

ORTHO CULTURE INSTALLATIONS... A NEW DESIGN FOR URBAN GARDENS THROUGH RECYCLING

By Ivan Lawrence White

Winner of the competition organized by the Festival of Gardens (Italy) 4th edition and connected to Expo Milan 2015, the installation of Ortho Culture is a prototype designed by a company start-up to creatively contribute to the appreciation of agriculture as an economic and social activity at the same time.

The installation uses locally available building scrap materials. The Idea, proposes a Re-Cycling and Up-Cycling methodology designed and calculated so that these products will find new life and acquire a greater economic value than the original components.

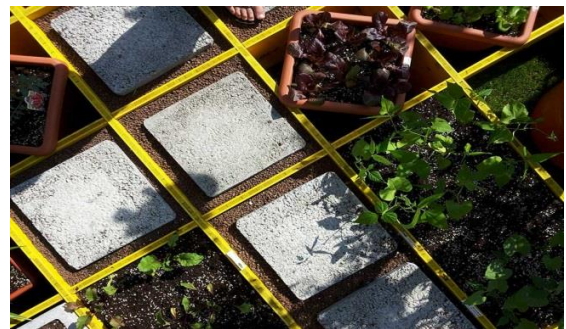
Interlocking mounted wooden planks form a grid that regulates the structural inclusion of the elements needed for cultivation. Concrete boxes are used again in creating walkways. The installation, bounded by vertical elements and wooden shelves, which give life to the structure green walls, tells about an architectural space where classic building elements are given a second chance in urban horticulture.

The installation is configured as a flexible element, which can be used on different scales and in very different contexts

The success of this flexible prototype and reproducible urban garden, have encouraged the designers to develop a three application prospect for its use in different contexts.

A first area of development of this Ortho Culture concept is related to the valorisation, recovery and rehabilitation of public and green spaces, in agreement with public authorities, to contribute to the management of abandoned areas of the city. As such, Ortho culture installations can be used to play a requalification role as green furniture for flower beds , gardens , patios , lobbies of buildings, terraces and flat roofs, improving these spaces often unused and/or not aesthetically pleasant.

Ortho Culture designs are being realized with local authorities and teachers, to promote and implement this concept amongst schools at various levels in order to involve children and young people in activities which liaise them with agriculture and nature. Ortho culture installation designs are also underway for private spaces such as gardens and terraces, true natural habitats for this creative idea.



The aspiration of the designers is to take these installations as part of interventions for large communities, with a management that brings economic benefits, linked to agricultural production, and especially to the role of creating new relationships, encounters, exchange and learning places.

Agriculture is still seen, especially in urban contexts, as an activity of the past and the Ortho Culture project, with the support of new designer's professionalism and commitment, architects and engineers, looks at agriculture with a new approach, revaluing its strategic economic and social impact. These installations suggest revising agriculture not only as a means to economically live, but also as an opportunity to save money through a new, smart, and intelligent agriculture with cutting-edge methods and management which enables to create business and new social grounds where ideas can be brought to life.

To know more

[Article in Blog.kico.it](#)

[Ortho Cultura Construction video in youtube.com](#)

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