

STOCKHOLM 2025

Stockholm's dazzling rooftop greenhouses shall now be expanded with a tropical cultivation zone. By using hydroponics as its fundamental technology, Green Fortune Hötorget offers spiritual replenishment, fresh spices and tropical allotment-gardens to city folk.

Hans Andersson is the Head Gardener at Green Fortune Hötorget, Stockholm's oldest Roofgarden, one of the dazzling rooftop greenhouses that after a few years have become a natural part of the downtown Stockholm skyline. On this very day Green Fortune Hötorget is opening Sweden's first tropical cultivation zone for commercial use.

The seed incubator is still quite full, but there are already plants on the plot that let off the wonderful scents of passionflower and ginger. In one corner I spot some plants in an old plastic container, quietly streaming away.

-This is one of the original products that I still use, mostly for growing basil and lemon balm, says Johan. A Streamgarden, he explains, seeing the wonderment on my face, adding that hydroponics is still the fundamental technology used in all of Stockholm's Roofgardens.

Johan shows me around and we pass the commercial greenhouses where there is lots of activity. Fruit, flowers and masses of plants are being packaged at high speed.



STOCKHOLM 2005

GREEN FORTUNE AT THE STOCKHOLM FURNITURE FAIR.

Between 9 and 13 February 2005, Green Fortune will exhibit at Stockholm Furniture Fair. You will find us in Area 05, stand B02:12. Welcome!

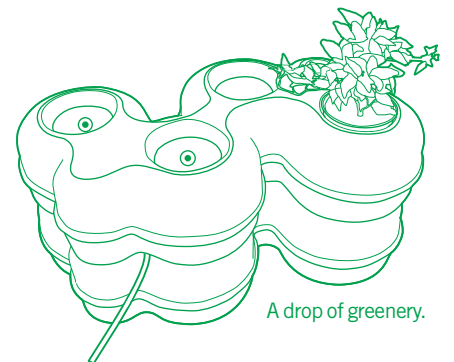
GREEN FORTUNE

From Stockholm, Sweden. Founded 2004 by Hans Andersson and Johan Svensson. First product Streamgarden introduced summer 2004.

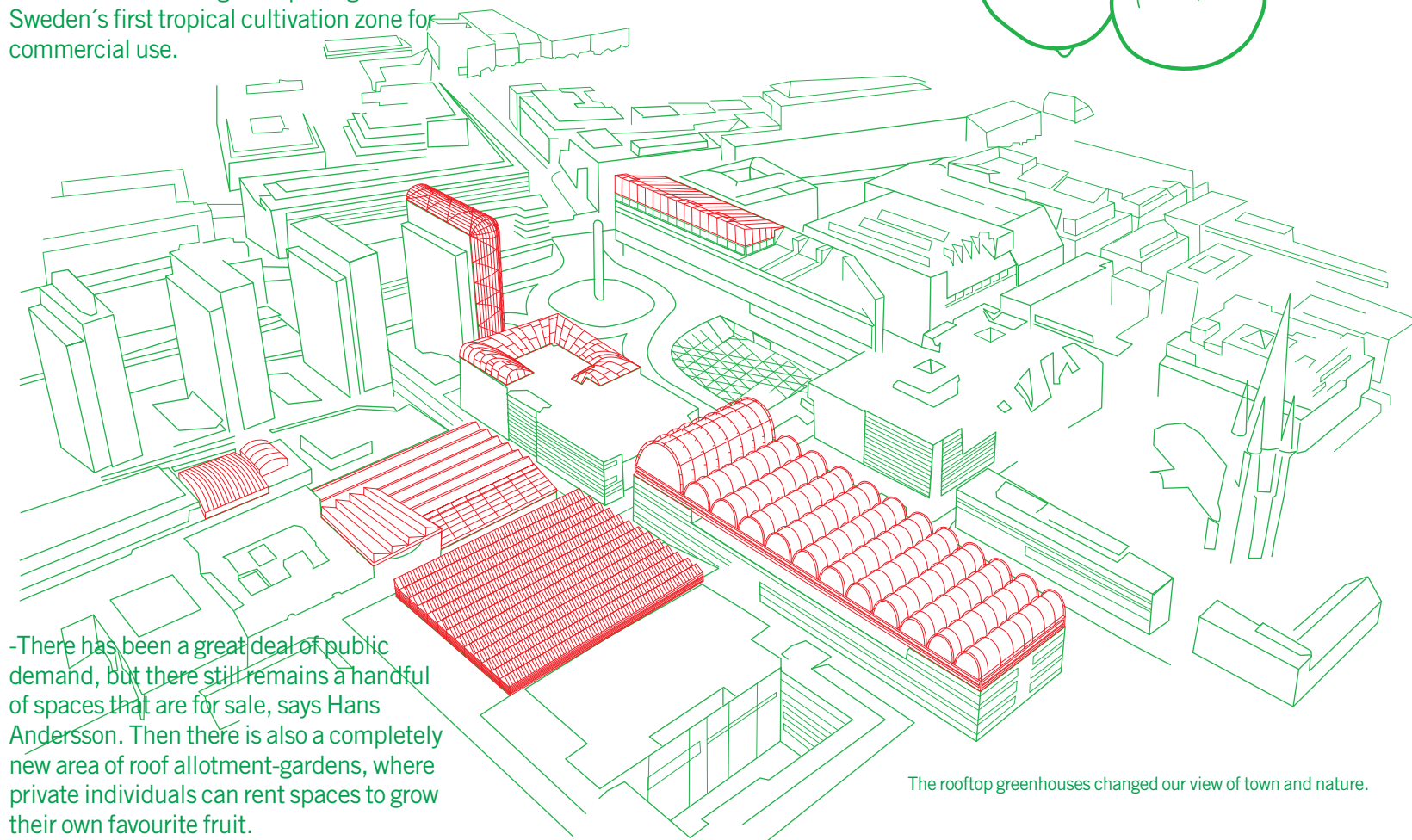
Pictures and texts are available for download on our home page under Pressroom: www.greenfortune.com
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STREAMGARDEN

Streamgarden is a personal garden for your home or office. The design is based on a technology called hydroponics. Hydroponics means cultivation without soil in pure water with an optimal amount of nourishment. NASA uses the technology in space stations. Today, this technology is commonly used in commercial greenhouses all over the world for growing for example tomatoes, strawberries and cucumbers.



A drop of greenery.



-There has been a great deal of public demand, but there still remains a handful of spaces that are for sale, says Hans Andersson. Then there is also a completely new area of roof allotment-gardens, where private individuals can rent spaces to grow their own favourite fruit.

The rooftop greenhouses changed our view of town and nature.

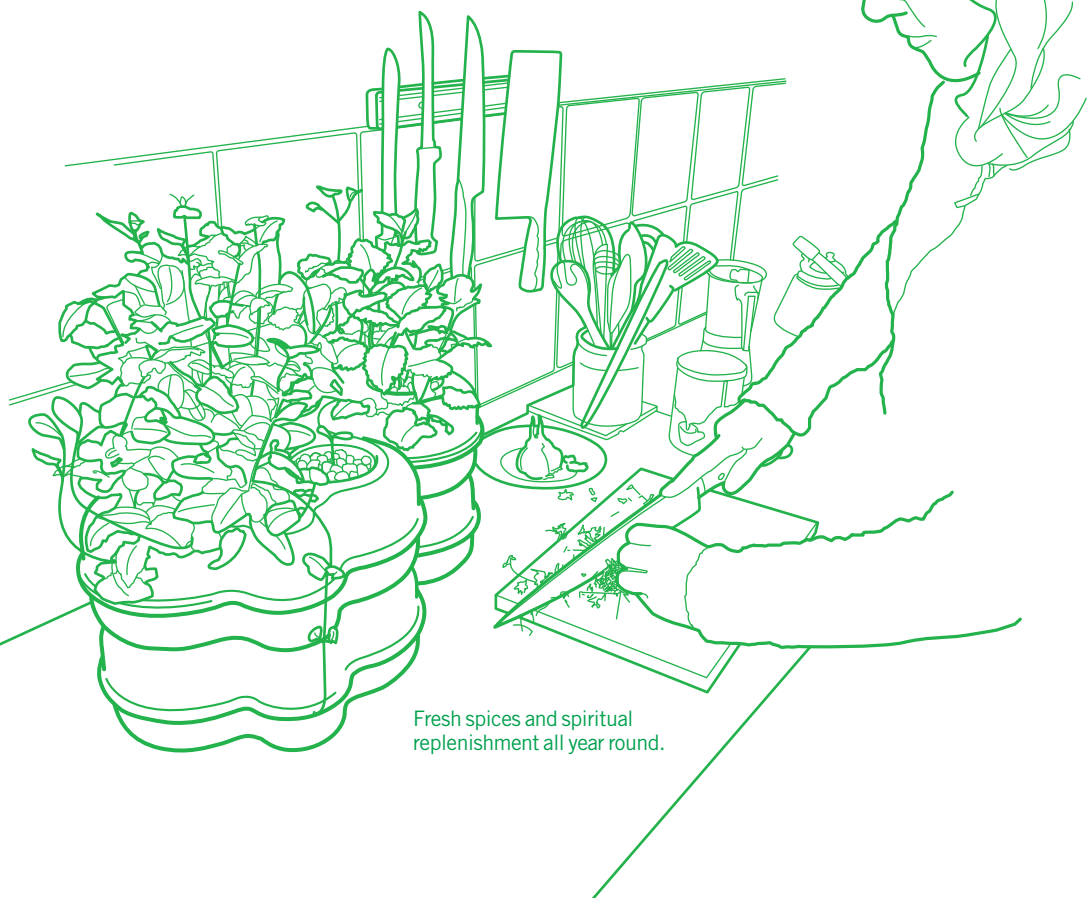
"An odd journey from winter to warm and humid jungle"

It is an icy cold February afternoon, and below us the snow whirls across the black and white surface of Sergel's Square. We find ourselves on the roof of the Southernmost Hötorget high-rise building, which new heat-exchanging and particle-absorbing plasma-glass spreads an even and intensive light. The entire Southwest side of the house is encased and makes an almost majestic impression. If you didn't know that there were plants inside, you might be led to think the whole building was covered in ice.

The lift-ride up the outside wall of the building is an odd journey from winter to warm and humid jungle within just a few seconds. The heat increases for every climate zone the lift passes and at the top, cold is nothing but a memory. Here I meet with a true Roofgarden veteran, Johan Svensson. Johan has long been used to take the lift to his allotment-garden and is a real roof person. He lives in one of the roof terrace-houses nearby that were built at the turn of the century.

- For me, coming here really means spiritual replenishment. And then, of course, it's great to be able to grab a bunch of basil to take home as well. I have a pretty good idea about what I am going to plant, he says and shows me the way to his new tropical garden patch.

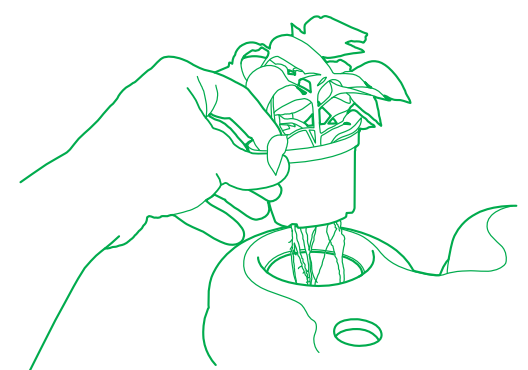
I end my visit at Green Fortune Hötorget at the Café of Light, a tropical paradise in the middle of the city. I choose the permatropic salad, a Chardonnay from Gotland and a Stockholm Lime Pie. Naturally, with fresh vegetables and fruit and the falling snow dancing outside the protective encasement.



Fresh spices and spiritual replenishment all year round.

URBAN CULTIVATION

Urban Cultivation by Green Fortune means that we wish to make cultivation of plants more available to city people. By creating products based on strong ideas, simplicity and playfulness, we hope to inspire and attract a whole new generation of people with green thumbs. In the long run, Urban Cultivation is a vision of a future where plants and cultivation has become a naturally integrated part of the metropolitan environment. New technology within cultivation and new insights about our health and well-being make up the base and both commercial and non-commercial projects will make it happen.



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