

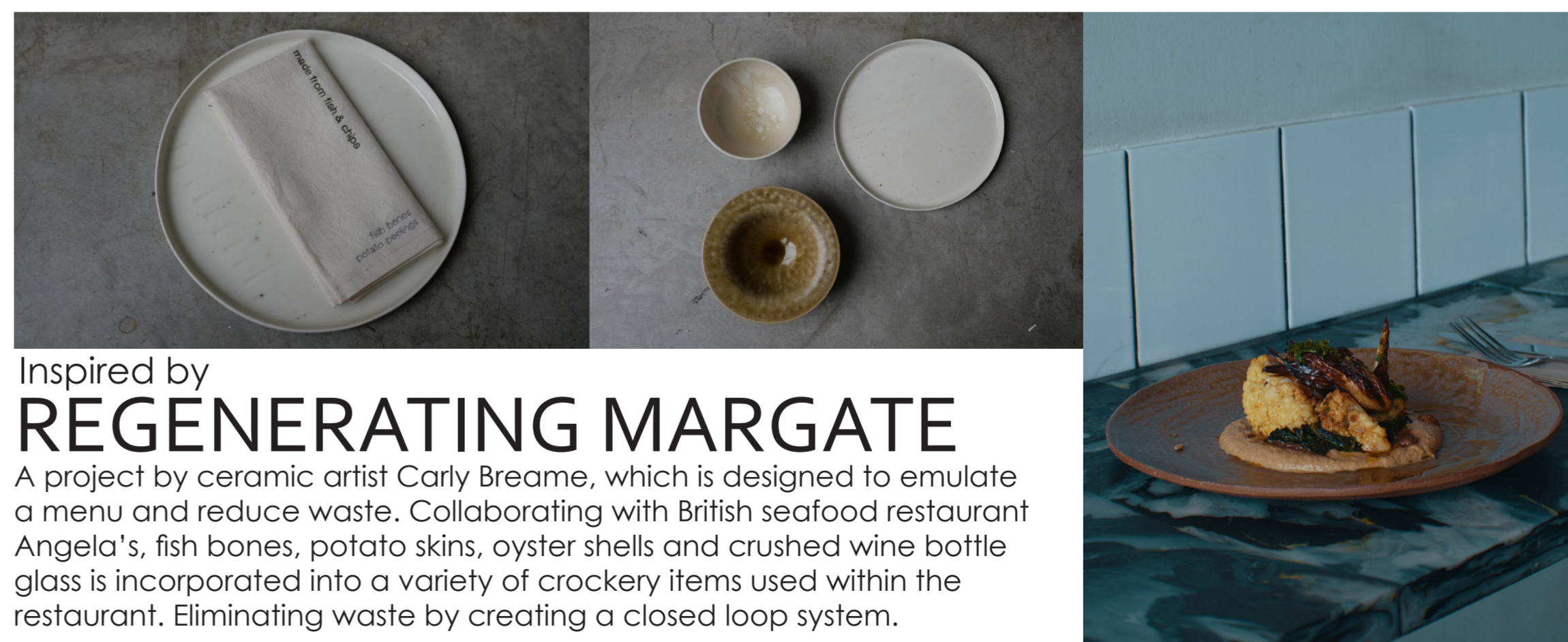
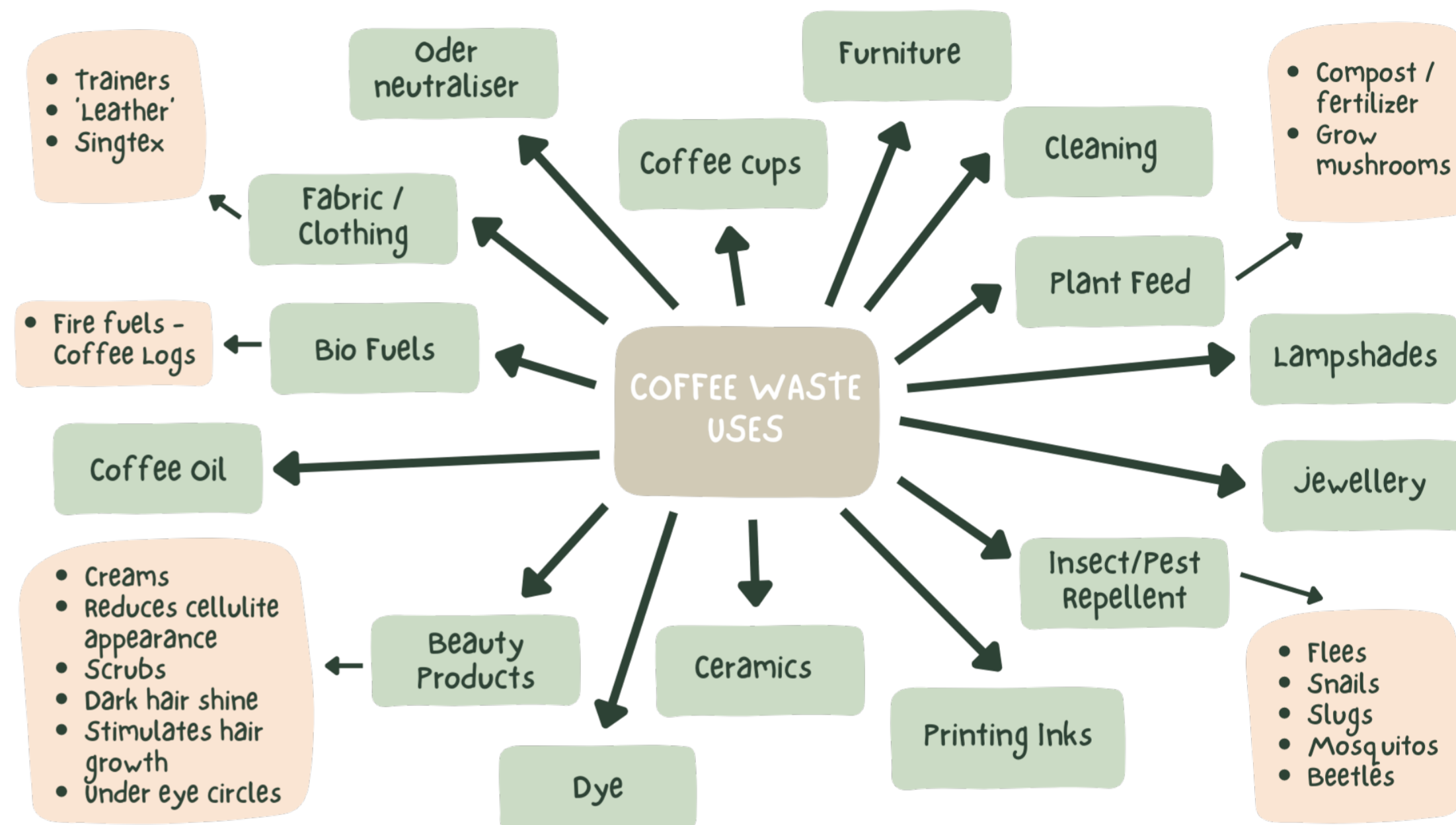
# GROWN

A working craft space with a coffee and roast house that work together to reduce the waste produced during coffee production and consumption.



Conscience buying is growing in popularity; a survey conducted by First in Sight concluded that 62% of Millennial and Generation Z participants would be willing to pay more for sustainable products and over half of these participants are willing to pay more than 10% for this. The shift in perspective of the younger generation is being adapted by brands to ensure their products meet the expectations of the customers. Trend forecasts show sustainability and conscious buying is becoming a key selling point for consumers, creating a space that not only reduces the waste being sent to landfill but also allows the consumer to see and use the product produced is an innovative idea that is being used but not to the full potential. The space will allow the consumer to see the process taking coffee waste to product.

**18 MILLION TONNES** of spent coffee grounds are produced globally each year, with most ending in landfill. Their decomposition releases methane which has a global effect 21 times stronger than that of carbon dioxide. Methane is responsible for around 30% of the rise in global temperature, causing climate change to occur at a rapid speed which is having an effect on coffee. It is predicted by 2050 60% of wild coffee plants will be extinct due to climate change. These plants are needed to create hybrids, for the domesticated coffee plants we drink, to help them survive the change in temperate, flooding, drought and pests caused by climate change.



## Inspired by REGENERATING MARGATE

A project by ceramic artist Carly Breame, which is designed to emulate a menu and reduce waste. Collaborating with British seafood restaurant Angela's, fish bones, potato skins, oyster shells and crushed wine bottle glass is incorporated into a variety of crockery items used within the restaurant. Eliminating waste by creating a closed loop system.

*"As a maker, I develop functional ceramic works that centre around the dining table, acting as a representation of the local environment. The ambition and motivation is often how to reconsider the materials we use and work towards circular economy goals."*

Grownd ensures no spent coffee grounds are sent to landfill, it is recycled in house to produce new products. The main product is ceramics, made in the ceramic studio on the ground floor.



The ceramic studio is located on the ground floor so customers can see the spent coffee grounds being recycled. This is the start of the story of the space. The first thing seen when entering is the 'coffee slides' and collection station, visitors can track the journey of the coffee through the space as they make their way to the coffee house.

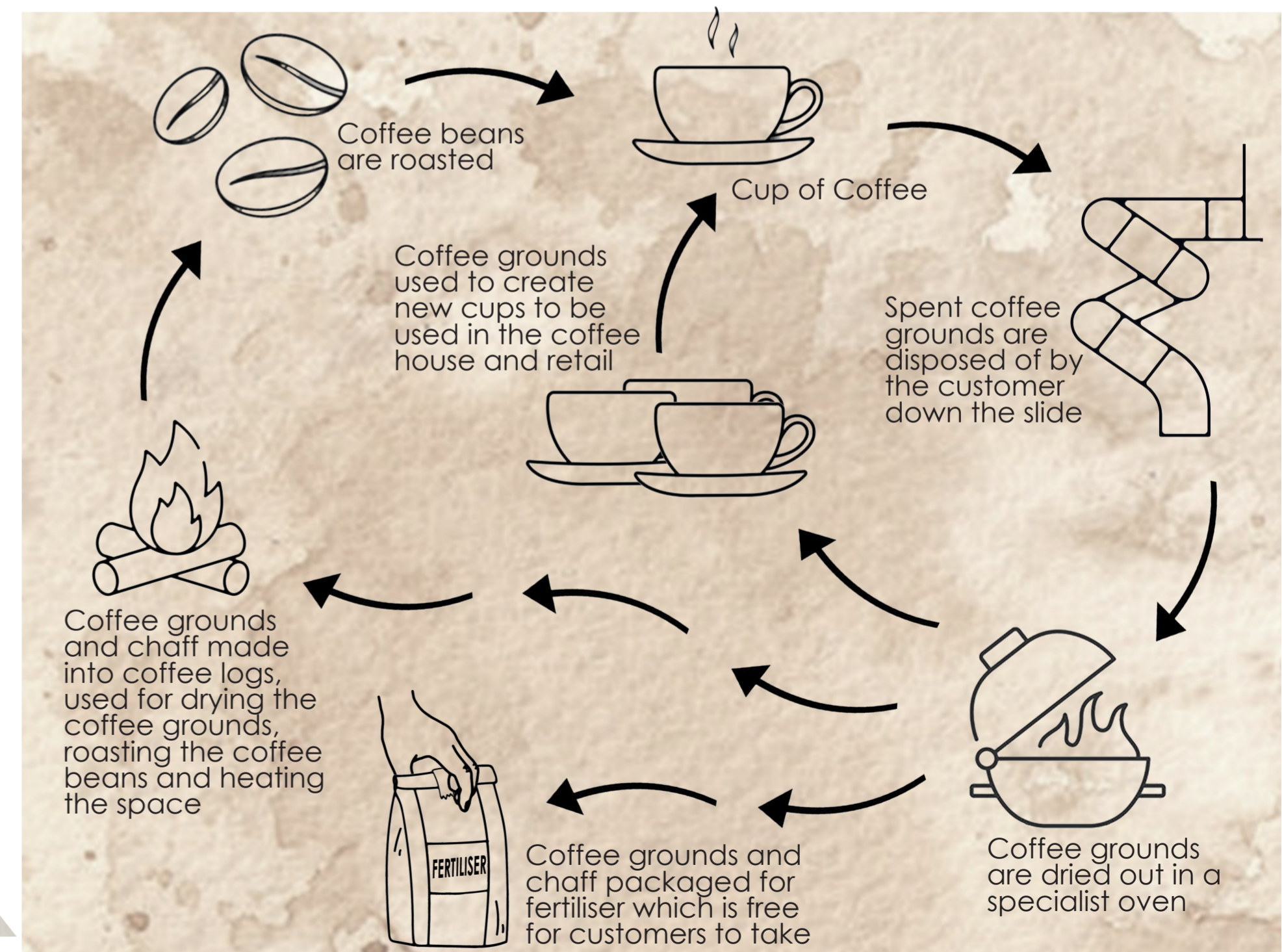


Spent coffee grounds disposal point - the customer can become part of the recycling process. Once the coffee is made they have the choice whether they want to participate. If so, they bring their spent coffee grounds to the 'coffee slides'. They choose what they would like their grounds to be used for and tip into the slide for that product. The idea is to have a fun interactive experience which will start conversations about recycling and how they can help make a difference to the environment.

**29,000** coffee pods go to landfill every minute, with some taking upto 500 years to decompose. Grownd has a coffee pod recycling station where coffee pods can be disposed of in return for reward points to use in the coffee house.

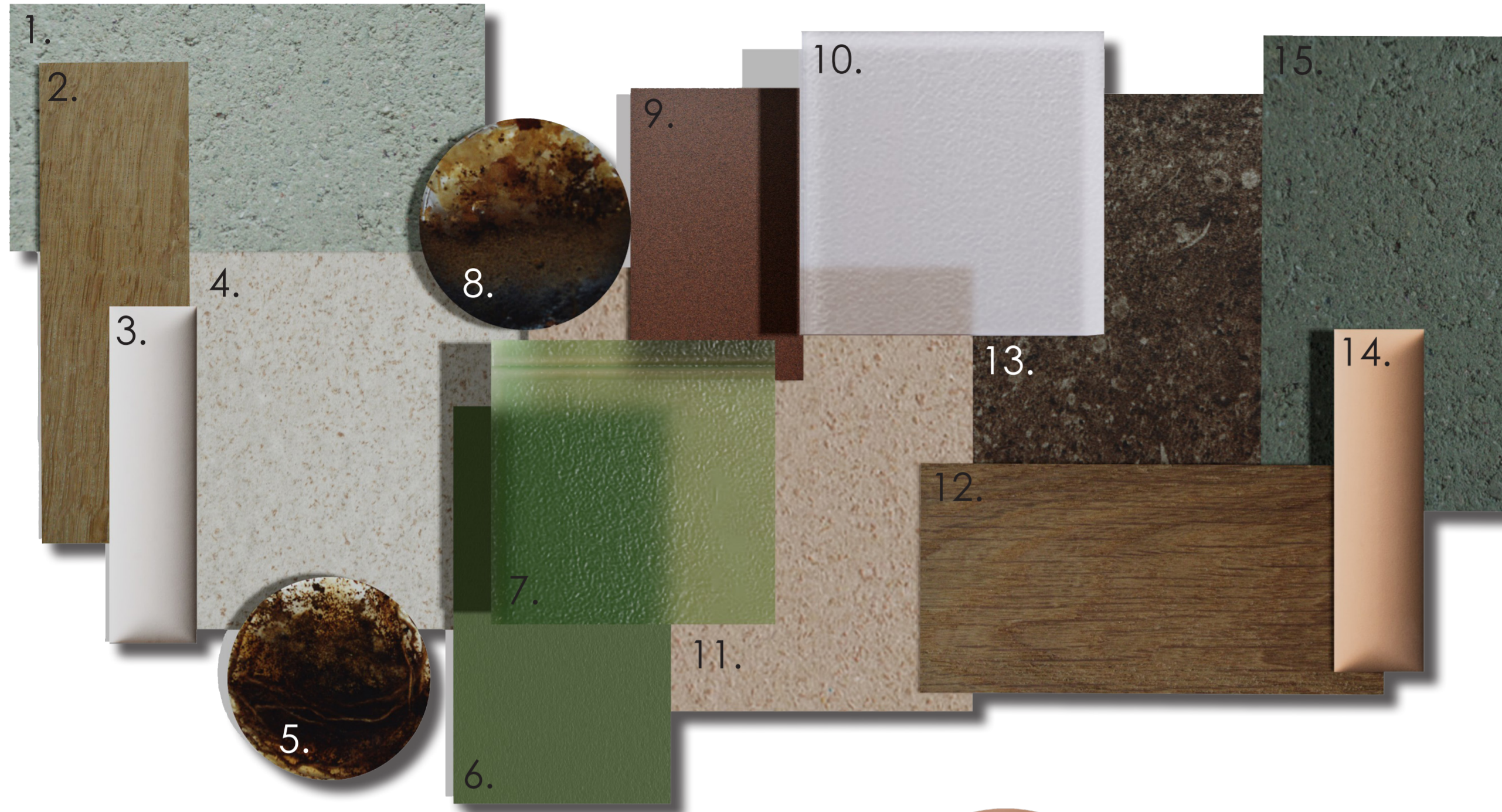


Podback - Created by Nespresso, Nescafé, Dolce Gusto and Tassimo with the aim that all coffee pods are recycled. Pods can be dropped off at various locations across the UK, Grownd will use this service to ensure all pods are recycled and none end up in landfill.



# MATERIALS

All materials within the space are environmentally friendly. They are either recycled, re-purposed, made from sustainable materials or are already part of a circular economy.



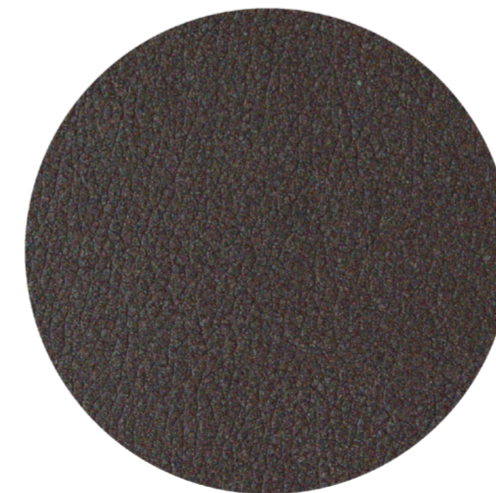
- 1 - Collection point units - Natural recycled materials, the by-products from Italy's quarries are 'cold-pressed' into tiles.
- 2 - Shelving (Ground floor) - Recycled/re-purposed wood.
- 3 - Work desk - Recycled materials.
- 4 - Flooring tiles (Ground floor) - Recycled materials with wheat bran, spikes and seeds to create texture.
- 5 - Handles - Spent coffee grounds and coffee sack set in synthetic resin made from renewable raw materials which are fully biodegradable, non-toxic and non-hazardous.
- 6 - Staircase - Recycled steel and powder coated.
- 7 - Lift car - Recycled glass tinted green.
- 8 - Balustrades - Spent coffee grounds and chaff set in synthetic resin made from renewable raw materials which are fully biodegradable, non-toxic and non-hazardous.
- 9 - Planters - Re-purposed corten steel.
- 10 - Glass walls - Hand cast glass bricks made from recycled glass, fully recyclable after.
- 11 - Flooring tiles (First floor) - Recycled materials with wheat bran, spikes and seeds to create texture.
- 12 - Shelving (Second floor) - Recycled/re-purposed wood.
- 13 - Flooring tiles (Second floor) - Recycled materials and sustainable production processes with self-generated electricity and water recycling.
- 14 - Work desk - Recycled materials.
- 15 - Spent coffee grounds disposal unit - Natural recycled materials, the by-products from Italy's quarries are 'cold-pressed' into tiles.



Booth lighting - 100% coffee chaff and orange peel. They are also fully compostable.



Booth seating walls with back lighting - Recinder is ceramic made from waste coal ash and discarded ceramics. The recycled material has a unique translucent quality.



Booth seating fabric - Artificial leather made with coffee grounds.



## Inspired by Early BKK Café

Designed by Space+Craft, this café, located in Bangkok, captures the essence of the proposed Huddersfield project. It shows how discarded waste products can be reused to create something new and innovative whilst helping the environment. The space is fully sustainable, only using recycled products or items saved from landfill for the materials, furnishings and decorations. The space not only creates an attractive and welcoming atmosphere but also educates the customer on how 'rubbish' can be reused and ways in which we can all help the environment.

*"People might come here for a coffee, but will definitely go back with some changes in their mindset about the waste and recycle concept. Believing in small intentions can make the world a better place, Early BKK prospected to be a small part of creating some changes in society."*

- A - Exterior metal framework with around 600 beer bottles positioned through the rings.
- B - Beer bottles used for door handles.
- C - Terrazzo tiles made from bottle shards. 'Bottle fossil' patterned walls created by pressing bottles into concrete.
- D - 'Re-board', made from milk cartons for furniture and doors. Oil drums re-purposed for sink stands.



# GROWND

It's all about the Coffee!

Ground floor, first floor and second floor plans stacked

