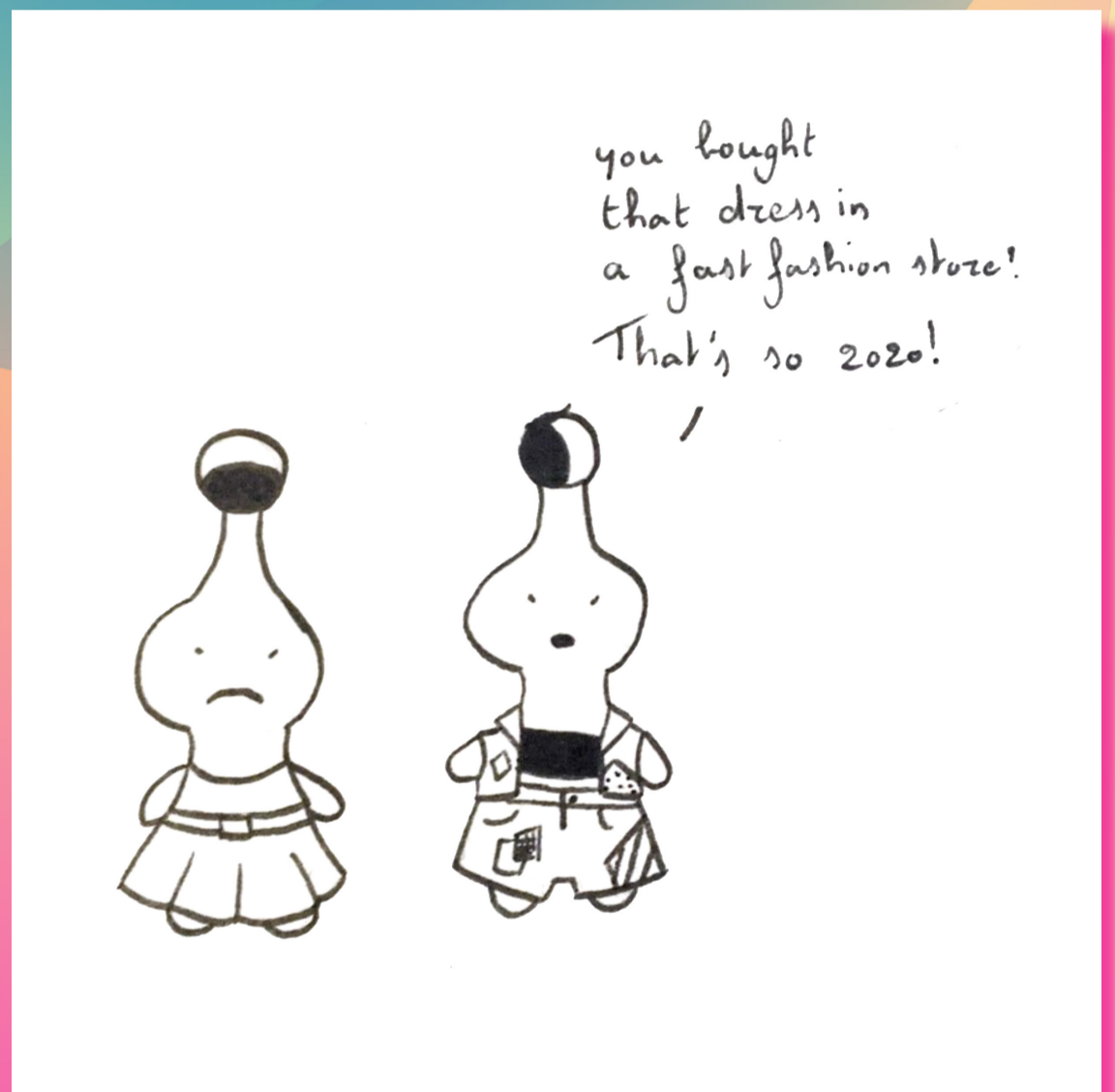
in the air.

Aerosols can come from other places, too, such as ash from an erupting volcano. Dust, pollen from plants and mold spores are also examples of aerosols.

Breathing in polluted air can be very bad for our health. Long-term exposure to air pollution has been associated with diseases of the heart and lungs, cancers and other health problems. That's why it's important for us to monitor air pollution. Due to an intensive campaign of promoting a new mindset of buying more second hand clothing, furniture, etc., the usage of polluting factories has been decreased drastically in the past years. We can finally stop worrying about our health, and mother earth's health.

Source: <https://climatekids.nasa.gov/air-pollution/#:~:text=Air%20pollution%20is%20caused%20by,our%20air%20are%20called%20aerosols.>

Cartoon of the Month



Second-hand Instagram-shops of the month

Instagram shops have been hot for a second. It is the easiest way for small businesses to resell handpicked used items they collected in second-hand stores and from private collections. By using this media, second-hand items reach a big audience whilst the businesses minimize their costs so items are still fairly cheap.

FASHION

@modest_9000 ★★★★★

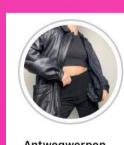
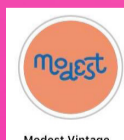
Modest is a Ghent based insta-shop. They sell branded and non branded clothes for prices inbetween 10 and 40 euro. Shipping and pick-up in Ghent

@antwegwerpen ★★★★★

Antwerp based. Daily new items. Good sizing information. Branded and non-branded clothes and accessoires from 15 upto 70 euros. Shipping possible and pick-up in Antwerp.

@funkyfrintage ★★★★★

Based in Leuven. Good branding. Personalized items. Branded and non-branded clothes around 20 euros but often with bidding. Shipping possible and pick up in Leuven, Westerlo and Betekom.



INTERIOR

@hoarderlife ★★★★★

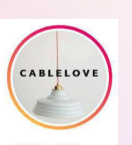
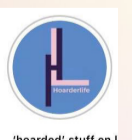
Instagram-page, webshop and pop-up physical store in Ghent. All interior from vases to chair to small cabinets. Prices go all the way from 3 to 700 euros. Good branding.

@cablelove.be ★★★★★

Ghent based insta-shop. Upcycled vintage lamps with new electrics and funky colours. No fixed prices. Personalizable.

@vitrine_koopjes ★★★★★

Based in Ghent and the Belgian coast. Mostly glass decorations and tableware from 6 to 20 euros.



**BIO BASED
SYNTHETIC BIOLOGY
PACKAGING
HOLISTIC APPROACH**

Project internationalisation
Workshop

Life line



IT'S (Y)OUR FUTURE





Life Line Label

Life Line Label- product's lifetime in a modern world.

Life Line stands for:

- quality
- sustainability
- transparency

Brings together the physical and digital worlds by using the 'Internet of Things' (IoT). Life Line provides a digital ID, a protocol for digital identification and an online data of the product.

... in order to **keep the sustainable quality goods circulating for a longer period of time.**





Why?

There is a growing demand for product and brand transparency, in every step of the line.

- Designers are in search for more and more sustainable materials
- Consumers expect guaranteed quality and info on product care
- Resellers expect simplicity and coherence
- Info about the product's disassembling / recycling / disposal

Who?

Life Line users are:

material designers, product designers, manufacturers, customers, recycle companies. Like-minded people who value sustainable products and are willing to take stand out for a products longer lifetime.

How?

The Life Line label **online platform** is built as a system to realise this goal.



The journey of a 'Life Line' labeled product

Let's call this jacket:
' Céline '

Céline wants the
'Life Line' Label



The Life Line Journey

Céline will have to fulfill all these steps
to get and to keep the label



We will guide you through
these steps together



How can you use the platform

SCAN THE QR CODE ON THE PRODUCT



LOG IN TO THE WEBSITE



SEE THE HISTORY & THE CARE INSTRUCTIONS OF THE PRODUCT



MATERIALS
PHYSICAL SPACES
VIRTUAL WORLDS
HAPTICS

THE GRANDMA STYLE

Children have never been very good at listening to their elders, but they have never failed to imitate them. - James Baldwin



Before the week of the workshop and before we all met each other, we were tasked with defining three research topics of interest to us. The art of mending and wabi-sabi, recycling, anti-consumerism, reverse-swansong and seeing the value in waste were the common grounds that brought our group together. We knew we wanted to find a way to make these concepts accessible and replicable in everyone's lives, with simple means. What better way to do this than to go straight to one of the largest contributors to our society's toxic consumerist habits - instagram.

The New Influencer

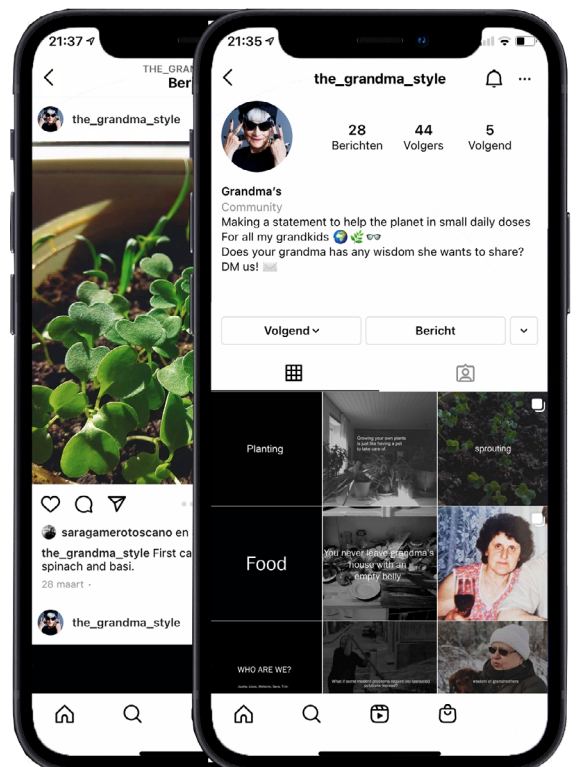
At first we aimed to propose an alternative influencer, an imaginary grandma called Nana Anna, that would remind everyone of the ways she used to sew her own dresses and cook all the leftovers, as a way to both direct attention to, promote and propose tangible ways to consume less while still enjoying the beautiful things in life.

She would be a rebellion act and kind of anti-influencer, enforcing the belief that it's perfectly fine and even a thing of pride to mend the same coat and shoes for years, fix your own furniture and plant your own garden on a windowsill. She would also throw in some wise words and crack jokes about life itself.

DIY your own grandma

Why did we choose a grandma in the first place? Because a grandmother is a symbol of wisdom, often also loudly claiming how she knows best. Most of us have had the experience of ignoring that voice for a long time, until one day we realize she was right about something all these years.

However creating an online persona in one week with no real grandma behind the image became a bit counterproductive to our goals. We were missing the realness and connection we felt to our actual grandmothers. And if we were missing it then surely others would be as well. That same realness and authenticity had been our starting point, so we went deeper. We spoke to our own grandmothers and elderly people in nursing homes. We looked around our homes, trying to notice the things we had made or that were passed down to us. These are the things that feel most authentic to us, the physical things that help ground us and carry precious memories of people and places, like the day we got that vase from our mother or the day we mended our own sweater.

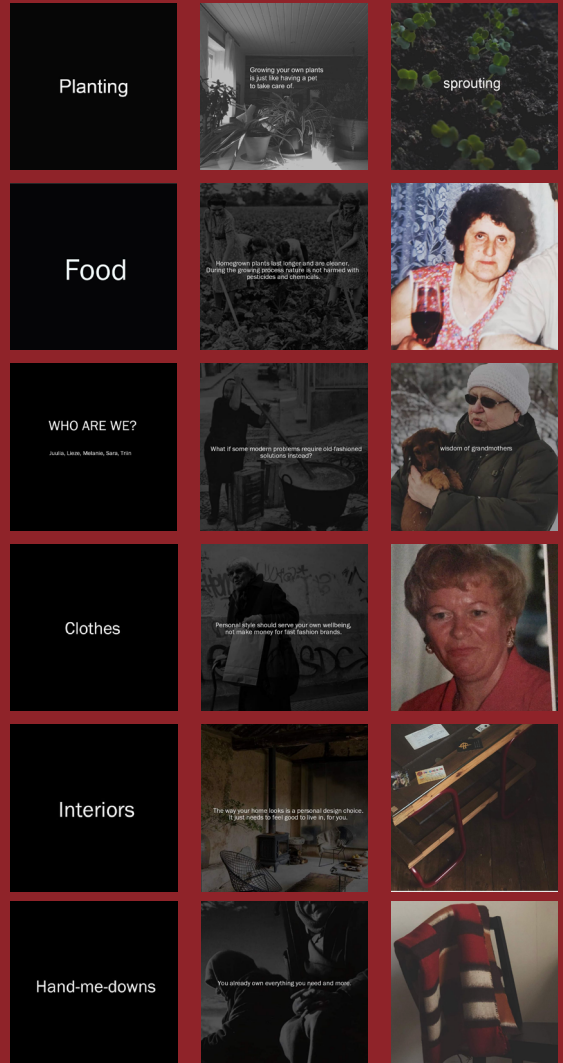


Grandma < Lifestyle

After this we realized that we didn't need to just focus on creating one grandmother-figure, but that we could be far more diverse and therefore real. We had the platform to highlight all kinds of different life experiences and sustainable practices, to give a voice to people who otherwise would most likely never use it, but whose insights and tips and tricks could be irreplaceably helpful to a generation haunted by a culture of constant distractions and instant gratification. The rest came easy. We decided on some topics together and everyone went off to work on their own research for content - planting, cooking, fashion, interiors and hand-me-downs are just some of the themes we've touched on so far. The cultures of doing-it-yourself and handing-it-down offer endless possibilities for a creative outlet.

Good feedback was given to us regarding the slippery slope of saying "the grass was greener back then", because many societal issues like the oppression of the LGBTQ community and people of color have improved over time. We knew we had to be careful and make sure we state our goals clearly. That we want to take the sustainable practices from the past and use them to improve our lives today, not just say everything was better back in the day.

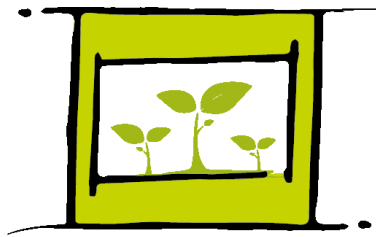
Another goal of ours is to create a network and a community. The grandma style account could become a platform for collaboration and a place to share ideas and knowledge that might otherwise be lost. When we treat an instagram page as an archive we are free from the capitalist pressures of scheduled posts and staying relative.



Besides bringing to life new friendships between students in Belgium and Estonia, this project helped us learn about ourselves and to keep our eyes even more open for ways to do the little things in life in a more sustainable way. What does the future hold for the grandma style?

All we know is that many hands make for light work and our hands are always happy to collaborate.

**URBAN
LIFESTYLE
BIOPHILIC DESIGN
GREEN BUILDING**



GREEN HUB

Hey there! We are the “Green hub” the silhouette in our logo refers to the structure of our market and to the green movement in general, which is represented by the color in the background.

WHY



We designers come from very different cities Bruges, Tallinn, Ala and Wemmel but we all had the same problem, a lack of qualitative public/social space and a lack of green space. With our market we would like to give a green and social solution to our shared problem. On a bigger scale it gets people together and reconnect with nature

WHERE

Anywhere you need! Our priority for the market was for it to be moveable from city to city. As transport is not so eco-friendly we imagine having a few markets for one region. The markets can circle around the cities in that region so transport is brought down to a minimum.

WHAT

A modular transportable green market that you can set up in your city to make a green meeting point. Based around local community gardens, you can come plant your seeds on the market and afterwards exchange them in the market. We made it modular because in function of how much public space is available a suitable amount of markets can be provided.

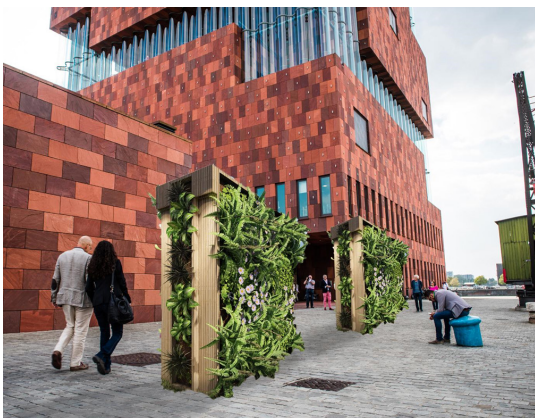


HOW IT WORKS

The green hub is a public spot that provides the urban citizens of a 30 day vertical community garden. Every weekend the marketplace will open its wings and the grown and harvestable plants can be exchanged.

So we will launch a temporary green month and move between different cities. The positions of the green hubs will be worldwide. Each country has to provide 5-10 green hubs depending on the need and size of the country.

Our concept contains two main aspects. On the one hand it empowers people to make a social connection on the other hand to make a natural connection.



URBAN FARMING

The growing connection we establish through a little community garden. So we give the citizens a taste of this greenery in the city where you can grow your own veggies, plants or flowers, suitable for a vertical garden. The purpose is to bring people together with this small hub and leave a big impression. After a while the fruits, veggies or flowers are harvestable and can be exchanged with little seeds, to start off a new growing cycle.

MATERIALS

SUSTAINABLE & ECOLOGICAL

For material choices we needed sustainable and ecological solutions. As these markets will be all over the globe we should take transport of materials in mind. The sustainability of a material also has to do with the location. Therefore we settled on the following materials so that each market can be build locally



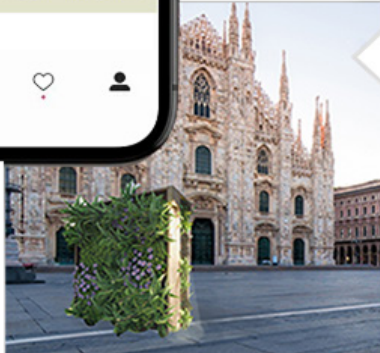
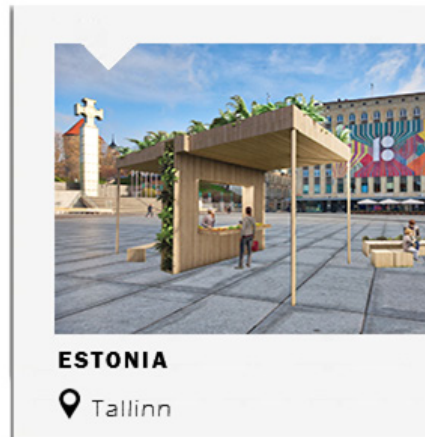
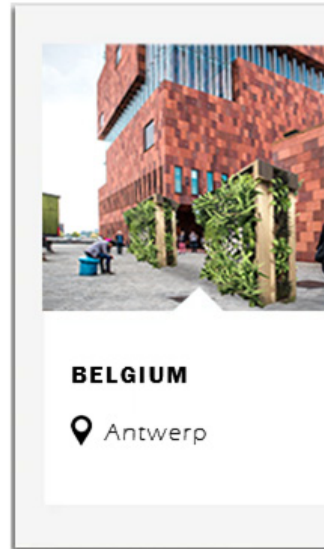
BAMBOO

Bamboo grows very fast, has a small footprint and produces more oxygen per m² than trees. This makes it pretty easy to grow bamboo responsibly and sustainably. Bamboo can grow in a lot of places and climates so it's perfect to cover most of the markets



WASTE WOOD

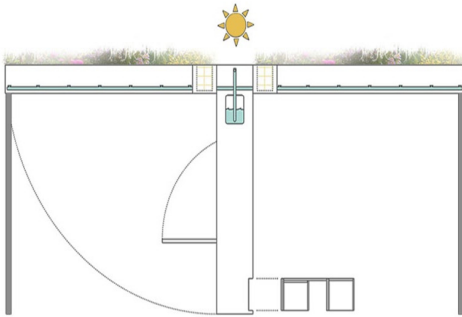
For the places where we cannot locally grow and harvest bamboo we decided to use wood waste.



TRACK OUR LOCATION

To spread the word about our Green hub we are using social media like Instagram. People can take photos / selfies with our greenery and use the special made hashtag #GreenHub, that way people can spread our message.

On our social media people are kept in the loop about all things green. The locations of the hub will be updated on social media so people can easily locate one of the many hubs that are placed in the cities, even on a global scale.

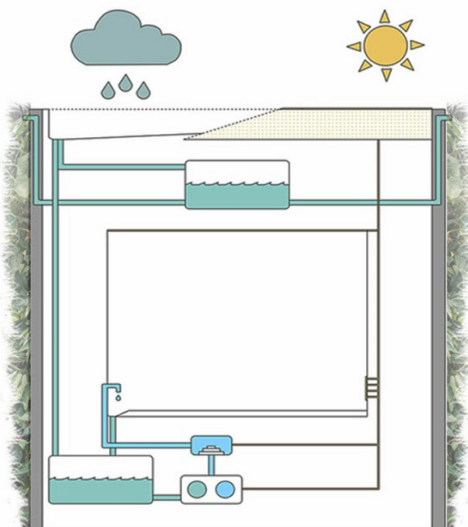
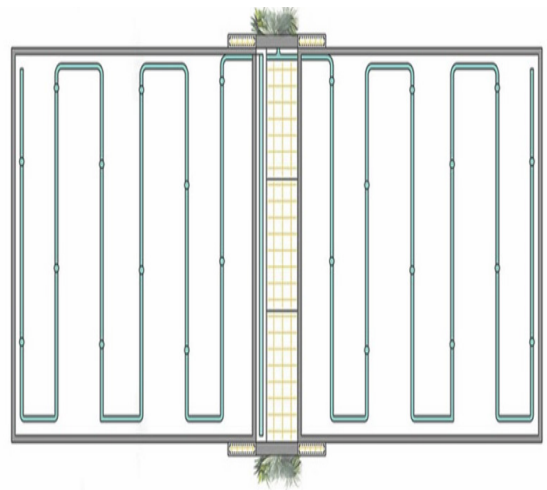


TECHNIC STUFF

The green hub is all about sustainability. The hub is designed to get water for plants and electricity for lights in a sustainable way. Our modular hub is also adaptable and easily movable. We integrated into the hubs' design the PV panels and rainwater collector.

SOLAR PANELS

On top of the hub, three small photovoltaic panels absorb sunlight and store it in the collector, so the hub would have electricity even at night.



RAIN WATER COLLECTOR

On the top of the hub, there is also a rainwater collector. The watering system is very important for us. The hub collects rainwater into two tanks, one is above and the other is in the bottom. The bottom tank filters the water and pumps the water for the tap water. The other tank just stores rainwater and steers it into the watering system for flowers.