



LA GRANGETTE. THE FIRST INDOOR VEGETABLE GARDEN FOR LOVERS OF TASTE

Milan, November 11 2021 - Dedicated to lovers of taste, technology and aesthetics, **La Grangette** is the exclusive indoor vegetable garden that brings an innovative hydroponic farming experience with artificial intelligence into the home: a new and interactive way to discover the pleasure of growing fresh products directly in your own kitchen.

Conceived and produced by French family business of the same name based in Avignon and designed by Italian **Pininfarina**, La Grangette combines innovative design with the latest technology to allow the simultaneous cultivation of 64 plants, choosing from 43 varieties of 'salads', 'aromatic herbs' and 'healthy'.

"La Grangette is inspired by my childhood family home and by the vegetable garden where my grandfather lovingly grew all kinds of vegetables in the countryside

of the South of France. We wanted to propose the same kind of experience, adapting it to the contemporary urban lifestyle: people today have less time and space but want to consume fresh, healthy products. So we came up with the idea of an indoor vegetable garden which, thanks to hydroponics techniques and the support of the most advanced technology, offers genuine, nutrient-rich products, grown to perfection, to be eaten when they are perfectly ripe," says **Thibaut Pradier, creator of La Grangette**.

The extraordinary smart technology of La Grangette allows to grow plants for food use without wastes, recreating the optimal conditions for each of them to reach full maturity. La Grangette consumes 90% less water than in conventional agriculture, without herbicides or pesticides, and allows fewer CO2 emissions during the plant's life cycle. ▶



“Our collaboration with La Grangette has been absolutely exceptional, giving Pininfarina the opportunity to demonstrate its unique capabilities to help create and bring to market ground-breaking product and service experiences. It is an embodiment of our core beliefs and values: from approaching technology as permeating the very fabric of the products we design, bringing together the tangible and the intangible into one inseparable whole, to focusing not only on the beauty of an object but also on the delight of interacting with it, or designing and developing products in more sustainable ways and promoting more sustainable ways of living,” says **Xavier Blanc Baudriller, Head of Experience and Product Design at Pininfarina.**

The experience designed by Pininfarina is one that goes beyond the sheer beauty of the product, adding to it delightful interactions. Building on artificial intelligence and auto-growth monitoring, La Grangette gently and intuitively guides users throughout the various steps of growing plants, from indicating the

most favourable seeding position for a healthy growth to informing when the perfect time for harvesting has come or helping them discover new plants, scents and flavours.

This is done through a mobile app, an intrinsic part of the La Grangette experience, designed to augment the sensorial experience of the product and of the plants growing inside it with content and functionality to help users plan and experience a conscious and healthy diet.

The styling of La Grangette draws on delicate and clean lines to suit every home type and style. It is available in three colours (light warm, cold grey and dark warm), with solid wood finishes (oak, ash or pine) or wood and metal.

It is possible to pre-order La Grangette on the official website, with delivery on summer 2022. Price starting from 24,000 Euro. ▲

For information: www.lagrangette.com

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