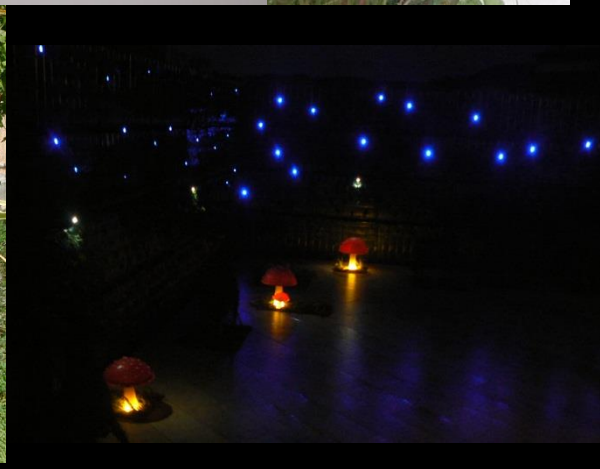


MARC GRAÑÉN
LANDSCAPE ARTIST

URBAN LANDSCAPE
new challenges for a global problem





GA

Go! Artist!

ART PROJECT

吉雅文化传播有限公司



vivers ter

www.v-ter.com -viverter@v-ter.com
Tel. 972440751

simbi@si

estudi de paisatgisme



**WORLD
NATURE**

@greenroofs.com

the greenroof & greenwall industry resource portal

AQUAPRO®
GRUPO IRACO | WATERPROOFING SYSTEMS



Comediants

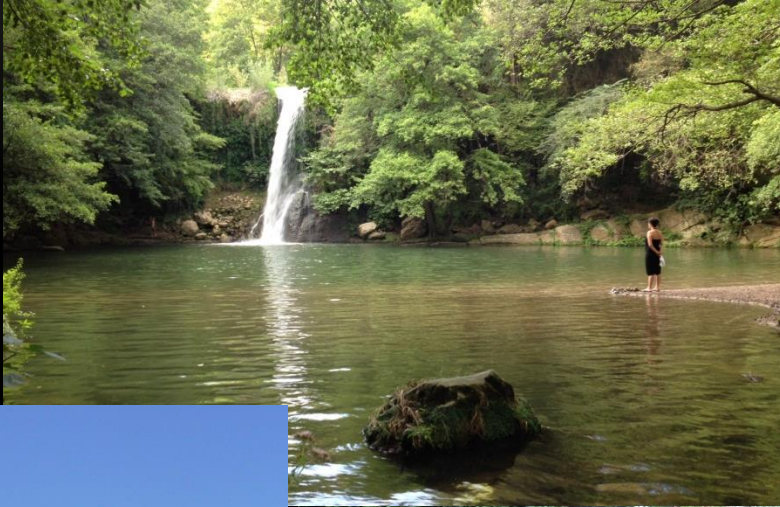


SOL SOLET

THE PROBLEM : *HOMO LUPUS HOMINI*



THE SOLUTION: TAKE A LOOK AROUND



2.800M2 OF WASTE TO FOOD GREENWALL IN TARRAGONA, USING BABYLON SYSTEM



FINDING NEW APPLICATIONS REFRIGERATION SYSTEMS, THERMICAL INSULATION



PHYTOKINETIC GARDENS IN MOVEMENT



THERMICAL INSULATION

MORE THAN 4,5°C = 33% ENERGY SAVING



MORE THAN 20KG/M2/YEAR OF CO2 CAPTURED
(PRONATUR-UPM/ETSIA)



NEW SPACES FOR URBAN BIODIVERSITY





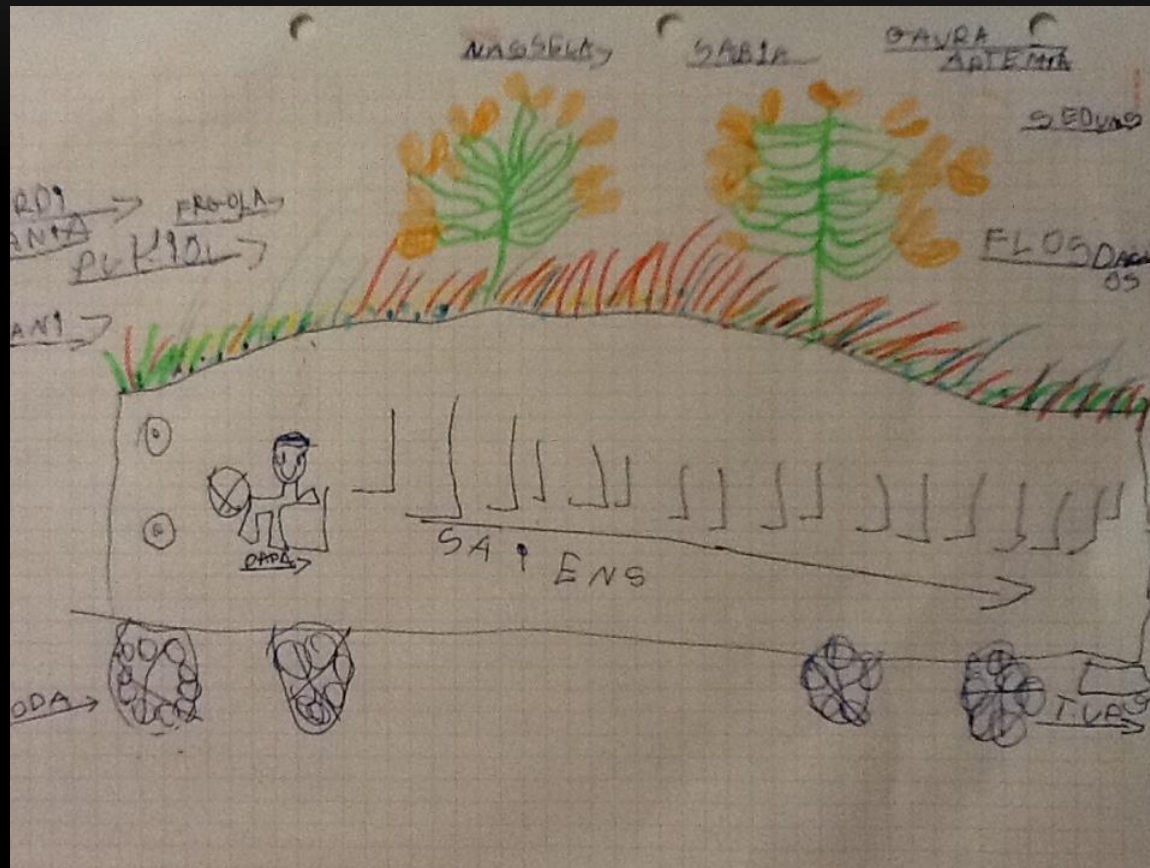
PEDAGOGICAL EXAMPLE



BEST MARKETING EFFECT



SMART SOLUTIONS STARTING FROM THE BOTTOM



EDIBLE GREENWALLS AT SCHOOLS

A PEDAGOGICAL PROJECT IN BARCELONA

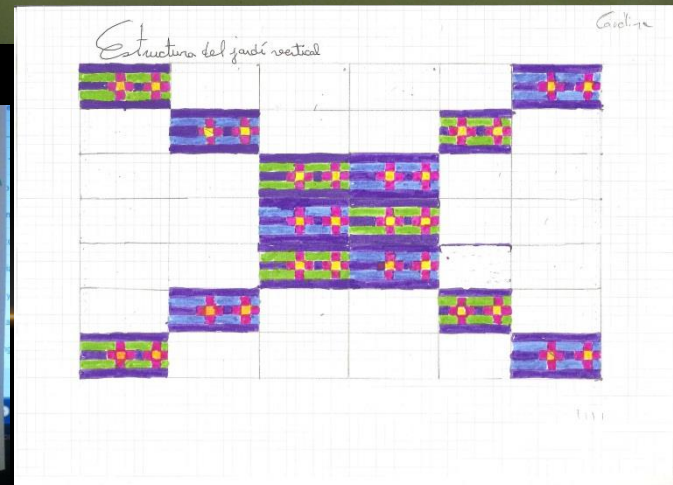
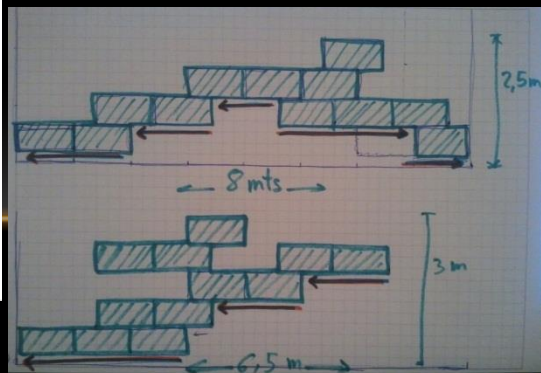
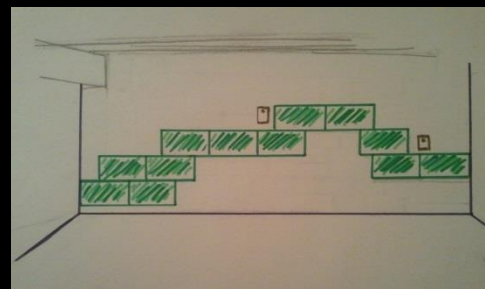
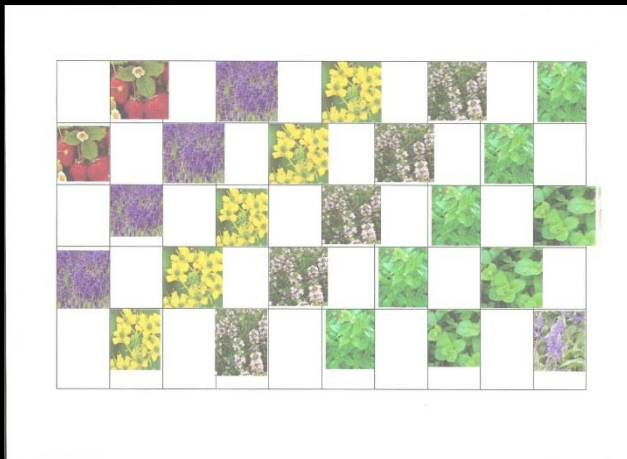
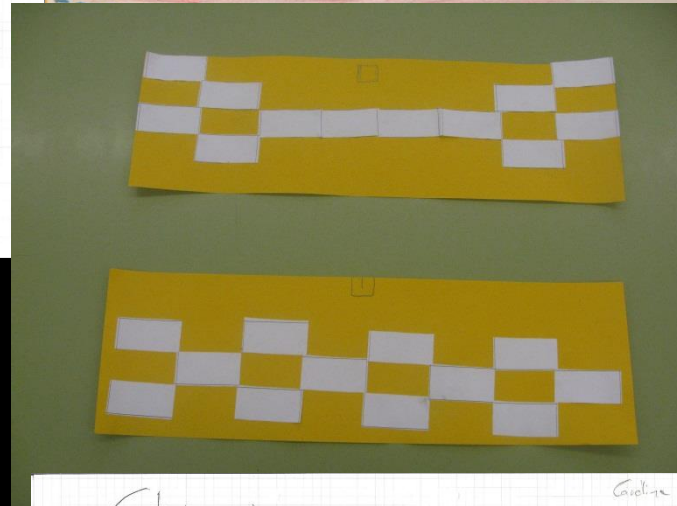
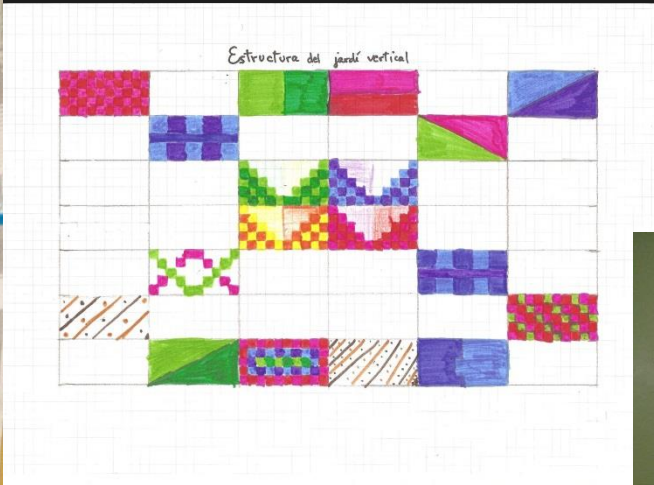


SHARING THE PROJECT WITH THE MAIN USERS





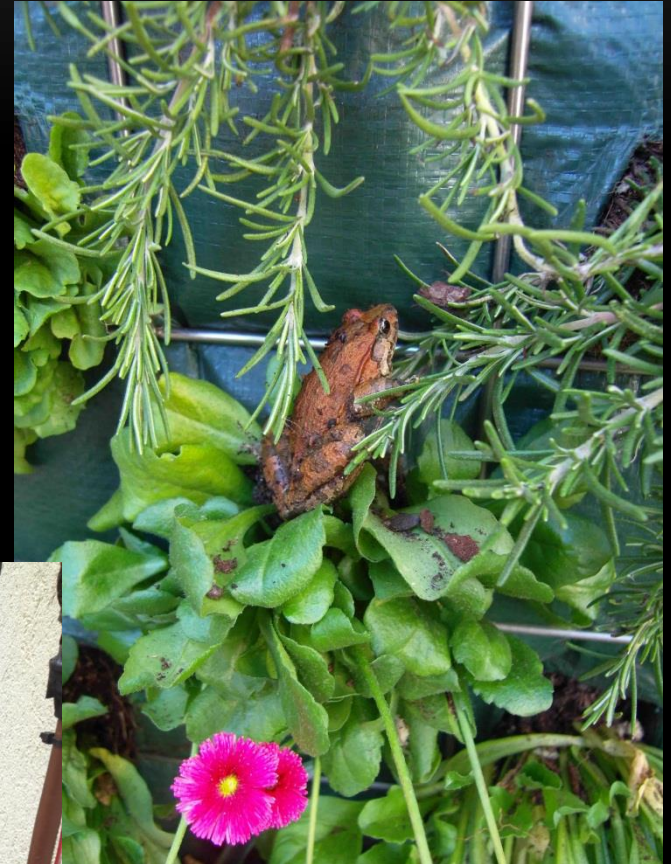
KIDS RULES



WORKING MANY SUBJECTS



MATHS, TECHNOLOGY, LANGUAGE, HEALTHCARE, BIODIVERSITY, ...



A SPECIAL CASE: SAVING ENERGY THROUGH GREENWALLS





SEEDING NEW RELATIONSHIPS



THEY (WE) NEED TO FEEL THE REAL NEED



LEARNING TO TAKE CARE

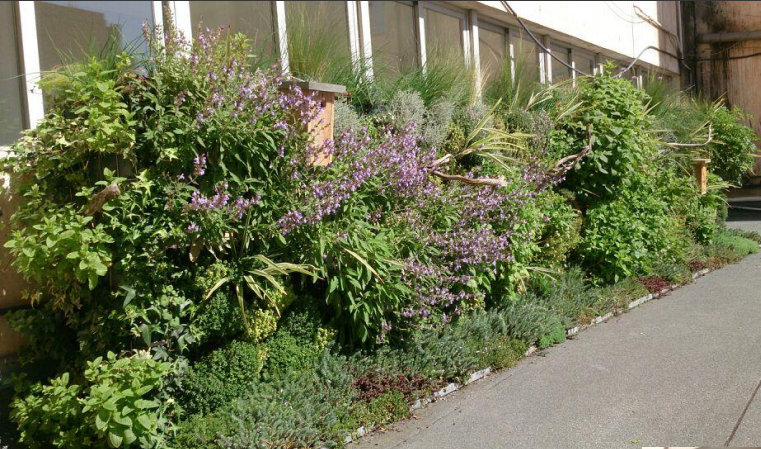


«DON'T TOUCH OUR EDIBLE GREENWALL
BECAUSE IT'S NEW AND COOL»



TARGET ACCOMPLISHED





THE IMPORTANCE OF MEDIA





THIS BEING
SO, THE
HORIZON
LOOKS
BETTER TO
ME. MUCH
BETTER IN
FACT.



THANK YOU ALL
FOR YOUR ATENTION



marcgranen.net
phytokinetic.net