

URBAN FARMING

URBAN FARMS CO.



A breakdown of
urban farming.

URBAN

URBAN FARMS CO.

FARMING



AN URBAN AREA IS THE REGION SURROUNDING A CITY. MOST INHABITANTS OF URBAN AREAS HAVE NONAGRICULTURAL JOBS. URBAN AREAS ARE VERY DEVELOPED, MEANING THERE IS A DENSITY OF HUMAN STRUCTURES SUCH AS HOUSES, COMMERCIAL BUILDINGS, ROADS, BRIDGES, AND RAILWAYS.

It means they contrasts natural environment

URBAN FARMING



Farming is the act or process of working the ground, planting seeds, and growing edible plants. You can also describe raising animals for milk or meat as farming.

What?

How?



TODAY'S POINTS FOR DISCUSSION QUESTION



Why?

Why not

WHAT IS IT?

URBAN FARMING



Producing or growing food in a city or other heavily populated areas is known as Urban farming. It refers to agricultural practices in urban and their peri-urban areas. It increases the availability of food for people in need by supporting and encouraging the establishment of gardens on unused land and space.

URBAN FARMING



SIMPLE BUT WHAT SO SPECIAL

soil

water



RESOURCES REQUIRED



enviroment

time & labour

Sealed soil

meagre water



RESOURCES WE HAVE



Polluted
enviroment

"busy" time &
labour

HOW DO WE
DO IT THEN?



WAYS OF URBAN FARMING

01

02

03

04

05

06

Hydro &
Aquaponics



Vertical
Gardening



Rooftop
Gardening



Microgreens



Greenhouse



Aeroponics





subsistence farming
homesteading

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WHY?



GOALS



Fresh & Organic




Nutritious



Shelf life



Sustainable



URBAN FARMS CO.

Healthy Produce

Nutrient dense and chemical free

Our network of independently owned partner farms - located at the edge of cities across the country - offer a range of the freshest seasonal produce. Grown using regenerative agricultural practices, our produce is nutrient-dense, fresh and oh-so-flavourful. As a consumer, you will be able to see, feel and taste the difference that vegetables grown in rich biodiverse soil can bring to your table and your health.

Local Farm Direct

An agricultural hub & spoke model

Discover a farming model that is altogether futuristic, simple, and natural. Because the farmers own their farms, they profit by a direct link to you, and because they are situated locally, you get fresh, safe produce. This new value chain guarantees convenience, unmatched traceability, and the strictest of quality controls - from seed to produce! This sustainable model draws more local farmers to switch to chemical-free regenerative farming, setting in motion a new food-system movement.

Sustainable Innovations

Regenerative farming at every step

The Urban Farms Co. model is designed to promote life. Since it is entirely chemical-free, it ensures our soil is thriving with beneficial micro-organisms. This allows symbiotic nutrient cycles in the soil, suppresses diseases, and reduces water consumption. Urban Farms Co. collects local organic biomass and converts it into high quality agri-applications which are delivered back to our partner farms. Urban Farms Co.'s regenerative farming is carbon positive, it contributes to a safer soil, fresher air and cleaner water.



Magical communication

Suzanne Simard

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Bioavailable

the amount of an element or compound that is accessible to an organism for uptake or adsorption across its cellular membrane.

REGENERATIVE

Circular Economy Agriculture

The technical cycle applies to agro-industrial technologies through maintaining, returning, renewing and reusing agri-processing technologies that support agricultural efficiency, while also minimizing waste and providing cost savings.

Climate Change

Healthy soil creates a positive feedback loop across the ecosystem. By supporting nature's natural processes with indigenous wisdom and sound science humans can create soil that improves resiliency and reduces greenhouse gases like carbon dioxide, methane, nitrous oxide, and water vapor.

REGENERATIVE VS CONVENTIONAL

No Forcefeeding



Soil Health



VISION OF UFCO

01 Reduce Nutrient
Deficiency



02 Mitigate Climate
Change



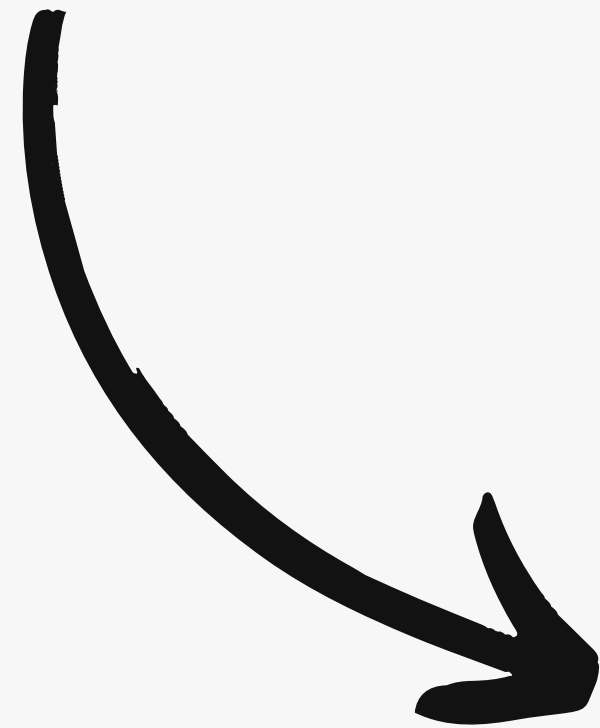
03 Upgrade farmer
Livelihoods



UFCO!

NOMENCLATURE

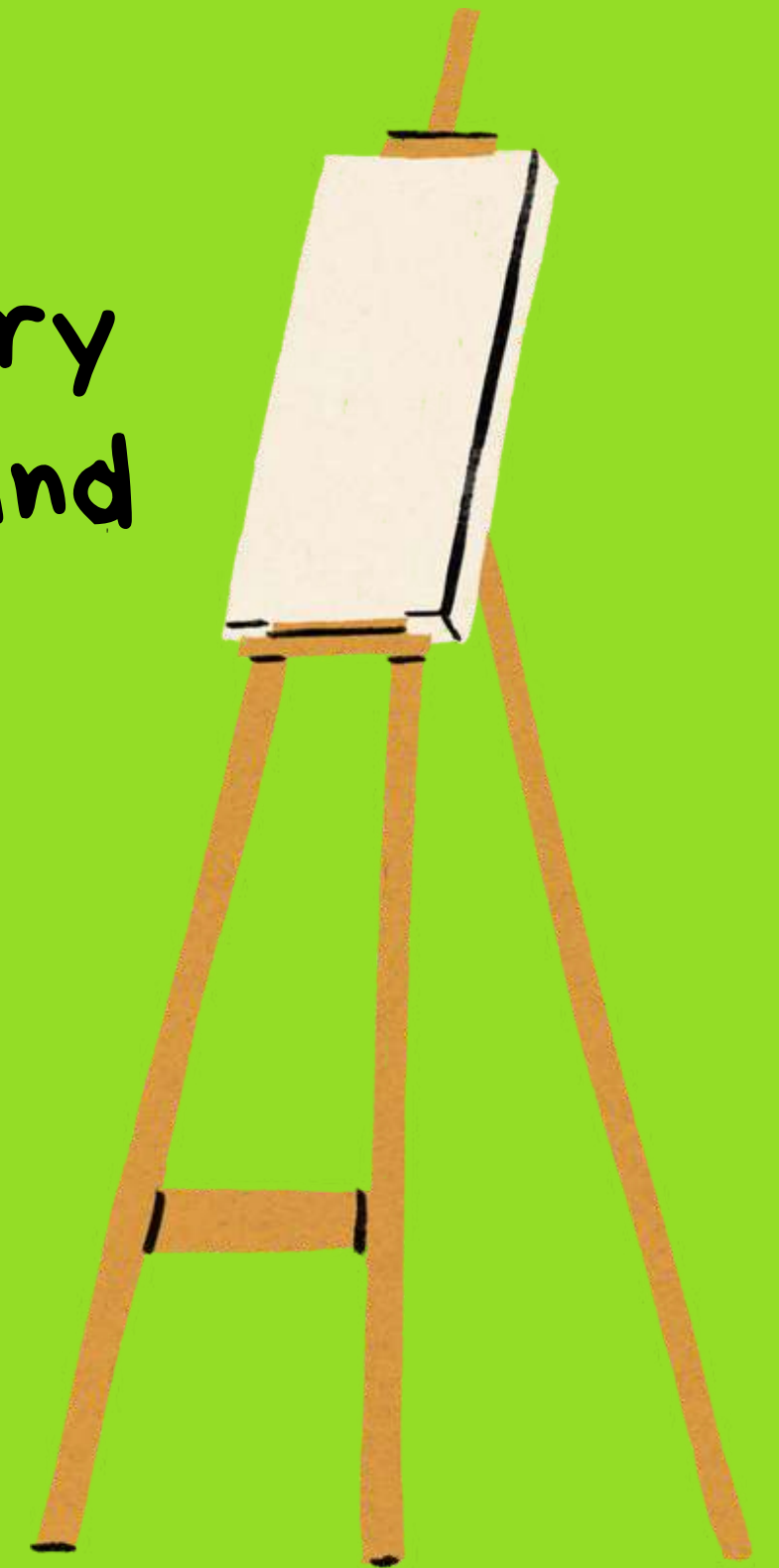
Urban Farm is the farm located in the urban area whereas it doesn't practice urban farming techniques.



**urban
farms
co.**

BRIEF

Designing popup stores and temporary
exhibition displays for commercial and
awareness events



CLIENT

Handhold farmers

→ Welfare, Impact

First one to do

→ Pioneers, Impact

Wants consumer to experience and adapt

→ Trust, Transparency, Awareness

Organic & nutrient dense

→ Transparency, Trust, Awareness

Spread message

→ Awareness, Impact

BLIND TRUST AWARENESS



Experiential

Project's aims to embody the essence of the human experience by providing the customers with meaningful experiences that foster trust and awareness.

Anyone who is conscious about
what they eat is our target
customer.



IDEATION

Farm at Mall

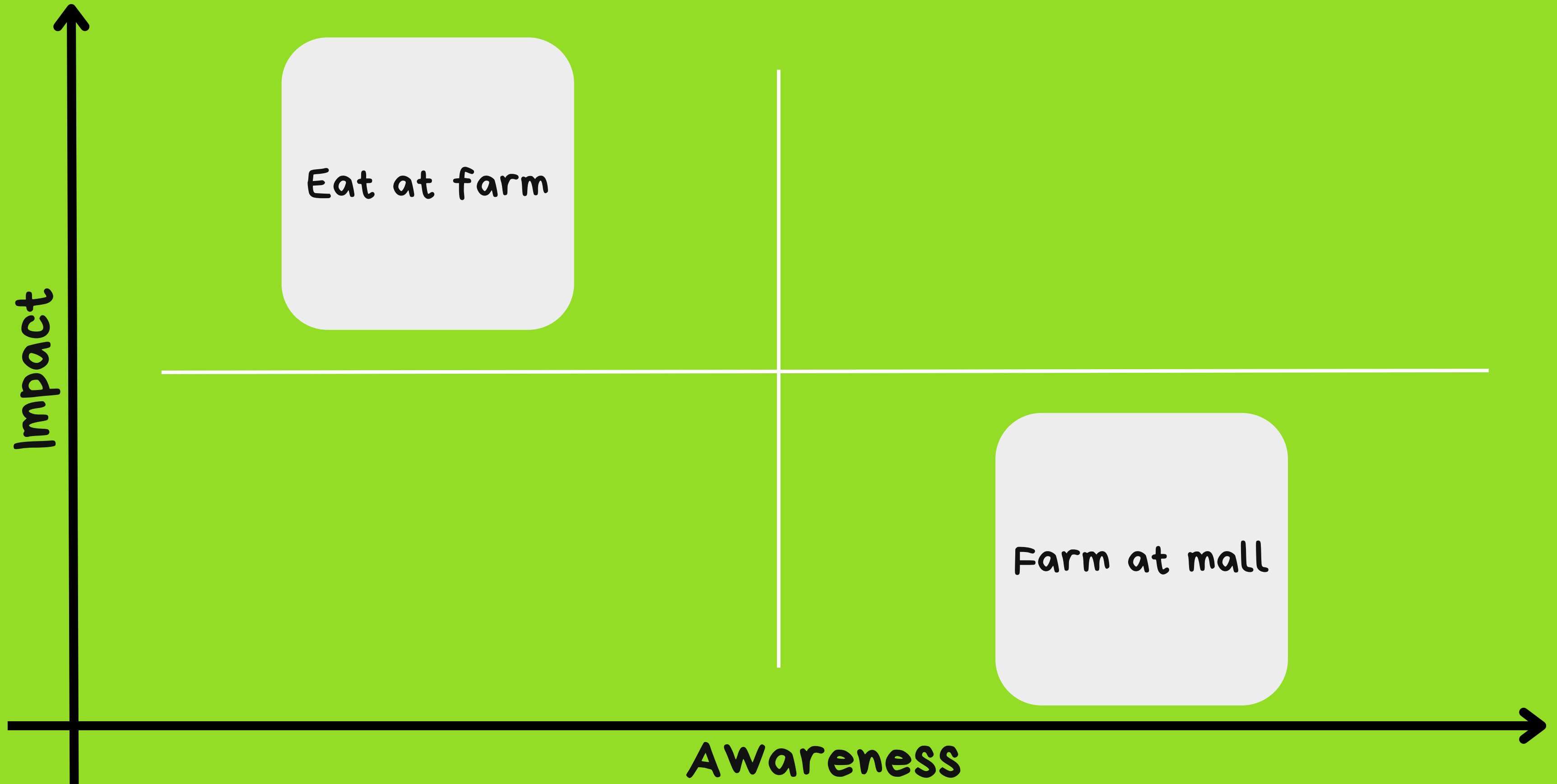


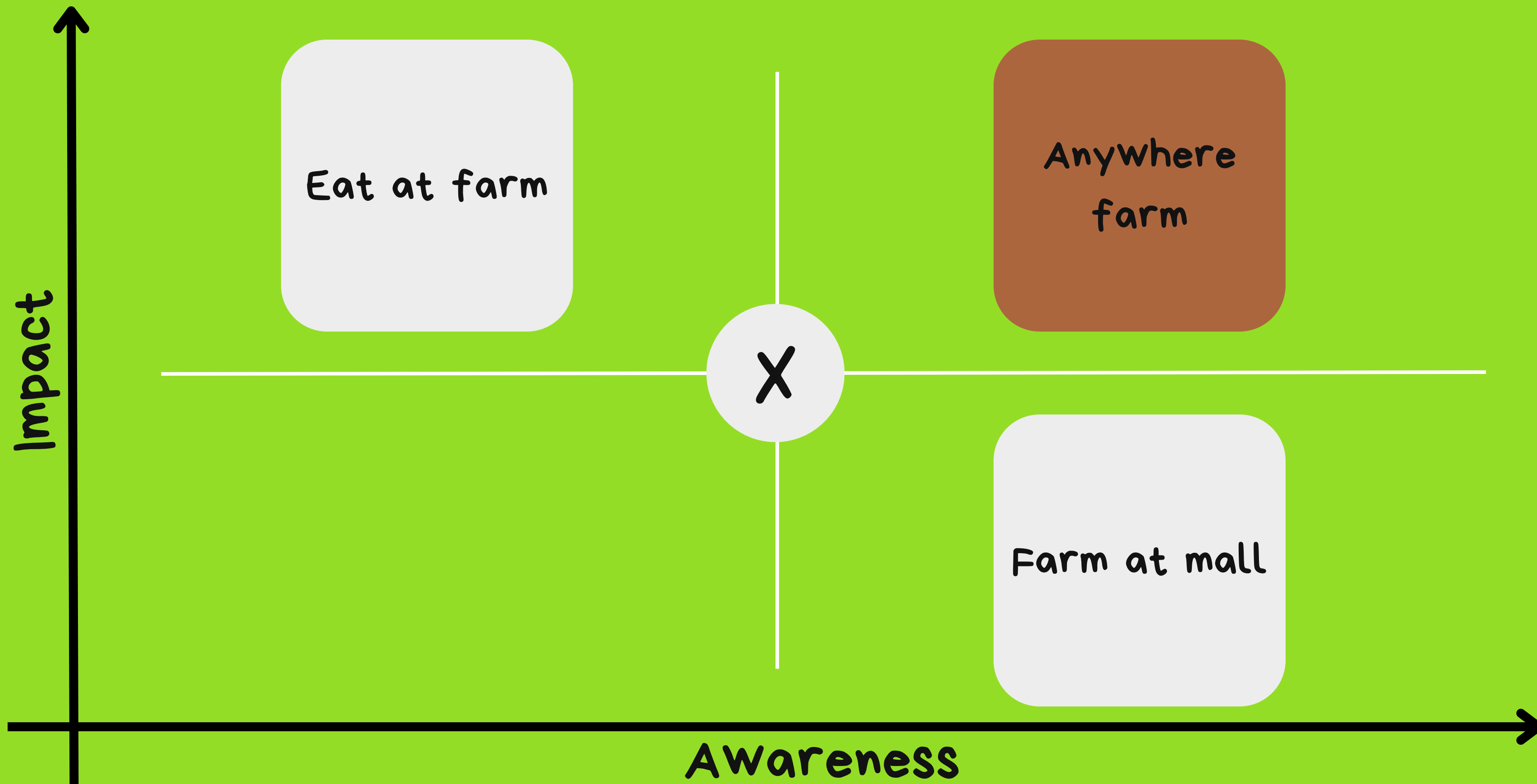
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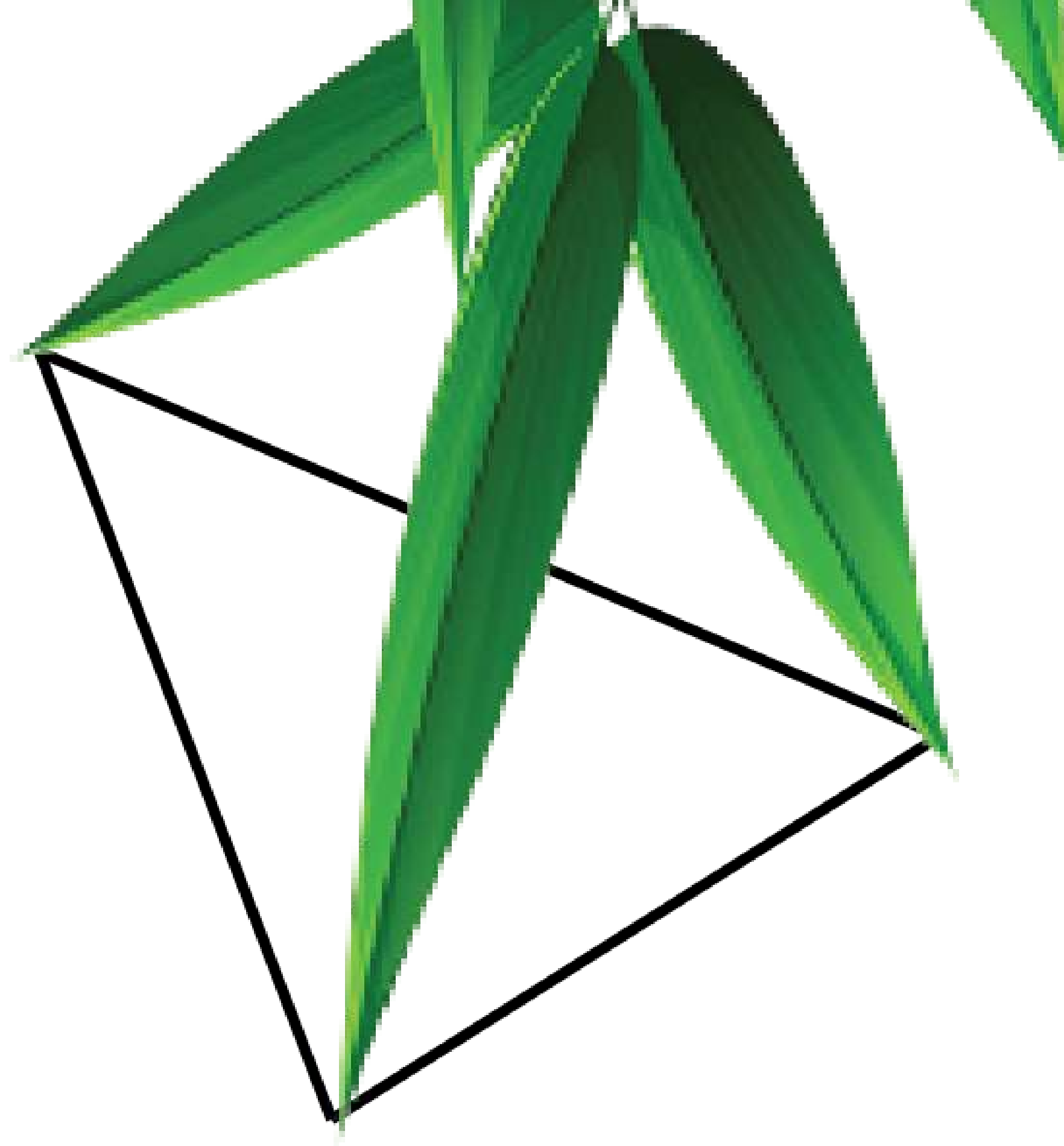
MANIFESTATION

The pop up store which is sustainably driven towards giving an unforgettable experience of understanding farms and vegetables.



Soil is as alive our bodies are alive

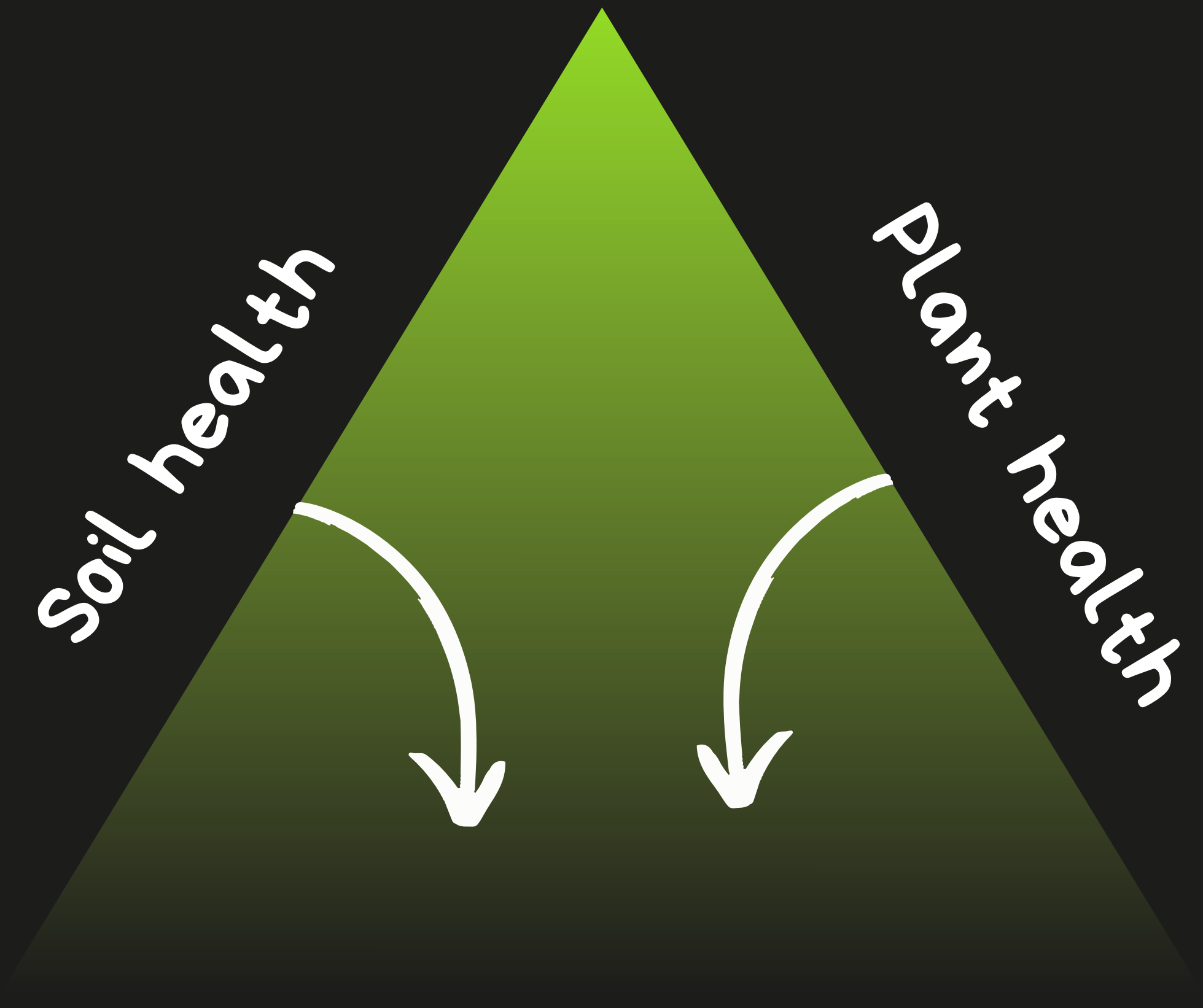




Soil health

Plant health

Human health





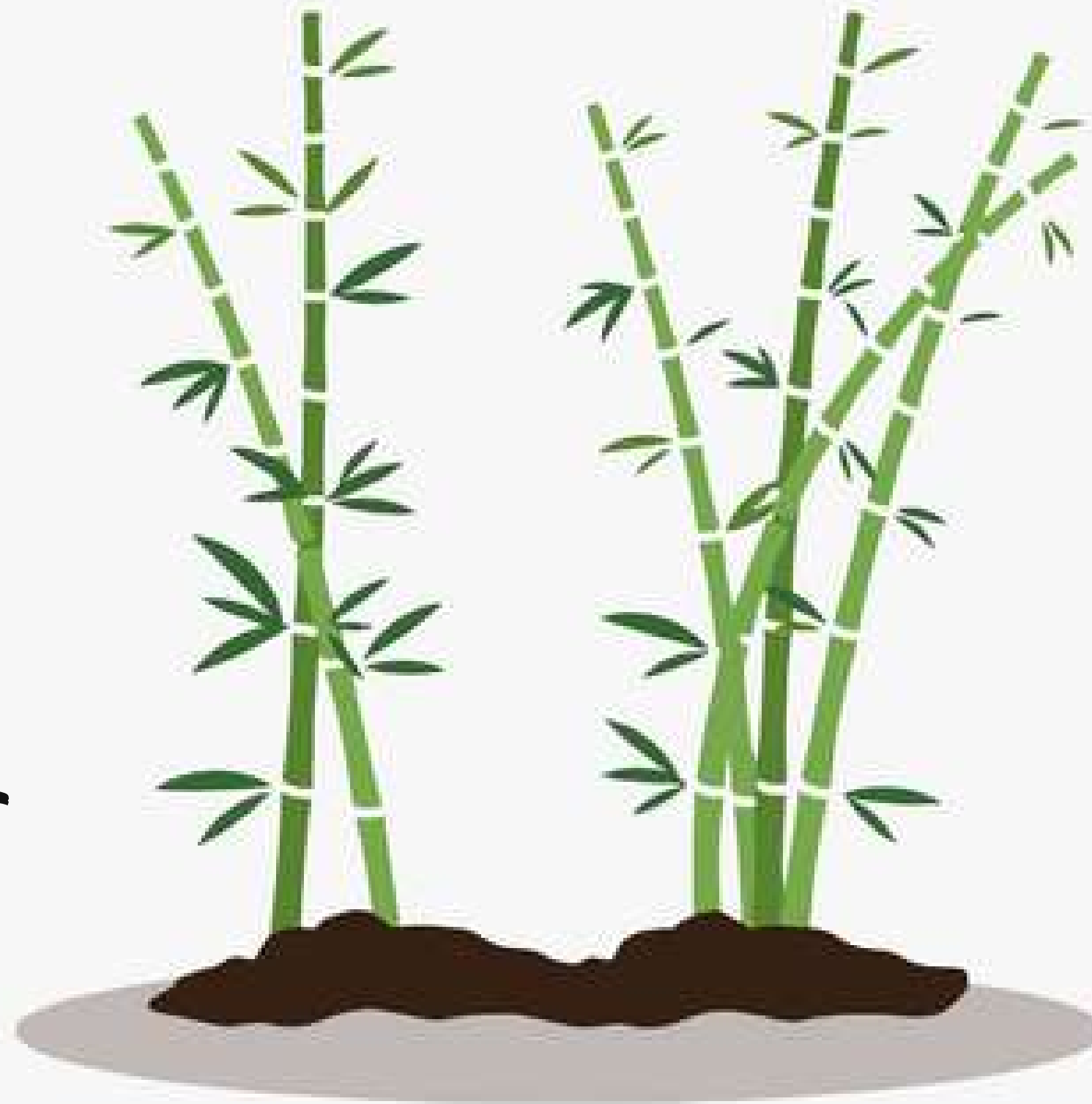
BAMBOO



Regenerative

Renewal Source

Nitrogen Fixation



Mitigate climate
change

Protects Soil



MATERIALS USED IN STORE

BAMBOO



To create Structure

METAL



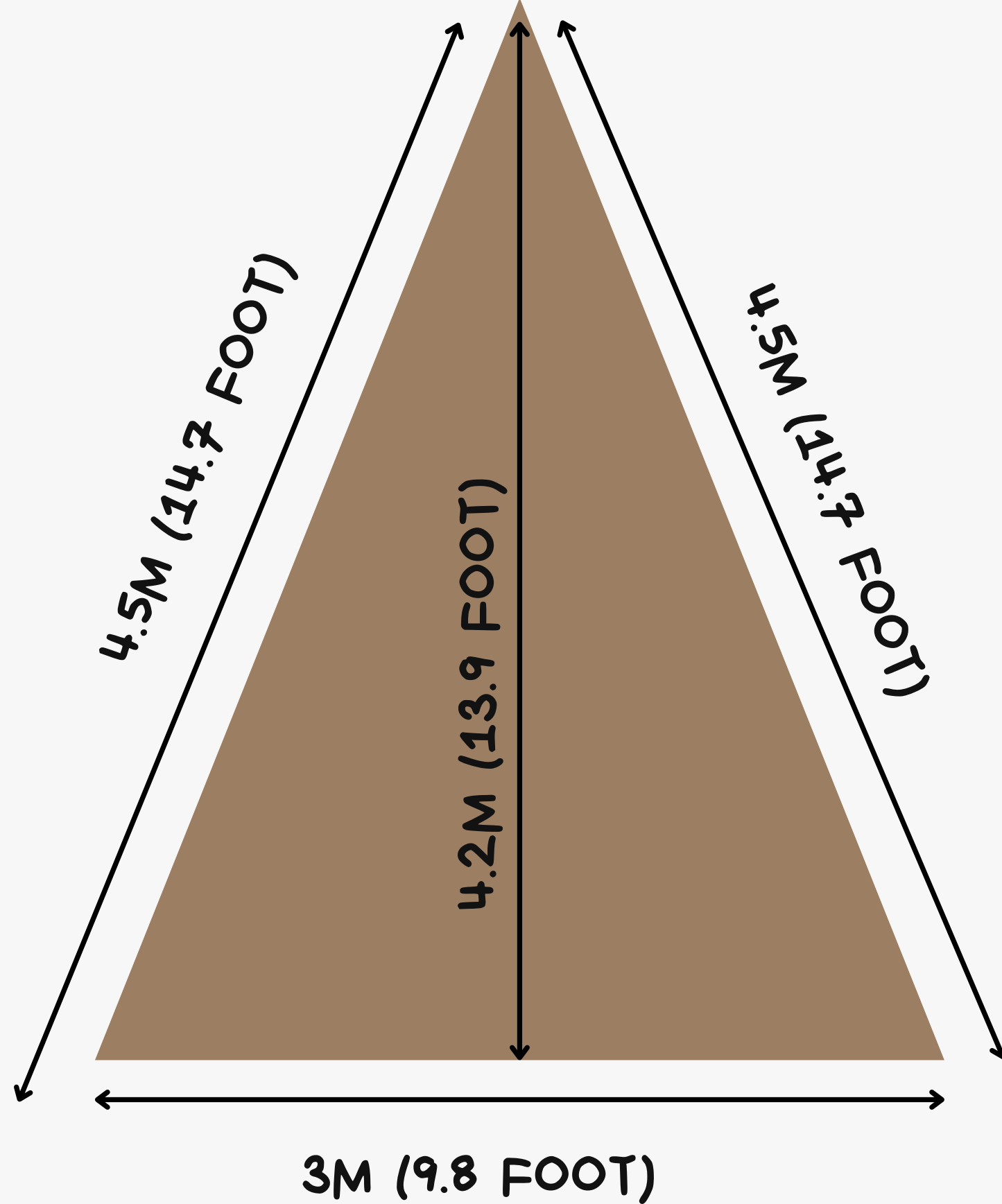
To reinforce and give strenth

PLASTIC



To cover

DIMENSIONS



Ceiling Height = 3.6m
(12 foot)

Area of floor = 6.36 sq m
(68.45 sq foot)

ELEMENTS OF **STORE**

1. FARM LINE

4. VEGETABLE SHELF

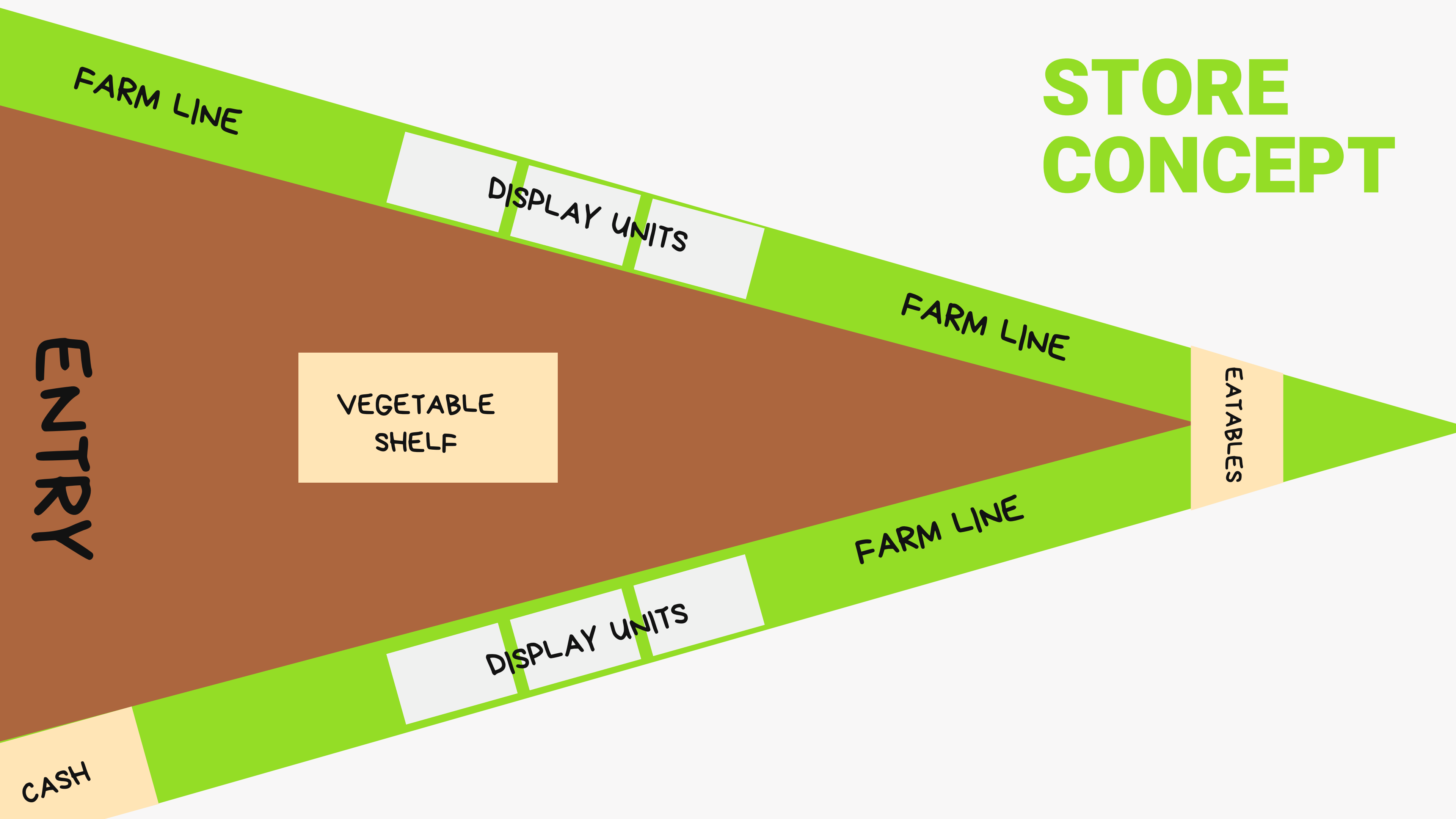
2. DISPLAY UNITS

5. CASH COUNTER



3. EATABLES

STORE CONCEPT





FARM LINE

A close-up photograph of a person's hand reaching out to touch a ripe, red tomato on a vine. The vine is covered in lush green leaves and several other tomatoes, some of which are still green. The background is a light-colored, slightly out-of-focus wall. The word "TOUCH" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

TOUCH

DISPLAY UNITS



A person wearing a straw hat and a white shirt is examining a tomato plant with a magnifying glass. The word "OBSERVE" is overlaid in large white letters.

OBSERVE

INTERACTIVE VEGETABLE SHELF



COMPARE



KNOW

PROTOTYPE



PROTOTYPE

