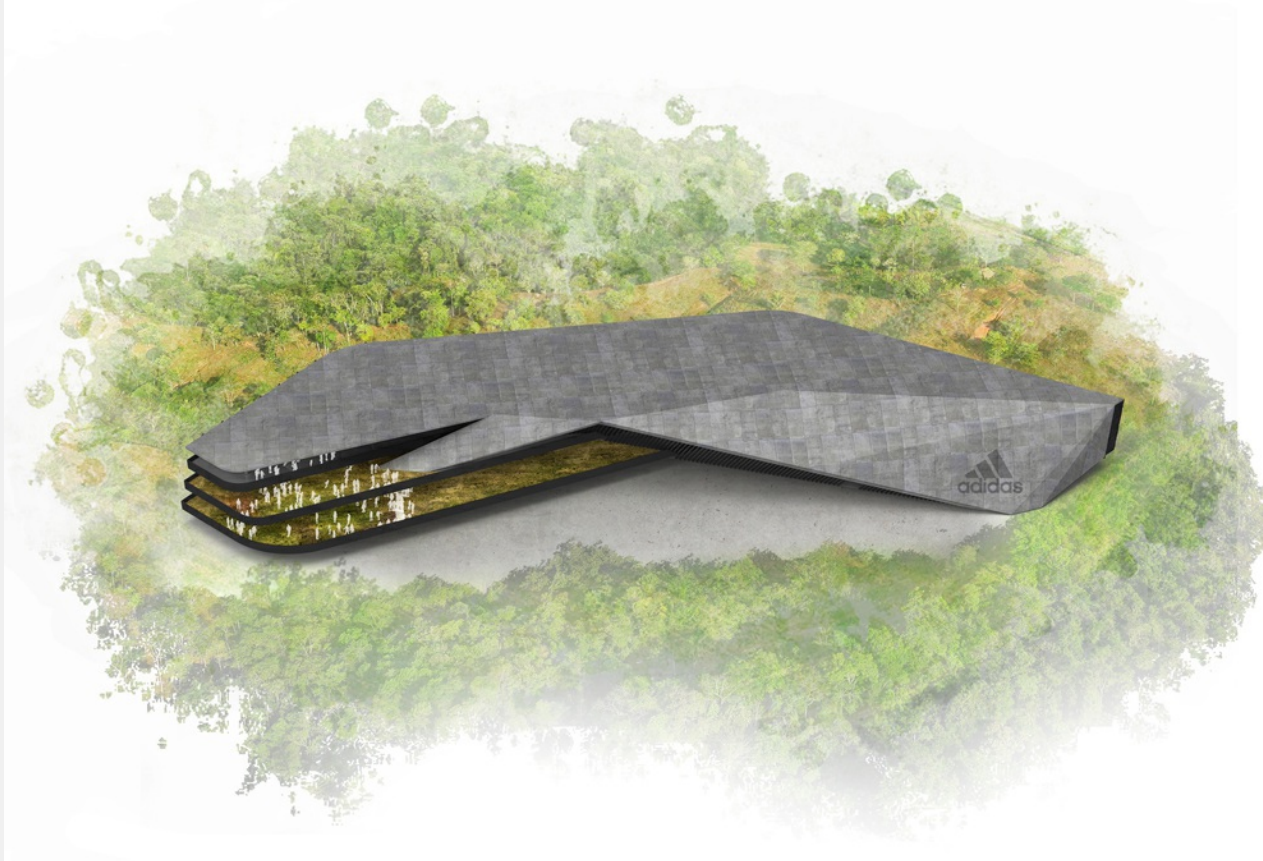


1/6 **Adidas picnic**

Nature, monumentality and identity



Solution

THE DESIGN WITHIN THE BUILDING IS FOCUSED TO GENERATE HARMONY IN RELATION TO A NATURAL ENVIRONMENT. IT PRETENDS TO IMPROVE THE EXPERIENCE OF ALL THE USERS IN A PLEASANT WAY. THE FORM AND VOLUME SEEK TO BE MORE DYNAMIC; FULL OF RHYTHM AND FULL OF TEXTURES.

- *dynamism
- *technology
- *monumentality
- *forest
- *nature
- *picnic

Status: 15.06.2018

Think Outside the Lunchbox



2/6

Adidas picnic

Nature, monumentality and identity

Which target group is your concept for?

To every user regardless of their hierarchy, gastronomy is a universal language. The concept was developed aiming to favor the Adidas labor force's multicultural cohesion.

Status: 15.06.2018

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Adidas picnic

Nature, monumentality and identity

How does digitization & connectivity create a unique eating experience?

The building would provide systems which create a perfect and custom made user experience. Smart Apps will allow the user to choose the menu as well as get involved in the food growing and production.

Think Outside the Lunchbox



4/6

Adidas picnic

Nature, monumentality and identity

What other amazing features does your concept offer?

Smart spaces, high-end technology and materials in harmony with nature.

Think Outside the Lunchbox



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Adidas picnic

Nature, monumentality and identity

What is the core idea behind your campus food experience?

an integrated space in which all users can identify with the brand

Think Outside the Lunchbox



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Adidas picnic

Nature, monumentality and identity

Creative's profile



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Status: 15.06.2018

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jovoto