

## 2013 STUDENT AWARDS

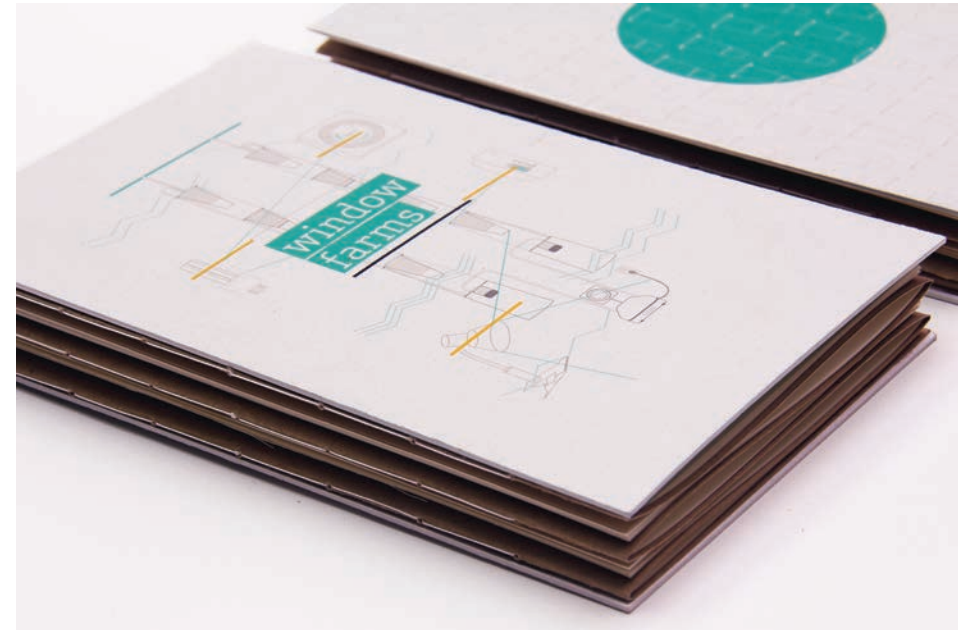
JIANI LU  
YORK/SHERIDAN PROGRAM IN DESIGN  
PRINT DESIGN

## PROJECT RATIONALE

The hand bound book acts as a reference guide on the indoor, year round, urban farming method, Window Farming ([www.windowfarms.org](http://www.windowfarms.org)). The book is intended for new urban farmers as it guides them through the various stages in planning out their indoor farm. The book visualizes various types of data and instructions covering everything from assembly to mounting to coming up with a growing plan. The choice of binding, paper and cover material all reflect the very tangible and hands-on involvement found in farming. Using matte, textured stocks within a playfully formatted book, emphasizes on the ability to touch, play and explore the piece.

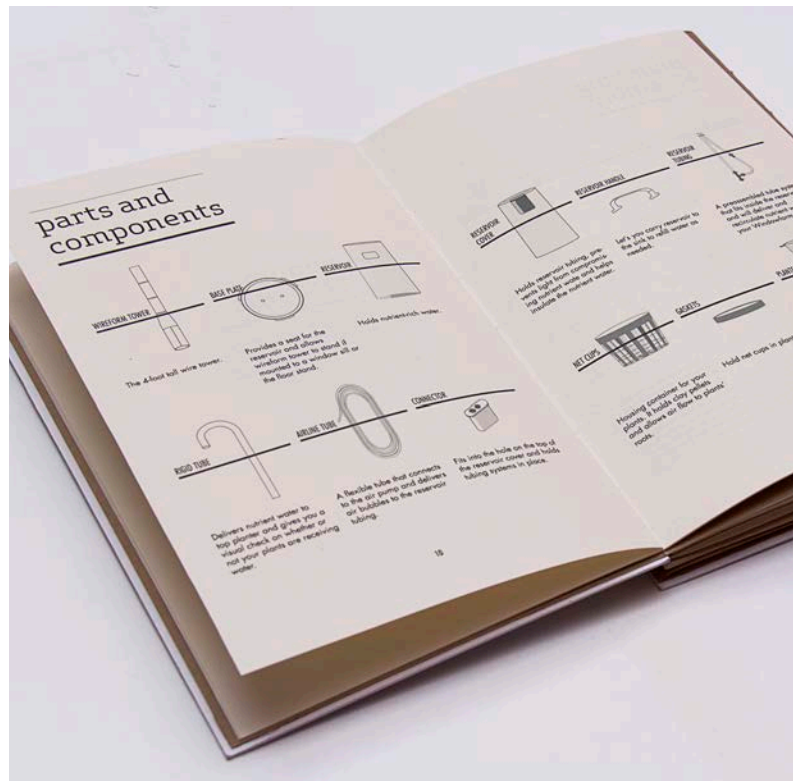
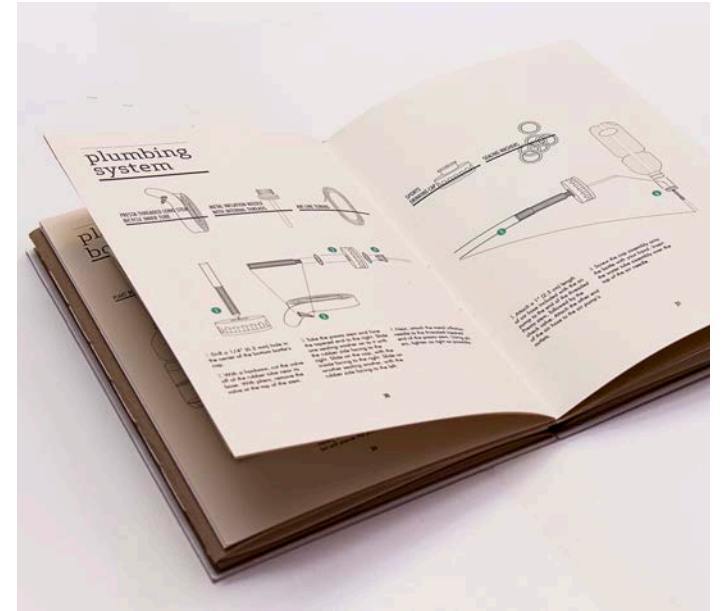
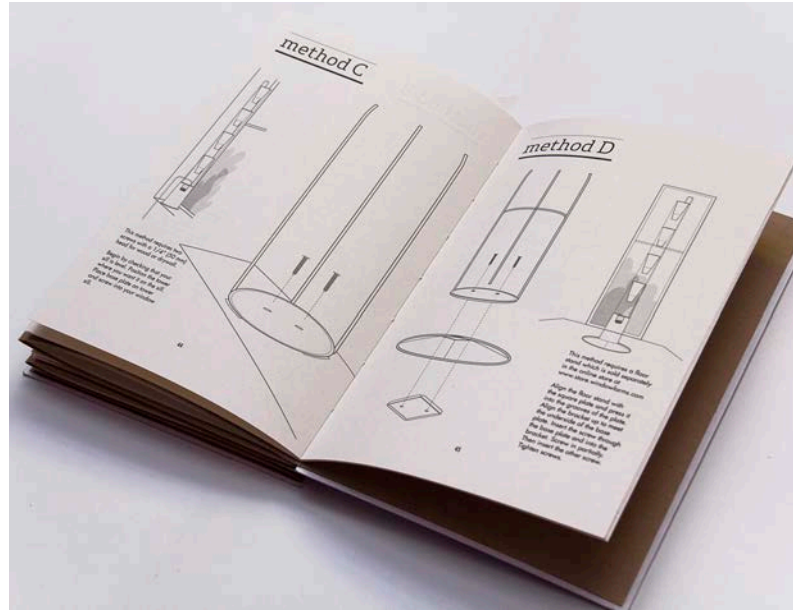
The objective is to create an interactive reading experience. This is met through various interactive components including fold-out posters, illustrations, information graphics, and an interactive gardening journal. Each of the 5 chapters is saddle sewn between the folds on both sides of a long, accordion-folded sheet. The format allows for various reading approaches; when collapsed together, it reads front to back like a regular book. When expanded open, it reveals the entire length of the book with the ability to reference content from several chapters all at once.

Design, illustrations and photography by Jiani Lu  
Content referenced from official Window Farm website ([www.windowfarms.org](http://www.windowfarms.org)).









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