

GRO



MISSION AT GRO

Our mission at GRO is to change people's belief of the fungi and therefore broke the way of new innovative and beneficial solutions to preserve the earth and protect the environment with the use of mushrooms.

An innovative and experimental learning space focused on providing a deeper knowledge of fungi and their sustainable benefits.

The project inspires its visitors, and provides a space for deeper engagement with mycomaterials, culinarian experiences and cultivation and healing spaces connected to mycology.

The project takes place in 2050 and aims to address our biggest environmental problems by embracing the incredible fungi.

DESIGN BRIEF

To design an innovative and experimental learning space focused on providing a deeper knowledge of fungi and their sustainable benefits. The project will focus on inspiring its visitors with the help of promoting mycomaterials, culinarian experiences to deeper engagement in the form of cultivation and healing spaces connected to mycology.

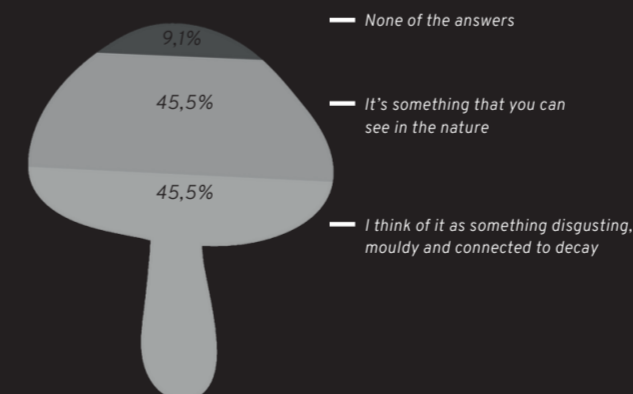
The project will be future-focused and will take place in 2050 showing how we could overcome our biggest environmental problems by embracing the incredible fungi.

Most people have a wrong perception of what fungi is and don't have enough general knowledge of the mushroom.

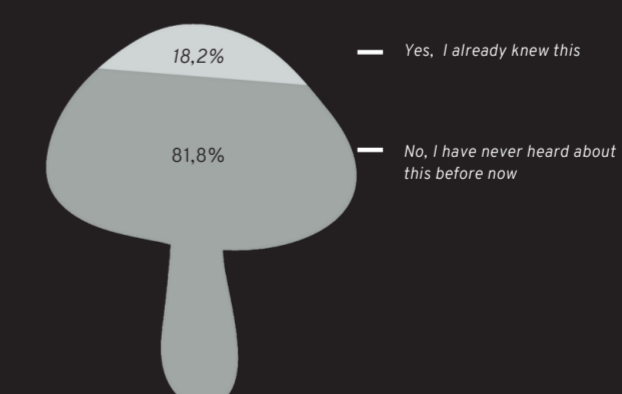
We don't acknowledge and practise the use of fungi in our everyday lives and in deeper conflicts.

Is there a future?

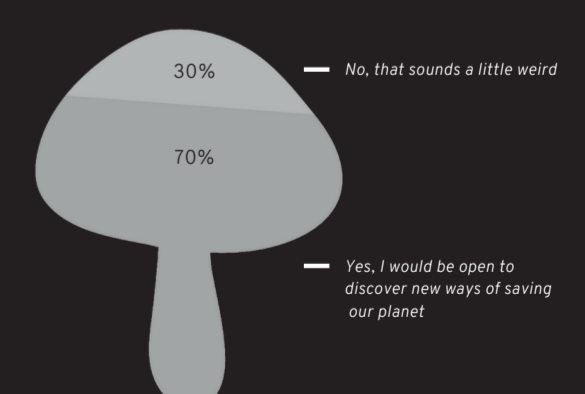
When I say fungi, what is the first thing that crosses your mind?



Did you know that some fungi can digest cigarette butts and certain types of plastic and turn it into edible mushroom?



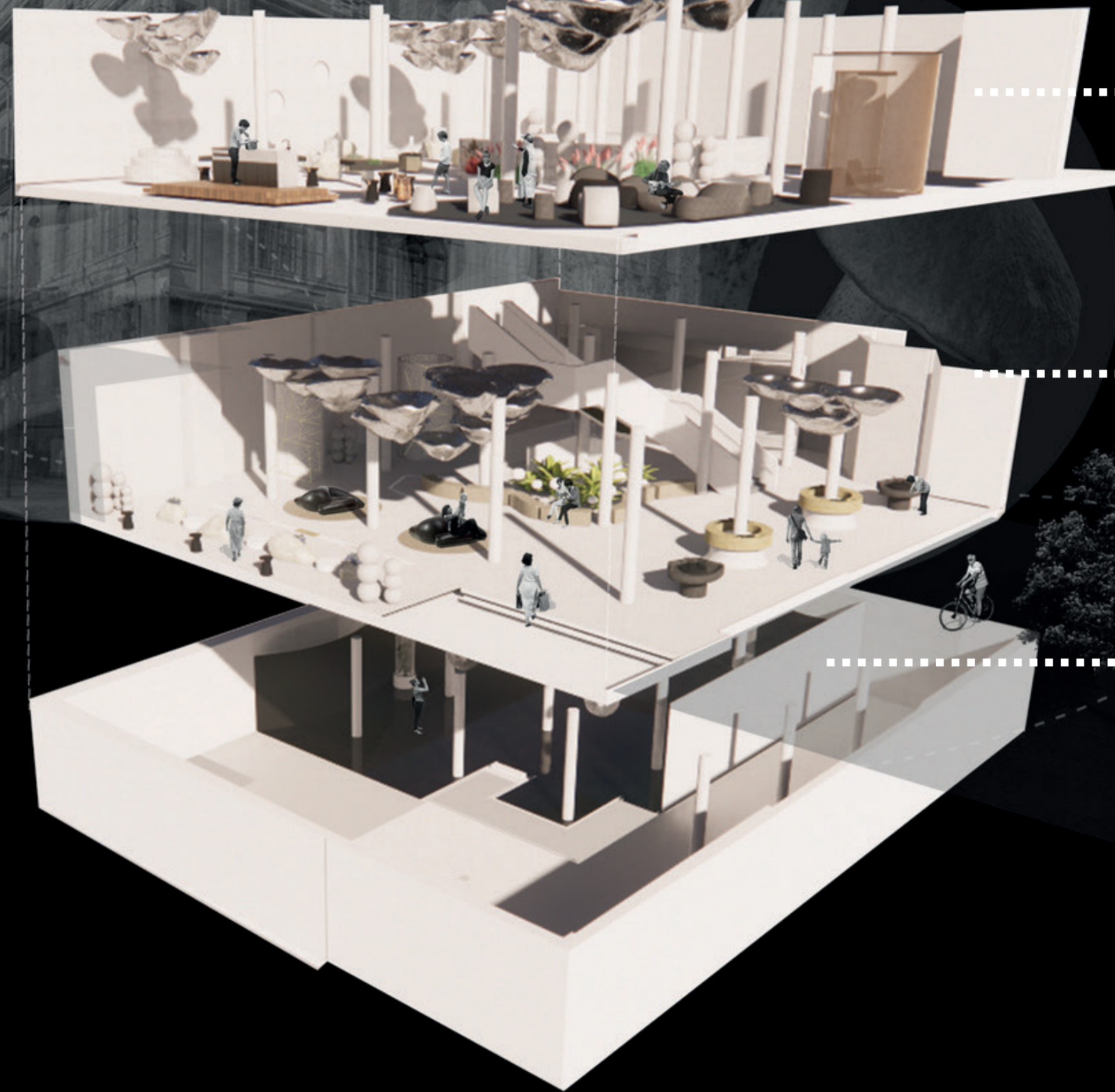
If an educational learning space opened to teach you specifically about the environmental benefits of the mushrooms/fungi, would you visit?





LEEDS, 2050

The city will have a completely different climate and the air will be too toxic and polluted for people to walk outside for a long amount of time. Creating indoor public spaces where people can breathe clean air and relax will be mandatory in 2050 as outside facilities will no longer be in use.



FIRST FLOOR
Mushroom Cap

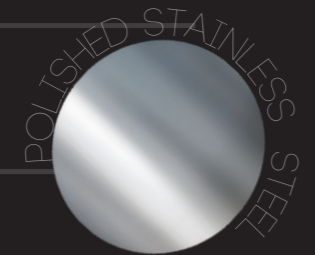
GROUND FLOOR
Mushroom Body

BASEMENT
Mycelium Roots

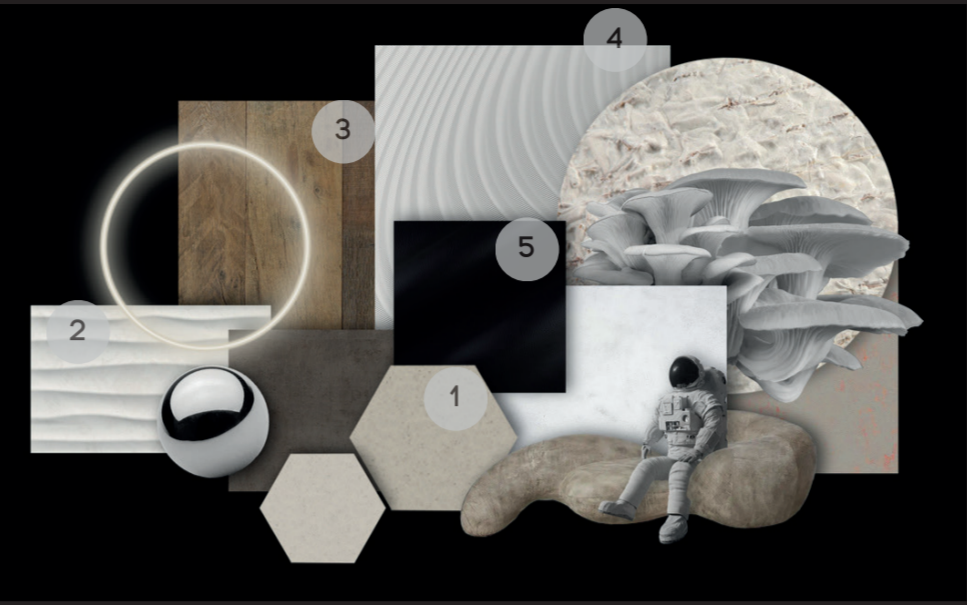
SYMBIOTIC RELATIONSHIP

Mutualism is a type of symbiotic relationship where all species involved benefit from their interactions.

GROUND FLOOR



- 1 MYCELIUM FLOORING
- 2 URINE GLAZED PORCELAIN
- 3 RECLAIMED WOOD
- 4 INTERACTIVE WALL SURFACE
- 5 FAUX LEATHER



DIY EXPERIENCE

The DIY experience offers customers a chance to play and get their hands dirty, creating their own mycelium item with a variety selection of moulds to choose from



HUMIDIFIER DESIGN

In 2050 the air quality will have gotten significantly worse and having a space with clean air for both people and fungi is extremely important.

3D PRINTING PODS

At GRO fitting rooms with a 3d printer allows customers to get custom special made myco clothes that was advertise in the sensory garden. Interactive surface will make the fitting rooms come alive.



HOLOGRAM CLOTHES

In the future touchable holographic advertisement will have become the normal and users will be invited to try out mycomaterials that can be 3d printing in the fitting rooms

SENSORY GARDEN

To try and reconnect users to nature again, various plants and mushroom will grow freely to create a "garden" that will trigger senses, such as touch, smell and sight



AREAS OF THE SPACE

- 1 SENSORY GARDEN WITH HOLOGRAM RETAIL ADVERTISEMENT
- 2 INTERACTIVE VR EXPERIENCE
- 3 3D PRINTING DRSSSEING ROOMS
- 4 INTERACTIVE TOUCH SCREENS
- 5 DIY/ BUILT IT YOURSELF MYCELIUM OBJECTS
- 6 WAITING AREA



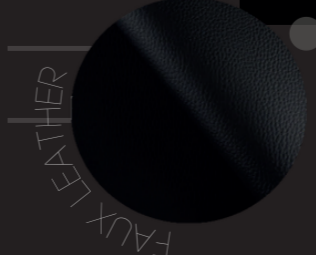
VR EXPERIENCE

Interactive VR experience that lets the user follow the journey of a mushroom, from mycelium roots to full a grown mushroom



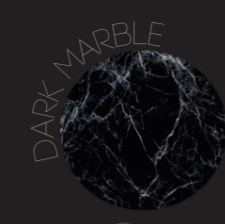
MYCELIUM SEATING

The waiting area will include various seating benches made from mycelium and is a 100% biodegradable and can resist generous amount of pressure



COMMUNITY

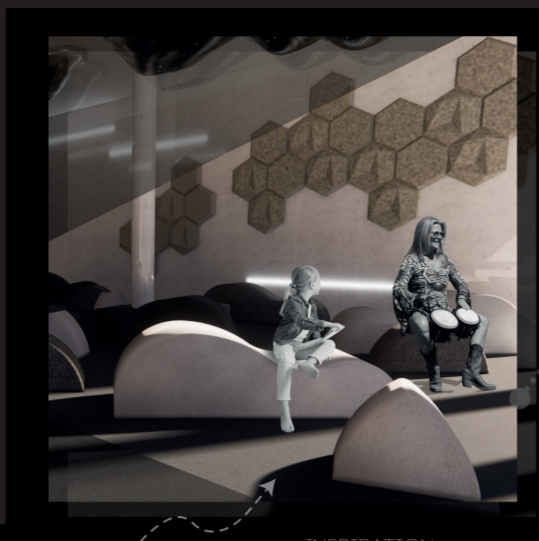
The tables are design to revoke the community togetherness within the target audience. The openness and location of the tables invite people to convert with the person that sits next to them



INSPIRATION
The shape of the table has been inspired by split-gill mushroom that have been proved effectiveness against cancer

TASTING EXPERIENCE

The tasting experience is in the middle of the space before entering the breakout space. Here customers can sit down and enjoy special made dishes using the specific mushroom recommended from the body scanner



INSPIRATION
The lounge seating is inspired by the shape of shiitake mushrooms which have been proving to improve circulation, boost overall energy, reduce stress and boost your immune system



INVERSION THERAPY
Inversion therapy is a technique where you are laying upside down. There are said to be many potential health benefits of inversion therapy for your respiratory system, circulatory system, digestive and immune systems

BREAK OUT SPACE
The breakout zone offers a range of therapeutic impressions like sound, system, softer material choices for relaxation and stimulation of the user's senses. Bespoke ceiling installation will be triggered and activate interactive lighting and holograms when laying underneath



Trained therapists will be available for consultation and help



- 1 MYCELIUM FLOORING
- 2 DARK CORK FLOORING
- 3 OFFSET STOOLS WITH BIODEGRADABLE FOAM
- 4 LIGHT INSTALLATION MADE FROM COW BLADDER
- 5 ANTIBACTERIAL TILE

MATERIALS

The materials have been chosen carefully to represent the sustainable mindset that GRO want to advertise.

PRODUCT EXPERIENCE

When entering the first-floor customer will introduce to the DIY experience where they can produce their own mushroom powder for health benefits. The experience will take them through body scanning, to picking out specific dried mushroom to then grind into powder at the mortar tables

THE OUTCOME

The goal of the experience is for the customer to have gain deeper knowledge about the different types of mushrooms and feel more comfortable including them in their everyday lives



- 1 SCAN
- 2 GRIND
- 3 TASTE



PHILOSOPHY

At GRO we believe mixing high technology and a prehistoric lifestyle means we can stop overconsuming and over manufacturing and get back to where we used to rely on our own skills set and knowledge to survive and thrive

AREAS OF THE SPACE

- 1 FUTURISTIC BODY SCANNERS
- 2 MIX AND PICK PRODUCT DISPLAY
- 3 MORTAR TABLE FOR DIY PRODUCTS
- 4 TASTING EXPERIENCE AND COOKING SINIMARS
- 5 THERAPYIC BREAK OUT AREA
- 6 PRIVATE PODS FOR THERAPY SESSIONS



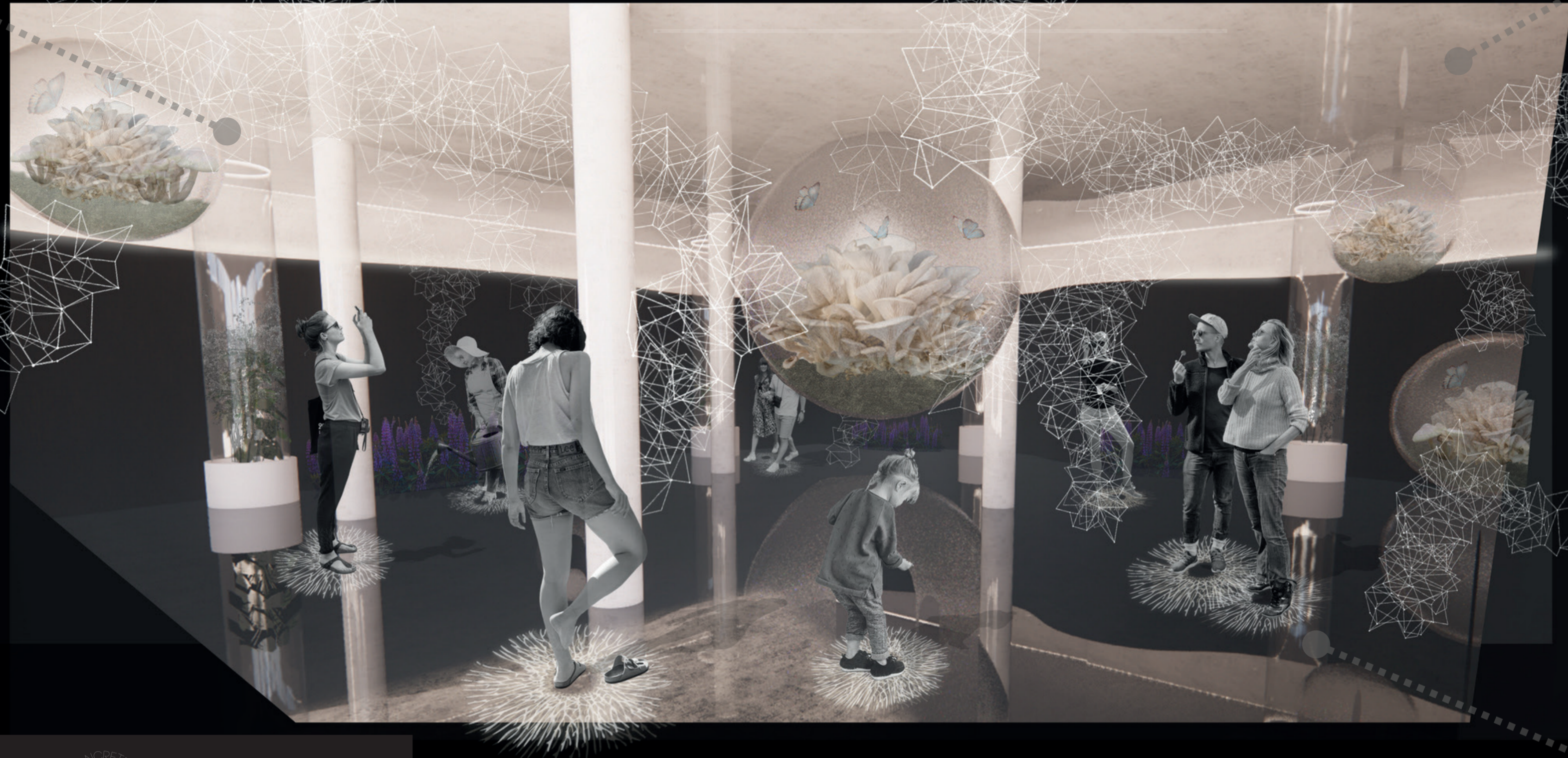
FIRST FLOOR



BASALT FIBRE ROOTS



CONCRETE STRUCTURE



THE START OF LIFE

The aim for the space is to make users feel like they are a mushroom themselves. Interactive flooring will reveal mushroom roots with every step



CULTIVATION



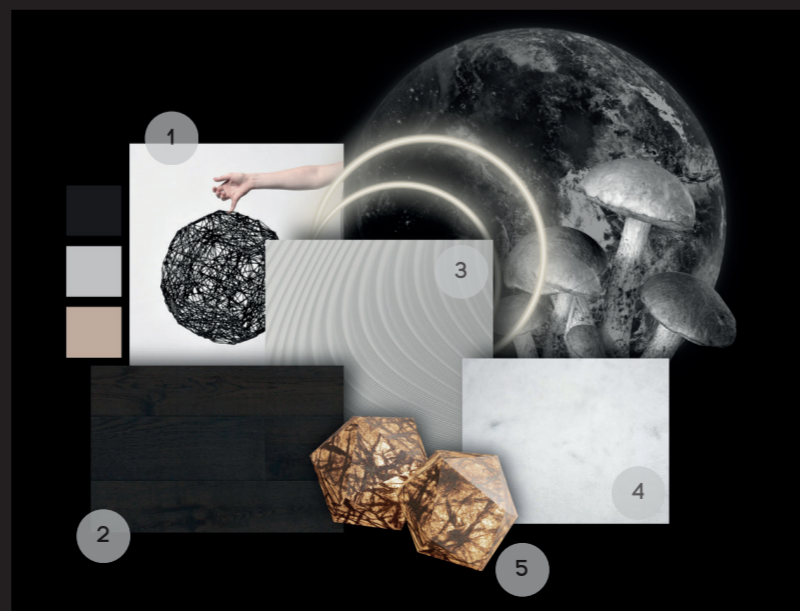
CONCRETE WALLS



CULTIVATION FARM

The cultivation experience invites users to gain a new awareness and knowledge when it comes to mushroom cultivation. Here users will be able to see and be a part of the transformation happening when we decompose plastic waste and turn it into edible mushrooms ready to harvest

- 1 BASALT FIBRE "ROOT" INSTALLATION
- 2 RECLAIMED WOOD ROOM DIVIDERS
- 3 INTERACTIVE WALL SURFACE
- 4 CONCRETE WALLS + CEILING
- 5 DECORATIVE LIGHTING



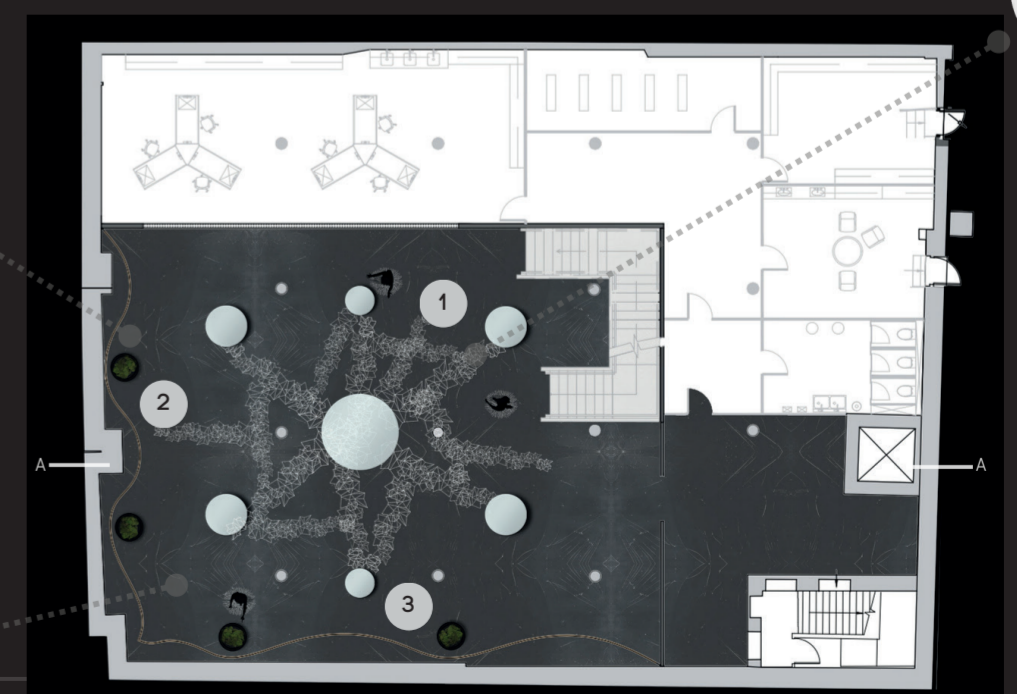
FUNGI DISPLAY

AREAS OF THE SPACE

- 1 MYCELIUM ROOT INSTALLATION
- 2 INTERACTIVE FUNGI DISPLAY
- 3 CULTIVATION DISPLAY FOR PUBLIC USE



INTERACTIVE FLOOR



BASALT FIBRE

BASEMENT