

Team 8 – We Grow The City

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In your work, you delivered a concept and communication strategy to foster urban farming in Helsinki-city owned apartments. The focus on urban farming was rather clear from the beginning, and on the way you also identified HEKA a feasible collaborator for the case. The final concept and its communication was very refined. You also managed to balance your work as a group with good peer evaluations to everyone.

According to tutor feedback, after carefully weighing out potential directions, you made a thoughtful and justified decision to reframe the project brief and overall displayed good communication and coordination. The idea to bring residents together through food is a relevant exploration of the functionality of food and you also strategically reinforced other goals to be accomplished through this idea.

Overall, you did an excellent job in making the strategy foundation to carry out the vision. The visualisations were impressive (though could've been numbered and cautioned better). Your communication, especially in the final presentation, was very professional and accountable. Your report didn't really leave that much anything to improve. Well done.

The only shortcomings in your work were the fact that you did not have that much time to involve HEKA or actual residents. This is of course difficult in such short time-frame, but maybe you could've pushed it forward earlier. However, this didn't really affect that much to the strength of your refined final concept.

1. Initial ideation and research (30%): 4,5
 2. Final design concept (30%): 4,5
 3. Communication & reporting (40%): 5
- = Overall: 4,65