



Number Two





#Green

(which can be beetroot red too)



So here it is, #2. Thank you for all the kind words, mails and messages about our first issue. We were somewhat surprised that an old-school paper magazine packed with the things we love could receive such applause. It made us very determined to make this second release even more inspiring.

Finding a main theme wasn't hard. After the urban focus of #1 we feel it's nature's turn to take the spotlight. We went all out to make this magazine 'green' in the broadest sense of the word. The cover, for instance, might not be green in colour, but it's printed with organic ink made from beetroot. Obviously everything else is also printed with biological ink, but we've used other really cool natural materials as well. Some of the paper is made from superfluous water plants by students from the Design Academy in Eindhoven.

It's really amazing how many inspiring green initiatives there are out there.

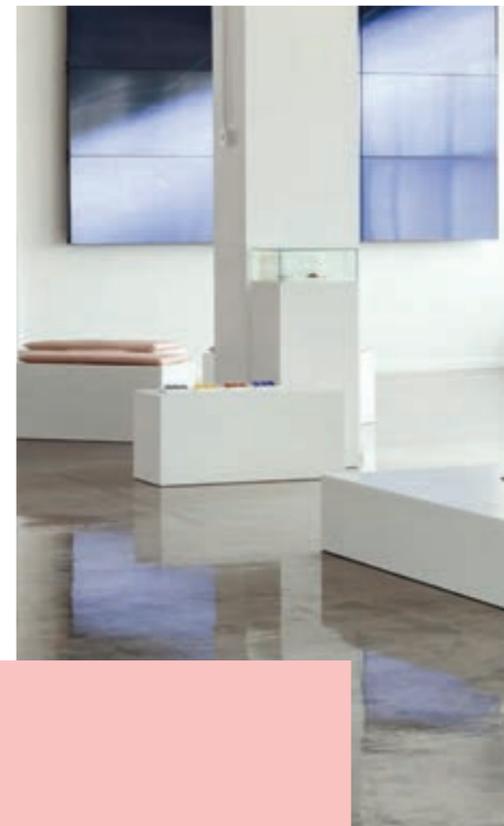
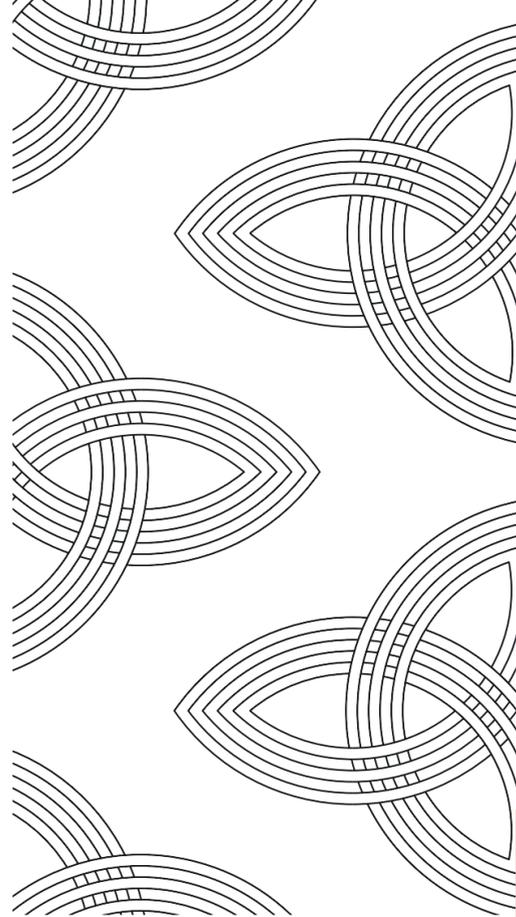
Please take the time to read about some of them in this magazine. Start with the article '50 Shades of Green' as it introduces all others.

When it comes to doing business with a green state of mind, many companies are still a bit intimidated by the heaviness of sustainability and everything that's associated with it. We say: everything you do matters, no matter how small.

At Tchai there is a lot more we can do to reduce our impact on the environment but that doesn't stop us from already separating our waste and following an ambitious five-year plan to become substantially more sustainable.

Every journey starts with the first step and right now that step might just be reading this magazine and feeling encouraged to become a little more green. Today, tomorrow, whenever is right for you. The planet will love you for it.

Kim Tchai



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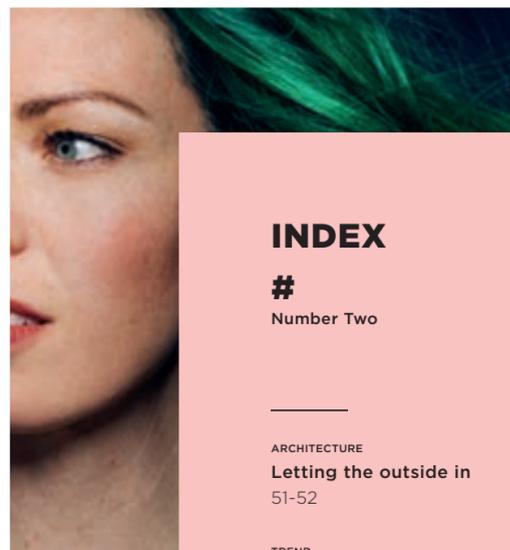
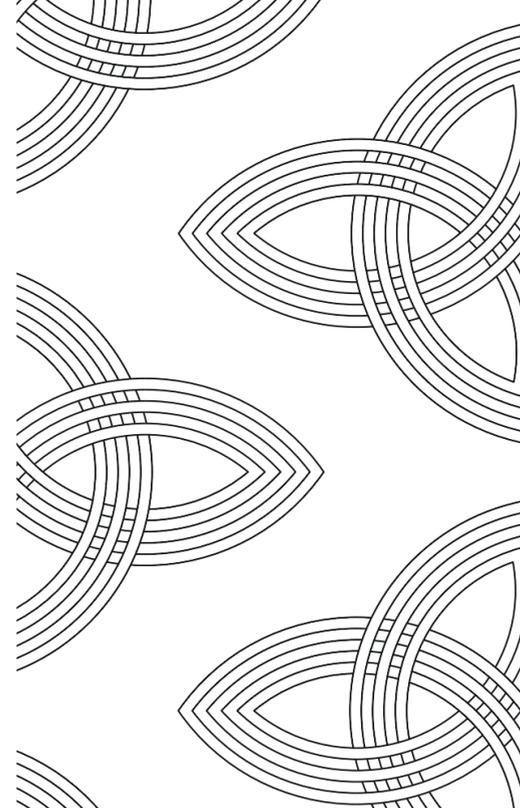
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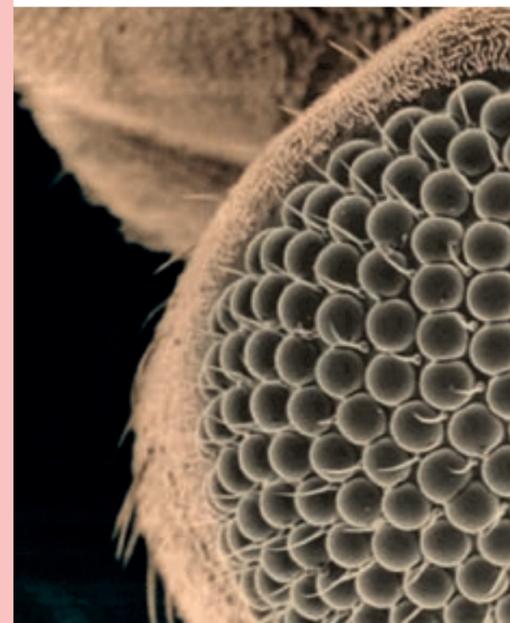
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INSPIRATIONAL THEME
Science

READING TIME
4:58

KEYWORDS

#GreenRise
#NightVisionGoggles
#HeartChakra
#ForestBathing
#Infinite
#AndCounting

50 SHADES OF GREEN

and counting

Green.

Simply looking at the word brings up all kinds of associations. What's the first thing that comes to your mind when you see the word GREEN?

A forest? Money? Vegetables? A freshman? Aliens? Envy? The military? Or your last hangover? These are just some of the Western connotations of the colour green and there are many more in other parts of the world.

Green is by far the most powerful, thought-provoking colour we know, and to understand why we have to look far beyond symbolism and linguistics.

Our #2 Magazine is an investigation of the colour green and what it represents in the world today. The one thing we discovered is that green is on the rise. From Pantone 15-0343 being the colour of the year 2017 (page 53) to the power of nature as a counterculture in an increasingly virtualised world (DO read the interview with Christian Stadl on page 39).

But to break down our understanding of the colour green, we must first go back in time.

GREEN IS THE ORIGIN OF OUR SPECIES

The human species arose amidst trees, plants and grass. In these natural surroundings green is the most common colour by far. Over hundreds of thousands of years our eyes have developed to distinguish innumerable shades of green. This was of major evolutionary importance. Being able to see different details and gradations of green could mean the difference between life and death. This evolutionary development is the reason why we can still distinguish so many shades of green. This is the reason why green is the colour used for night-vision goggles; the human eye is most sensitive to and able to discern the most shades of that colour. That being said, a lot of green goes unnoticed by us, especially in urban surroundings. Did you know most cities have a thriving wildlife ecosystem? You can read about the secret urban wildlife of Rotterdam on page 57.

GREEN IS A WAVELENGTH

Let's dig a little deeper and look at the physics side of things. Our eyes are sensitive to a very narrow band of frequencies within the enormous range of frequencies of the electromagnetic spectrum. This narrow band of frequencies is referred to as the visible light spectrum. Visible light – that which is detectable by the human eye – consists of wavelengths ranging from approximately 780 nanometre (7.80×10^{-7} m) down to 390 nanometre (3.90×10^{-7} m). Specific wavelengths within the spectrum correspond to a specific colour based upon how humans typically perceive light of that wavelength. The long wavelength end of the spectrum corresponds to light that is perceived by humans to be red and the short wavelength end of the spectrum corresponds to light that is perceived to be violet. See how green is positioned right there in the middle. It's the central colour of the visible spectrum.



GREEN IS A CHEMICAL REACTION

Colour can be thought of as a psychological and physiological response to light waves of a specific frequency or set of frequencies impinging upon the eye. Light that enters the eye through the pupil ultimately strikes the inside surface of the eye known as the retina. The retina is lined with a variety of light sensing cells known as rods and cones. While the rods on the retina are sensitive to the intensity of light, they cannot distinguish between lights of different wavelengths. On the other hand, the cones are the colour-sensing cells of the retina. When light of a given wavelength enters the eye and strikes the cones of the retina, a chemical reaction is activated that results in an electrical impulse being sent along nerves to the brain. It is believed that there are three kinds of cones, each sensitive to its own range of wavelengths within the visible light spectrum. These three kinds of cones are referred to as red cones, green cones, and blue cones because of their respective sensitivity to the wavelengths of light that are associated with red, green and blue.

In a technical sense, it is really not appropriate to refer to light as being coloured. Light is simply a wave with a specific wavelength or a mixture of wavelengths; it has no colour in and of itself. An object that is emitting or reflecting light to our eye appears to have a green colour as the result of the eye-brain response to the wavelength. But a lot more happens in the brain when we 'see green' as mentioned at the beginning of this article. We add meaning to it. Since the beginning of language, the colour green has appealed to the imagination and has had a major impact on our culture and view of the world.



GREEN IS A WORD

The word 'green' itself originates from the High German word 'gruoen', which has the same linguistic background as the words 'grass' and 'growth'. The same goes for Latin ('viridid') and all languages that descend from Latin, such as Spanish ('verde') and French ('vert'). But also in Slavic languages the word 'zelem' can be reduced to growth and plants. The common denominator is clear: life, fertility and nature. When we look at the importance of nature to a society it varies greatly around the globe. In Sweden a natural way of living is deeply embedded in culture. It's even a fundamental right carried through in Swedish law. Learn all about Allemansrätten and the Swedish way of living green on page 19. While you're at it, check-out page xx to see how an average inhabitant of Finnish Lapland spends the week after Christmas. It certainly isn't shopping in the Xmas sales...

GREEN IS ALSO BLUE

Languages differ considerably as to the number of basic colour terms that they recognize, and they draw boundaries within the psychophysical continuum of colour at different places. In some cultures the difference between green and blue isn't as distinct as it is in English or Dutch. In Japan the word 'ao' can mean 'green', but it can also mean 'blue', depending on the situation. A leaf on a tree is definitely considered green by all Japanese, but the green in traffic lights is called blue. In ancient Arabic poetry there are many references to a green sky.

GREEN IS SPIRITUAL

In several religions, green is the colour associated with resurrection and regeneration. In Christianity, green represents the triumph of life over death. Green is the colour associated with Sunday in the Catholic Church and the altar cloth is usually green for Sunday services. Green is by far the most important colour in Islam; nearly all Islamic countries have the colour green in their national flag.

GREEN BRIDGES THE GAP BETWEEN THE PHYSICAL AND SPIRITUAL WORLDS

Green is the colour of the Heart Chakra, also known as Anahata. This chakra is located at the centre of the chest area and is linked to the heart, lungs, circulatory system, cardiac plexus, and the complete chest area. The Heart Chakra bridges the gap between the physical and spiritual worlds. Opening the Heart Chakra allows a person to love more, empathize, and feel compassion.

GREEN IS POSITIVE THINKING

We associate green with vitality, fresh growth, and wealth. We generally think of it as balanced, healthy and youthful. We use green in design for spaces intended to foster creativity and productivity, and we associate green with progress – think about giving a project the 'green light'. There are many examples of how positive thinking fuels the entrepreneurial spirit as well. On page 55 we have a closer look at Yoni, a powerful new brand of tampons, pads and pantyliners made of organic cotton. On page 61 we have a talk with Dutch entrepreneur Willem Sodderland who harvests seaweed that looks and tastes like pasta in order to solve the global nutrition deficit.

GREEN IS GOOD BEHAVIOUR

Even since the earliest of times 'green' symbolises a good and positive attitude. In ancient Egypt 'to do green things' was a euphemism for positive behaviour, as opposed to 'doing red things'. This ancient behavioural connotation of green is now more current than ever. Green is generally accepted as the colour best fitting the sustainable direction our society is heading in. As a result, the last decade we've seen a major corporate colonisation of the colour green, ranging from real sustainable enterprises to companies deceptively 'greenwashing' their products, aims and policies to meet consumer demand for environmentally friendly goods and services. We reflect on this phenomenon with Willa Stoutenbeek, founder of sustainable branded communication agency W. Green on page 23.

GREEN IS ALSO BAD

What's fascinating is that as positive as most of our associations with green are, it carries particular potent negative connotations as well. Someone who feels sick might look 'green around the gills'. We link green with inexperience and recklessness, with venomous poison and for the sci-fi lovers among us: alien invasion (although for sci-fi lovers that might actually be a really great thing). We also link green with envy and greed. On page 27 we have a very interesting take on green greed and the impact of branding. We believe brands can encourage people to be greedy for a better, cleaner, more beautiful world for themselves and for their (grand)children.

GREEN HEALS

The power of green goes way beyond the power of words. Green actually does things to your body. In the presence of green your pituitary gland is stimulated. Your muscles are more relaxed, and your blood histamine levels increase, which leads to a decrease in allergy symptoms and dilated blood vessels, aiding in smoother muscle contractions. In short, green is calming, stress relieving, and – a bit paradoxically – invigorating. In Japan, Shinrin-yoku ('forest bathing') has become a cornerstone of preventive health care and healing in Japanese medicine. The idea is simple: if a person simply visits a natural area and walks in a relaxed way, there are calming, rejuvenating and restorative benefits to be achieved. Green literally heals.

GREEN IS INFINITE

Conclusion? Green has as many meanings, associations and subtleties as it has shades. Green is an image and a perception, a word and a wavelength, a direction the world is heading in and even a healing force. Fifty shades of green? Don't make us laugh! Green is infinite (at least between 492 and 577 NM wavelength it is...).



INSPIRATIONAL THEME
Retail Concept
KEYWORDS
#BerlinMitte
#Aesop
#NewStore
#Raw
#GreenOasis
#GreyJungle
#Tiles
#History

A E S O
P M I T
T E B E
R L I N



In the cold winter months the store is a green oasis in a grey jungle. The inspiration for its design came from a photograph of sunrays finding their way down through trees. The interior is both an abstract depiction of nature and a reflection of the complex layers of the city's history.

WHAT WE FIND COOL

Little details that aren't immediately apparent, but take a closer look and you'll discover them. The visible raw edges on the tiled shelving, for instance, and the way the ceiling lights are hung at an angle, as if discovering the corners of the store. Also, no two Aēsop stores

are the same; when setting up shop in a new location, both the architecture of the building and the history of the area and its people play a part in the design.





INSPIRATIONAL THEME
Art

KEYWORDS

- #FairyTales
- #Ceramic
- #Unsilently
- #MossPeople
- #Frozen
- #TraditionalTechniques
- #KimSimonsson

sculptor 




Sculptor Kim Simonsson moulds earthy & creepy ceramic children sculptures that look as though they've stepped out of Nordic fairy tales and into our own world. Viewers will also note that an element of childlike innocence is weaved together with a darker theme.

Born in 1974 in Helsinki, Finland, Simonsson uses traditional techniques to create sensitive and surreal painted ceramic sculptures. His sculptures combine innocent animal and child forms with a twist of violence and suspense to create a monumental physical presence. "Authority in its many forms fascinates me and in my works I want to reverse the common beliefs by making the weak powerful," says Simonsson. This acclaimed young Finnish ceramic sculptor's work has been collected by over 20 important museums and foundations. Swapped children is a common

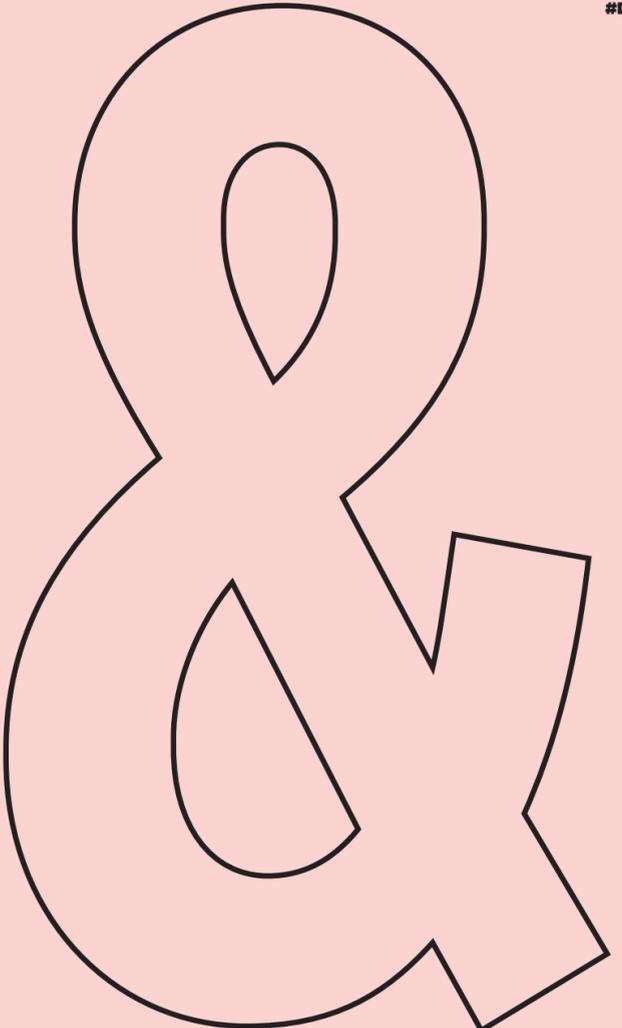
theme in medieval literature and reflects concern over infants thought to be afflicted with unexplained diseases or other disabilities. Although they appear sweet, tending to young fawns and bunnies, Simonsson instils a darkness within their hard exterior: his self-described "unsightly" works examine the diseases of modern society. This connects with Simonsson's overall theme, where his characters relate to the artist's comments on daily life and its oddities.

"The moss people are figures from my fairy tale world; they are forest children who are frozen in the middle of the story and moss has started to grow on them."

So lifelike are the figures and their poses that one may very well wonder exactly what lies beneath the coat of impenetrable moss... maybe it's best we (and you) just don't go there...

Check out: www.kimsimonsson.com

"NOTHING THAT IS ALIVE STAYS STATIC LONG ENOUGH TO GROW MOSS, BUT A CERAMIC FIGURE IS FROZEN IN A SITUATION."



INSPIRATIONAL THEME
Brand
KEYWORD
#Lifestyle
#DesignHotspot
#Iittala
#Arabia
#DesignLab
#Fiskars
#Finland

Iittala & Arabia Design Centre – Helsinki, Finland



WHERE TWO OF FINLAND'S MOST CELEBRATED DESIGN AND LIFESTYLE BRANDS COME TOGETHER.

Helsinki has a new design hotspot: the Iittala & Arabia Design Centre. It is located in the Arabia area of Helsinki, where Iittala and Arabia are strongly rooted and still developed today.

The design centre invites visitors to immerse themselves in the history of the brands in Design Museum Arabia, discover products in the Iittala & Arabia Design Centre Store, and find inspiration through a diverse programme of activities taking place in the Design Lab and at the Arabia Art Department Society. Above all, project initiators Fiskars envisage the centre becoming a podium for discussions and content in the field of design and a place that connects the brands to the local community.

A successful collaboration between the Fiskars project team, architectural studio FutuDesign and Tchai brought this ambitious plan to life – transforming 1800 m² of space into a series of inspiring interiors. Standout features include glass, copper and aluminum walls, unfinished floors and custom-made furniture from locally sourced ash wood. The result: a contemporary creative space honouring the Iittala and Arabia design ethic.

Find out more:
www.designcentrehelsinki.com







INSPIRATIONAL THEME
Sweden
READING TIME
3:35
KEYWORDS
#GreatOutdoors
#Allemansrätten
#ForwardThinking
#Sustainability
#Aesthetics
#Vegetarian
#Cradle2Cradle
#HowItsDone

Made in Sweden - **Living Green**

From a history linked with nature to a future filled with sustainable innovation. In Sweden, being green-minded means so much more than separating your paper and plastics from the rest of the trash. It's a way of life deeply embedded in culture. Where doing things differently has formed a nation of social and ecological trailblazers and resulted in an environmental track record that's nothing short of inspirational – for the world, for the Netherlands and for Tchai.

Natural by nature

It is perhaps Sweden's close relationship with nature that has most helped it evolve into one of the greenest nations on the planet. Living in a land blessed with a richly diverse habitat of forests, woodlands and mountains, the Swedish are – quite understandably – lovers of the great outdoors. In fact, Sweden was the first country in Europe to establish national parks. It

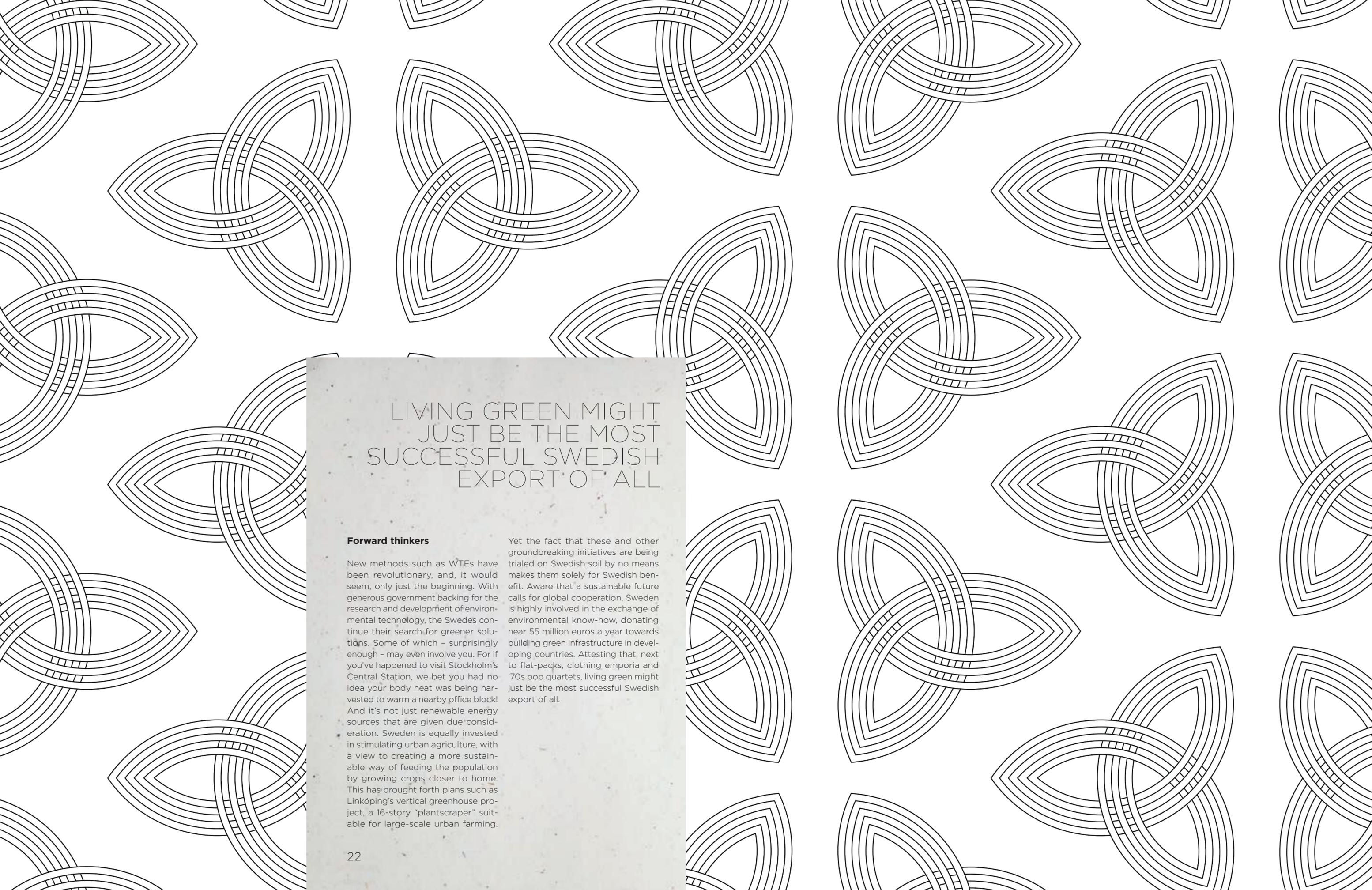
is also a country with a long tradition of teaching its children outside in forest schools, where connecting with nature is considered beneficial to both health and academic performance. At these schools digging in dirt helps kids bond with their environment from a young age, with plenty of playtime in nature and even naps taken outside. As they get older, schooling continues with children learning survival skills alongside traditional textbook subjects such as maths and history, all taught outdoors in the fresh air. This strong link with the natural world is carried through in the Swedish law known as *Allemansrätten* (the everyman's right), which allows the public to access and camp on any piece of land, and to swim in any body of water, providing it is not private property or explicitly forbidden. It also permits the picking of berries and mushrooms. This freedom comes with responsibilities too; it is expected that every person adhere to the simple rule of "do not disturb, do not destroy" – enjoy nature, but respect it and preserve it for others. Time spent outside is therefore cherished. With many organisations in Sweden adopting six-hour workdays, Swedes often use this extra downtime to pursue outdoor interests such as hiking or cycling. Moreover, many companies actively encourage their employees to get out in nature as a way of relieving office stress and finding focus.

SWEDEN'S RECYCLING EFFORTS ARE NOW SO EFFECTIVE THAT THE COUNTRY IS ACTUALLY RUNNING OUT OF RUBBISH FOR ITS ENERGY PLANTS, AND HAS EVEN STARTED IMPORTING WASTE FROM ABROAD

Invested and connected

So just how is Sweden leading the way (and showing us how it's done) when it comes to sustainability? Together with Norway – another nation serious about reducing its environmental impact – Sweden currently comes top in RobecoSAM's Country Sustainability Ranking. To reach this position Sweden has put in the groundwork. Following the oil crisis in the seventies, it became a priority to become less dependent on

fossil fuels. Today, Sweden's success in energy reduction is for a large part down to the clever renovation and construction of its city's homes and buildings. Throughout the country, entire districts are now connected to centralised heating systems, which are run off renewable or recycled energy sources. This has greatly reduced the nation's fossil fuel consumption. The city of Växjö, for example, was built on this model of centralisation and has gone several steps further in its bid to be fossil fuel-free by 2030: as well as connecting its buildings to state-of-the-art heating and cooling systems, the city does all it can to promote cycling and powers its public transport with biofuel. At the same time, Sweden encourages its people to reduce waste by making it more attractive to repair than throw away. To this end, tax breaks have been introduced for repairs on clothes, bikes and white goods. Only one per cent (!) of what does get thrown away will end up in landfill. The rest will be recycled or processed by a Waste to Energy (WTE) plant, which in turn can provide power for those district-heating systems we mentioned earlier. What's more, Sweden's recycling efforts are now so effective that the country is actually running out of rubbish for its energy plants, and has even started importing waste from abroad – a win-win situation if ever we heard one!



LIVING GREEN MIGHT JUST BE THE MOST SUCCESSFUL SWEDISH EXPORT OF ALL

Forward thinkers

New methods such as WTEs have been revolutionary, and, it would seem, only just the beginning. With generous government backing for the research and development of environmental technology, the Swedes continue their search for greener solutions. Some of which – surprisingly enough – may even involve you. For if you've happened to visit Stockholm's Central Station, we bet you had no idea your body heat was being harvested to warm a nearby office block! And it's not just renewable energy sources that are given due consideration. Sweden is equally invested in stimulating urban agriculture, with a view to creating a more sustainable way of feeding the population by growing crops closer to home. This has brought forth plans such as Linköping's vertical greenhouse project, a 16-story "plantscraper" suitable for large-scale urban farming.

Yet the fact that these and other groundbreaking initiatives are being trialed on Swedish soil by no means makes them solely for Swedish benefit. Aware that a sustainable future calls for global cooperation, Sweden is highly involved in the exchange of environmental know-how, donating near 55 million euros a year towards building green infrastructure in developing countries. Attesting that, next to flat-packs, clothing emporia and '70s pop quartets, living green might just be the most successful Swedish export of all.



Green washing

what is real and
what is marketing?

INSPIRATIONAL THEME
Marketing

READING TIME
3:17

KEYWORDS

#WillaStoutenbeek
#BuildMyself
#BurnedOut
#Fashion
#Awareness
#Ethics+Aesthetics
#SustainableField
#Awareness
#Column



Tchai asked me to write an article with the theme ‘Green’, because W. Green is the name of my company. ‘Greenwashing’ is the first thing that sprang to mind

How about that...?

By Willa Stoutenbeek, Founder of sustainable branded communication agency W. Green

Let’s take you on a short journey. It took me about 11 years to find my life’s mission: cleaning up the fashion & lifestyle industry from the inside out and thus founding W.Green. It’s been 6 years since I started working in this sustainable field. An interesting choice for someone with a background in the glamorous world

of fashion. Throughout my career I felt as if something was missing. I just never managed to put my finger on what it was. At least not until I was 27 and completely burnt out (I started working full-time at the age of 17 as I didn’t really fit into the Dutch school system). I was nothing more than a mere shadow of myself, forced to go back to the core of my being and slowly build myself up again. It was there that I discovered what I had always neglected in myself. I now translate that into Ethics + Aesthetics. Or, better said, finding the perfect balance between ethical and aesthetic values. As a Libra, I have been searching for this balance since I was quite young (I became a vegetarian

when I was 9 and was always interested in human and animal rights, politics and fashion and I looooooved fashion!).

INTRINSIC MOTIVATION

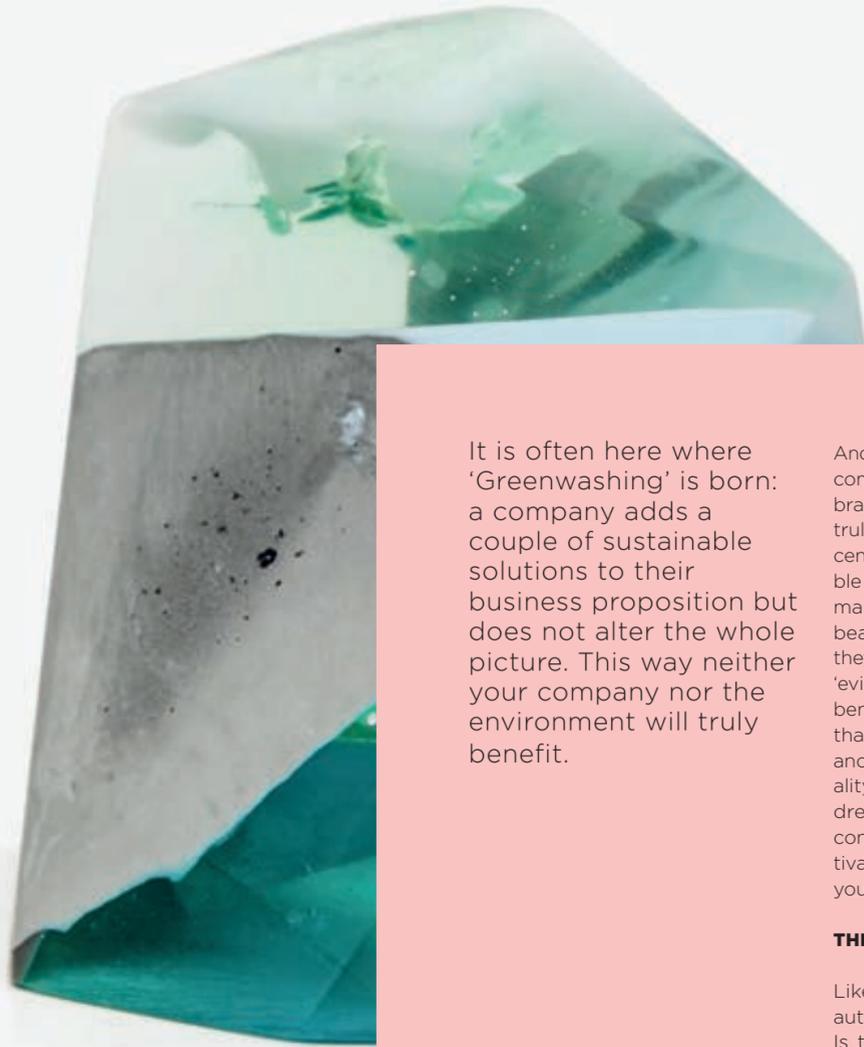
People often ask me: “How can I (or my business) become more sustainable?” I could of course launch into a speech with all kinds of sustainable innovative knowledge, but I hardly ever do. Why? Because I do actually believe that the real change has to come from within. Let me elaborate: no matter how many ‘green’ or sustainable choices you make on a personal or professional level, if it doesn’t come from an intrinsic motivation, it will be the first thing to go or be cut out when it comes to commercial or financial interests.

So my advice often is; become more aware. Understand why it is that you want to make these changes. Really try to understand, and the answers will follow.

But Willa, what do you mean by that? Okay, so if you find the reason within yourself or your company, you will also find what it is that you find most important. Is it about becoming completely ‘Cradle to Cradle’? Do you care most about people? Do sustainable innovations inspire you the most? Are you mad about nature? Or does your heart really start thumping if you think of becoming completely Co2 neutral? Sustainability is such a wide concept that it is important to find your own starting point. And this starting point, I believe, should come from within.

OKAY, BUT WHERE DOES THE GREENWASHING COME IN?

Don’t worry, we’re getting there. As you might have noticed over the last few years there’s been a lot said and done in the field of ‘sustainability’. But what is real and what is not? Many people have heard about it but don’t know what it is. I believe this is where many people and companies go wrong. They feel they have to jump on the sustainability bandwagon but do so without truly understanding the bigger picture.



It is often here where 'Greenwashing' is born: a company adds a couple of sustainable solutions to their business proposition but does not alter the whole picture. This way neither your company nor the environment will truly benefit.

And then there's the worst kind by far: companies willingly portraying their brand to be more sustainable than it truly is. They might spend a tiny percentage of their budget on sustainable innovation but spend a far bigger marketing budget on shouting and beating the drum about how great they're doing. This last one is the real 'evil' form of Greenwashing. Tricking benevolent consumers into believing that their company is reaching out and making a difference, when in reality it's just a new form of window dressing. Eventually leaving these consumers disillusioned and demotivated. The exact opposite of what you want for them.

THE OBSTACLE IS THE WAY

Like the book by young American author Ryan Holiday, 'The Obstacle Is the Way', I do believe that sustainability can be seen as a beautiful and motivational challenge. That is, when approached in the right manner, from within. From within yourself and within your company. Slowly and naturally you will start seeing things in a different light. Once you know and you're truly invested, there's no way back. And the beauty of it all is that sustainable options are actually truly durable and beneficial in the long run. Both economically and strategically. Sustainability is a vision, not a trend and guess what; it's here to stay!





INSPIRATIONAL THEME
Branding
READING TIME
3:25
KEYWORDS
#GoodGreed
#Branding
#BrandAid
#BetterWorld

GREEN GREED

BY ANDY MOSMANS, BRANDING EXPERT

“THE POINT IS, LADIES AND GENTLEMEN, THAT GREED, FOR LACK OF A BETTER WORD, IS GOOD. GREED IS RIGHT, GREED WORKS. GREED CLARIFIES, CUTS THROUGH, AND CAPTURES THE ESSENCE OF THE EVOLUTIONARY SPIRIT. GREED, IN ALL OF ITS FORMS; GREED FOR LIFE, FOR MONEY, FOR LOVE, KNOWLEDGE HAS MARKED THE UPWARD SURGE OF MANKIND.”

The above quote comes from the legendary movie Wall Street in which Michael Douglas plays Gordon Gekko, the personification of capitalism itself. The film's director, Oliver Stone, used the quote as an indictment against unbridled capitalism.

A similar, more specific accusation is put forward by author Naomi Klein in her controversial book No Logo, in which she expresses particular concern for the role brands play in fueling unbridled greed and consumption – and so too the resulting growth of inequality this creates in the world. Brands represent market power: it has become more important to possess a market (the demand side of the economy) than a factory (the supply side of the economy), and a strong brand is the key to this. Because a strong brand represents consumer preference and loyalty. Strong brands are a short cut to decision making: they make choosing easy. You don't have to think long and hard about purchasing products or services from a strong brand, they simply feel better. Modern neurological research clearly shows that the 'buy button' is easily pushed when people have a good feeling about the brand in question.

AND RESEARCH ALSO TELLS US:
PEOPLE DO NOT SAY WHAT THEY
THINK AND DO NOT DO WHAT THEY
SAY, BUT DO WHAT THEY FEEL!
WE DO WHAT FEELS GOOD.

That said, it is important to acknowledge that we all have the right to

brand. And that branding can serve many purposes. British consultant Simon Anholt wrote the book Brand New Justice and subtitled it “Now it's their time” to emphasise that the Third World also has the ability to harness branding and develop strong brands. Following the 'BandAid' initiative, I developed the 'BrandAid' project. And this is perhaps the best form of aid we can give because, in contrast to fair trade initiatives, it helps develop real market power, therefore decreasing the need for aid. Ultimately aid is not a good thing, as it maintains dependence: “the hand that receives is always lower than the hand that gives.”

Branding can also play a role when it comes to encouraging more preference and demand for green products and services. And I'm not talking about 'greenwashing' – the artificial polishing of a brand's image – but about brands wanting to become honest and truly meaningful. A transition from marketing to mattering. So instead of pointing out to people what they shouldn't be doing (the negative approach), branding can actually make people want to change their ways (a positive outcome). Or, in other words: increase the 'Green Greed'! That green then starts to stand for cool, for sexy, for intelligent, for modern, for loving, for the future, for all kinds of positive, worthwhile things we're eager to subscribe to.

AS OUR INSATIABLE HUMAN NATURE MAKES US GREEDY FOR GREEN, AND FOR ALL THAT IS BETTER FOR THE WORLD IN GENERAL.

Greed has a much broader meaning than greed for money alone. And that is what many people tend to overlook in the Gordon Gekko quote. Because greed is not just one of Dante's seven deadly sins. Greed for something better, more sustainable, more loving, more honest, more beautiful, more humane, etc. can also be stimulated. In short, brands can encourage people to be greedy for a better, cleaner, more beautiful world for themselves and for their (grand)children. According to Wikipedia, green brands are: "those brands that consumers associate with environmental conservation and sustainable business practices. Such brands appeal to consumers who are becoming more aware of the need to protect the environment. A green brand can add a unique selling point to a product and can boost corporate image and business."

Google is also going for green in many areas of its operation, and has this to say: "We tackle these projects because they reduce our company's environmental impact, and also because they improve our bottom line. But mostly we do this stuff because

it needs to be done and it's the right thing to do. Google has been carbon neutral since 2007, and in 2017 we'll reach 100% renewable energy for our operations, including our data centers and offices. But our ambitions don't end at our own door. Climate change is real. We're a global company, and our goal is to give everyone everywhere the tools and opportunities they need to play their own part in protecting the planet."

Funny, too, is that as a colour, green is perhaps most obviously associated with plants, nature and the environment. And on a more subtle level with health, balance and refreshment. But certainly too, with money.

Recent research clearly shows that people most prefer brands that are not only best in the world, but above all best for the world! Ultimately branding is also about becoming something and by stimulating green greed, it can help build a better world.



RISING

INSPIRATIONAL THEME
Art
KEYWORDS
#CorneliaKonrad
#RisingOrFalling
#GravityPlay
#Art
#Piles

Cornelia Konrad

“Piles” sculptures

FALLING



In Cornelia Konrad's "Piles" sculptures we become aware of calm and motion, dissolution and density, nature and culture, reality and simulation. This is joined by the contrastive play with gravity - and overcoming it. Are the stones flying up to the sky? Or are they perhaps falling down and settling onto the pile? Rising or falling?



LIVING WITH GOOD

INSPIRATIONAL THEME
Animals
READING TIME
2:57
KEYWORDS
#SuckingBlood
#CockyHumans
#Midge
#VRexperience
#CloseUp



LIVING THE GOOD LIFE

Oh my, what's this? This tingling all over my body. I feel, I feel, different. Restless, fidgety, bursting with energy... Wait a minute, I know what this is! It's time!

I've been lying dormant in this mud for ages. Finally, my 30 days of living the good life are here. Spreading my wings, having sex, sucking blood and annoying the hell out of all these tourists that think Scotland is oh so jolly and nice. Well it's also very warm and damp at the moment, just the way I like it. And for the next month or so I am coming for you!

Swirling waves of pink and purple engulf me as I soar through the trees. Flying is actually much easier than I thought. These two sets of wings are great; 1.4 mm of sheer genius, baby! It's just so damn busy up here. It's swarming with all these brothers and sisters awakening at the same time. How am I going to find the best looking midge of the bunch? There's no time to lose. If I'm going to lay 6 batches of 300 eggs each I better hurry up. Just the thought of 2000 little ones gets me all mushy inside.

Hold on, that's a real fertile looking chap. Hello there charming. What are

your plans for tonight... oh, that was fast. Talk about a quicky. Now all I need is a little blood to incubate these eggs. Let's see. I do detect a slight change in temperature, so there might be a suitable animal nearby. Hold on, I smell the breath of a human! This is my lucky day. Hahaha, so cute: this woman has used some cheap-ass midge repellent thinking it's going to scare me off. The arrogance is astonishing. We've been around for about 75 million years, a lot longer than these cocky humans. Not a single method to control our numbers has been successful, but they keep coming up with new chemicals. This one actually smells pretty nice.

THIRTY MORE
ADVENTURES LIKE
THIS AND I'LL BE
LOOKING BACK ON A
RICH AND FULFILLING
LIFE FOR SURE.

Anyway, it's lunchtime. Let's cut my way through these layers of skin here. Oh wow, these serrated mandibles are great. Yep, I struck blood already; let's suck it up. I never realised the blood would be so warm;

it's really good! Oh there she goes, trying to kill me. Plenty enough time for one more sip and then I'll dodge her blow with my eyes closed. Oh wait, no eyelids. Whatever. I've had enough for now. Let's go to the ground and chill out a little. It's been a hell of a first day. I mean: thirty more adventures like this and I'll be looking back on a rich and fulfilling life for sure.

A day in the life of a midge. What would that really be like? It's this very question that triggered creative studio collective Marshmallow Laser Fest to develop something truly amazing. The team have created a way for people to experience nature like an animal. "In the Eyes of the Animal" is a spectacular VR experience that allows viewers to see the world as a midge, a dragonfly, a frog or an owl. The creatives sought to "hack" human perception, utilised scanning technologies in conjunction with a 360-degree drone camera to create a digital replica of the Grizedale Forest in Britain. They then used the rendering to create helmets that allow you to wander through the woods while visualizing how animals see it. The sound uses binaural audio, a technique mimicking the natural functioning of the ear by creating an illusion of 3D space and movement around the head of the listener; it's as immersive as reality can be.

HAVE A LOOK
AT THE WORLD
THROUGH THE EYES
OF ANIMALS.
SAME WORLD,
DIFFERENT VIEW.
JUST AS REAL.

The project was created as a feature of the AND Festival and has travelled the world since. What's really cool is that on some of these tour dates "In the Eyes of the Animal" could be experienced in a live natural environment where sculptural virtual reality headsets were suspended from overhanging woodland, enabling forest explorers to traverse the animated, real-world, landscape.

Luckily, there now is an online edition of the award-winning work so you can experience virtual wildlife in the comfort of your own home. Visit iteota.com and have a look at the world through the eyes of animals. Same world, different view. Just as real. So go on, be a midge and live life to the fullest. See how it feels!

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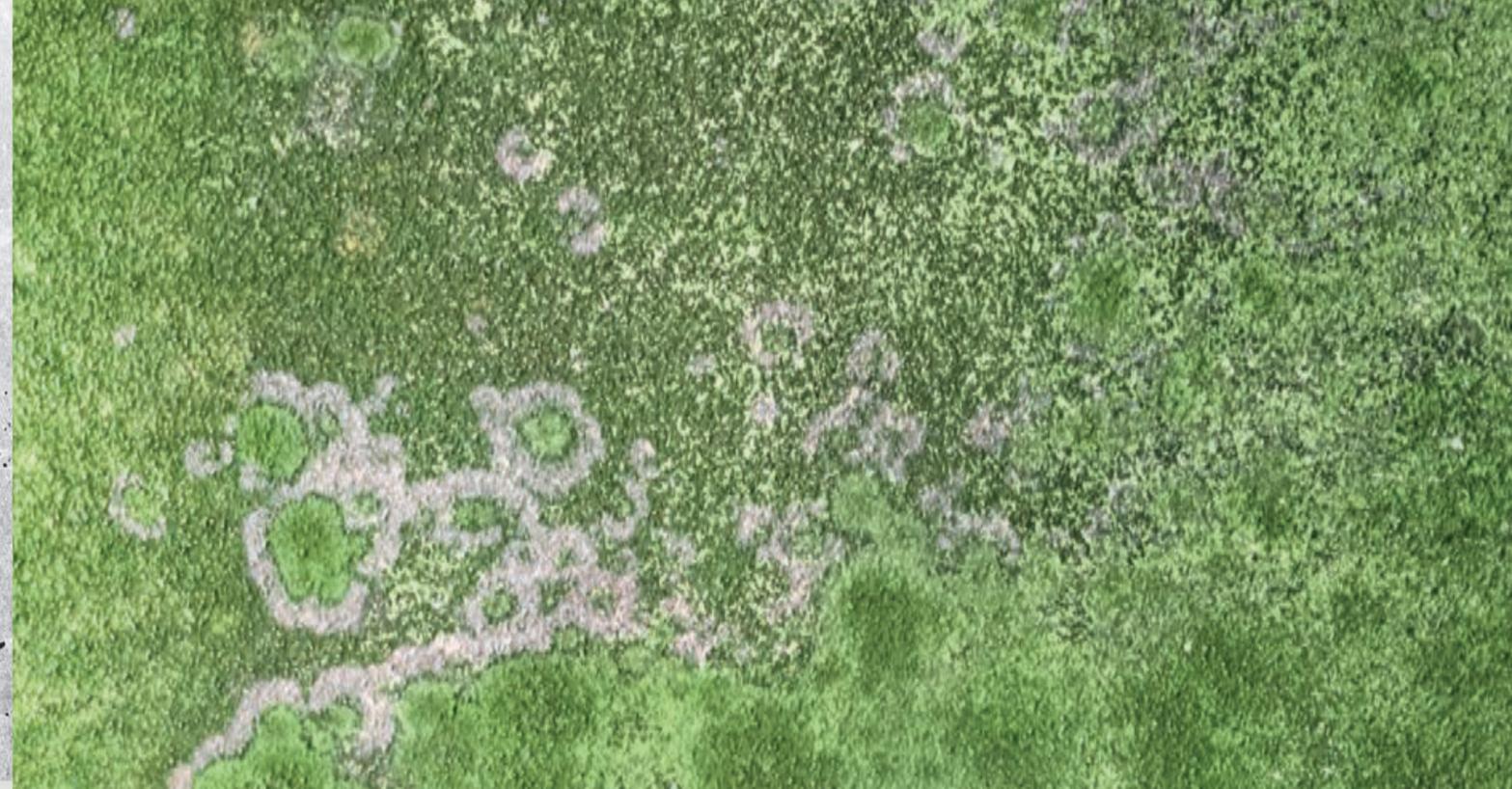
MOSS GRAFFITI

INSPIRATIONAL THEME
Material
KEYWORDS
#Moss
#Graffiti
#ConcreteJungle
#NatureArt
#DIY

DIY

MOSS BUTTERMILK BLENDER BOX BRUSH

1. Gather clumps of moss, crumble into a blender
2. Add buttermilk and blend, pour into container
3. Paint moss milkshake on a damp shady wall
4. Return over weeks to keep it moist
5. Watch the bits grow into a rooted plant maintaining your design!





INSPIRATIONAL THEME
Inspirator

READING TIME
7:06

KEYWORDS
#LiveablePlanet
#FindingBalance
#Tchai
#ChristianStadil
#Hummel
#CompanyKarma
#OnTheRooftop
#BackToBasic

NATURE AS A COUNTER CULTURE

A conversation with
CHRISTIAN STADIL



What's the importance of nature for modern man? Is it just a fading backdrop in an increasingly urbanized and virtualised world? A functional necessity to keep the air clean and the planet liveable? Christian Stadil has quite a different take on things. The Danish entrepreneur, author, adjunct professor and visionary foresees a renaissance of nature as growing numbers of people are turning to the great outdoors to find balance, peace and a touch of adventure to offset their daily grind. Kim and Edward Tchai had a rendez-vous with Christian at his Thornico Building in Rotterdam, not coincidentally the building with the largest green façade in Europe and three bee colonies on the rooftop...

To briefly introduce Christian Stadil is simply impossible. In Denmark everybody knows him as one of the judges in "Løvens Hule", the Danish version of Dragons' Den and as the owner of the sports brand Hummel (the new sponsor of the Danish national soccer team). Let us just say that Hummel is only one of a total of 130 companies he runs. At age 45 he's the owner and chairman of the Thornico business conglomerate with a yearly turnover of approx. 5 billion euros. You would think that is enough of a challenge for one man, but not for Christian Stadil. He is also an author and international lecturer about management and self-development and honorary professor of creative leadership at Copenhagen Business School. He is also co-founder of and lead investor in a number of especially tech-based upstart companies such as e.g. Tattodo.com, the world's biggest Tattoo platform. Moreover, he sits on a variety of external boards and think tanks. The next time you complain about how busy you are, take a deep breath and imagine being Christian Stadil for a day. That puts things in perspective.

Despite his busy schedule Christian took the time to meet up with Kim and Edward Tchai, to talk about the theme of this #2 magazine: GREEN, in all its shapes and subtleties.

THE CONCEPT STEMS FROM BUDDHISM. GOOD DEEDS CONTRIBUTE TO GOOD THINGS.

KIM "Christian, you run a really successful global business. Can you tell us a little bit about Thornico?"

CHRISTIAN "Thornico is a family-owned conglomerate consisting of a global group of companies operating in a truly diverse business portfolio comprised of seven different business sectors, namely, food, food technology, packaging, sport & fashion, shipping, real estate and investments. As diverse as our business are, we maintain strong synergy through our core values and the way we do business."

KIM "Is sustainability one of those core values? How important is a green mindset for your companies?"

CHRISTIAN "To me there's so much more to sustainability than having

an eye for the environmental impact of what we do. At the very core of the entire Thornico conglomerate is a philosophy that we call 'Company Karma'. As we say: we try to do well by doing good."

KIM "That's really interesting. Could you tell us a little bit more about Company Karma?"

CHRISTIAN "The concept stems from Buddhism and refers to the choices that people make. Good deeds contribute to good things. What we do at Thornico is apply that idea to everything we do. It is our intention that Company Karma becomes an integrated part in all our companies and all businesses in which we operate. We have initiated the process and have come far in some companies - in others the process has just begun."



EDWARD "That still sounds a little bit abstract. Is Company Karma mainly a philosophy or an actual set of principles and guidelines people within your company can act upon?"

CHRISTIAN "Oh it's very concrete. All our companies have CSR related KPIs (CSR = corporate social responsibility). We work with targets regarding smart energy consumption, reducing waste and work-related incidents. One of the KPIs for Hummel next year is to test our production facilities around the world to make sure they have nothing to do with child labour, forbidden chemicals etc. But all this is still traditional CSR, Company Karma is much more. We try to make a difference by initiating and participating in many projects around the world. Take Hummel, for instance. The brand's mission is 'Change the World through Sport'. For us that's much more than a slogan.

KIM "How do you do that, change the world by sport?"

CHRISTIAN "I'll give you two examples. In 2010 we began our sponsorship of the men's and women's national football teams, as well as different football festivals and football schools for children. In Afghanistan female players especially have and are still facing great obstacles in gaining equal rights to play. Hummel supports the

Afghan women's path into the world of football as well as their struggle for equal rights. In Sierra Leone we work together with an organisation called Play 31 to organise football matches between former child soldiers and the villagers they used to attack. Football has the power to unite people and communities torn apart by war. These are just two examples of many projects around the globe."

EDWARD "Who comes up with these projects. How do you decide how to spread good karma?"

CHRISTIAN "At first these ideas mainly came from me, but Company Karma is rapidly becoming an embedded value. It is now our main 'why'. Our businesses today have Company Karma responsible persons and throughout the organisation we give people ownership and actively encourage increased involvement. We have an initiative called My Karma, rewarding great ideas - often small and local - that come from our employees. We are now working on a kick-starter model for My Karma projects not only internally - within our company - but anywhere in the world. Eventually anyone can send in or upload great ideas that will create value for society."

KIM "I understand your comprehensive approach to sustainability and the



**OBVIOUSLY TAKING
CARE OF THE NATURAL
ENVIRONMENT IS
ONE OF OUR MAIN
RESPONSIBILITIES AS A
GLOBAL CONGLOMERATE**

fact that you think holistically about the things you do. But how important is the environment in all that?"

CHRISTIAN "Obviously taking care of the natural environment is one of our main responsibilities as a global conglomerate. We work on reducing our ecological footprint in many different ways. Through one of our companies, Hartmann, we are one of the largest producers of moulded-fibre egg packaging products in the world. In our sustainable business model, we focus on 100% recyclable and bio-degradable products. We also have a vast real estate portfolio consisting of a mix of offices, industrial and residential properties and have introduced some really cool, innovative green projects in our buildings. The Thornico building where we are right now being a great example. It

was previously called the Westblaak building and it used to be a concrete grey colossus. We planted moss and succulent plants on the rooftops of the two towers of the building and added three separate beehives. They house around 120,000 bees that have helped bring more flowers and birds to our neighbourhood. We've also covered the 5,000 m² façade of the car parking facilities with ivy, thus making a fully grown wall of green that has the same filtering effect as 200 mature trees. It has become the largest vertical green wall in Europe."

EDWARD "How important is nature for you on a personal level? Do you even find the time to enjoy the outdoors?"

CHRISTIAN "For sure! Being in nature is one of the things that really helps me to relax and find balance in my busy



NATURE AND NATURE-BASED RECREATION AS A WHOLE WILL BECOME INCREASINGLY IMPORTANT IN THE NEAR FUTURE.

life. For many years I have walked, trekked, climbed, run and skied. In 2000 I climbed mount Aconcagua, at almost 7,000 metres it's the tallest mountain on the American continent. A climb that took me almost three weeks. Today I have a small house near the woods in the south of France where I love to go with my family. I believe nature and nature-based recreation as a whole will become increasingly important in the near future."

KIM "Why do you think nature will become more important? The younger generations seem to spend less time in nature and hardly have any interest in it at all."

CHRISTIAN "Oh but that's changing. You can see it around the globe, in Japan, the US and in Scandinavia

also. People are reconnecting with nature. In a time of great development and change, people tend to go back to basics, to their human nature so to speak. We've seen this before during the industrial revolution. Industrialisation was leading to change in many people's jobs and living conditions, certainly not all for the better with pollution, the extortion of employees and exhausting of natural resources. In response to that, many different artists and intellectuals turned to nature. Romanticism was in many ways a reaction to the industrial revolution, with many of the paintings and poems focusing on the true beauty and simplicity of nature."

KIM "So you are saying we are currently living in a time with that degree of change?"

CHRISTIAN "Technology is changing the way we live fundamentally. Look at the possibilities of artificial intelligence and self-learning robots. Reports say robots will eliminate 6% of all US jobs by 2021, starting with customer service representatives and eventually taxi drivers. That's huge. And now augmented reality and virtual reality are really taking off. I am convinced that in the not-so-far future lots of people will spend a significant part of their lives in an altered reality. Fundamental changes like this, especially in a relatively short time, are leading to a re-evaluation of nature once more. The simple and rewarding interaction with the world around us. The dirt and stone, grass and trees. From walking to camping, there's a whole new scene of young brands and companies offering products that aren't just functional but are really great looking and well-designed. There's a whole counter-culture aspect of nature and it will become more powerful with more people reconnecting to nature and with each other."

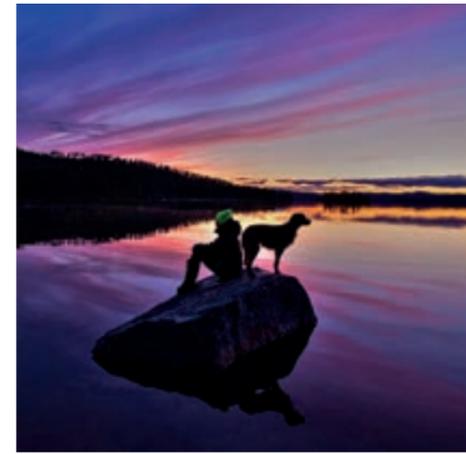
EDWARD "This renaissance of nature seems to resonate well with Company Karma as well?"

CHRISTIAN "It sure does. Being a family-owned business we have a counter-culture state of mind. We don't have to account for our decisions to anyone

else but ourselves and the world we operate in. The coming decades our planet has to deal with some serious challenges and I believe only innovation and creativity can help us solve the problems we face. At Thornico we are always hungry, how can we do more? What new solutions can we come up with? In the long run these solutions can only be successful if they are sustainable and 'green' to come back to the theme of this magazine. It was never in our nature to be removed from nature. It's time to get back on track."

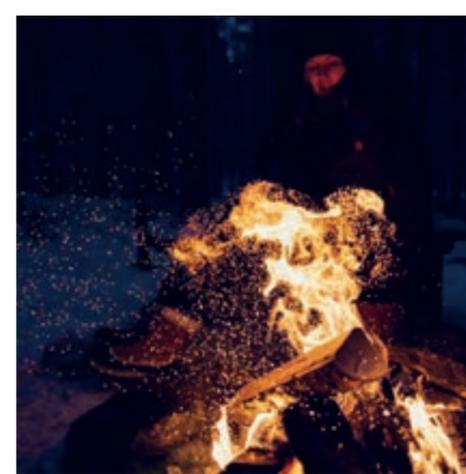


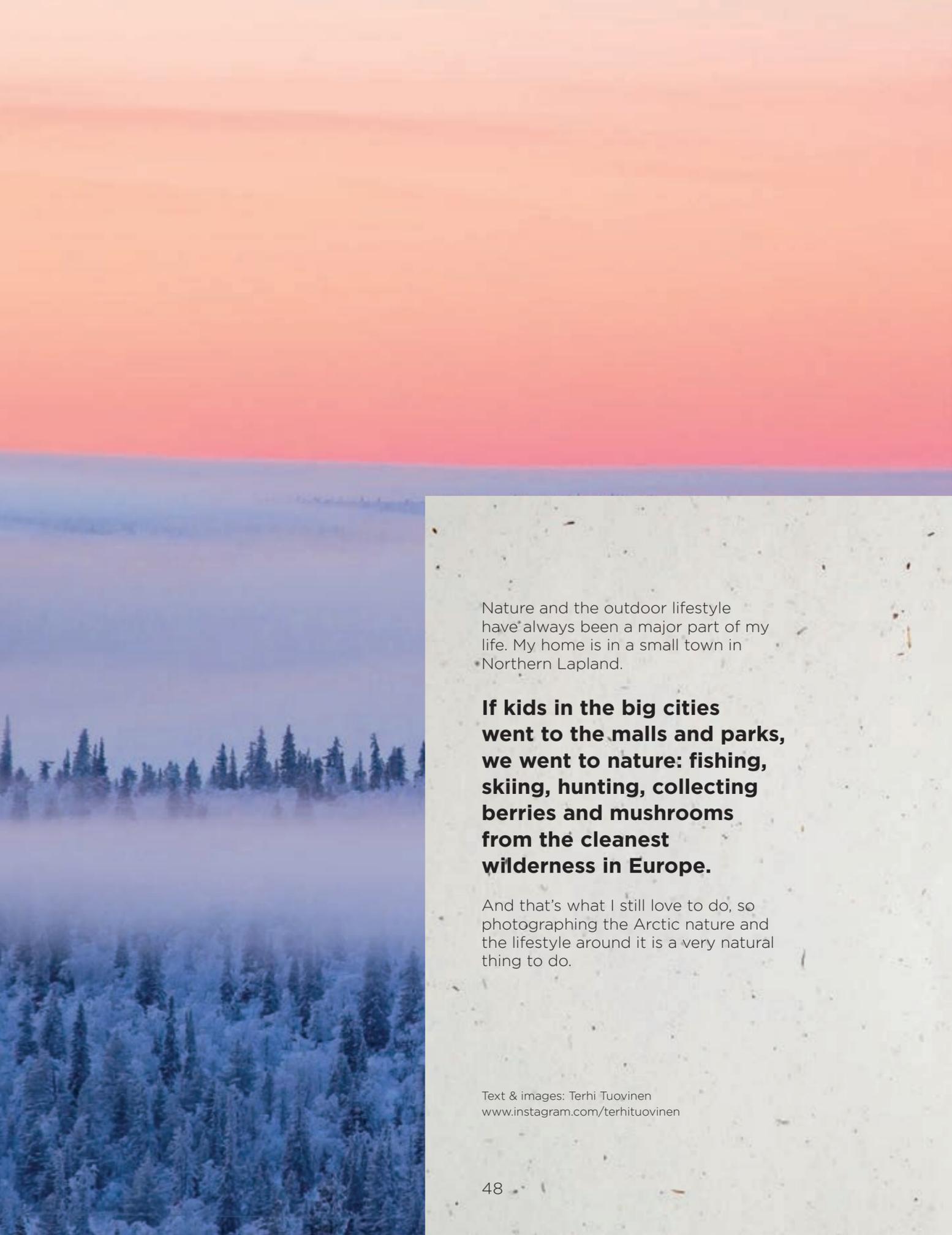
**IT WAS
NEVER
IN OUR
NATURE
TO BE
REMOVED
FROM
NATURE.**



INSPIRATIONAL THEME
Outdoor
READING TIME
1:44
KEYWORDS
#LetsGoOutside
#Lapland
#NorthernLight
#PolarNight
#Stunning
#Pastels
#StarrySkies
#Bonfire
#TerhiTuovinen

lap land life



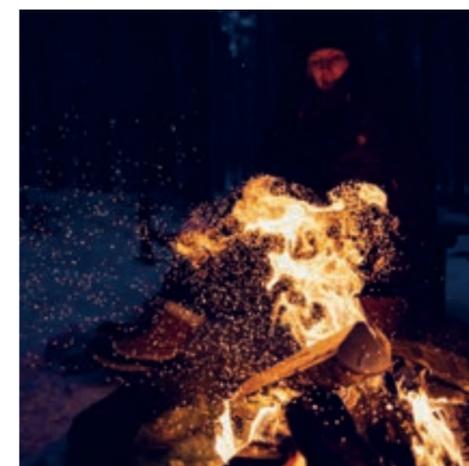
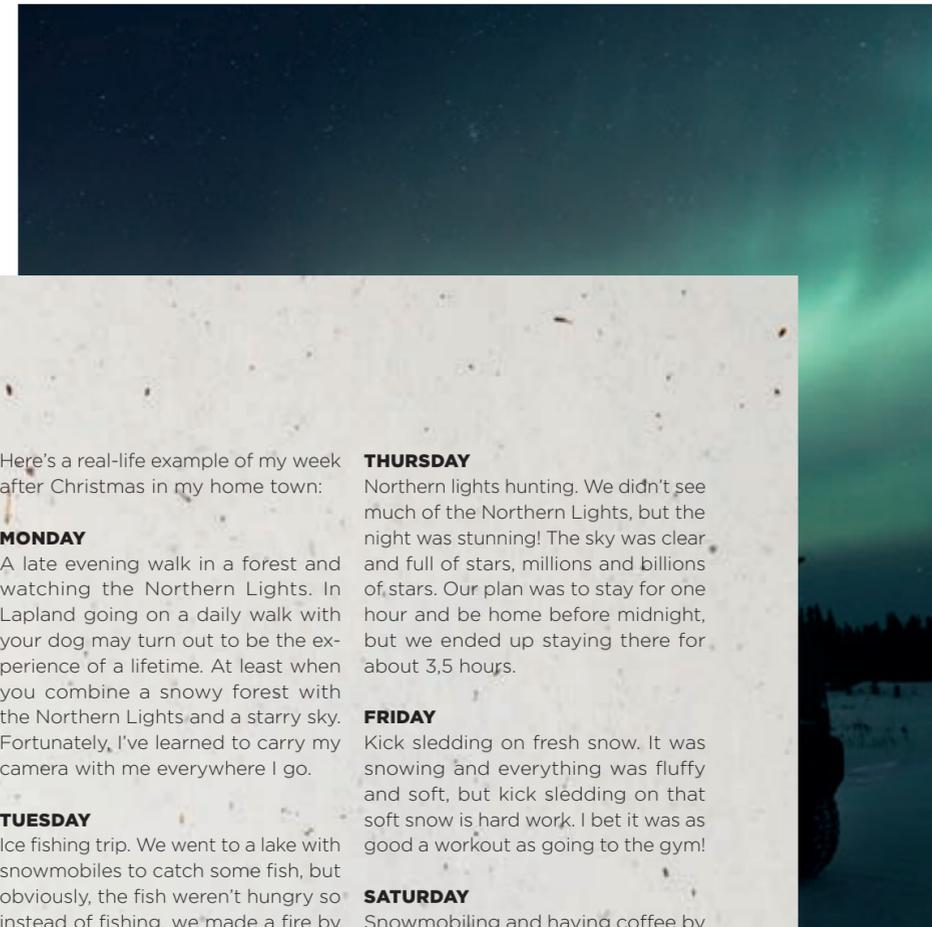


Nature and the outdoor lifestyle have always been a major part of my life. My home is in a small town in Northern Lapland.

If kids in the big cities went to the malls and parks, we went to nature: fishing, skiing, hunting, collecting berries and mushrooms from the cleanest wilderness in Europe.

And that's what I still love to do, so photographing the Arctic nature and the lifestyle around it is a very natural thing to do.

Text & images: Terhi Tuovinen
www.instagram.com/terhituovinen



Here's a real-life example of my week after Christmas in my home town:

MONDAY

A late evening walk in a forest and watching the Northern Lights. In Lapland going on a daily walk with your dog may turn out to be the experience of a lifetime. At least when you combine a snowy forest with the Northern Lights and a starry sky. Fortunately, I've learned to carry my camera with me everywhere I go.

TUESDAY

Ice fishing trip. We went to a lake with snowmobiles to catch some fish, but obviously, the fish weren't hungry so instead of fishing, we made a fire by the lake and enjoyed the blue moment of the Polar Night with a good cup of coffee and roasted sausages.

WEDNESDAY

Snowshoeing on fells. That day was beyond beautiful. The sky was full of different shades of pink, blue, yellow and orange. Polar Night (the period in mid-winter when the sun doesn't rise above the horizon at all) at its best! My friend from Southern Finland said it felt like the whole day was one big sunset/sunrise; you just didn't see the sun.

THURSDAY

Northern lights hunting. We didn't see much of the Northern Lights, but the night was stunning! The sky was clear and full of stars, millions and billions of stars. Our plan was to stay for one hour and be home before midnight, but we ended up staying there for about 3,5 hours.

FRIDAY

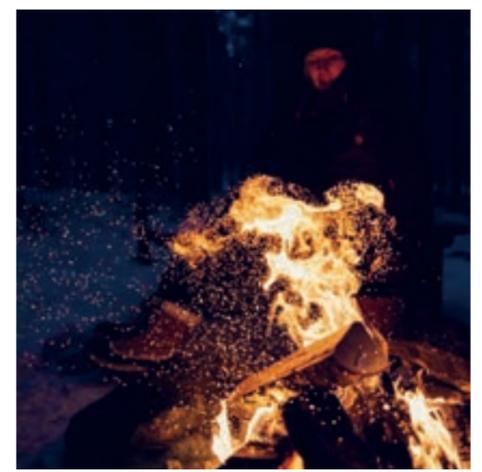
Kick sledding on fresh snow. It was snowing and everything was fluffy and soft, but kick sledding on that soft snow is hard work. I bet it was as good a workout as going to the gym!

SATURDAY

Snowmobiling and having coffee by the bonfire. Snowmobiling is one of the most relaxing things for me and when you are all alone inside the helmet and driving through the snowy landscape you can feel the freedom.

SUNDAY

Going to Finland's longest (some say longest in Europe too) toboggan run in Saariselkä Ski Resort. The length of that thrilling run is 1200 metres and it's so much fun! We slid down it three or four times at least.







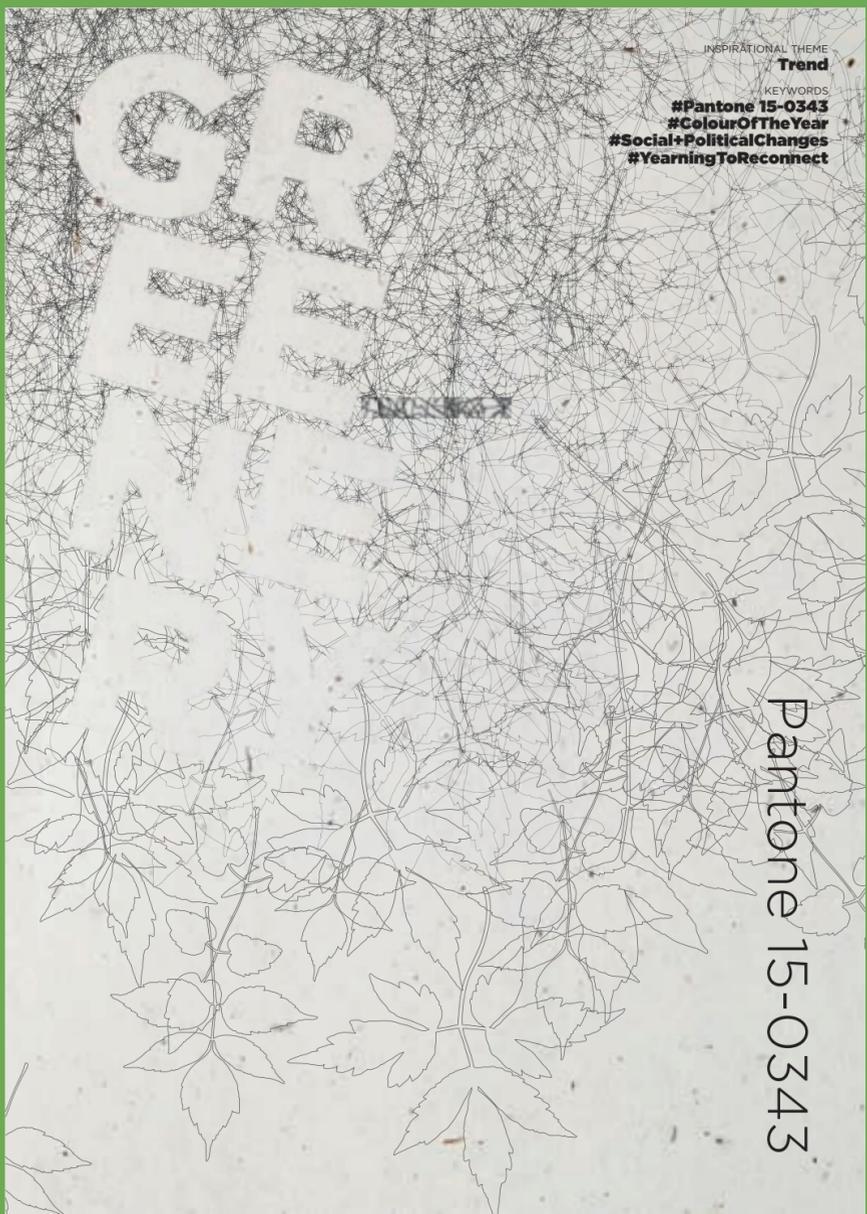
“WHAT IS THE GOOD
OF YOUR STARS AND
TREES, YOUR SUNRISE
AND THE WIND,

INSPIRATIONAL THEME
Architecture
KEYWORDS
#Architecture
#OutsideIn
#Living
#RespectNature
#Consciousness



IF THEY DO NOT
ENTER INTO OUR
DAILY LIVES? ”

— E.M. FORSTER



INSPIRATIONAL THEME

Trend

KEYWORDS

#Pantone 15-0343

#ColourOfTheYear

#Social+PoliticalChanges

#YearningToReconnect

Pantone 15-0343

COLOUR OF THE YEAR

GREENERY Pantone 15-0343

Each year, Pantone announces its Colour of the Year. This colour is a snapshot of current global culture, serving to capture a mood or attitude for the year ahead.

A colour that represents a feeling in time. How cool is that?

With much said about the year we have left behind us, the colour for 2017 is inspired by hope and new beginnings: Pantone 15-0343, also known as Greenery.

A shade described as "a fresh, zesty yellow-green that evokes the first days of spring", Greenery's optimistic tone is just the thing to kick-start the year. And with many of us spending more time than we'd like between concrete walls instead of in luscious fields of green, who doesn't dream of bringing some of the outside in?

Greenery appears bang on trend, reflecting our pull towards nature at a time when our modern lives often keep us away. What's more, the colour also talks to us about the current global climate, with this particular green hue symbolic of our desire for reassurance at a time of many social and political changes. And Greenery itself symbolic of our yearning to reconnect - not only with nature, but also with each other.



Don't turn your

back to nat ur e

INSPIRATIONAL THEME
Organic
READING TIME
1:40
KEYWORDS
#Yoni
#Taboo
#OrganicCotton
#Biodegradable
#CoolBrand
#What'sInTheBox

SINCE THERE'S NOTHING MORE NATURAL THAN THE FEMALE PERIOD, WE'D LIKE TO SHARE SOME THOUGHTS WITH YOU ABOUT THAT.

WHAT, WE'VE GOT YOU BLUSHING ALREADY?

Did you know that there are at least 5,000 euphemisms for menstruation? Seriously, the makers of a really cool women's health app called Clue did a worldwide survey. Why is there such a taboo on menstruation when half our planet's population deals with it every month? That's exactly what Mariah & Wendelien thought when they started Yoni - a relatively new brand of tampons, pads and pantyliners made of organic cotton.

The story of Yoni begins when a specialist advises Mariah to start using organic cotton tampons and pads. That is the first time she ever thought about her choice of products. Together with Wendelien she starts to do some research. They find out nearly all tampons and pads are made of synthetic materials and can contain plastics. They also find out there are no specific rules on what needs to be mentioned on the packaging. Mariah: "We believe every woman should be able to know what her tampons, pads and pantyliners are made of. Our products are made of organic cotton and what's in the box, is on the box. No plastics, no perfume, no secrets. Just cotton!"

That was back in 2015. Today Yoni is a really cool brand, with designer packaging and the ambition to revolutionize the industry. Not by gathering dust on the shelf of some idealist ecoshop, but by really aiming for the established chains of drugstores and supermarkets. First they convinced Marqt (a high-end sustainable Dutch supermarket), followed by Etos (a drugstore with approx. 550 outlets). An even bigger breakthrough was the launch at Albert Heijn in October 2016, making Yoni widely available throughout the country. A little overwhelmed by their success, Mariah and Wendelien are now considering taking Yoni abroad, just two years after they started.

Isn't it amazing that taking a more natural approach to something that is in itself totally natural can be both taboo breaking and game changing in a billion dollar industry?

For all the men that read this article all the way to the end: there's a big PLUS to Yoni for you as well. All products are fully biodegradable, so they are really environmentally friendly. Although men and women do not seem to be on the same planet all the time, we only have one, so we better take good care of her.

www.yoni.care



INSPIRATIONAL THEME
Rotterdam
READING TIME
3:06
KEYWORDS
#Hotspots
#Don'tGoTelling
#Farmland
#UrbanAreas
#Quarantaineterrein

**Hidden nature,
urban wildlife and
other good things
that grow
on rooftops
and city streets.**

**Hi
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It is predicted that by 2050 about 64% of the developing world and 86% of the developed world will be urbanized. Your first reaction to that might be: where the *bleep* does that leave nature?! But urban and nature are not inevitable counterparts at all. If you look a little closer, there are many inspiring examples of city life and the natural world coexisting peacefully. Many of these go unnoticed by most of us.

That is exactly why we put on our explorer outfit and set out on a mini-adventure through the well-hidden wilderness of our beloved city Rotterdam. Mostly known for its seaport, industry and skyscrapers, Rotterdam is actually bursting with natural life. Richard Attenborough eat your heart out!

36 species of mammals, and counting!

We all know the underground sewer alligator stories, which are obviously an urban legend, but it is amazing how much wildlife does live in the city.

Some experts in Rotterdam took the time to identify all mammals living there. It turned out to be no less than 36 species! From squirrels to city foxes, from different kinds of bats to actual deer spotted within the city limits.

To find out more, go explore:
www.bureaustadsnatuur.nl

On top of the world

The largest rooftop park in Europe? That's right, it's in Rotterdam. Dakpark Rotterdam is an amazing green oasis, 9 metres up in the air. You can simply lie in the sun, play at the water stairs, have a BBQ or visit one of the many gardens. This is man-made nature for all your leisure needs.

Explore: www.dakparkrotterdam.nl

3 Seal-seeing

Forget San Francisco's PIER 39, we've got our own seal-seeing hotspot right here in Rotterdam. In de Maasmond you'll find 40 somewhat seals lying around on their own little island. The Port of Rotterdam is especially fond of them, because they see it as proof of decent water quality. Since seals eat fish, the stocks in the harbour must be large enough to keep them hanging around.

Explore: www.portofrotterdam.com

Ancient Tauros

In Rotterdam's Geuzenbos you can encounter the largest wild cattle species in Europe: the Tauros. It's the result of a special breeding program to duplicate the ancient Aurochs, which is now extinct. The Aurochs is the ancestor of all cattle and could weigh more than 1,000 kilos! The Tauros programme brought the Aurochs back to life as part of a larger goal to 'rewild Europe'. We can't wait for Europe to get a little wilder.

Explore: www.rewildingeurope.com



5

Secret beach-life

No, we are not talking about some fancy Paris-like summer beach installed by a smart city marketeer. Rotterdam has an all-natural beach and hardly anyone knows about it. It's set on the banks of the river Maas on a well-hidden spot on the so-called 'Quarantaineterrein'. This is the good life for you, right here. Just don't go telling anyone.

Explore: www.davides.nl/het-verborgen-strand-van-rotterdam-achter-het-quarantaineterrein

6

A floating farm in the city

Rotterdam is not just a hotspot for urban wildlife enthusiasts, it is also reinventing farming! The city will be home to the world's first Floating Dairy Farm. It's an answer to the ever-increasing demand for food and the scarcity of good farmland in urban areas. In addition to sustainable self-sufficient dairy production, one of the floating farm's primary objectives in locating the floating farm near the city will be to create awareness and reconnect the city's residents with their food sources.

Explore: www.floatingfarm.nl



INSPIRATIONAL THEME
Food

READING TIME
3:05

KEYWORDS

- #Starvation
- #FoodProduction
- #ForestSacrificing
- #CulinarySeaweed
- #TagliatelleLook
- #WillemSoderland
- #FoodRevolution
- #SeaPasta

WEED THE WORLD!



THESE LAST FEW DECADES FOOD PRODUCTION AND INNOVATION HAVE INDUSTRIALIZED AT A DAZZLING PACE. THE BIGGEST AGRICULTURAL AND FOOD COMPANIES OF THE WORLD ARE CONSTANTLY FINDING NEW WAYS TO INCREASE HARVEST AND FOOD PRODUCTION, PRESERVE THAT FOOD LONGER, ENHANCE ITS TASTE, AND PRETTY UP ITS APPEARANCE.

Sacrificing more and more forests and woodlands, using over 80,000 different kind of chemicals in industrial food production... it will not be enough to feed all 9 billion people that will inhabit the planet in 2050. Some scientist say that in order to feed 9 billion people, all the world's farms would have to double production, and fast.

WHAT NOW?

Before you run out into the street, screaming 'We'll all die of starvation!' let us reassure you: the answer - as always - comes from nature itself. All you need to do is look away from the farmland and into the sea.

That's exactly what Dutch entrepreneur Willem Sodderland does. It all began when Willem ate his first plate of culinary seaweed in Ibiza, accidentally mistaking it for pasta. Fascinated by the tagliatelle-looks

LOOK AWAY FROM THE FARMLAND AND INTO THE SEA

and neutral taste of 'Himanthalia', he began investigating the culinary potential of seaweed by preparing it with Bolognese sauce and testing it on his kids. Big success. Much later he discovered that experts see seaweed as a key sustainable food source that can help feed the world. It doesn't need land, fresh water, fertilizer or pesticides and it grows like crazy.

The great thing about seaweed is that it is also really nutritious. Yeah we know, it's almost too good to be true. Still, some huge challenges remain to save the planet with seaweed. You need to bring seaweed to the market in a really appealing way so that people are interested in trying it. And you need to make sure it tastes so good people will keep on eating it.

This is where Willem's entrepreneurial skills come in. With his marketing background, in just two years, he

turned his enthusiasm for seaweed into an internationally successful company.

The company is cleverly called 'Seamore' and launched its first product in 2015. 'I sea pasta' looks like tagliatelle but is 100% wild, handpicked seaweed from Connemara, Ireland. It tastes almost as neutral as pasta, has a great al dente bite and is really healthy. It has all the vitamins and minerals other top vegetables have, it has lots of fibres and antioxidants, it's low-carb and low-calorie. This makes it very tempting to position it on the market as health food or super food, but Willem wants it to grow beyond the next veggie or vegan hype. His ambition is to make this very special food an everyday food. In other words: to create a food revolution and get the whole world interested in seaweed! I sea pasta is a smart food innovation that promotes seaweed as an alternative





A CRISPY BACON-ISH TREAT

to something we already know. This takes away primary resistance and can actually get the masses to try seaweed. It matches with Seamore's slogan: Some seaweed, we seamore.

From day one 'I sea pasta' is launched as an A brand, with top-notch branding and packaging. From PR to storytelling and from marketing to social media, everything is really well thought out and executed. And it pays off. In a short period of time 'I sea pasta' has gained huge amounts of press coverage, awards, ravings by food critics and commercial success as well. It is now for sale in 7 countries and Seamore has already raised €1m through a mix of crowdfunding, bank debt and venture capital to accelerate growth. Not just by entering new market regions, but by product innovation as well.

Now brace yourself, because we've saved the best for last. It turns out that over 10,000 species of seaweed

exist. We've merely just studied about 200 of them. Think of what all those other species could taste like! If Willem found one that tastes like pasta, there might be seaweed out there that tastes like spinach, cheese, bacon... who knows.

We can here you thinking: "Yeah sure, bacon, get a grip on yourself". Well, we've got some news for you. Guess what product Willem and his team have just released last October? I sea bacon! They actually found a seaweed that when you fry it in a pan it turns into a crispy bacon-ish treat.

So there you have it. There's a food revolution taking place right now, in a sea near you. It won't be long before you taste your first seaweed pasta, bacon or whatever's next. It's already available online and in supermarkets. www.seamorefood.com

WEED THE WORLD! ENJOY.

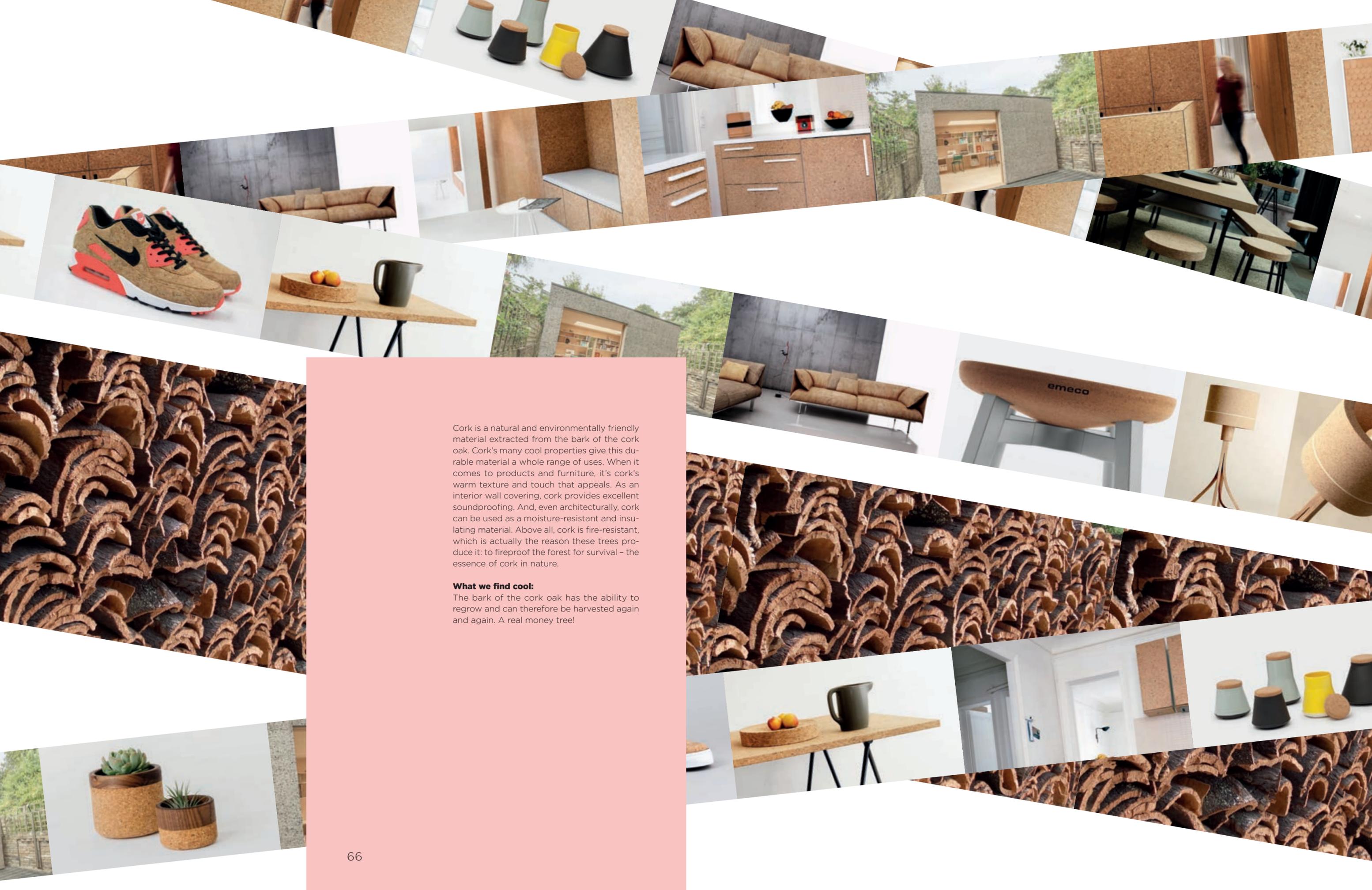




INSPIRATIONAL THEME
Material
KEYWORDS
#NaturalBeauty
#FromTheBark
#Soundproofing
#FireproofTheForest
#MoneyTree
#Regrow
#LooksGood
#FeelsGood

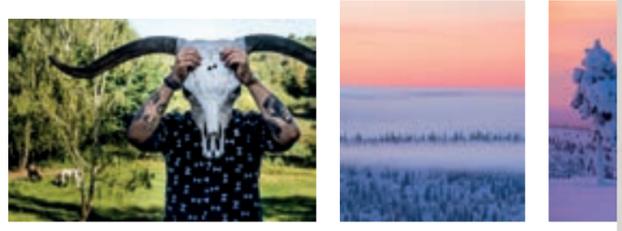
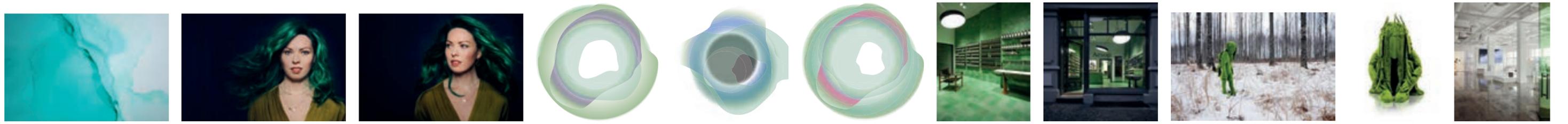
CO
RK





Cork is a natural and environmentally friendly material extracted from the bark of the cork oak. Cork's many cool properties give this durable material a whole range of uses. When it comes to products and furniture, it's cork's warm texture and touch that appeals. As an interior wall covering, cork provides excellent soundproofing. And, even architecturally, cork can be used as a moisture-resistant and insulating material. Above all, cork is fire-resistant, which is actually the reason these trees produce it: to fireproof the forest for survival - the essence of cork in nature.

What we find cool:
 The bark of the cork oak has the ability to regrow and can therefore be harvested again and again. A real money tree!



CREDITS

Number Two
April 2017

Created, edited and owned by Tchai

Number Two was realised with the help of many talented and creative minds. We'd like to extend our thanks to...

...our designers for nailing the concept and image creation. For their advice, blood, sweat and tears, and without whom this publication would not be in your hands right now...
 Ilse van Klei and Bas Rellum - studio ilse van klei
 Rianne Petter - Rianne Petter Graphic Design

...our wordsmiths for their storytelling magic...
 Jacques Vos - Hotcopy
 Jenna Anderson - the Anderson Office
 Ahdy Mosmans (blog Green Greed)
 Willa Stoutenbeek (blog Greenwashing)
 Terhi Tuovinen (journal Lapland)

...our printers for taking # Number Two from screen to magazine...
 Impressed Druk & Print and De Kijm & zonen (cover)

...and our image-makers for their beautiful photography and inspirational visuals.

We have done our absolute best to give credit to all whose imagery we have used in this magazine. However, in the era of digital sharing and social media, it is not always possible to identify the original source. We thank everyone whose images have inspired this publication.
 # Number Two is a product of love and distributed without commercial intent, solely as a source of inspiration for our clients and relations. If you are an image-maker we have not been able to mention by name, please get in touch, as we'd be more than happy to send over copies of this magazine for you to inspire and share with others.

This magazine is printed on
 Olin Rough: FSC® Mixed Credit, Tom & Otto: FSC® Mixed Credit, Rainbow light pink: FSC® Mixed Credit,

Gmund colors matt 11: FSC® mix 70%, Waterplanten paper: This paper includes excess water plants from the Netherlands.

Visuals made by
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littala & Arabia Design Centre: Fiskars / littala - designcentrehelsinki.com

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Nature as a counterculture: photographer Ida Munch/ Polfoto

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