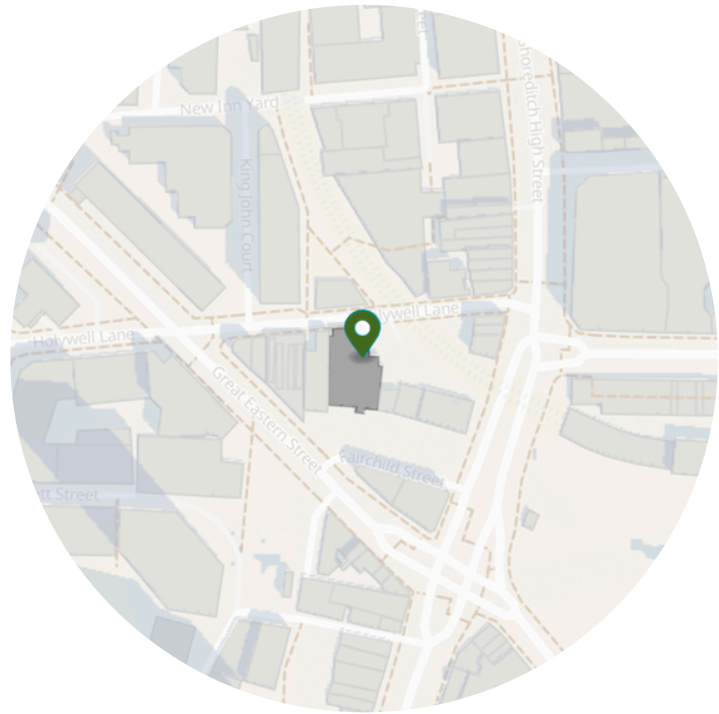


# Eat from the Earth

## Discover a new sustainable way of eating

EAT FROM THE EARTH DEMONSTRATES THE STRENGTH OF INTERIOR IDEAS THROUGH A CLEARLY CONCEIVED SPATIAL JOURNEY INSPIRED BY MUSHROOMS AND MYCELIUM NETWORKS, ENCOURAGING SUSTAINABLE DINING AND REDUCED MEAT CONSUMPTION. THE PROJECT IS ORGANISED THROUGH A SEQUENCE OF DESCENT, PREPARATION, DINING, REFLECTION, AND CULTIVATION. GUESTS MOVE FROM AN UNDERGROUND ENTRANCE, PAST AN OPEN KITCHEN, THROUGH AN ENCLOSED DINING SPACE, UP TO AN ADAPTOGENIC MEZZANINE BAR AND OUT THROUGH A MUSHROOM GROWING ROOM. EACH TRANSITION HAS A CLEAR EXPERIENTIAL PURPOSE, CONNECTING VISITORS TO FOOD PRODUCTION AND PREPARATION. THROUGH ATMOSPHERE, MATERIALITY, LIGHTING, AND INHABITATION, THE INTERIOR EDUCATES USERS ON SUSTAINABLE PLANT-BASED FOOD SYSTEMS.

### site



LOCATED IN SHOREDITCH, LONDON, THE SITE SITS WITHIN AN AREA KNOWN FOR ITS CREATIVE INDUSTRIES, INDEPENDENT HOSPITALITY, DESIGN CULTURE AND EXPERIMENTAL FOOD SCENE. THIS MAKES IT AN APPROPRIATE SETTING FOR EAT FROM THE EARTH, ATTRACTING LOCAL RESIDENTS, WORKERS AND VISITORS WHO ARE OPEN TO NEW FOOD EXPERIENCES AND MORE SUSTAINABLE WAYS OF EATING. THE LOCATION SUPPORTS A DINING CONCEPT THAT IS BOTH EXPERIMENTAL AND ACCESSIBLE, ENCOURAGING GUESTS TO ENGAGE WITH PLANT-BASED FOOD IN A NEW WAY.



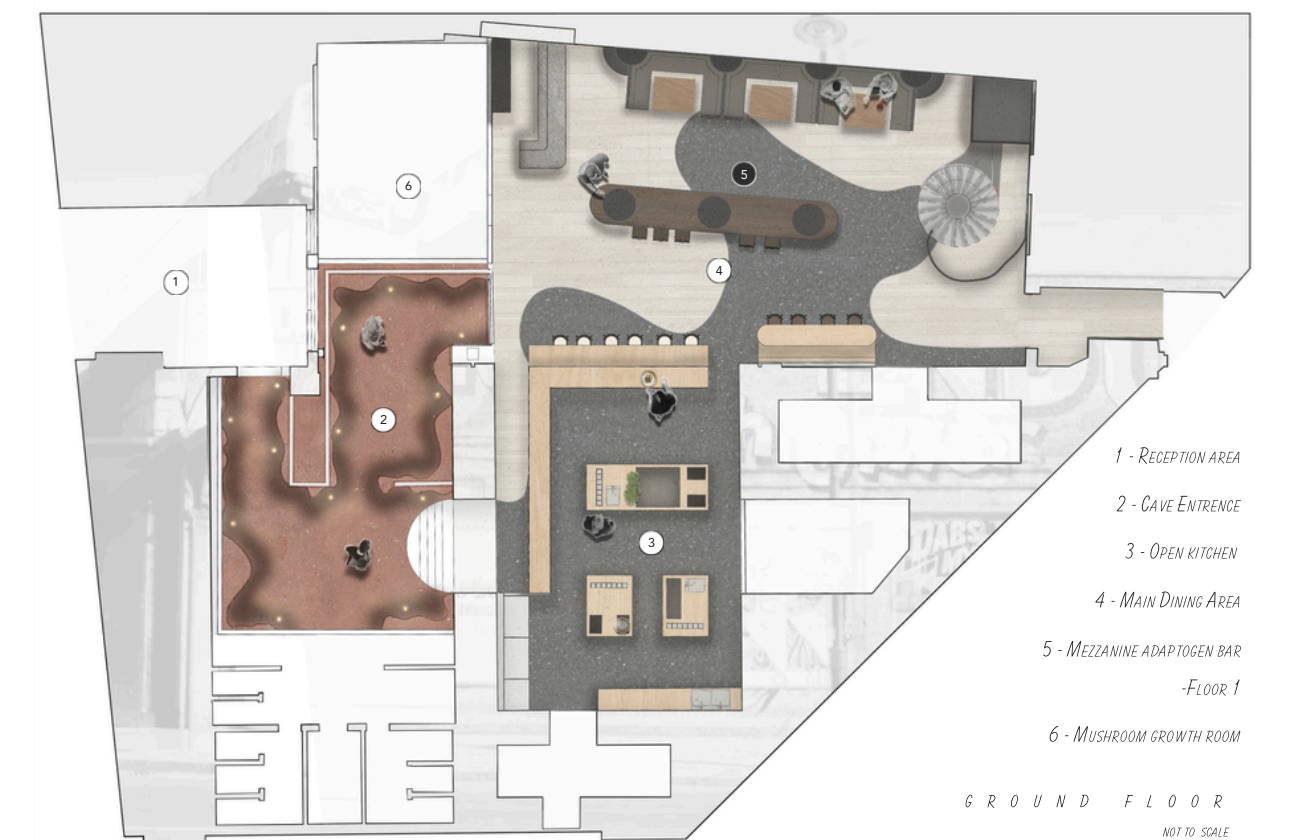
VIDEO WALKTHROUGH



### OPEN KITCHEN RENDER



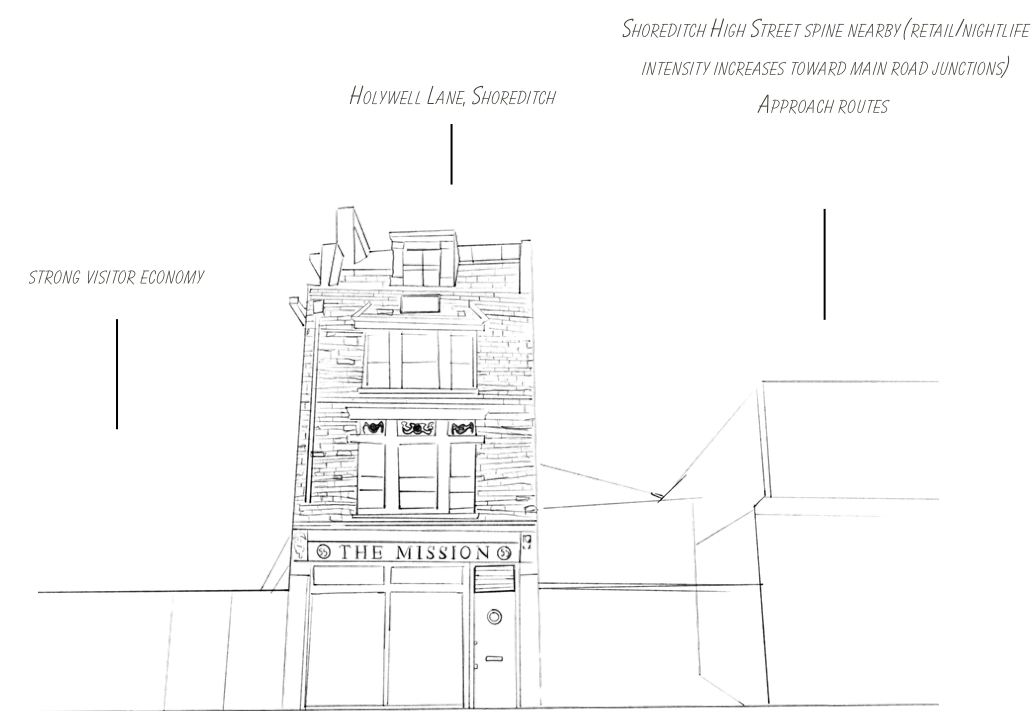
RENDERED SECTION  
NOT TO SCALE



RENDERED GF PLAN  
NOT TO SCALE

- 1 - RECEPTION AREA
- 2 - CAVE ENTRANCE
- 3 - OPEN KITCHEN
- 4 - MAIN DINING AREA
- 5 - MEZZANINE ADAPTOGEN BAR
- FLOOR 1
- 6 - MUSHROOM GROWING ROOM

GROUND FLOOR  
NOT TO SCALE



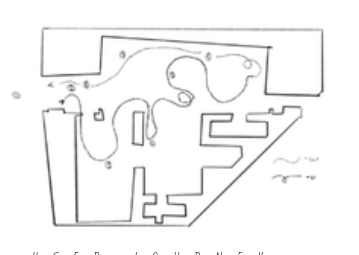
FOOD INFLUENCERS AND ENTHUSIASTS



CLIMATE ACTIVISTS LOOKING FOR EXPERIENCES



FLEXITARIANS AND ASPIRING VEGANS



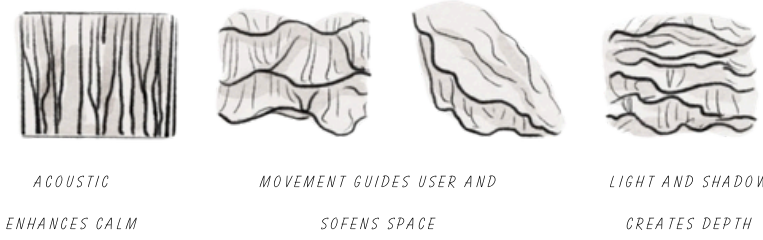
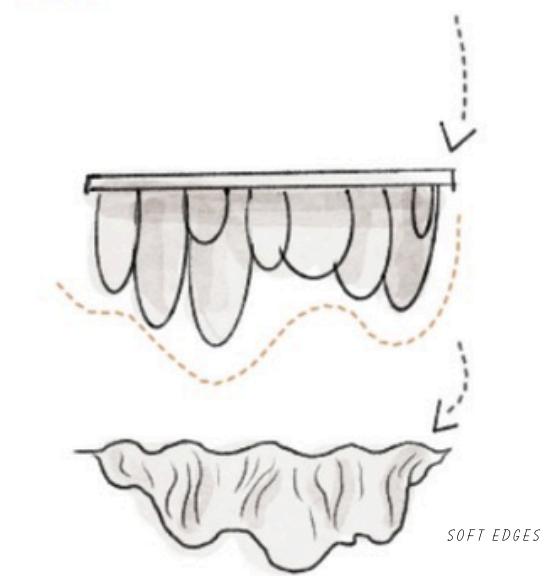
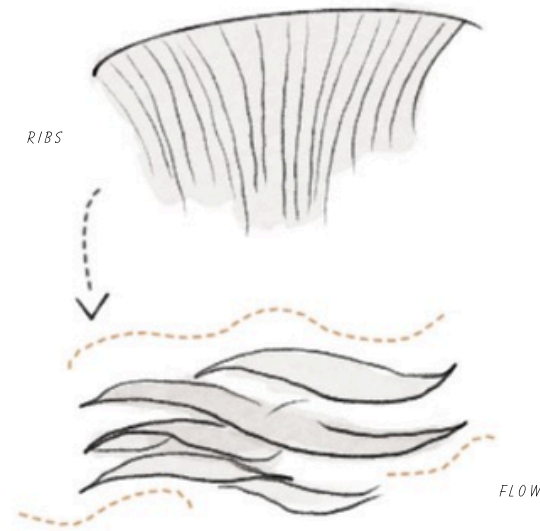
USER JOURNEY

CEILING FEATURE

NATURAL FORM



KEY QUALITIES



ACOUSTIC ENHANCES CALM      MOVEMENT GUIDES USER AND SOFTENS SPACE      LIGHT AND SHADOW CREATES DEPTH

MUSHROOM GILLS

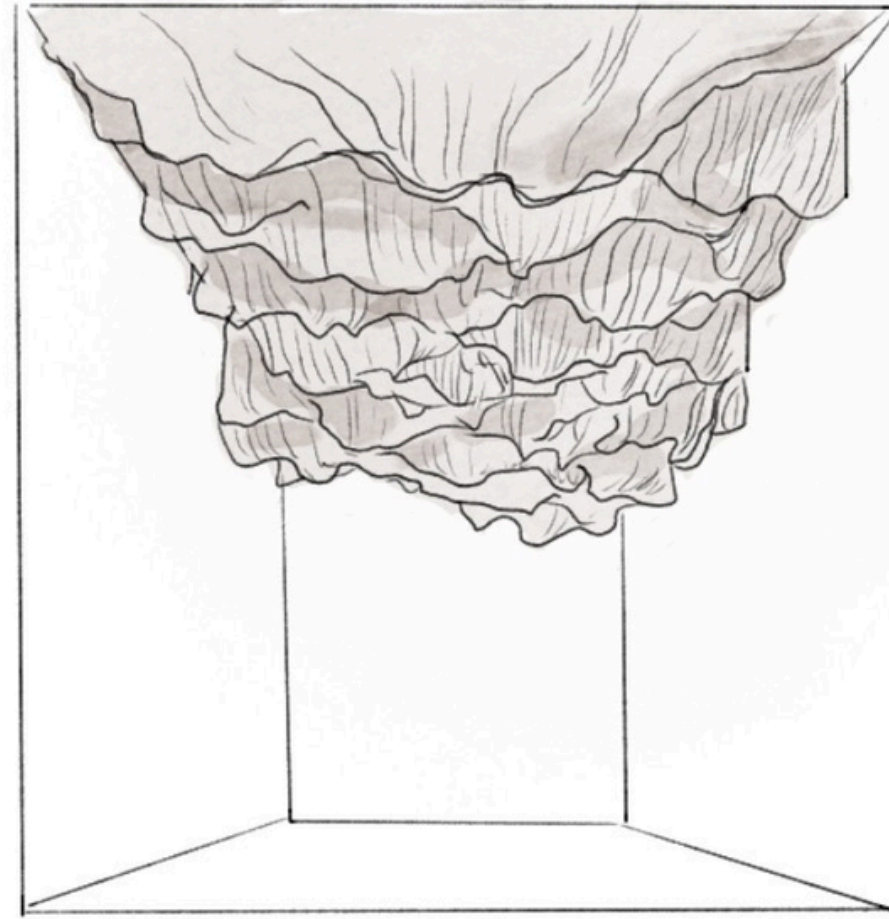
- DEPTH AND SHADOWS
- REPEATING PATTERN
- ORGANIC FORM
- SOFTENS SPACE

A HANGING FABRIC FEATURE IS DISPLAYED THROUGHOUT THE SPACE, IN THE LOBBY AND 'UNDERGROUND' ENTRANCE TUNNEL. THE LIGHT AND FLUID FABRIC MIRRORS THE FORM AND PATTERN PRESENTED IN MUSHROOM GILLS. THIS SUBTLY HINTS AT THE RESTAURANT'S MUSHROOM THEME AND CONNECTS THE USER TO THEIR ENVIRONMENT AND THE EARTH AS A WHOLE.

THIS DESIGN FEATURE ALLOWS THE ENTRANCE TO BE A TRANSITIONAL SPACE, TRANSPORTING THE GUESTS FROM THE OUTSIDE WORLD TO BEING UNDERGROUND IN A GROWN ENVIRONMENT WHERE THEIR FOCUS CAN BE DIRECTED AS THEY CAN BE FULLY IMMERSSED IN THE EXPERIENCE.

THE PROJECT IS CONCEIVED AS A JOURNEY RATHER THAN A STATIC RESTAURANT, GUIDING GUESTS THROUGH A SERIES OF INTERIOR MOMENTS. EACH SPACE IS ORGANISED TO REVEAL A DIFFERENT STAGE OF THE MUSHROOM PROCESS, FROM CULTIVATION TO CONSUMPTION.

THE DESIGN PRIORITISES HOW USERS MOVE THROUGH, INHABIT AND EMOTIONALLY RESPOND TO THE INTERIOR. THROUGH MATERIALITY, LIGHTING, LEVEL CHANGES AND SENSORY ATMOSPHERE, THE PROJECT CREATES A LIVED EXPERIENCE THAT ENCOURAGES CURIOSITY, REFLECTION AND CONNECTION TO SUSTAINABLE FOOD SYSTEMS. USING INTERIOR SPACE AS A NARRATIVE AND EDUCATIONAL TOOL, SPATIAL QUALITY AND HUMAN PERCEPTION SHAPE THE MEANING OF THE PROJECT.

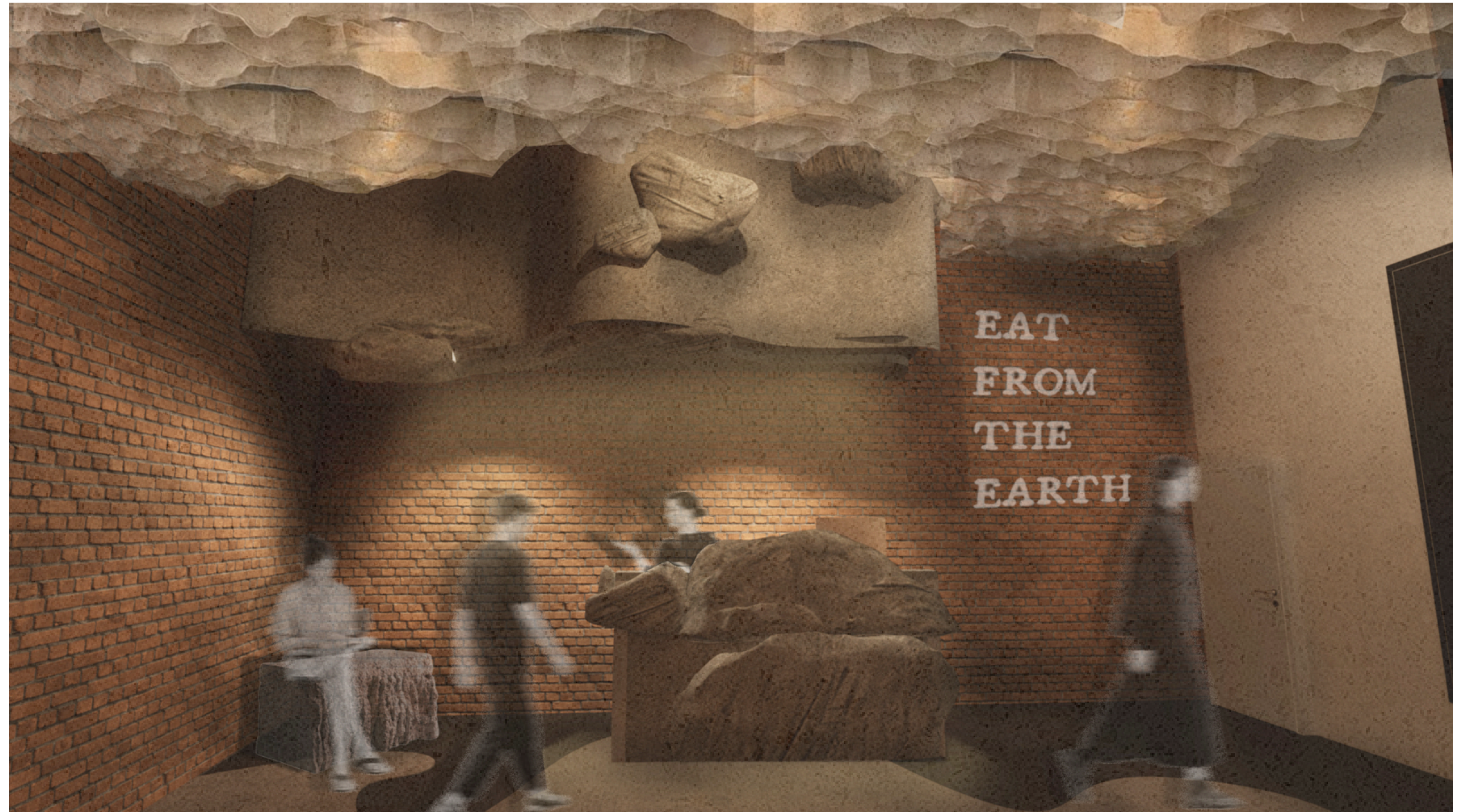


HANGING MATERIAL CEILING CONCEPT



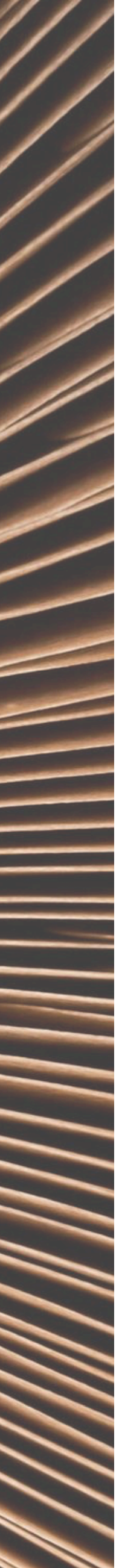
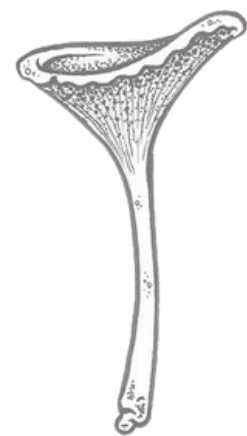
'UNDERGROUND' ENTRANCEWAY

SERVES AS A TRANSITIONAL SPACE, MOVING GUESTS INTO A CURIOUS HEADSPACE WITH A DARK AND TENSED LED ATMOSPHERE THAT CONNECTS THEM TO THE EARTH.



LOBBY

GUESTS ARE GREETED AND THE EXPERIENCE IS EXPLAINED. INITIAL FORMS AND ATMOSPHERIC LIGHTING CREATE A CALM TRANSITION INTO THE UNDERGROUND EXPERIENCE, ENCOURAGING GUESTS TO SLOW DOWN AND ENGAGE WITH THE EARTH-ED NARRATIVE.



CUSTOM SEATING STRUCTURE

NATURAL FORM

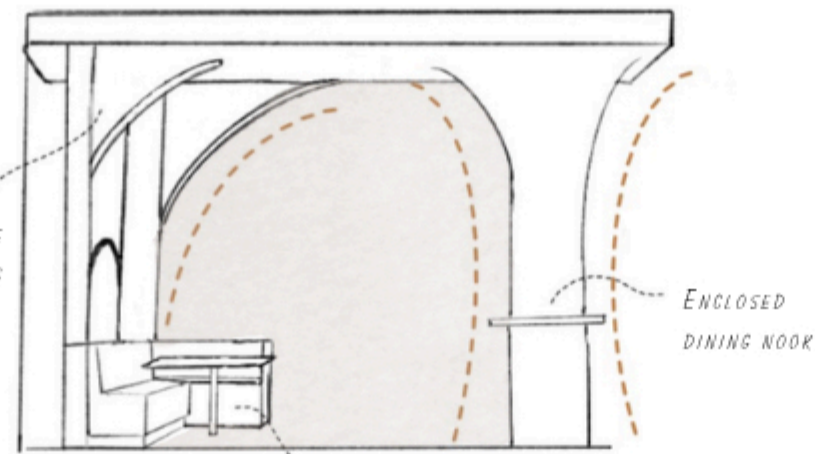
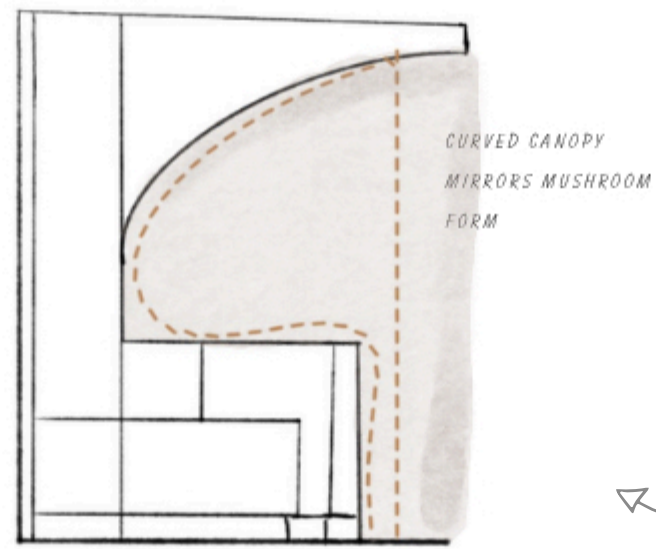
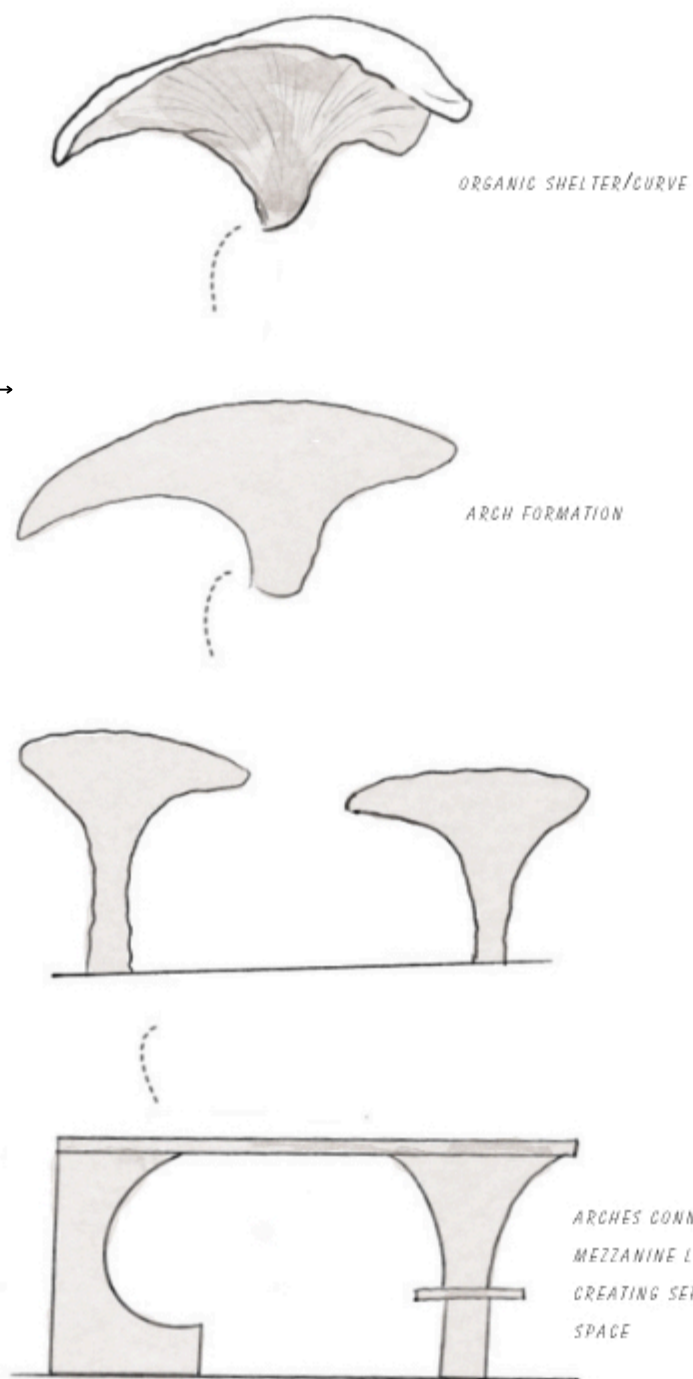


OYSTER MUSHROOM

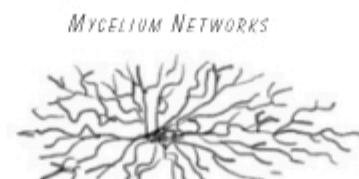
- PROTECTIVE CAP
- SOFT FORM AND CURVES
- NATURAL SHELTER
- GROWN IN CLUSTERS



SHAPE EXTRACTION



BOOTHS ARRANGED IN GROUPS



CONNECTED SPACIAL JOURNEY



SPACIAL DISCOVERY THROUGH SPACE

BRAND TAKEAWAYS

THE CUSTOM SEATING STRUCTURE IS DESIGNED AS PART OF THE SPATIAL STRATEGY, NOT AS SEPERATE FURNITURE. ITS MUSHROOM-INSPIRED FORMS ORGANISE THE DINING AREA, CREATING ENCLOSED MOMENTS THAT FOCUS ATTENTION ON THE TASTING MENU. DARK TONES AND ORGANIC MATERIALS REDUCE DISTRACTION AND REINFORCE THE UNDERGROUND CONCEPT. BY SHAPING HOW GUESTS SIT, VIEW AND ENGAGE WITH THE SPACE, THE SEATING SUPPORTS THE EMBODIED EXPERIENCE OF DINING FROM THE EARTH.

BRAND INFLUENCE



EAT FROM THE EARTH COMBINES THE VALUES OF SILO AND FABLE TO CREATE A SUSTAINABLE, MUSHROOM-CENTRED DINING EXPERIENCE. SILO INFORMS THE PROJECT THROUGH ZERO-WASTE THINKING, TRANSPARENCY AND CIRCULAR FOOD SYSTEMS, REFLECTED IN THE OPEN KITCHEN AND VISIBLE PROCESS. FABLE REFRAMES MUSHROOMS AS A DESIRABLE, FLAVOURFUL ALTERNATIVE TO MEAT, SHAPING THE MENU AND WIDER MESSAGE. TOGETHER, THE BRANDS SUPPORT A FUTURE-FACING APPROACH TO HOSPITALITY, WHERE PLANT-BASED DINING FEELS REFINED, SENSORY AND MEANINGFUL RATHER THAN RESTRICTIVE.

SILO

A ZERO-WASTE RESTAURANT THAT RE THINKS HOW FOOD IS SOURCED, PREPARED AND SERVED. SILO'S VALUES OF TRANSPARENCY, PROCESS, CIRCULAR SYSTEMS AND RESPONSIBLE CONSUMPTION INFORM THE OPEN KITCHEN, VISIBLE FOOD PREPARATION AND SUSTAINABLE APPROACH OF THE PROJECT.

FABLE

A PLANT-BASED FOOD BRAND USING WHOLE MUSHROOMS TO CREATE RICH, MEAT-LIKE DISHES. FABLE'S VALUES OF SUSTAINABILITY, ANIMAL WELFARE AND DESIRABLE PLANT-BASED EATING INFORM THE MUSHROOM-CENTRED MENU AND THE PROJECT'S AIM TO CHANGE PERCEPTIONS OF MEAT ALTERNATIVES.

UN SUSTAINABILITY GOALS

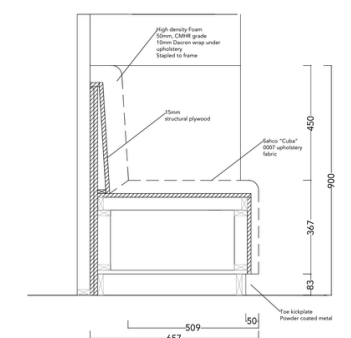


RESPONSIBLE CONSUMPTION  
OPEN KITCHEN + GROWING ROOM REVEAL THE FULL FOOD PROCESS.

CLIMATE ACTION  
MUSHROOMS ARE PROMOTED AS A LOWER-IMPACT ALTERNATIVE TO MEAT.

ZERO HUNGER  
PLANT-BASED INNOVATION SUPPORTS FUTURE FOOD THINKING.

GOOD HEALTH & WELLBEING  
ADAPTOGENIC BAR EXPLORES MUSHROOMS THROUGH WELLNESS.



TECHNICAL DETAIL  
NOT TO SCALE



SHELTER

OVERHEAD STRUCTURE CREATES A SENSE OF COMFORT AND SPACIAL SEPERATION

PRIVACY

CURVED FORM CREATES INTIMATE SPACE FOR FOCUS ON DINING

ACOUSTIC BUFFER

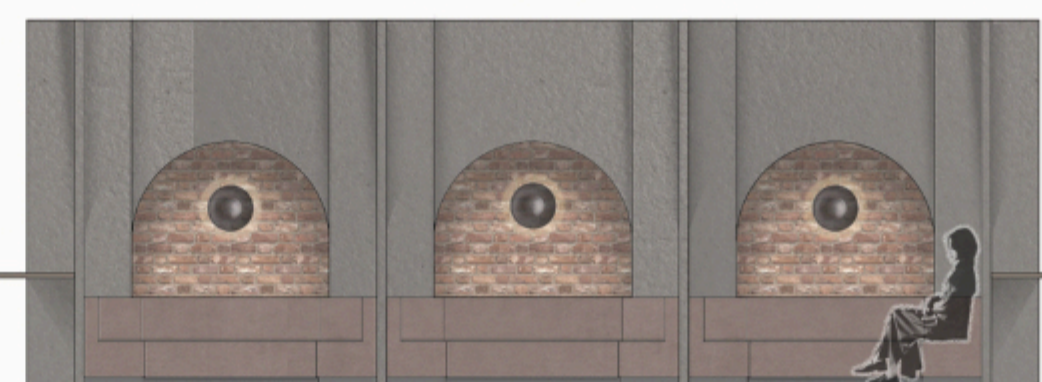
HELPS ABSORB SOUND, CREATING A CALMER ATMOSPHERE

CONNECTION TO NATURE

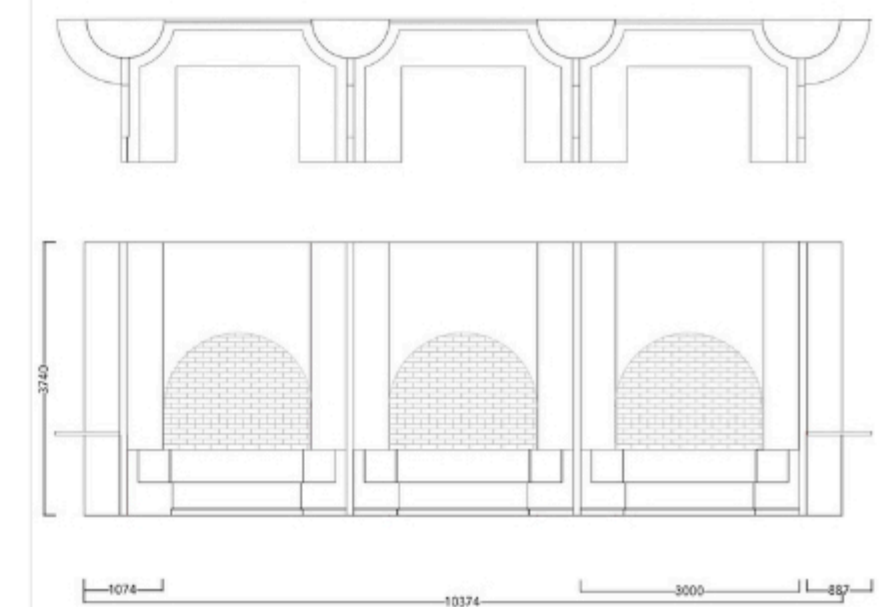
NATURAL QUALITIES BROUGHT INTO SPACE THROUGH FORM AND MATERIALITY

COMMUNAL

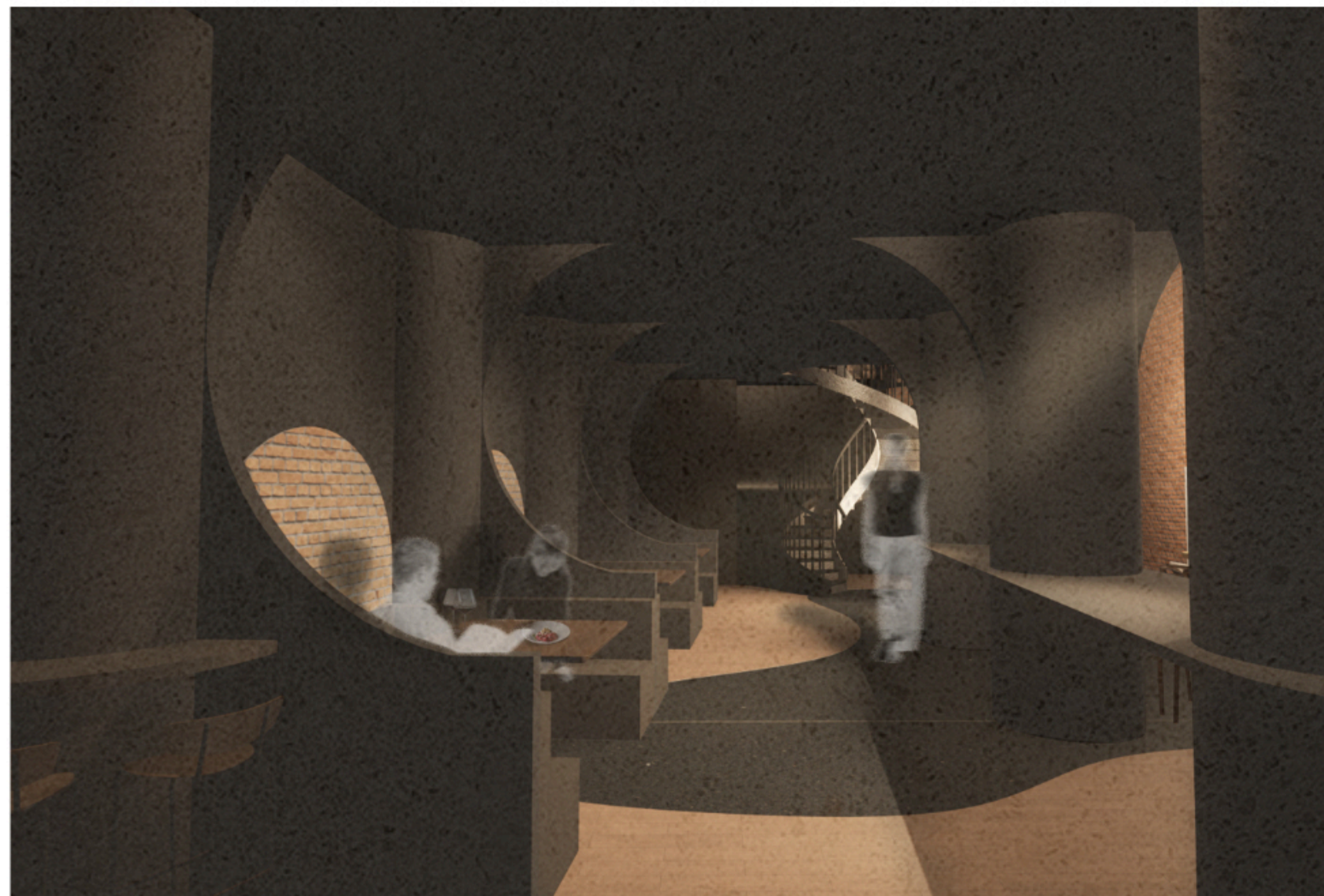
REPEATING FORM ALLOWS FOR GROUP DINING WHILE MAINTAINING PRIVACY



RENDERED CUSTOM SEATING ELEVATION  
NOT TO SCALE



SEATING STRUCTURE TECHNICAL DRAWINGS  
NOT TO SCALE



KEY DINING AREA



**MEZZANINE ADAPTOGEN COCKTAIL BAR**

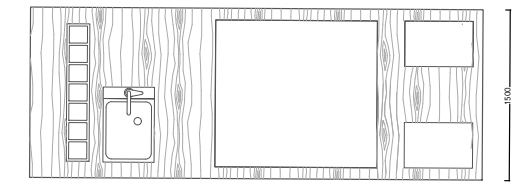
THE MUSHROOM ADAPTOGEN BAR SHIFTS THE ATMOSPHERE FROM DINING TO REFLECTION, USING ELEVATED VIEWS, SOFTER LIGHTING AND FUNCTIONAL MUSHROOM DRINKS TO INTRODUCE ANOTHER USE OF MUSHROOMS THROUGH WELLBEING.



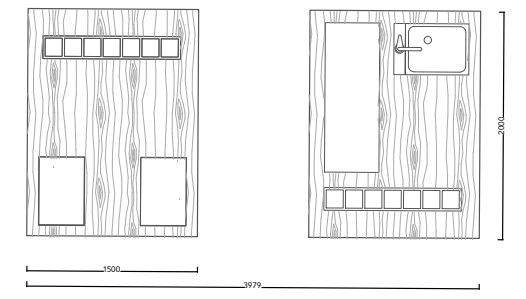
**MATERIALS PALETTE**

FOCUSING ON ORGANIC TEXTURES AND MATERIALS TO GROUND USERS IN THEIR ENVIRONMENT, ALLOWING THEM TO FOCUS ON THE FOOD AND CONNECT TO NATURE.

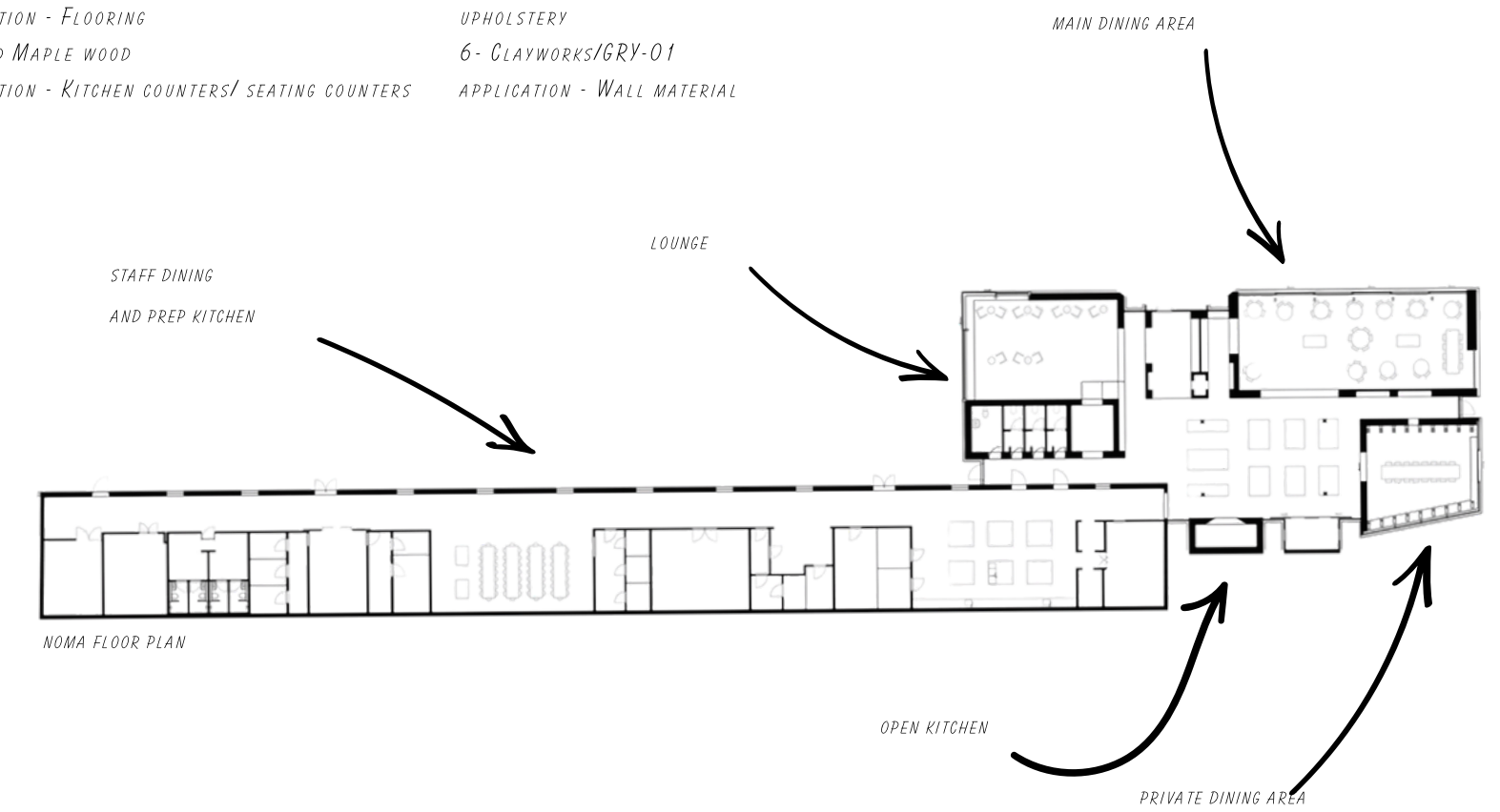
- 1- PARKSIDE TILES/ANTRIM BLACK BASALT ON BLACK APPLICATION - FLOORING
- 2- HAVWOODS ENGINEERED OAK/BLANCO 13 APPLICATION - FLOORING
- 3- HARD MAPLE WOOD APPLICATION - KITCHEN COUNTERS/ SEATING COUNTERS
- 4- ORIGINAL BRICK APPLICATION - CUSTOM SEATING UPHOLSTERY
- 5- KVADRAT/PRIMEIRA/ASPHALT APPLICATION - FLOORING
- 6- CLAYWORKS/GRY-01 APPLICATION - WALL MATERIAL



I TOOK INSPIRATION FROM NOMAS OPEN KITCHEN WORK BENCHES FOR MY KITCHEN DESIGN. THEY INCLUDE BUILT IN INDUCTION HOB'S, PREP STATIONS, DROP INS AND SINKS FOR EFFICIENT WORKING.



MY KITCHEN WORK BENCHES NOT TO SCALE



**MY MYCELIUM TILE PROTOTYPE**

DEVELOPING A MYCELIUM TILE PROTOTYPE ALLOWED THE MATERIAL CONCEPT OF EAT FROM THE EARTH TO BE EXPLORED PHYSICALLY. THE PROCESS OF GROWING THE TILE REFLECTS THE WIDER NARRATIVE OF CULTIVATION WITHIN THE PROJECT, LINKING THE MUSHROOM GROWING ROOM, DINING EXPERIENCE AND MATERIAL PALETTE. GROWN RATHER THAN CONVENTIONALLY MANUFACTURED, THE PROTOTYPE SUPPORTS THE PROJECT'S CIRCULAR, LOW-IMPACT APPROACH AND CONNECTS TO SILO'S ZERO-WASTE VALUES

**NOMA CASE STUDY**

NOMA INFLUENCED MY PROJECT THROUGH ITS FOCUS ON INGREDIENTS, SEASONALITY AND TRANSPARENCY. ITS JOURNEY THROUGH GROWING SPACES AND PRODUCE-LED DINING INFORMED MY OPEN KITCHEN, MUSHROOM GROWING ROOM AND CULTIVATION-TO-CONSUMPTION NARRATIVE. IT ALSO SHAPED MY DECISION TO CREATE IMMERSION THROUGH MATERIALITY, PACING AND ATMOSPHERE RATHER THAN SPECTACLE.

A COLLECTION OF 11 SEPERATE YET CONNECTED BUILDINGS ARE TAILORED TO THEIR SPECIFIC NEEDS AND ARE DENSELY CLUSTERED AROUND THE RESTAURANTS HEARS. THE KITCHEN, DESIGNED LIKE A PANOPTICON, THE KITCHEN ALLOWS THE CHEFS O OVERSEE THE STAFF AND GUEST AREAS, WHILE EVERY GUEST CAN FOLLOW WHAT WOULD TRADITIONALLY HAPPEN BEHIND THE SCENES.



SEASONALITY AND SUSTAINABILITY



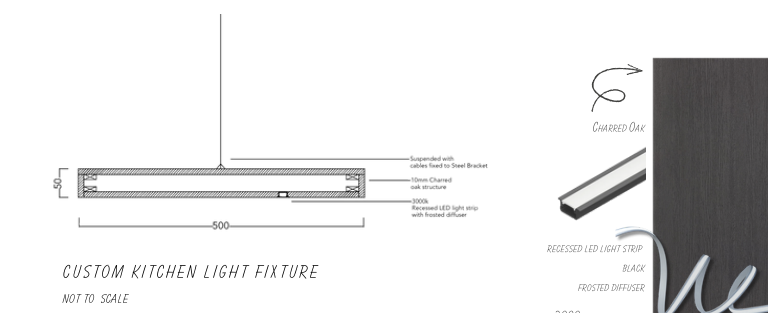
TRANSPARENT KITCHEN



CENTRAL SERVICE KITCHEN



OPEN KITCHEN ELEVATION



CUSTOM KITCHEN LIGHT FIXTURE NOT TO SCALE



**OPEN KITCHEN**

THE OPEN KITCHEN AND COUNTER SEATING EXPOSE THE PREPARATION PROCESS, WHILE THE CUSTOM LIGHT FIXTURE FOCUSES ATTENTION ON THE CHEFS' CRAFT, STRENGTHENING THE CONNECTION BETWEEN GUESTS, FOOD AND PRODUCTION.