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INNER
Adidas Food Campus
Herzogenaurach, Germany
2025

TECHNOLOGY & DIGITIZATION

INNER technology is covering most of the aspects needs for the employees and making the process more efficient.

Lighting number indicate the meal you have as requested from the corporate digital application services

Screen for multi-purpose

Meal Box

Lighting

Seats

Digital Barcode to confirm the employee received his meal

Food coming from outside track service to the hidden automatic table track delivering the meals to the employees

Application will be customized for the corporate to enhance and organize the food experience for the employees

Solution

The aim of this concept is to create a functional, innovative, unique, technological and aesthetic food campus. imaging food experience in 2025 with a focus on architecture and technology to transform the "JOB" to a lifestyle.

Status: 15.06.2018

Think Outside the Lunchbox



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Which target group is your concept for?

The technology and architecture system designed for the three groups.

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How does digitization & connectivity create a unique eating experience?

Food customization centre is the station before you go to the inner food campus. here you can make your food as you like from the smart operating food system by pressing which food and mixing any type you want.this system is provided from the corporate catering,and filled freshly every day through auto track from the catering building to the food centre serving all types of food.

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What other amazing features does your concept offer?

High tech architecture and cozy place to feel home,plus an open multi uses space in the middle area it can be used for eating,picnic,meetings,events,playground activities,relaxing and more.

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What is the core idea behind your campus food experience?

To create a lifestyle inside the corporate environment, and trying to let the employees to stay under the campus roof to enjoy the facilities and feel home.

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Creative's profile



Faisal_Semari PRO

Architect/Interior/Product/Innovation

Creative's top 5 skills

Architecture, Graphic Design, Illustration, Product Design, Interior Design