

VIRTUAL GARDENS/REAL GARDENS

Web 2.0 at the service of horticulture: can a virtual garden help us grow a real garden and feed a family or sell produce in a neighbourhood market? Can a site teach the secrets of fruit and vegetable growing and train users to produce food by themselves? Can it reinvent and (re)launch a social version of bartering, the oldest form of trade of all?

Is it possible for people to grow a garden using a computer, recover ancient knowledge and spread it across the web?

Let's discover how, maybe for the first time, real and virtual are meeting in a new experience called *Grow the Planet*. We spoke to the man behind it, Gianni Gaggiani