

FORGOTTEN FARBEN (food must be colorful)

HOW CAN WE DESIGN A POTATO CONCEPT STORE IMMERSED IN URBAN CITIES, TO PROMOTE BIODIVERSITY IN TRADITIONAL MEALS, WHILE CONNECT REGIONAL AND LOCAL FARMS WITH COMMUNITIES?

Problem 75% of the world relies on just 3 crops, 9 plants, and 5 animals. Agriculture contributes to around 24% of global greenhouse gas emissions and is the single largest user of fresh water on the planet. Exist thousands of alternative crops, which complement these staples. Food biodiversity is a source of high-nutrient species and varieties. Agricultural land covers about 38% of global land area. Every decade until 2050, agricultural production will reduce by 2% while demand will increase by 14%.

When we lose agricultural biodiversity, we also lose the options to make our diet healthier and our food systems more resilient and sustainable.

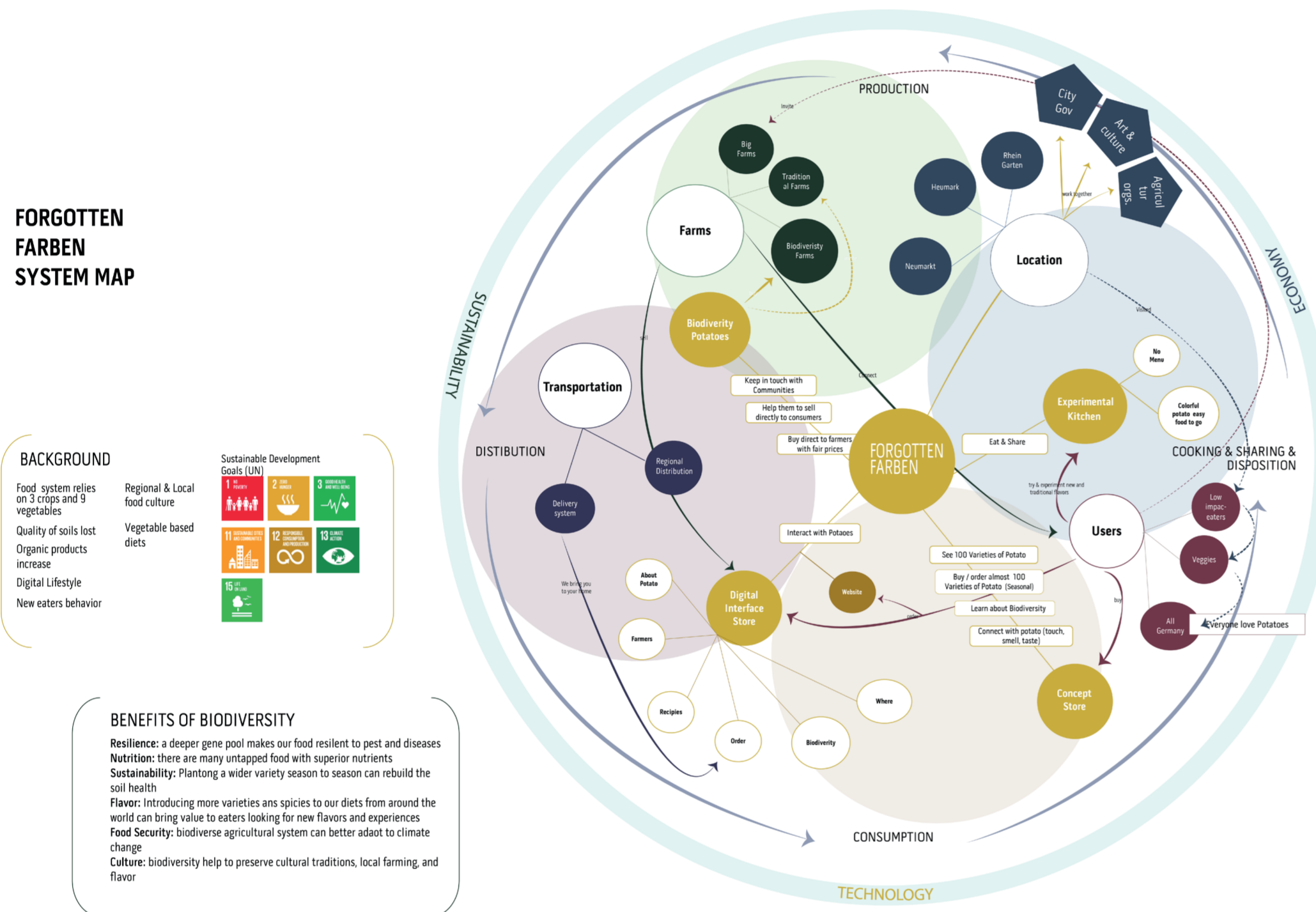
Abstract How much varieties of Tomato exist in your favorite supermarket? Have you ever eat a yellow carrot? Will you cook purple potato soup? Forgotten Farben is an Interactive Potato concept store, collaborating with local farms which grow 'forgotten varieties' of vegetables to diversify the food system. The purpose of our initiative is to introduce a new array of colours and flavours of vegetables into the German diet; and make conscious decisions towards helping agrobiodiversity.

Why: The bio-markets, Supermarket, street markets have a limited potatoe variety offer Germany grows around 210 varieties of Potato from the 4,000 species in the world Germans love potatoes
How: Our Potato store will showcase a selection of potatoes widely used in traditional meals. However, what we have available for purchase is an array of different varieties existing from the potato. Our store is an interactive experience where you taste, inspire and impulse agrobiodiversity for a sustainable food system



Where: We are nomads, we seasonally change location to bring our diverse potatoes in city.

System map



Keywords #AGROBIODIVERSITY #FOODFORFUTURE #OLDVEGETABLES #REALVEGETABLES

Data Farms growing biodiversity potatoes, Interview with Kartoffel Kult. "The State of the World's Biodiversity for Food and Agriculture" From FAO. Varieties of Potatoes growing in Germany.

Stakeholder Köln city government
Marktschwammer

Partner Kartoffel Vielfalt, Kartoffel Kult, Hof Möllering

Cases

- Slow Food Foundation:** Supporting initiatives to preserve biodiversity, traditions and culture
- Yolcan:** Ancestral farming, real seed, real food, biodiversity
- Marktschwammer:** A community of farmers around europe.

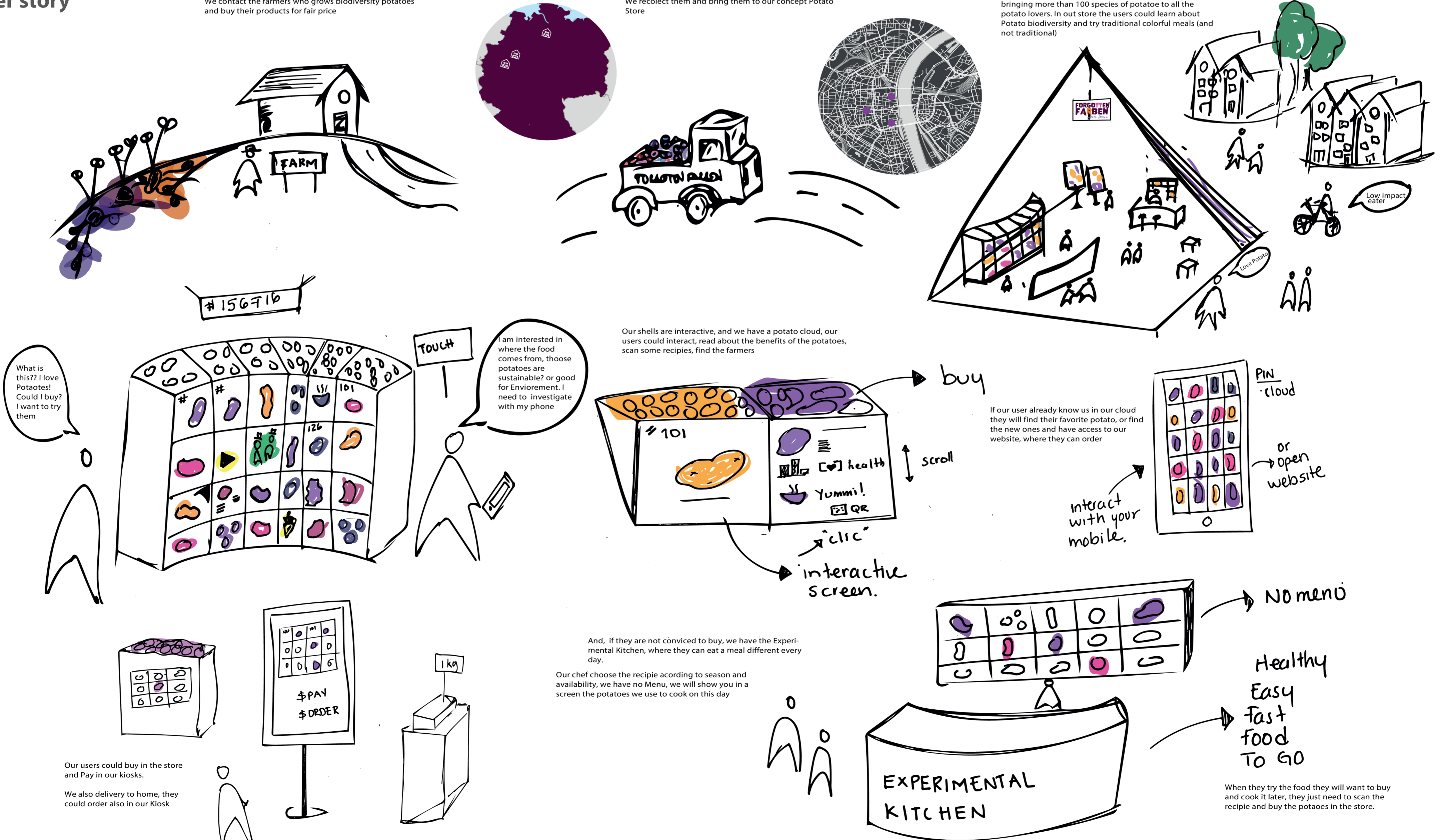


User story

We contact the farmers who grows biodiversity potatoes and buy their products for fair price

We recollect them and bring them to our concept Potato Store

Our store is nomad, and move around the city of Köln, bringing more than 100 species of potatoes to all the potato lovers. In our store the users could learn about Potato biodiversity and try traditional colorful meals (and not traditional)



Forgotten Farben

COULD WE FACED THE BROKEN FOOD SYSTEM JUST REDESIGNING TRADITIONAL MEALS WITH COLORS, WHILE KEEP FLAVOR AND NUTRI-MENTS OF OLD GROWN SPECIES?



The Farms



The experiments



The Platform

The package