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GROW WITH YOURSELF

COLLECT AND CONNECT WITH YOUR FOOD

Editorial

Die 14 &zines explorieren und illustrieren 14 Microtrends, die sich im Kontext der Pleasure Renaissance mit gegenwärtigen Praktiken des Vergnügens auseinandersetzen. Jedes &zine gibt einen Einblick in die Motive und Kontexte, die einen der 14 Microtrends prägen. Es versammelt Phänomene, in denen Microtrend sichtbar wird und skizziert wie er sich zukünftig entwickeln könnte.

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GROWTH YOURSELF

COLLECT AND CONNECT WITH YOUR FOOD

*“Enjoy mother nature
Step outside into the
and take the time to
the little things.”*

e!
e fresh air
appreciate

INTRO

TRENDFORSCHUNG BA 2024



Abb 1: @gazoakley; Abb 2: @ pilzaddicted.official; Abb 3: @gazoakle

THE GROWING FOCUS ON SELF-SUFFICIENCY

The Micortrend Trend Grow it yourself (GIY) is driven by the pleasure of growing one's own food. It supports the idea that growing, harvesting, and collecting your food creates a deep connection to what we put into our bodies.

It is a reminder that we are a part of nature and how important this connection is to our happiness and well-being. As technology advances and we drift further from nature, we long to reconnect with the rhythms of the earth and embrace organic food.

GIY is increasingly growing stronger through phenomena like online content about self-sufficiency, where activities like foraging for mushrooms, fruits, and nuts, as well as growing new vegetables from kitchen scraps are encouraged. Community gardens and more people discussing these topics in everyday life are contributing to growth too. Growing our own

food not only saves money and food waste but also tastes better and is fresher than store-bought food.

Most of us live in apartments in cities and few of us have a garden or a vegetable patch. But there are new, creative and innovative ways like vertical gardening with hydroponics systems which allow us to grow plants without soil by using nutrient-rich water solutions.

Different from cottage core, which also promotes time for yourself, a retreat into nature and a slower more conscious life, GIY is much more focused on community and enjoying pure pleasure without money. Mother Earth provides us with everything we need. Similar to the Back-to-land/self-sufficiency movement of the seventies, it is much more about creating an alternative path between capitalism and socialism, fostering autonomy and a democratic community.

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HINDSIGHT







Repurposed kitchen scraps: Green onion, Napa cabbage, onion, garlic, baby beet greens and celery shoots

THE PRIVATE IS POLITICAL

More people are increasingly interested in growing their food. This trend empowers individuals and communities to take control of their food sources and engage actively with local ecosystems, promoting biodiversity and fostering a sense of community.

The awareness of climate change and global warming has highlighted the harm caused by monocultures and the use of pesticides. Social media has played a crucial role in this movement by sharing inspiring content about self-sufficiency. GIY is also a form of micro activism, as the private is political. Just like the phrase challenged family values and female rights in the feminist movement of the 1960s and 1970s, it challenges the system in the following important ways today.

By growing our own food, we are:

- Challenging our dependence on the corporate food system.
- Promoting healthier lifestyles by encouraging physical activity and providing access to fresh, organic produce, which can reduce reliance on a for-profit medical system.
- Building and healing communities by creating spaces and activities that bring people together.
- Boycotting the agrochemical industry that is polluting our environment, harming pollinators like bees, and disrupting the natural balance.

We are returning to our roots by learning from our ancestors and Indigenous cultures, which have developed systems that reuse resources and harmonize with nature. These practices ensure that we do not take too much from the land, give back to nature, and create balanced ecosystems where plants can benefit from one another.

This trend is likely to continue as urban populations are expected to grow rapidly, leading to challenges in food supply and accessibility. Recent crises have highlighted the vulnerabilities in food distribution networks, such as rising food prices.



INSIGHT





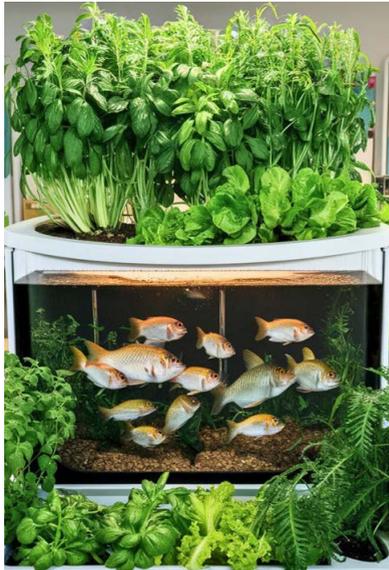


The conceptual **SOLE coffee table** is a multi-functional furniture solution that hides a full hydroponics gardening system inside.

GROWING SOLUTIONS

This trend is multifaceted and addresses more than purely practical concerns about food supply and security in cities. It guarantees future generations have a deeper connection to nature and know where food comes from.

Due to limited space traditional gardening methods are being reimagined, and vertical solutions enable us to cultivate diverse crops in urban settings. Technology is being integrated with hydroponic systems and smart gardening systems that monitor plant's needs, optimize resource use and even automate some care tasks.





Hydroponics is a method of growing plants without soil, using nutrient-rich water solutions instead. This system allows for precise control over plant growth conditions, resulting in faster growth rates and higher yields. Plants are supported by inert mediums like perlite or clay pellets, ensuring they receive optimal light, nutrients, and oxygen. Hydroponics systems can be set up indoors or outdoors, making them versatile for urban environments and reducing the need for large agricultural spaces.

Abb 1: Aquaponics hydroponics system ; Abb 2: Hydroponic bottle garden ; Abb 3: Hydroponic PVC Pipe system ; Abb 4: Kratky method hydroponics system ; Abb 5: Mason jars hydroponics system

Grow fresh, nutrient-rich produce year-round in a **Rise hydroponic garden.**





WEAK SIGNALS

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Designed by Caterina Vianna and Ferran Gesa, the **Brot (sprout in Catalan) plant lamp** brings a breath of fresh air into modern living spaces. Brot is both a practical planter and a creative lamp and underlines the growing demand for easily accessible, healthy food and multifunctional objects.



Community gardens, which serve as shared spaces for growing food, not only provide a source of fresh produce but also promote social interaction and collaboration. People come together to share resources, knowledge, and the labour of growing food, strengthening local bonds and community.

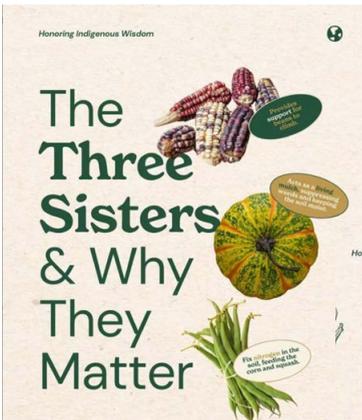


Edible City, Andernach's city center has fruit and vegetable gardens that anyone can harvest for free.



Kuno is a electricity-free cooler designed by Kuan Weiking and Theodore Garvindo Seah. It is made using traditional Malaysian clay modelling techniques. This sustainable cooling method provides a cooling systems for everyone.

There is a high focus on sustainability using organic farming techniques and learning from Indigenous farming techniques which contribute to environmental conservation and biodiversity.



The Three Sisters (squash, corn, and climbing beans) are traditionally planted together as companion crops. Each of these plants offers unique benefits that promote the growth of the others and support sustainable agriculture. This ancient method of cultivation has been practiced by the Haudenosaunee and various Indigenous peoples of Central and North America.



Grow is a hydroponic system designed by Gal Kuflik, for growing plants, herbs and more, using water from dishwashers, washing machines and toilets.

Reusing water from household sources like sinks and bathtubs, we can create self-sustaining irrigation systems. Utilizing organic waste and biodegradable materials, we can produce nutrient-rich fertilizers from kitchen scraps and compost, as well as safe, eco-friendly options derived from toilet waste.

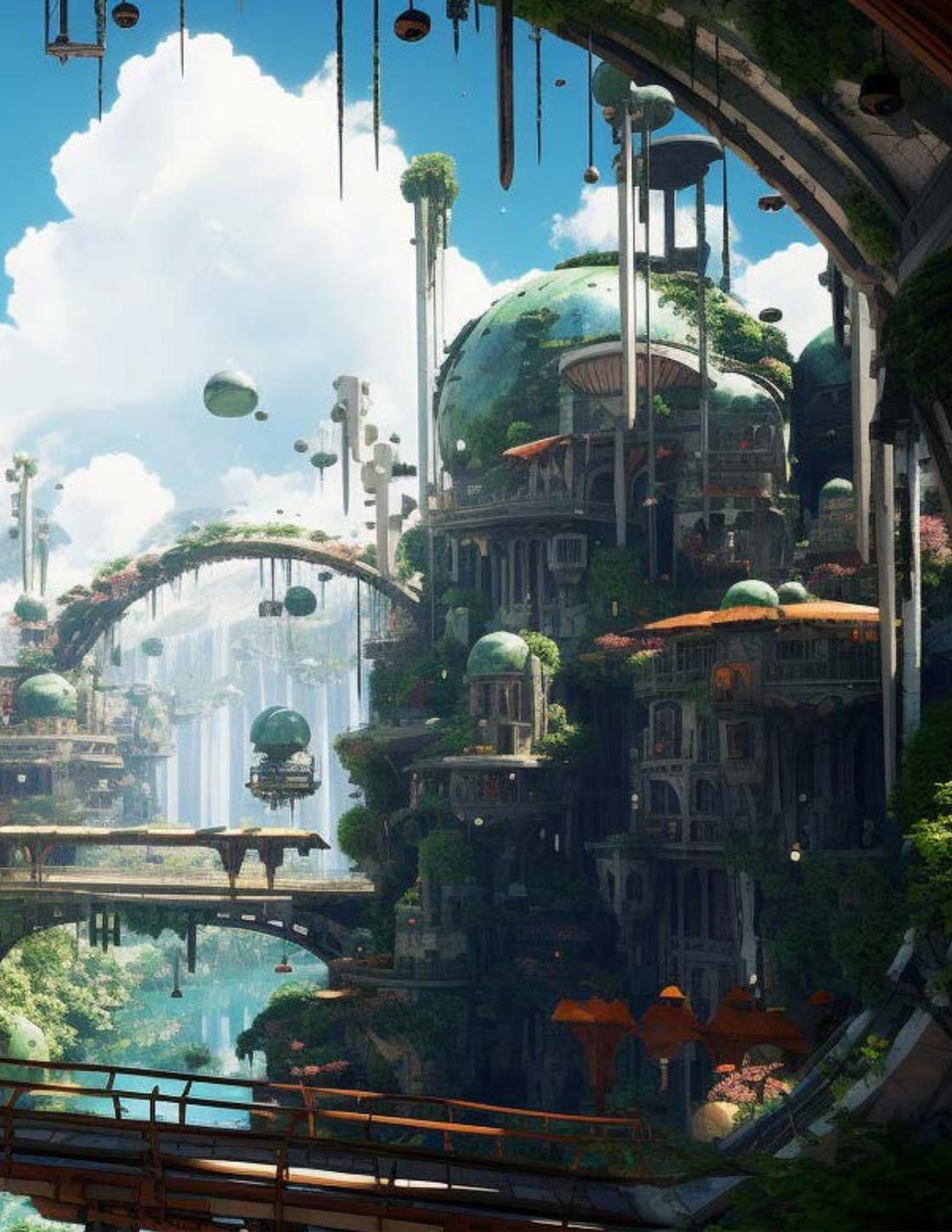


KAGURA, developed by Chaozhi Lin, is a closed indoor garden system that enables people to create a self-sufficient garden regardless of location.

We see ideas and concepts that not only improve the self-sufficiency of the individual but also promote community interaction and circular shared use of resources.



FORSGEM





CIRCULAR SYSTEMS

The Microtrend Grow it Yourself is driven by our desire to reconnect with nature, concerns over food security, environmental sustainability, and public health, offering numerous solutions for individuals and communities.

In the future, concepts such as community gardens, sustainable growing techniques, hydroponic systems, and circular approaches that involve reusing water and creating nutrient-rich fertilizers from waste will be integrated into urban food production.

Cities and nature will merge, resulting in greener urban landscapes that improve air quality, reduce CO2 emissions, and make organic food more affordable and accessible for everyone. Spaces like rooftops and courtyards will be transformed into thriving ecosystems, empowering communities to take control of their own food supply.



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#home-grown
#health
#community
#self-sufficient

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