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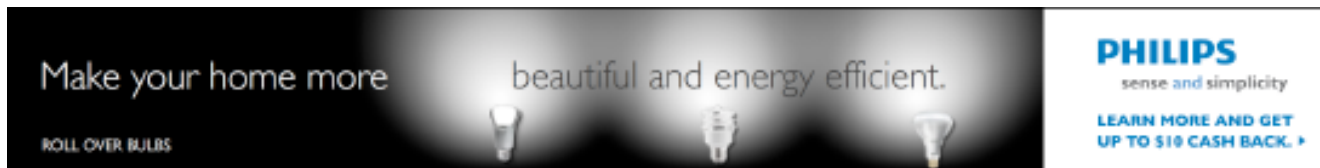
Not only did Freitag open [its first American boutique](#) on the Bowery just in time to entice visitors to [Festival of Ideas](#), but the bag brothers also teamed up with [Salon 94](#) to host the [Waste Equals Food](#) event during the festival. Salon 94, located on Freeman's Alley, became a canteen, where the focus was on [composting](#) in New York City. Guests were asked to fill out a short survey about composting, in exchange for a free [Freitag](#) compost bag to use at home. Plus, we enjoyed some delicious homemade soup!

In partnership with the [Swiss Institute](#), the first 150 guests received an original one-off tote by [Freitag](#), whose [new retail shop](#) is located just across from the [New Museum](#) on Bowery and Prince Street. The composting surveys were hung installation style in the gallery, with an accompanying Polaroid of the proud new bag owner.

The make shift canteen served up wonderful organic carrot ginger soup (so good!), which diners could enjoy at picnic tables amidst all the bag giveaways. After noshing, the [recycled soup bowls could then be composted](#) in the giant on-site compost bag. Guests in the neighborhood were also asked to bring in their own compost to add to the pile.

[Waste Equals Food](#) emphasizes the benefits of composting our own waste, to enrich and fertilize home grown veggies and produce. The project combined three things we love: yummy snacks, free goodies, and community education on living a greener lifestyle, right here in New York City.

[+ Freitag + Salon 94 + Swiss Institute + Inhabitat's Festival of Ideas coverage](#)



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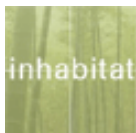
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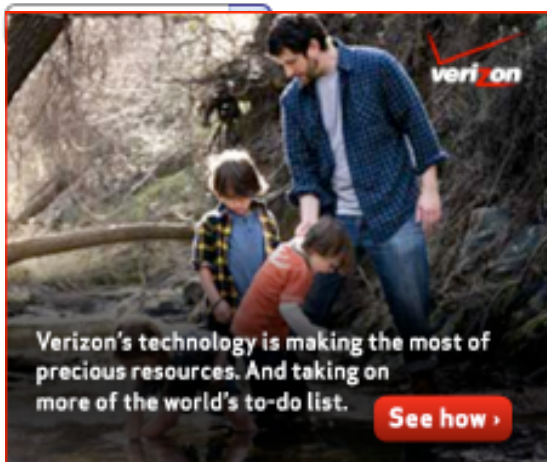
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