

DESIGN AS CLIMATE ACTION

Industrial Farming: A Driver of Animal Cruelty and Environmental Impact

Understanding the link between meat consumption, animal welfare, and environmental harm encourages us to explore better alternatives. This project presents a vision of a vegan lifestyle, where thoughtful design leads the way toward a more sustainable and compassionate world



PLANTED *A Vegan Hotel - A Radical Response to a Broken System*

Planted is not just a hotel; it's a reimagined vision of hospitality — one rooted in compassion, sustainability, and systemic change. Here, luxury is defined not by excess, but by intention — where every detail reflects care for people, the planet, and animals alike. This is a new kind of luxury for a world in crisis — replacing indulgence with ethics, and opulence with purpose.

Vegan by Design: A Conscious Response

Exposing the True Cost of Modern Agriculture

Inspiring Change Through Experience

A Statement of Sustainability on Oxford Street

Veganism as a Strategy for Sustainability



SUPPORTING THE BIODIVERSITY

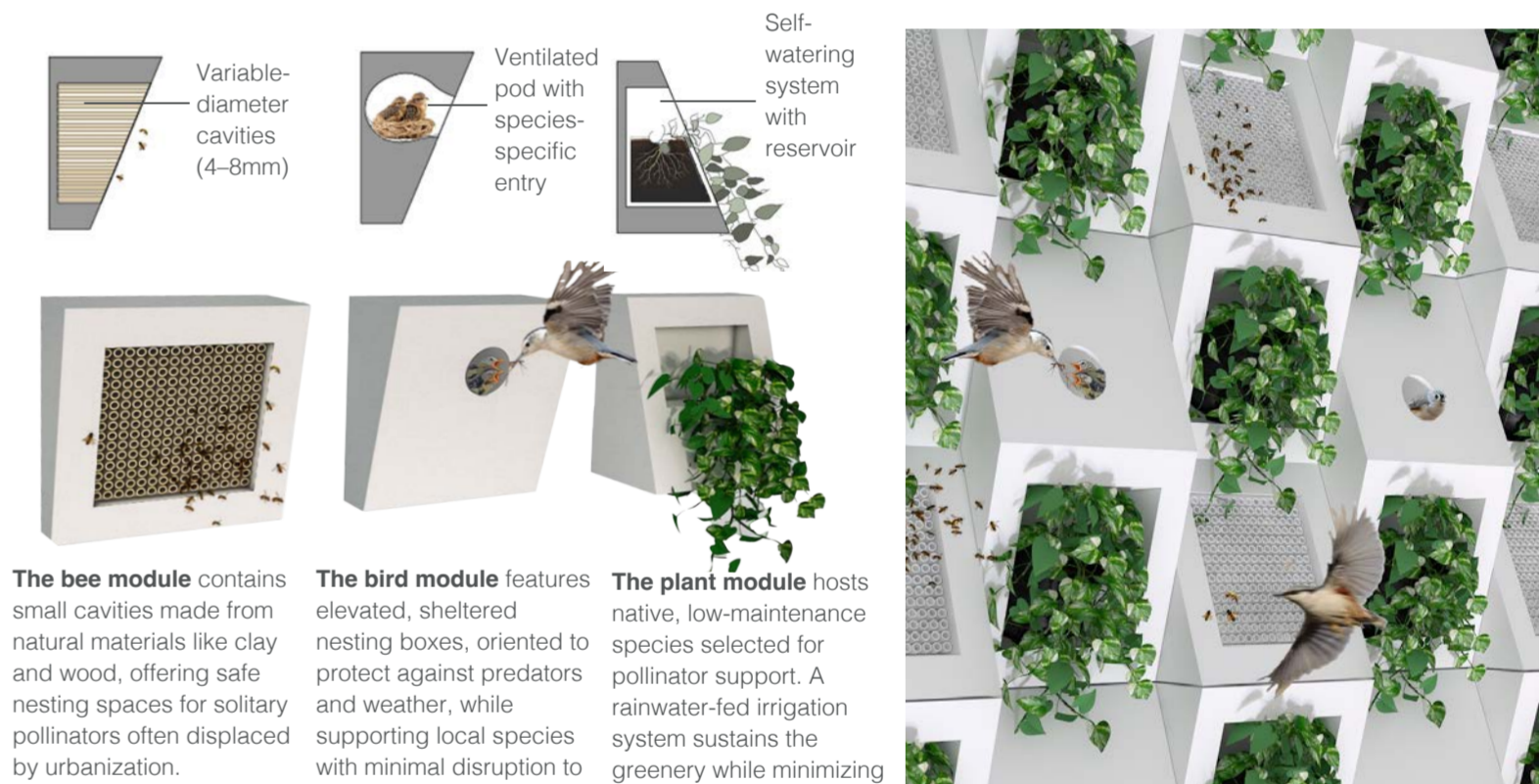
The Living Facade: Architecture That Gives Back

More than a skin — it's an ecosystem

Integrated habitats provide shelter for solitary bees, birds, and insects, supporting urban biodiversity and rebalancing the ecological damage caused by the built environment.

Native plant species grow throughout the facade, chosen for pollination value and resilience.

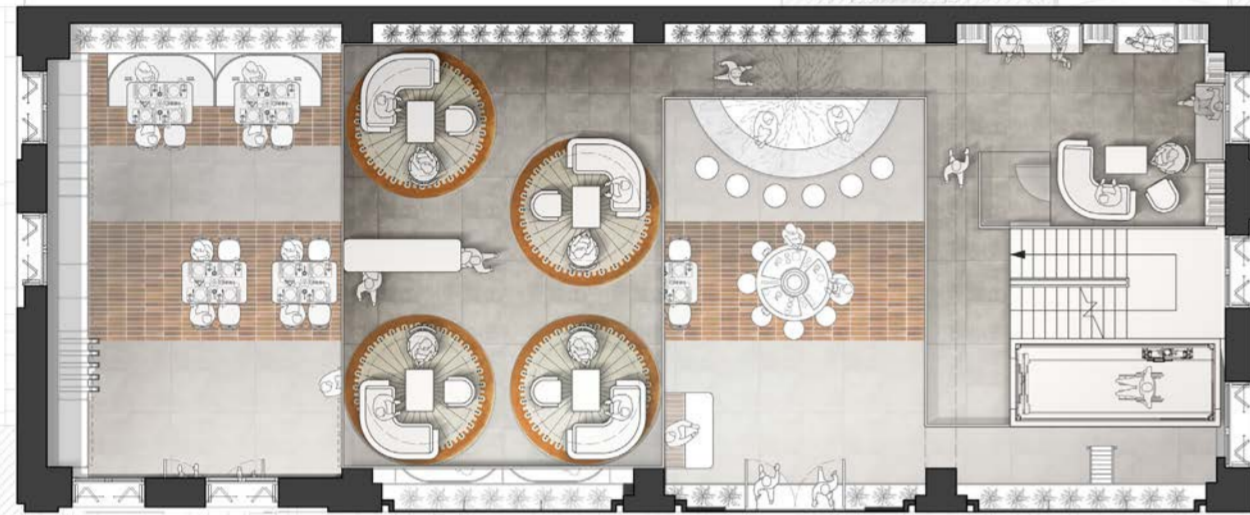
A passive rainwater collection system waters the plants naturally. Excess rainwater is stored within the building's roof, reducing water waste and relieving pressure on urban infrastructure.



Second-Fourth Floor - Hotel Rooms



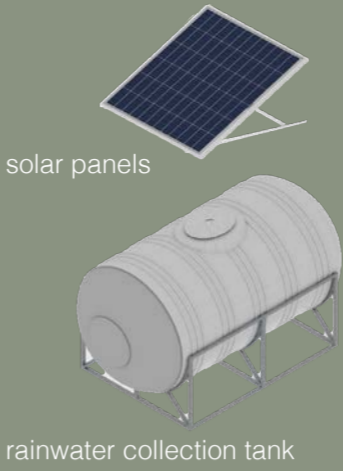
First Floor - Work area



Ground Floor - Bar/Reception, Restaurant and Retail Area



Basement - Gym and Spa



REDUCING ENERGY USE

A Smart & Sustainable Irrigation System

Rainwater is collected from the roof, filtered, and stored in a tank. The plants on the facade are watered through a drip system that works with gravity. Sensors check the soil and only add water when needed. If it doesn't rain, the system uses the building's main water supply. When there's too much rain, extra water is sent to the drains to prevent flooding. This smart, low-maintenance system keeps the plants healthy and supports biodiversity in a natural, efficient way.

Hotel Rooms



Work area



Bar/Reception, Restaurant and Retail Area



Gym and Spa





Reception, Bar & Vegan Restaurant

This welcoming zone merges reception, bar, and dining into **one cohesive space**. A **hexagonal ceiling, inspired by bee geometry**, echoes nature's structure and balance.

At its heart, an educational bar table with an overhead projector engages guests with **interactive content** on plant-based living. The **open kitchen reinforces transparency and ethical closeness**, inviting guests to witness the care behind every dish.

From Table to Home

The restaurant transforms into a retail experience, allowing guests to purchase the same **organic wines, kimchi, and fresh produce** featured in their meals. It's more than just dining—it's about **taking the experience home**. When someone enjoys a particular flavor or product, they can immediately buy it, creating a seamless connection between the meal and their everyday lifestyle. This approach encourages **transparency, supports conscious consumption**, and makes plant-based living more **accessible and inspiring**.



Each capsule on this wall holds a different kimchi blend—**push to reveal a one-of-a-kind flavour**. It's a fun, interactive way to discover something new, with **every jar offering a unique taste and surprise**.



Educational moment

The bar invites guests to **explore materials and learn about veganism** while enjoying a drink, turning waiting time into an engaging, educational moment.

From Dining to Cooking: The Restaurant Experience Reimagined

The restaurant not only serves exceptional dishes but also invites guests to step behind the scenes. Offering interactive cooking classes, it transforms from a place of tasting to a place of learning. Both restaurant guests and visitors from outside can join these sessions, where signature plant-based recipes and sustainable cooking techniques are shared. This unique concept turns every meal into an opportunity—allowing food lovers to take the restaurant experience home with them.

CIRCULAR, BIODEGRADABLE AND REUSED RESOURCES

The Table That Tells a Story

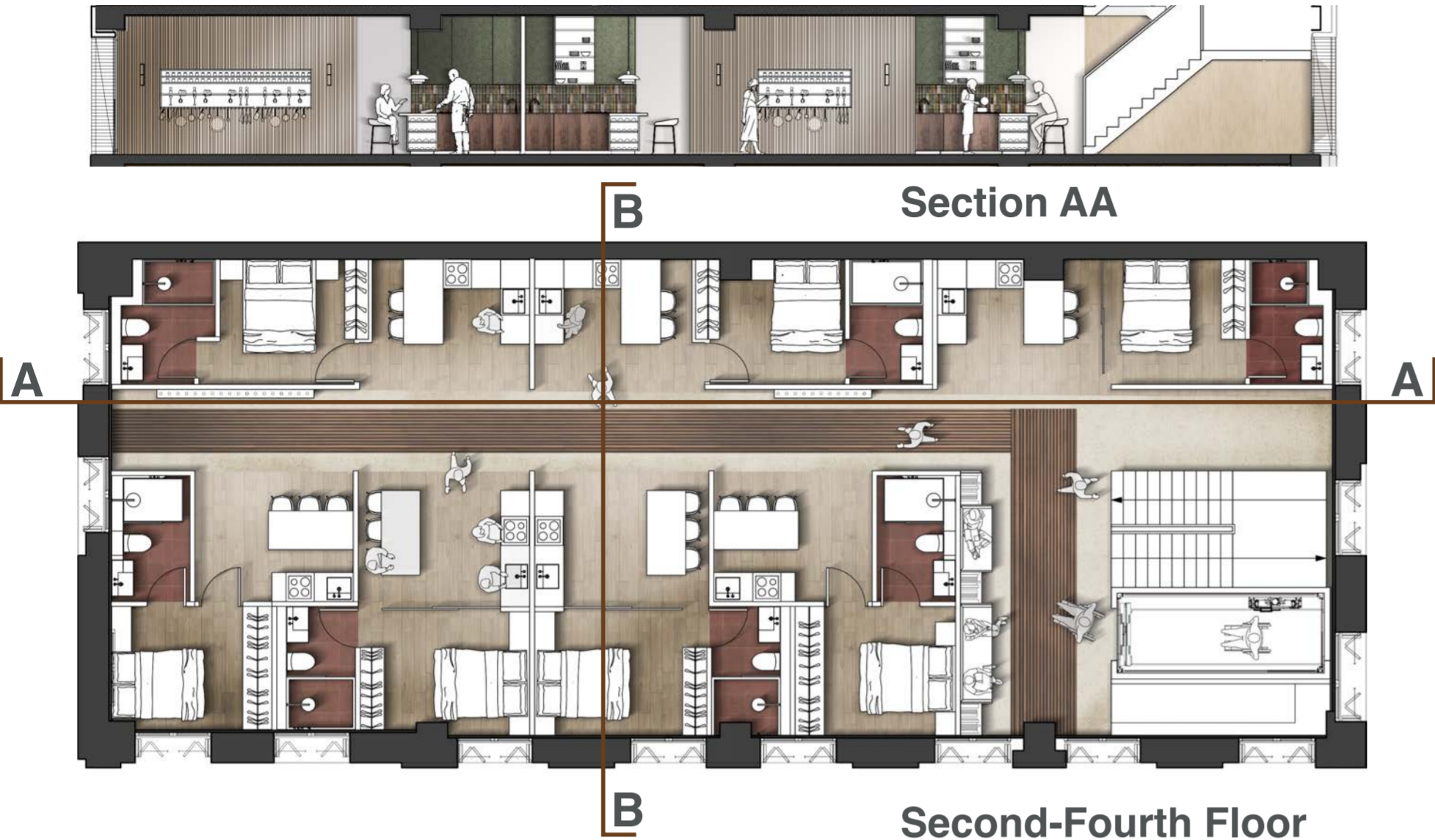
This table is about making guests more **aware and conscious of the materials around them**. By showing that something as simple as a table can be made from coffee waste or cork, it **sparks curiosity and invites reflection**. Every detail—pulled out, engraved, or exposed—reveals that sustainable, thoughtful choices are not only possible, but already here.



TACKLING RESOURCE DEPLETION



The Hotel Rooms - Shared Values for a Shared Planet



Connection, Community, United by Responsibility

This vegan hotel concept is designed to **bring together individuals** who share a passion for sustainability, plant-based living, and conscious choices—using the universal language of cooking as a catalyst for connection. At the heart of each room is an **open kitchen without doors**, inviting guests to collaborate, experiment, and share the joy of plant-based cuisine. Here, **cooking becomes a social experience**, sparking conversations, friendships, and the exchange of ideas. While the open kitchens foster interaction and creativity, private areas like bedrooms and bathrooms offer quiet retreats for rest and reflection, creating a natural balance between community and personal space. More than just a place to stay, the hotel transforms everyday moments—like preparing a meal—into opportunities for learning, networking, and inspiration. It's a **vibrant hub where like-minded individuals connect over shared values**, turning hospitality into a movement that celebrates sustainable living, creativity, and a true sense of belonging.



The corridor transforms into a vibrant communal space, where open kitchens invite guests to cook together, share ideas, and connect. More than just a passageway, it becomes a lively hub of creativity



Pause & Learn

The waiting area in front of the lift is reimagined as a vegan library—a space offering guests educational and informative resources on vegan living, sustainability, nutrition, and ethical design. It transforms a simple pause into an opportunity for learning and inspiration, encouraging reflection on conscious lifestyle choices.

More than a decorative feature, the library reinforces the hotel's values by providing accessible knowledge, fostering awareness, and promoting sustainable living through thoughtful, everyday moments.

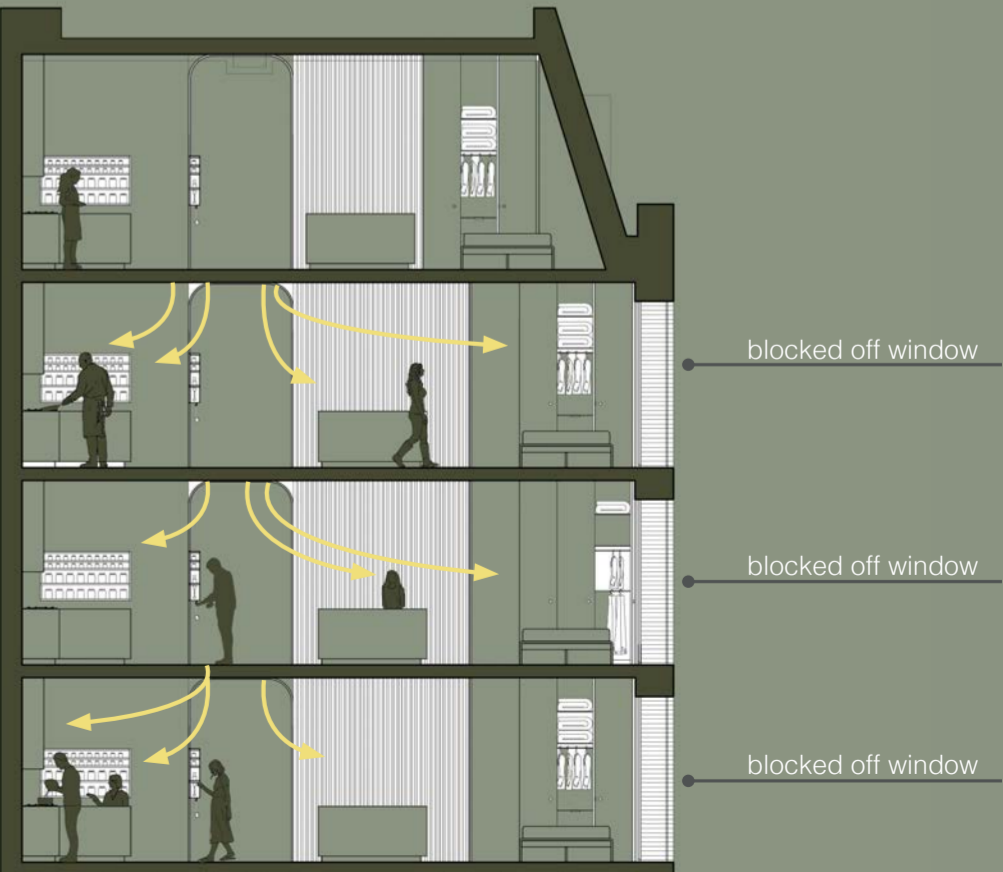
Pure Air, Pure Living: Sustainable Ventilation Strategy for Windowless Rooms

The windows are intentionally closed off to eliminate urban distractions and reinforce a commitment to clarity, wellness, and conscious living. By allowing only pure, filtered air to enter through a smart ventilation system, Planted creates a fresh, clean, and energy-efficient environment. This deliberate design choice transforms each room into a calm retreat, where guests can fully immerse themselves in the experience of plant-based cooking. Surrounded by natural materials and soft lighting, visitors are encouraged to embrace mindfulness, spark creativity, and deepen their connection to sustainable living.

CLEAN AIR WITHIN EARTH'S LIMITS

The ventilation system draws filtered fresh air from the corridor. HEPA and carbon filters remove dust, allergens, and odors, while low-energy fans and smart sensors adjust airflow based on occupancy. Solar-powered filtration enhances sustainability and keeps energy use low.

A low-energy exhaust removes stale air, supported by heat recovery technology (HRV) to reduce energy waste. This system ensures constant fresh air circulation, offering a healthy, comfortable, and eco-friendly environment for guests.



Section BB

A Room for Cooking, Sharing & Sustainable Living

App for ordering cooking kit

Unlike traditional hotel rooms designed merely for rest, these spaces place cooking and connection at the center of the experience. **Each room features a fully equipped, open kitchen**—inviting guests to experiment with plant-based recipes, share meals with neighbors, and turn everyday cooking into a social, creative activity.

To make the experience seamless and inspiring, guests can access **a custom app offering curated plant-based meal kits**, delivered straight to their door. Similar to services like HelloFresh, these kits provide fresh ingredients and easy-to-follow recipes, encouraging guests to try new dishes, develop their cooking skills, and enjoy the process. Whether preparing a solo meal or inviting others to join, guests can create something delicious, learn something meaningful, and truly feel at home.



Light-Filled, Sustainably Powered

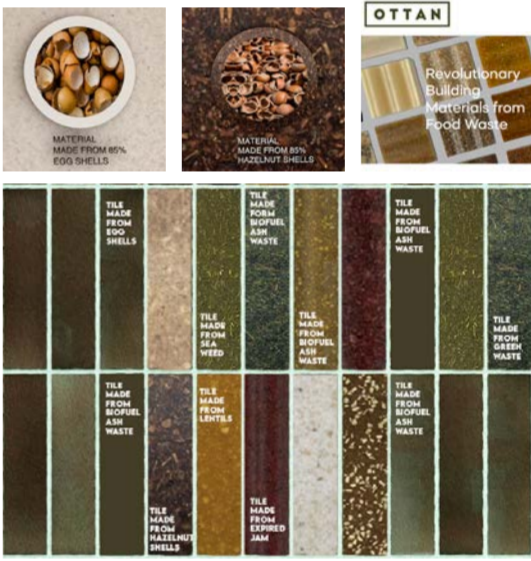
The rooms rely heavily on LED lighting to create a bright, luxurious atmosphere. While the lighting is bold and layered, it's also highly energy-efficient. The power comes from solar panels integrated into the roof



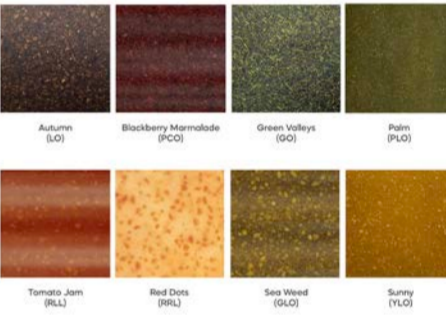
Touch to understand

Every element of the room invites guests to **touch, explore, and learn**, transforming sustainable design into an interactive experience. From the **wallpaper and textiles above the bed** to the **kitchen tiles and countertop**, each surface encourages curiosity. By feeling the textures of vegan, biodegradable and recycled materials, guests deepen their connection to the authenticity and environmental benefits behind every detail. Discreet tags or scannable markers reveal the story of each material—like **Ottan tiles made from food waste** or the **Organoid wallpaper made from 100% plants and bio glues**

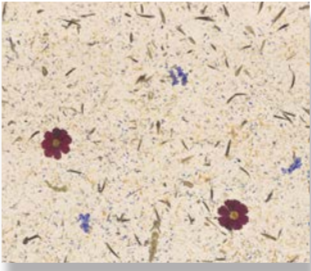
Here, **sustainability isn't just seen—it's felt, understood, and experienced**. This tactile journey fosters awareness, turning a simple stay into an opportunity to engage with conscious design and inspire mindful living through every touch.



Ottan Materials transforms **food and green waste** into sustainable, high-quality surfaces like tiles, panels, and finishes—giving discarded organic matter a second life in design and reducing reliance on virgin resources.



SUSTAINABLE CREDENTIALS



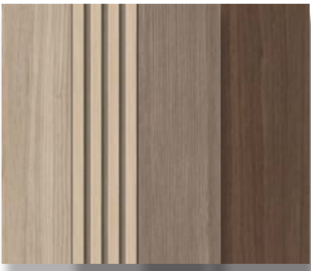
ORGANOID WALLPAPER

- Made from natural raw materials like hay, herbs, and flowers.
- VOC-free and free from synthetic chemicals.
- Biodegradable and compostable.
- Uses eco-friendly backing materials.
- Produced with renewable energy sources.
- Brings natural scents and textures indoors promoting well-being.



OTTAN CUSTOM TILES

- Made from 100% organic waste like fruit peels, leaves, grass, and food scraps.
- Reduces landfill waste and carbon footprint by upcycling bio-based materials.
- Free from petroleum-based resins and harmful chemicals.
- Fully recyclable and biodegradable, supporting circular design principles.
- Low-energy production process compared to traditional materials.



VENEER

- Reduces timber use by maximizing each log.
- Minimizes waste compared to solid wood.
- Often applied to FSC-certified MDF or plywood.
- Lightweight, durable, and long-lasting.
- Can use low-VOC, eco-friendly finishes.
- Supports sustainable forestry when responsibly sourced.



OTTAN HAZELNUT AND EGG SHELLS

- Made from upcycled hazelnut shells and eggshell waste.
- Reduces organic waste and promotes circular design.
- Free from harmful chemicals and synthetic resins.
- Biodegradable, recyclable, and eco-friendly.
- Natural textures and tones, minimizing the need for dyes or finishes.



100% COTTON TEXTILE

- Made from natural, renewable cotton fibers.
- Biodegradable and compostable at end of life.
- Free from synthetic materials and harmful chemicals.
- Breathable and non-toxic, promoting healthy indoor air quality.
- Often dyed with eco-friendly, water-based inks.
- Durable and reusable, reducing the need for frequent replacement.



OTTAN GREEN WASTE

- Utilizes surplus grass, leaves, and plant trimmings to repurpose urban green waste.
- Actively reduces methane emissions by diverting biodegradable waste from landfills.
- Crafted without harmful chemicals, promoting a toxin-free environment.
- Fully recyclable and biodegradable, supporting eco-conscious material cycles.