

FROM PAVED PARADISE TO DAEZA

Contributing to Biodiversity with a Paved Garden

The Daeza gives flora a clear position in the garden and makes it stand out. The product enables the user to deal flexibly with the space usage of the garden and contributes to different activities. By attracting the attention, a first step in reducing the gap between man and nature is offered, which is essential to combat biodiversity loss.

Nearly 50% of the Dutch gardens is paved and this number is ever increasing. This leads to biodiversity loss since less space is available as a habitat for flora, fauna and ecosystems.

Any loss in biodiversity, the variability among living organisms from all sources, ecosystems included, is a matter of public concern, since it underpins the health of the planet and has direct impact on all our lives. However, there is a widening gap between humans and the natural world. The *extinction of experience*, a cycle of impoverishment that is initiated by the homogenization and reduction of local flora and fauna, followed by disaffection and apathy, needs to be combated to counteract the biodiversity loss.

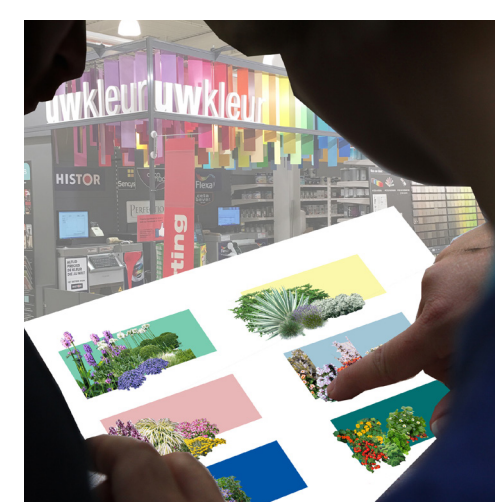
The final concept of the project is the Daeza, a rack with an integrated irrigation system where one can position plants on. It functions as a room divider for the garden. The Daeza enables the user to create an intimate place, separate different activities from each other, and maximizes the potential of the open space of the garden. The product supports the flexible use of the garden.

The product offers the garden owner a clear structure to position plants onto. Gardening becomes a matter of decorating the rack in which plants can grow, without becoming cluttered. By offering the customer a core pollinator-friendly plant package, they are helped in choosing a nice combination of plants regarding color, flowering period and benefits. The product enables the user to hang different attributes in the screen. In this way the user can express one's identity in the garden and create something personal.

The Daeza stands out in the paved garden by offering a large and clearly demarcated surface, which is filled with plants. The vertical direction contributes to the composition of the garden. The visual impact of the Daeza encourages interaction between the user and flora and fauna.



The Daeza in a paved garden.



1 | Choosing your plant package.



2 | Assembling the Daeza.



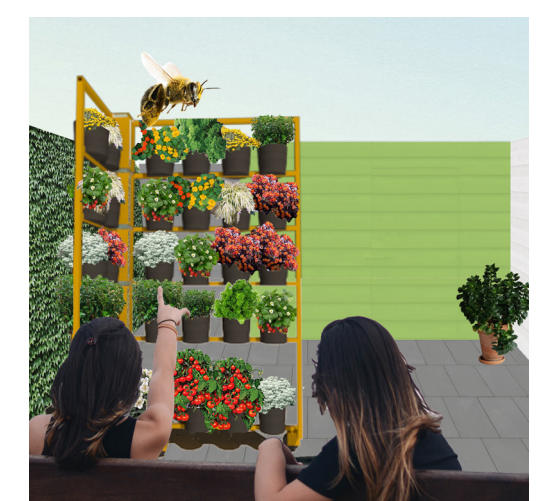
3 | Adding the plants.



4 | Making a composition.



5 | Positioning the Daeza.



6 | Let biodiversity draw your attention.



Creating different areas in the garden.



The Daeza as winter scenery.

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