



Properties list:

- logistic optimisation
- ready to use
- end-user packaging
- single product
- new product
- fruit and vegetables
- clamshell
- plastics
- high-tech
- eco-friendly
- transparent
- translucent
- identity by shape
- identity by packing process

Mushrooms of the future are grown in situ in transit. When it comes to the food supply, there's a lot of waste to go around. Agata Jaworska, a recent masters graduate from the Design Academy Eindhoven, has designed a way to use the time and space associated with transportation to grow fresh produce. Jaworska analysed the supply chain of a mushroom, and through a systems intervention was able to eliminate all of the steps that were not productive. She turned the packaging + the freight truck + the normally wasted time and space into a mushroom farm, in a total supply chain redesign, merging production with distribution. In her thesis Jaworska points out that transportation is normally a dormant time for produce. The food becomes trapped inventory and a lot of energy must be spent keeping it fresh. But freight trucks aren't the least bit cool. In fact they generate a lot of warmth en route, and that warmth is just what a growing mushroom needs most aside from darkness. In the Made in Transit concept, the need to heat the cool environment of the traditional mushroom farm is eliminated and the warmth naturally produced by the transport vehicle is used to do the growing.

Reference: <http://culiblog.org/2007/07/made-in-transit-growing-food-in-a-waste-of-time/>

Credits:

Country: NETHERLANDS

Year: 2007

Producer: Made in Transit

Designer: Agata Jaworska

Other images:

