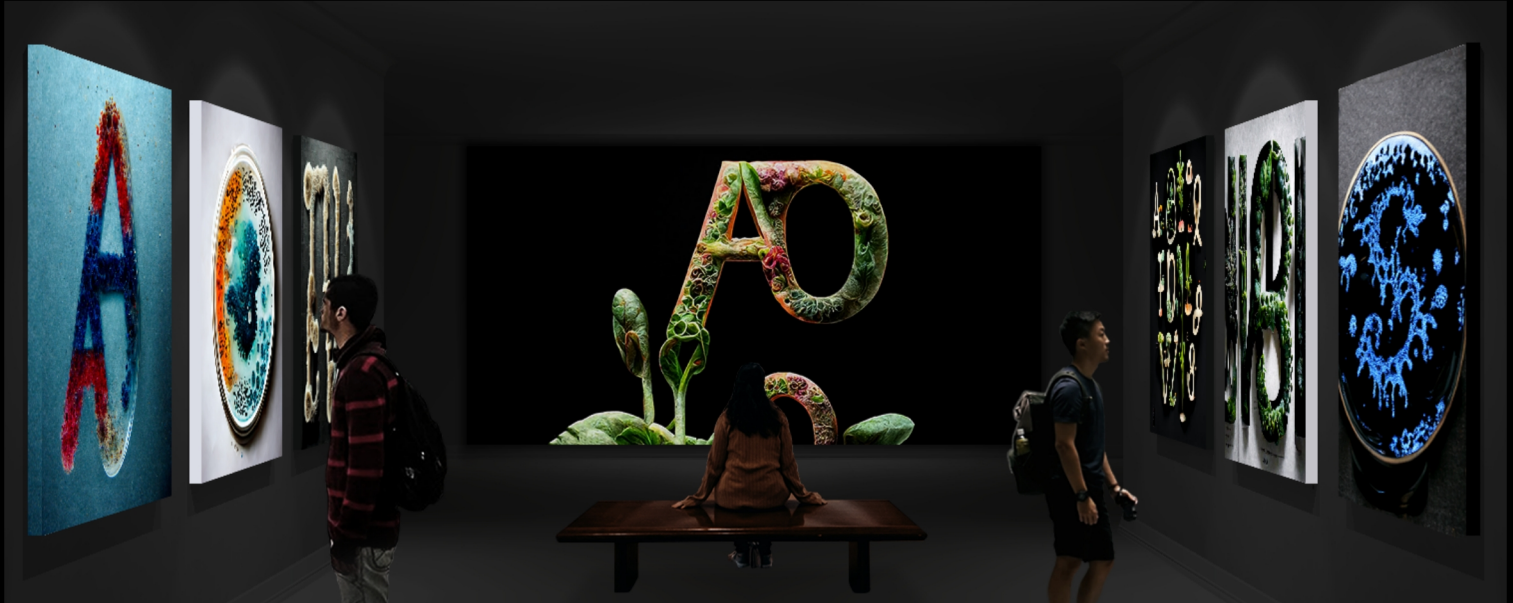


Concept and design by Trixi Marx

In collaboration with Sugar Studio, Future-Fit Foundation and Middlesex University London



◆ INTRODUCTION

By 2050, 70% of the world's population will live in cities. The lack of natural surroundings in modern cities is a complex issue and studies show that this has many negative effects on humans such as increased stress and declining mental health.

That is why we designed the "Growable Graphics" exhibition in collaboration with Middlesex University London. It encourages London's community to think differently about what's possible, using a tangible example: how graphics (signage, billboards, etc.) could be grown instead of printed.

◆ CONCEPT

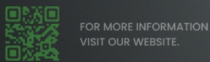
Various nature-inspired graphic design concepts have been developed in collaboration with Future-Fit Foundation (<http://futurefitbusiness.org>). All imagery has been hand-crafted utilising the latest AI technology and animation techniques.

The showcased imagery opens a speculative window of how our cities could look if we were to take inspiration from nature, and answers questions such as: *How can we support biodiversity in cities, collaborate with other species, and bring back value and respect for nature?*

GROWABLE GRAPHICS

What if we used biology to design our graphics? How can we collaborate with other species? And why is it important to live closer to nature?

Find answers to these and more questions in our exhibition. Share your experience with others: [#growablegraphics](#)



FOR MORE INFORMATION VISIT OUR WEBSITE.



◆ SIGNAGE SYSTEM

In an interactive area, visitors can 'play' with a living sign concept, testing their design skills and further inspiring them to think differently. MDX graduate Trixi Marx created this self-sustaining sustainable signage system as a result of wanting to support local biodiversity while improving air-quality by reducing carbon emissions.

The system got nominated for the Green Concept Award 2023 and will be exhibited at the UK Construction Week 2023 in Birmingham.

Find out more at www.sugarstudio.uk

