

plants for ginza

Urban consumers are increasingly demanding organic and locally produced vegetables, but very few of them grow their own crop. It is easy to give up during the process as it takes time and it is not always rewarding. We propose a new way to approach this theme, creating a **network** of collective **vegetable gardens**, spread in planters around the quarter and easy to access by everyone. All you have to do is downloading the **app** and join the community. A system of **sensors** monitors soil composition, humidity and exterior conditions and combining these data with the daily **updates** of the users, will inform the members of the status of all the pots around the city. You'll be notified if the courgette plant on your way to work needs water and in **exchange** you could pick up some tasty strawberries going home. Do you have some carrots you want to plant? Do it in pot 5! Engagement and **collaboration** are essential for the society of tomorrow, going sustainable has never been so easy!



