

PANDO.



CONCEPT

Confronted with the wicked problem of the slow food movement, we were challenged to create an innovative and sustainable retail food experience. Often excluded from the benefits of this movement are those that need them the most. Lower-income populations and marginalized communities do not have access to nutritious food due to economic disparity and living within a food desert.

The Pando hub is a three-story community flagship located in the South Side of Chicago. We are focused on circular change to fight food insecurity and provide strength, longevity, and stability. "Pando" is derived from the forest of aspen found to be a single living organism with one massive underground root system. At Pando, we are focused on intergenerational learning to be the connecting root system for Chicago.

GATHERING FOOD

A sustainable refillery and grocery store is located on the first floor. It supplies fresh food grown in our onsite greenhouse to provide affordable, healthy food options for the community. Upon entering, customers will pick up their reusable baskets or jars to gather their fresh produce and grains smoothly and sustainably. The structural produce displays resemble a forest of trees that guides the user's journey through the space. Our value of transparency is shown by educating our consumers about where and how their food is produced on each display. Also featured in the space is a quick Grab 'N Go for easy and healthy meals with an adjacent graphic display highlighting Pando's origin story. A focal moment in our space is the large living tree that connects and grounds all three levels of Pando. At the base of the tree, an interactive play area allows parents to shop stress-free as their kids seek playful refuge under the canopy.

GATHERING KNOWLEDGE

Moving up to the second floor, a speaker lounge and learning kitchen await. The public speaking area invites non-profits and organization leaders to educate the community on various social and food-related topics. The learning kitchen is adjacent to the speaker space which is connected by a large garage door to allow free flow between the areas. The learning kitchen offers cooking classes for all age ranges to educate the community on preparing healthy and affordable meals while instilling them with the tools for nutritious eating and self-sufficiency. The wall graphics communicate information on the "Slow Food Movement" to remind users of the values our educational system embodies.

GATHERING TOGETHER

On our third and final floor is an enclosed rooftop community gathering space. It aims to cultivate a sense of togetherness in the diverse South Side of Chicago. In the back of the space is a food truck motif that highlights local chefs through a rotating menu service. Giving businesses the outlet to share their stories and diverse nutritional offerings will heal and uplift the community. Our tree-top lounge allows users to be present and immersed in a biophilic atmosphere. Grounding our space is a large live edge table. Surrounding the table are an assortment of chairs intended to symbolize that, at Pando, all walks of life have a seat at the table.



REFILLERY



DROP OFF

PICK UP

GRAINS

VEGGIES

'N G

HERBS

WHO WE ARE



PANDO

PANDO

PANDO

PANDO

PANDO

PANDO

REFILLERY



BAKED GOODS

FRUITS

HERBS

GROWN & HARVESTED
IN OUR GARDEN

GROWN LOCALLY &
HARVESTED AT OUR
FARM

GROWN LOCALLY &
HARVESTED AT OUR
FARM

PICK UP

WOOD

SPEAKER LOUNGE



"ONE VOICE CAN CHANGE A ROOM. AND IF ONE VOICE CAN CHANGE A ROOM, THEN IT CAN CHANGE A CITY. AND IF IT CAN CHANGE A CITY, IT CAN CHANGE A STATE. AND IF IT CAN CHANGE A STATE, IT CAN CHANGE A NATION. AND IF IT CAN CHANGE A NATION, IT CAN CHANGE THE WORLD. YOUR VOICE CAN CHANGE THE WORLD."
—PRESIDENT OBAMA, 2008

PARTNERSHIP WITH THE OBAMA FOUNDATION

Chicago's South Side has always been a hub of...
Our partnership with the Obama Foundation...
is a testament to the power of community and...
to the strength of the Chicago South Side.

LEARNING KITCHEN



SLOW FOOD

The Slow Food movement was started by Carlo Petrini in 1986 with the initial aim to defend regional traditions, good food, gastronomic pleasure and a slow pace of life.

The Slow Food movement's primary missions are to: prevent the disappearance of local food cultures and traditions, counteract the rise of fast food and fast life, combat people's dwindling interest in the food they eat and where it comes from, improve human health through food, and understand how food choices impact the environmental world around us.

Slow Food USA is uniting people for justice and dignity.

FOOD IS MEDICINE

ROUGHLY 1/3 OF ALL FOOD PRODUCE HUMAN CONSUMPTION IS NEVER EATEN.

ROUGHLY 99% OF ANIMALS CONSUMED ARE RAISED IN CONFINEMENT.

OVER \$80 BILLION ARE SPENT ANNUALLY ON PREVENTABLE DISEASES. POOR DIET AND INACTIVE LIFESTYLES ACCOUNT FOR 1/3 OF ALL DISEASES ACCOUNT FOR 1/3 OF ALL DEATHS IN AMERICA.

SOCIAL ROOFTOP



SOCIAL ROOFTOP

