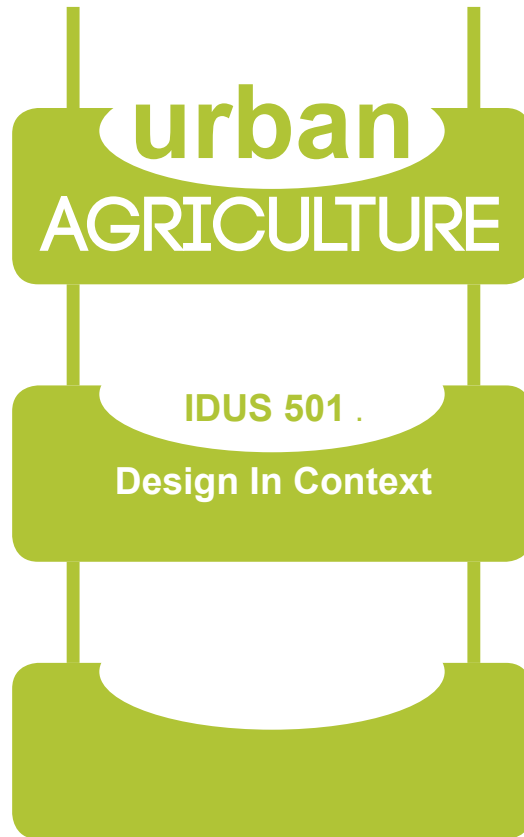
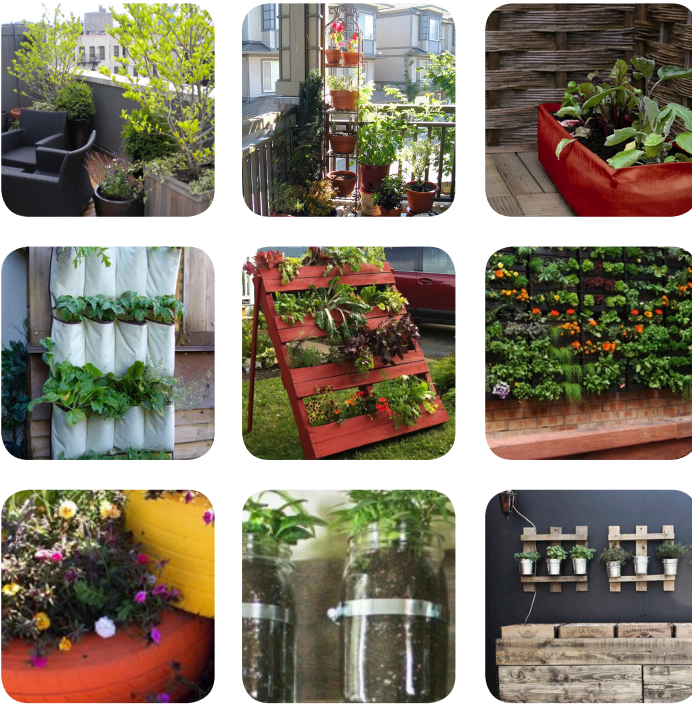




Srujana Akkiraju . Kathy Dixon . Wenchao Ma





URBAN



Vertical growth
Lack of space
competition

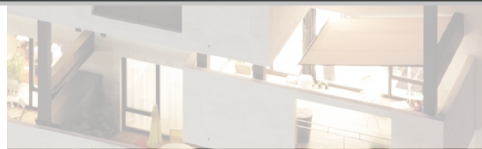
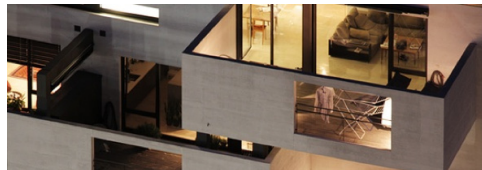
AGRICULTURE



Horizontal growth
vast
expanse

urban
AGRICULTURE

Balcony spaces



urban
AGRICULTURE

color + texture





Alexandra Smith



Age: 29 yrs

Occupation: Data Analyst for Johnson & Johnson

Location: Boston

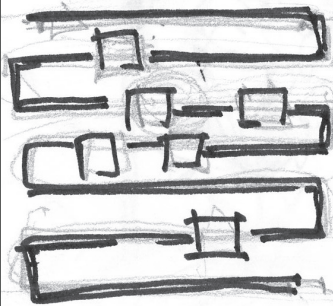
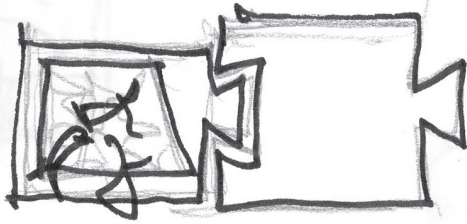
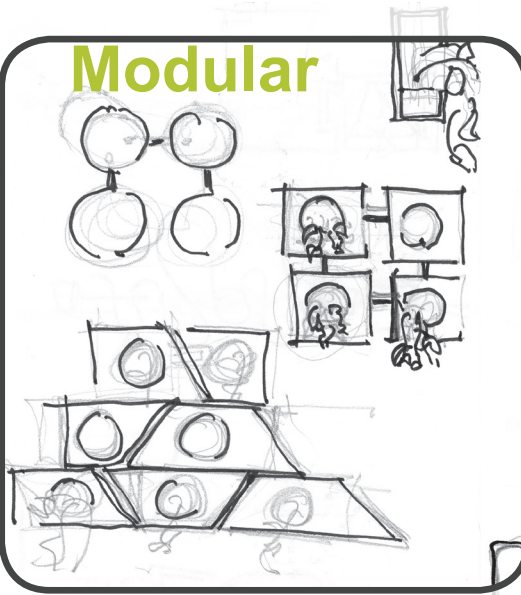
- Lives with her Boyfriend.
- Busy and hectic lifestyle.
- Lives in a cozy apartment with a small apartment.
- Likes to sit in her balcony enjoying a cup of coffee in the mornings.
- Doesnt mind spending over 50-60\$ in order to do up her get-away space



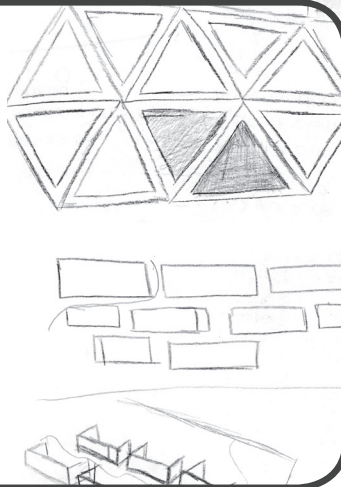
Stacked



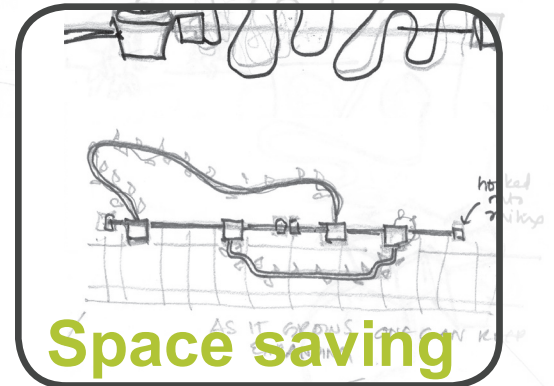
Modular



Vertical

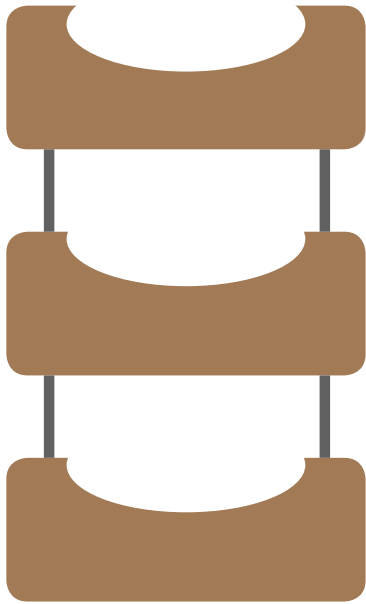


Space saving

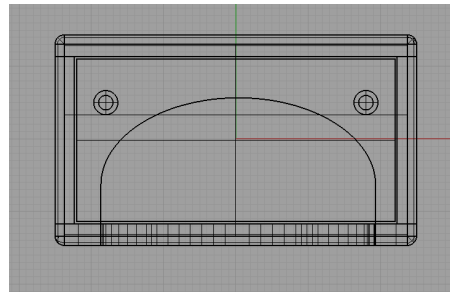
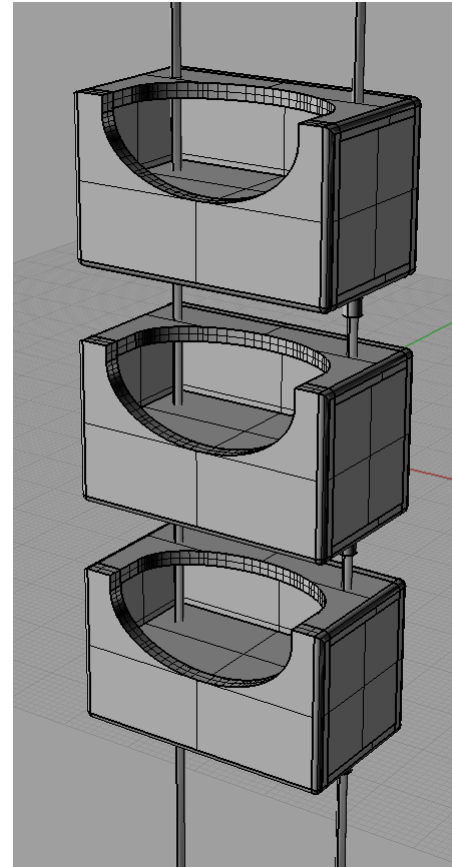
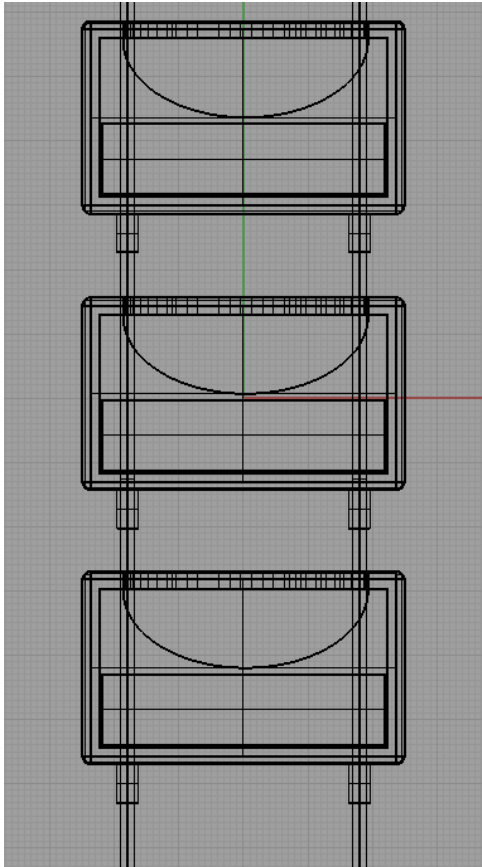








Urban
AGRICULTURE







Urban AGRICULTURE



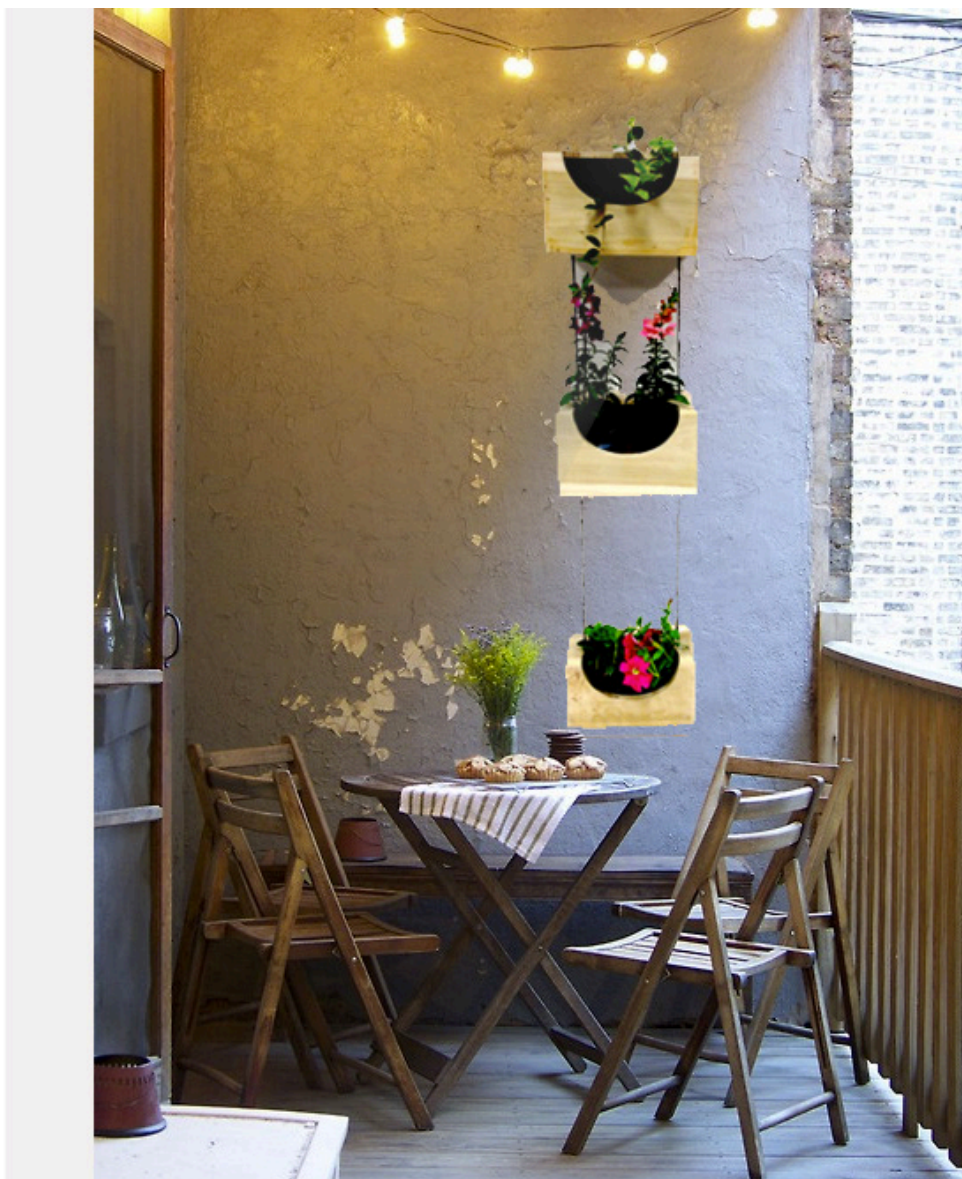




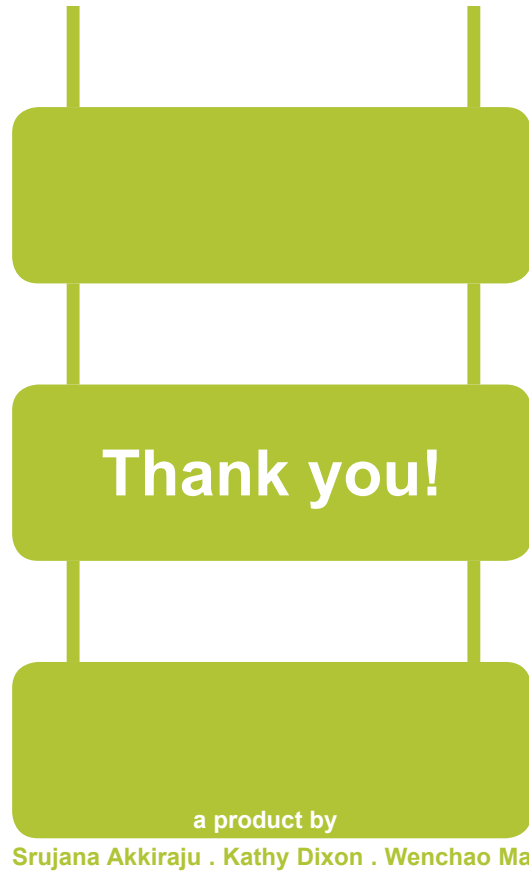
| urban |
AGRICULTURE



urban AGRICULTURE



Urban AGRICULTURE



Thank you!

a product by

Srujana Akkiraju . Kathy Dixon . Wenchao Ma