

Nature & Digitalization

A unique blend of nature and digitalization.

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Think Outside the Lunchbox.

The foundation of our idea is to involve higher robotic technology viable for 2025. At the same time, we include as much nature and living Earth as possible into the mix. This creates a unique symbiosis. Many people today are keen supporters of one trend or the other; why not combine them both into having a futuristic, but also natural and aesthetical location? This is the future – a combination from best of the both worlds.

It is unique for sure! On one side, you are eating and relaxing in largely natural environment, with a lot of trees and plants around you that make up the scenery. On the other side, you are being served and taken care of by specially designed robots, which work fast and accurately. Meal could be ordered on the spot or in advance with possible customization. Employees could participate in various activities prior or after eating. The only thing people have to think is enjoying a great meal and relaxation.

In addition to robotic service and natural ambience, our idea offers a modern activity centre. Its interior will change after some periods, and it will include hall climbing, street fitness, music and dance, paintball, table tennis, maybe even cinema and theater. These activities are very suitable for team building and could be changed on a monthly basis. Employees will be curious to learn what is next for them and participation could win them some bonuses.

At first glance, the idea is spot-on for production workers, based on their strict working schedules. We are sure it also suits the needs of knowledge workers, for their skill set and quickness-demanding mentality the robots will prove efficient. Digital nomads will find their place as well, with the option to order food on a short notice and enjoy various activities. Generally speaking, everyone is welcome at "Nature & Digitalization".

Solution

The core of our idea is to have as much technology involved as possible and in the same time, as much nature and living Earth as possible. This creates a unique symbiosis. Many people today are keen supporters of one trend or the other; why not combine them both into having a futuristic, also natural and aesthetical place? This is the future – a combination from best of the both worlds. Wildyracing intended to expand his "Robot Chief & Waiter" idea with these innovations. However, after inviting Razorxx as a collaborator some time ago, our mutual idea grew so big that robot service became only part of it. That's why we've decided to have a completely new and holistic idea, which will better present our work.

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Which target group is your concept for?

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How does digitization & connectivity create a unique eating experience?

It is unique for sure! On a side, you are eating and relaxing in largely natural environment, with a lot of trees and plants around you that make up the scenery. On the other side, you are being served and taken care of by specially designed robots, which work fast and accurately. Meal could be ordered on the spot or in advance with possible customization. Employees could participate in various activities prior or after eating. People have to think only for enjoying a great meal and relax.

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What other amazing features does your concept offer?

A complement to robotic service and natural ambience, our idea offers a modern activity centre. Its interior will change after some periods, and it may include hall climbing, street fitness, music and dance, paintball, table tennis, maybe even cinema and theater. These activities are very suitable for team building and could be changed on a monthly basis. Employees will be curious to learn what is next for them and participation could win them some bonuses.

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What is the core idea behind your campus food experience?

The foundation of our idea is to involve higher robotic technology viable for 2025. At the same time, we include as much nature and living Earth as possible into the mix. This creates a unique symbiosis. Many people today are keen supporters of one trend or the other; why not combine them both into having a futuristic, but also natural and aesthetical location? In addition, we put the accent on physical health and socialization with our activity center. This is the future – best of all worlds!

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Creative's profile



wildyracing **PRO**

Creative's top 5 skills

Copy Writing, Graphic Design, Photography, Communication Concept,
Service Design

Collaborators



razorxx **PRO**

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