

Food Design Thinking

Francesca Zampollo, PhD

Visual
Arts

International Journal of Food Design

Volume 1 Number 1



 Intellect Journals

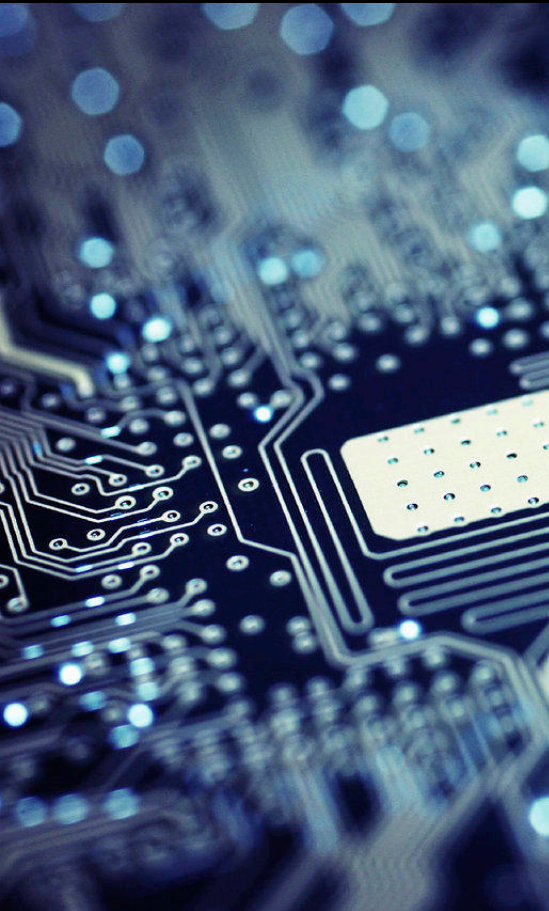
ISSN 2056-6522

Food Design Thinking

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Design is where science and art break even.

Robin Mathew





*It's art if it can't be explained. [...]
It's design if it doesn't need explanation.*

Wouter Stokkel

... so What is Design?

The deliberate and reasoned shaping and making of our environment in ways that satisfy our needs and give meaning to our lives.

Heskett, John. 2002. *Toothpicks & Logos: Design in Everyday Life*. New York: Oxford University Press.





CITY AND COUNTY

20



~~13~~

14

OF SAN FRANCISCO

Emergency Preparedness Tip

If you smell gas, smoke or see fire or otherwise fear for your safety, evacuate household occupants immediately. From a safe location, call 9-1-1 and report the incident.

DATE	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JANUARY

DATE	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

HOLIDAYS

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

NOTICE
NO SIGNS
ALLOWED
AT THIS
INTERSECTION







There is GOOD Design...

...and there is BAD Design

1. Good Design Is Innovative
2. Good Design Makes a Product Useful
3. Good Design Is Aesthetic
4. Good Design Makes A Product Understandable
5. Good Design Is Unobtrusive
6. Good Design Is Honest
7. Good Design Is Long-lasting
8. Good Design Is Thorough Down to the Last Detail
9. Good Design Is Environmentally Friendly
10. Good Design Is as Little Design as Possible

By Dieter Rams

There is GOOD Design...

...and there is BAD Design



**9. Good Design Is
Environmentally
Friendly**

There is GOOD Design...

...and there is BAD Design



There is GOOD Design...

...and there is BAD Design



There is GOOD Design...

...and there is BAD Design



CD player - Muji

10. Good Design Is
As Little Design as
Possible

GOOD
DESIGN
GOES STRAIGHT TO
HEAVEN



BAD DESIGN
GOES EVERYWHERE

Mieke Gerritzen







GRILL

















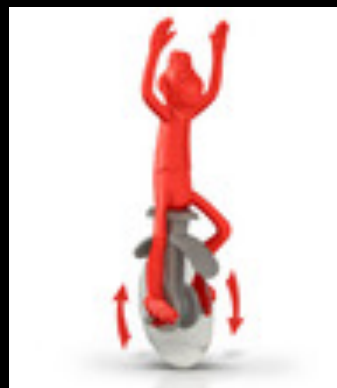
















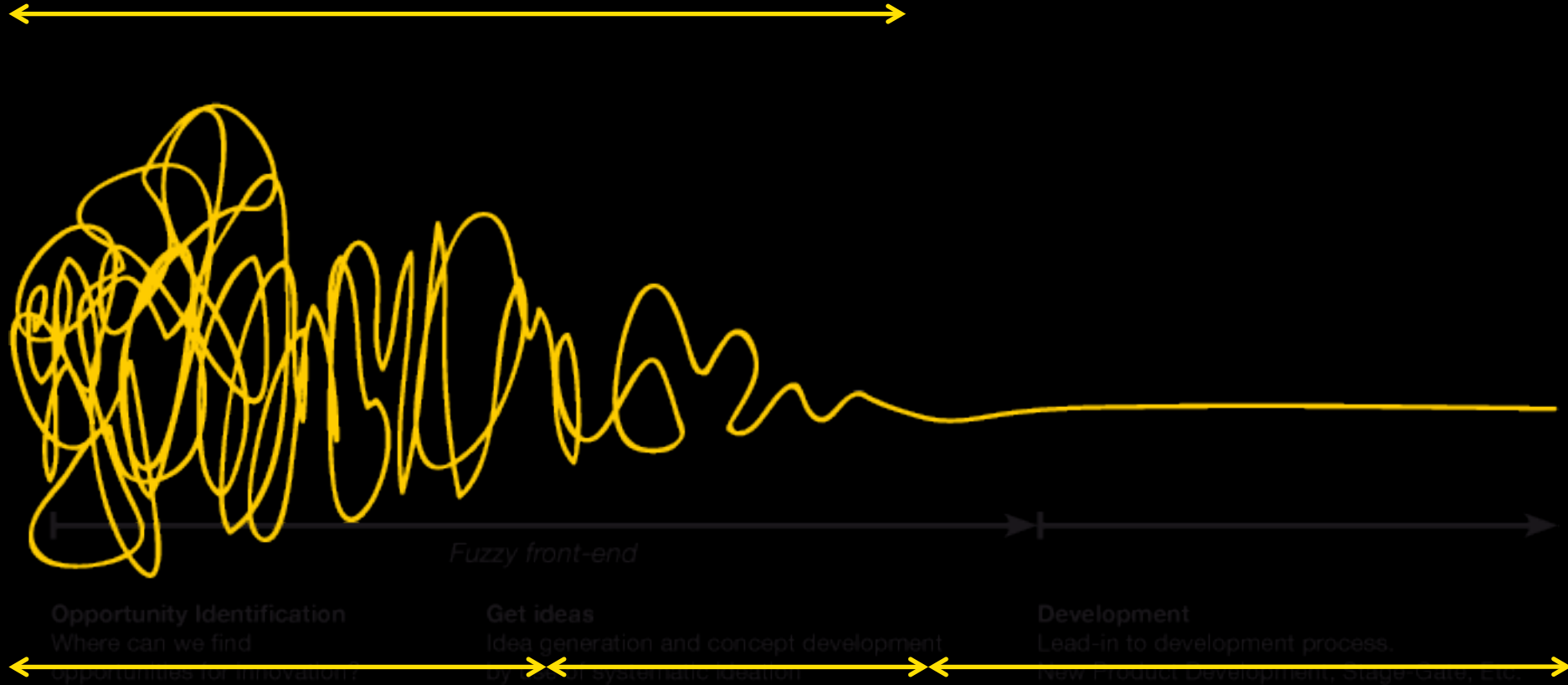
Mighty Mug:

Are you clumsy? Do you have hands like flippers? You're probably a water-dwelling mammal and should get back in the sea. But if you happen to be a serial spiller of piping hot beverages then have we got the mug for you.

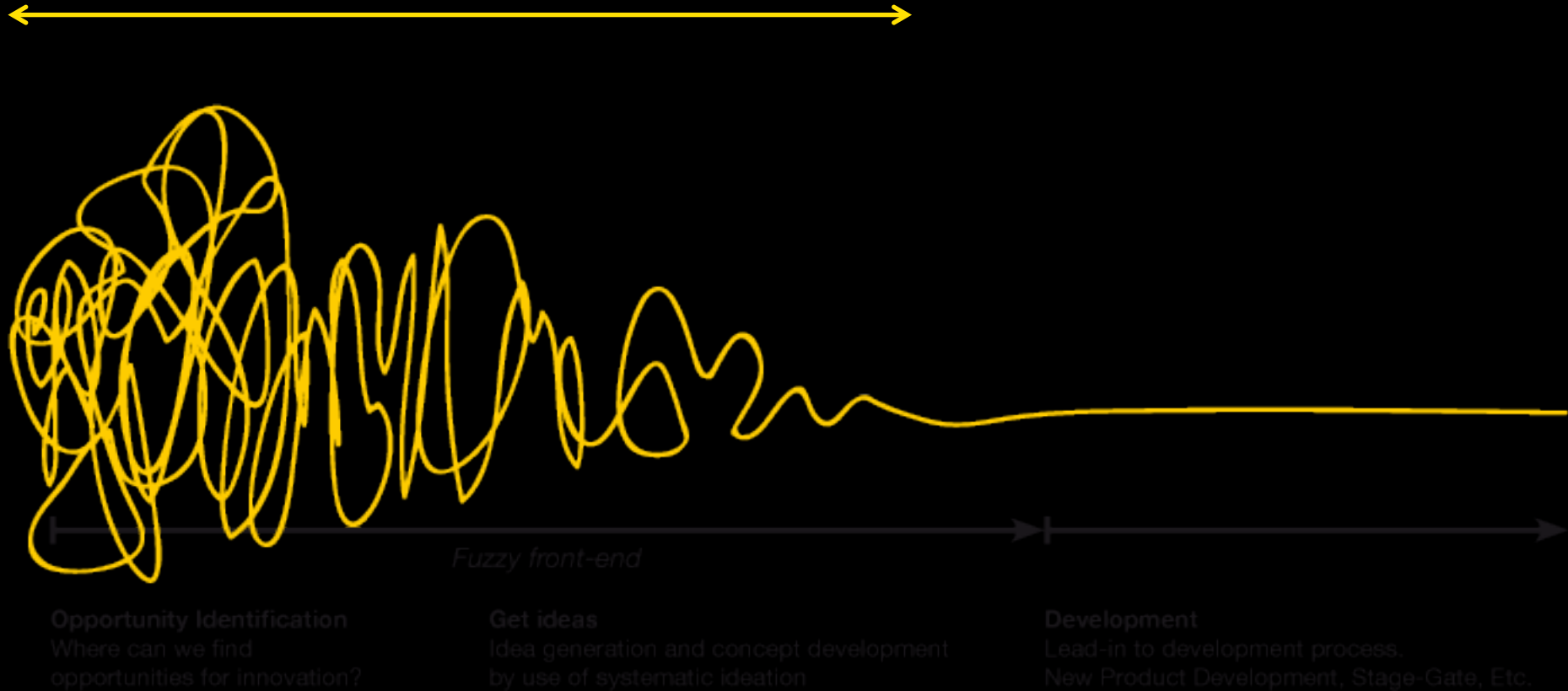




How do we pursue Good Design?

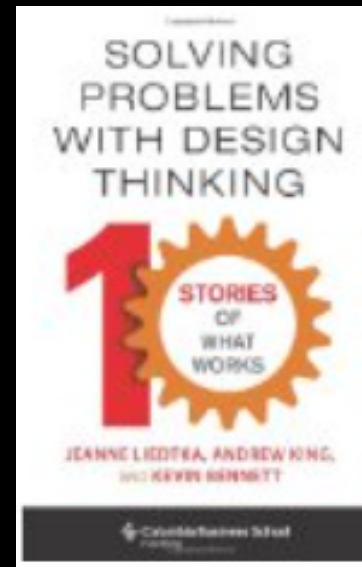
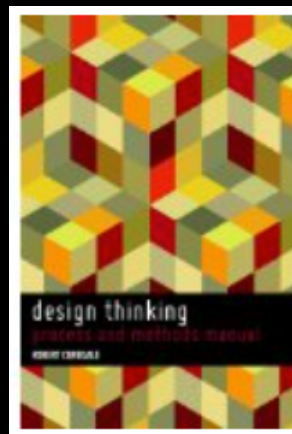
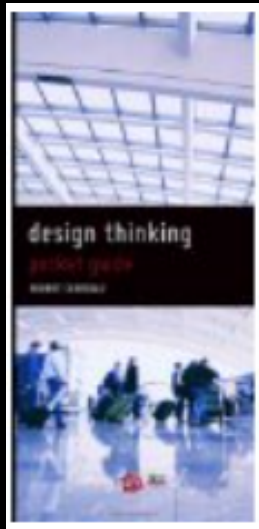


DESIGN THINKING



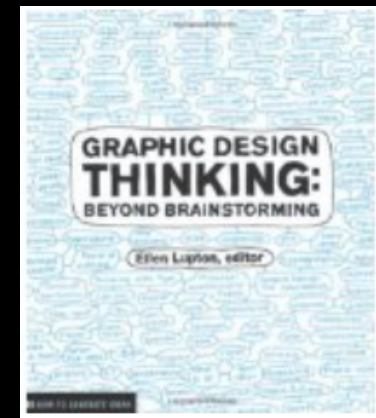
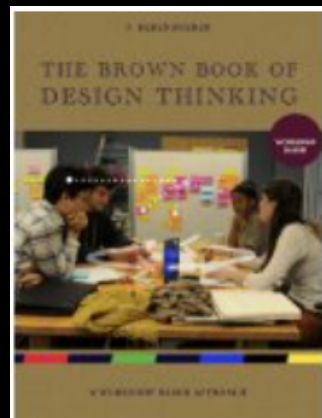
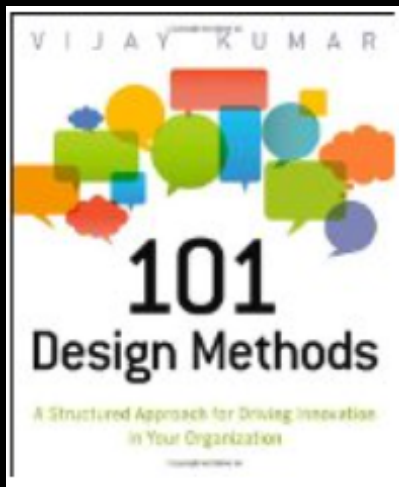
"Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success."

Tim Brown, president and CEO, IDEO

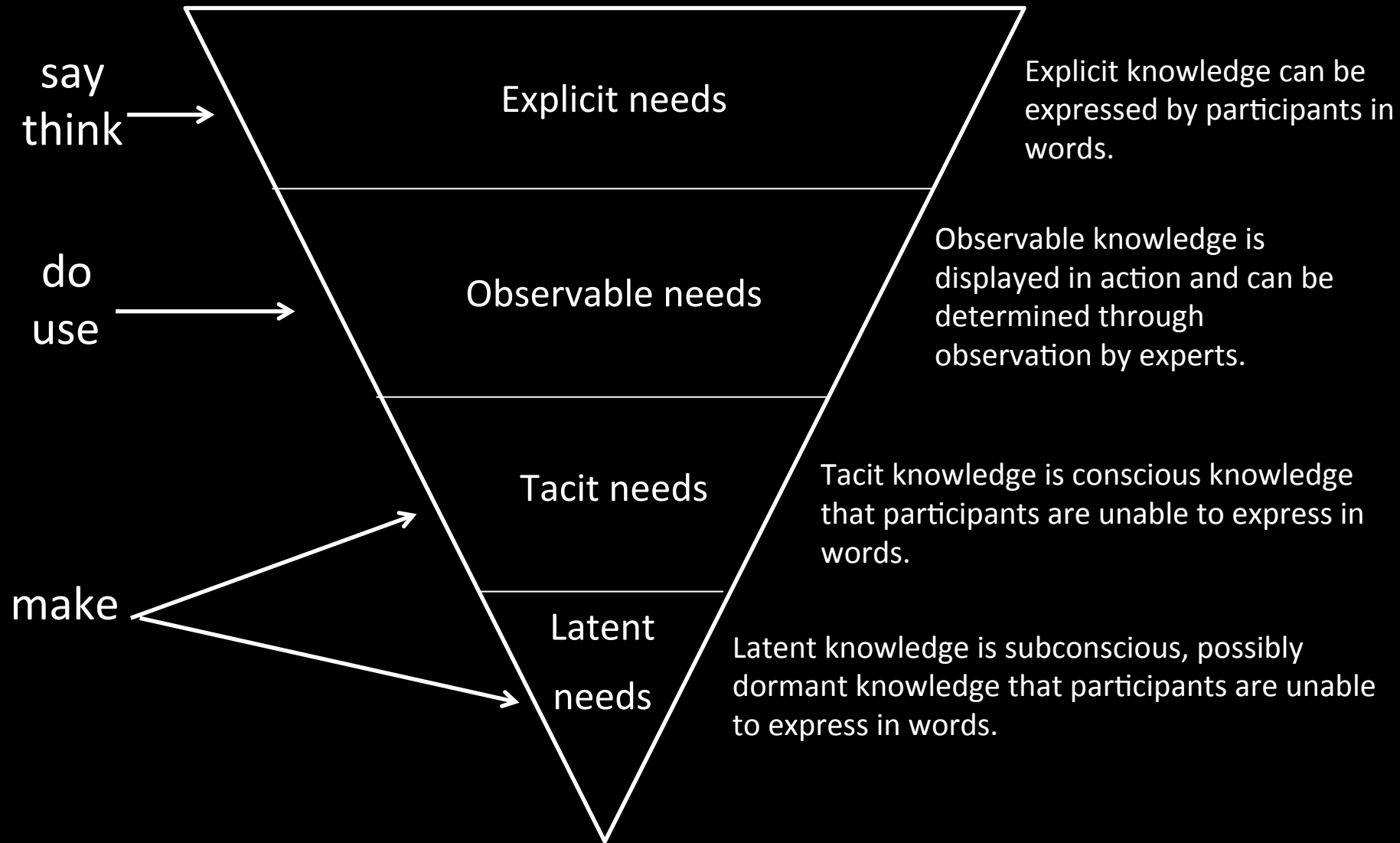


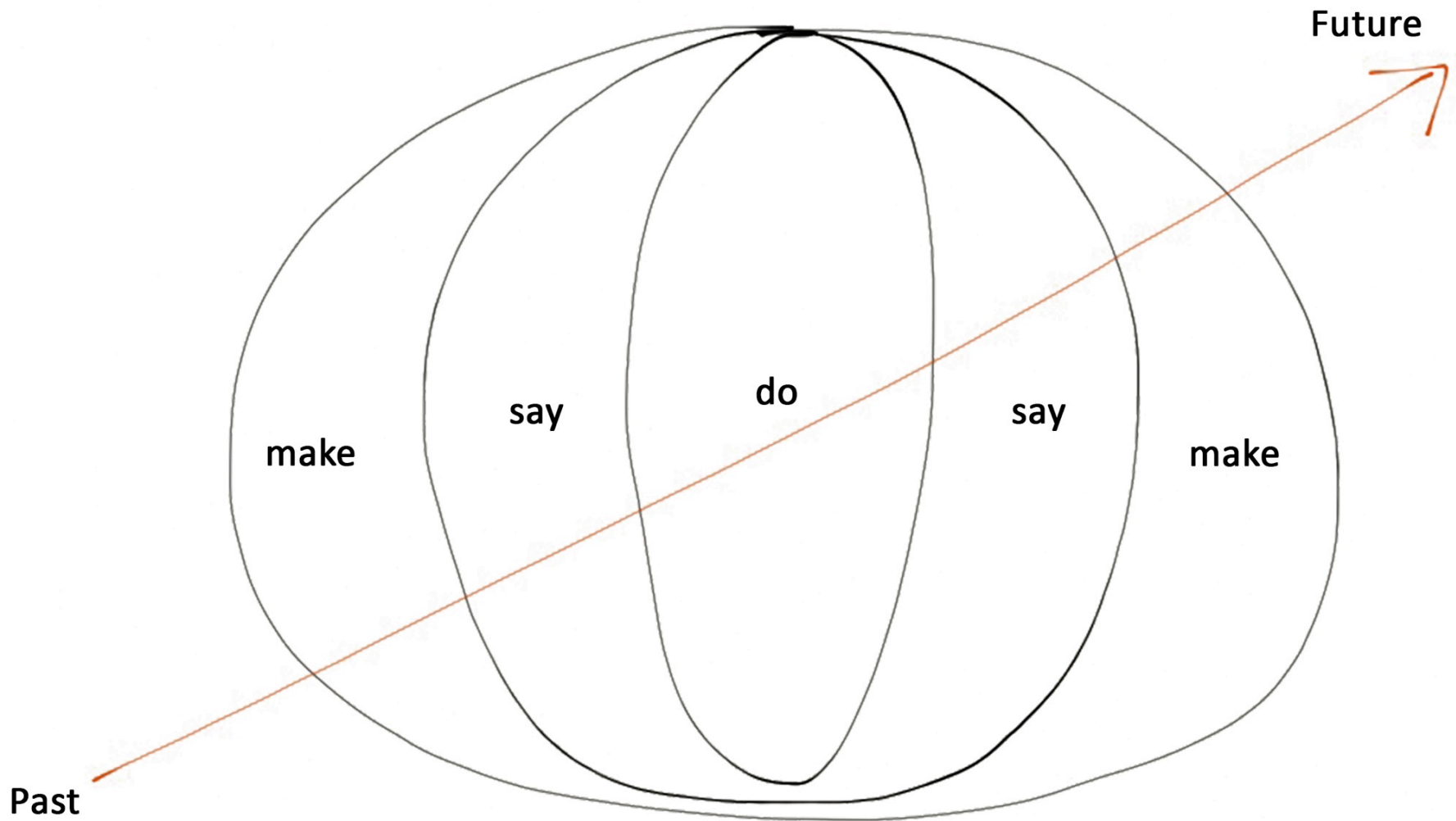
Is there a scope for Design Methods designed specifically for the Food Design process?

Food Design Thinking



What people:





Sanders, E.B.N., & Stappers, P.J. (2012). *Convivial toolbox: Generative research for the front end of design*. Amsterdam: BIS Publishers.

Creativity



Fluency: the number of alternative uses you can think of

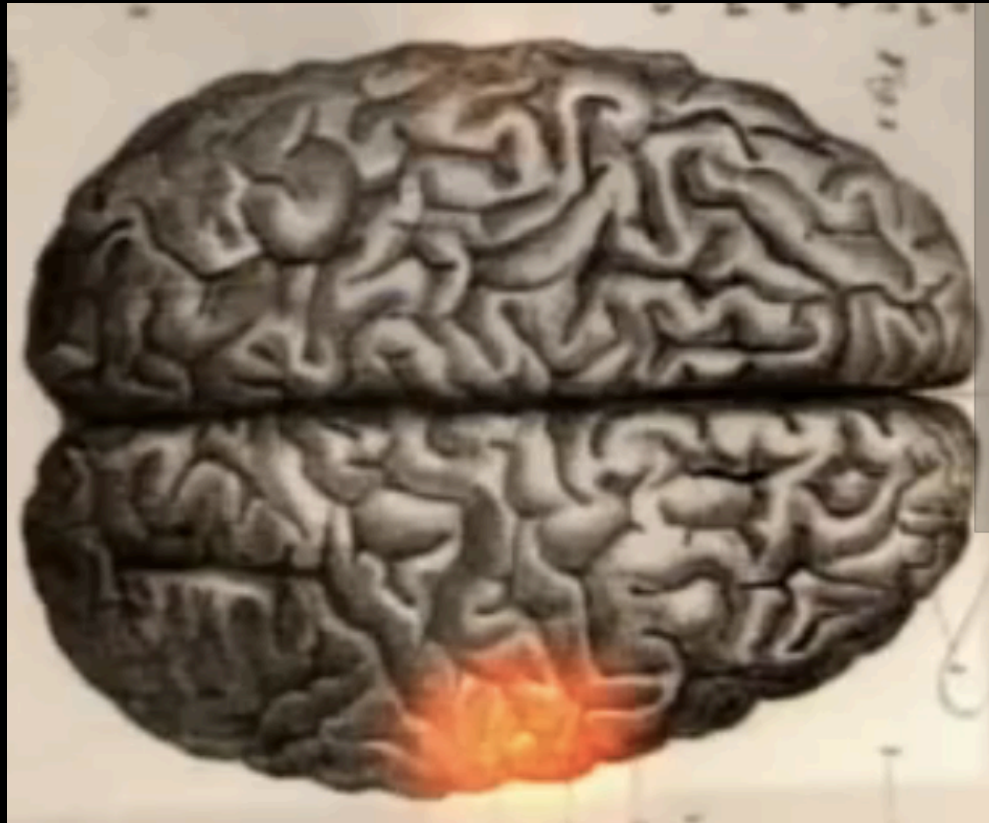


Creativity

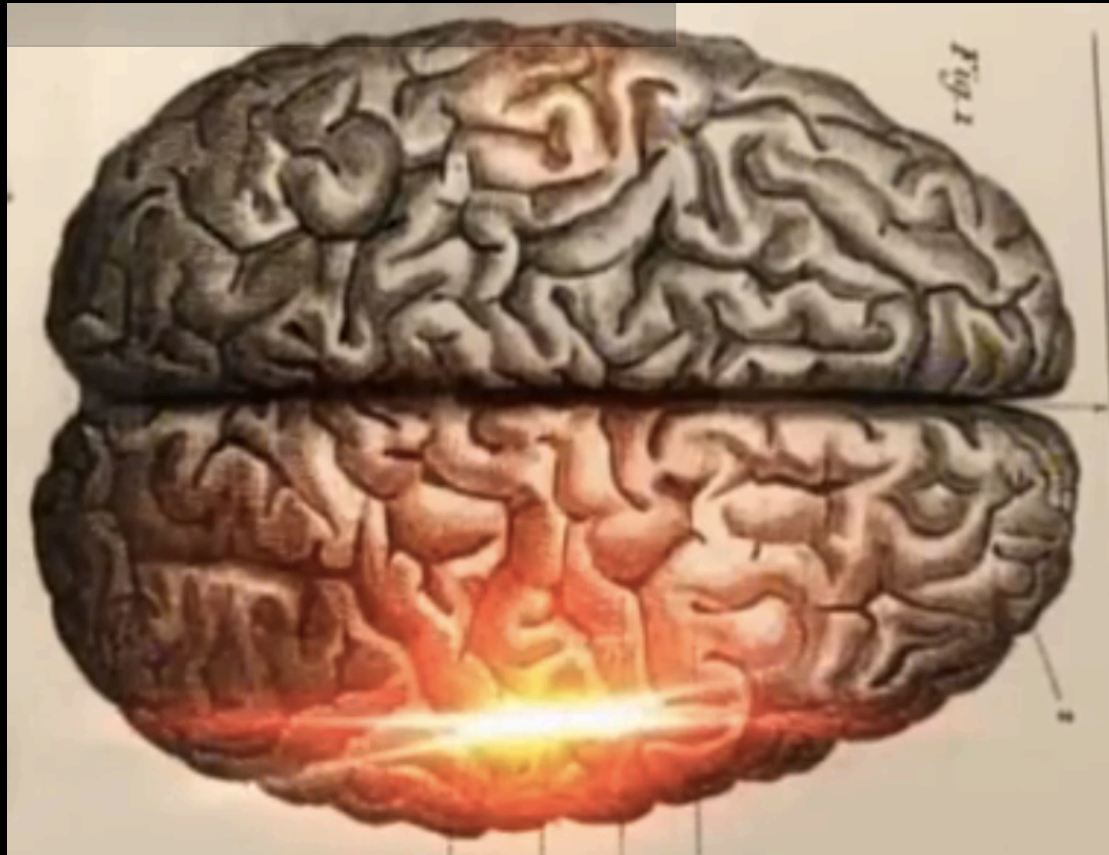
2 Important aspects of creativity

2 Suggestions for creativity

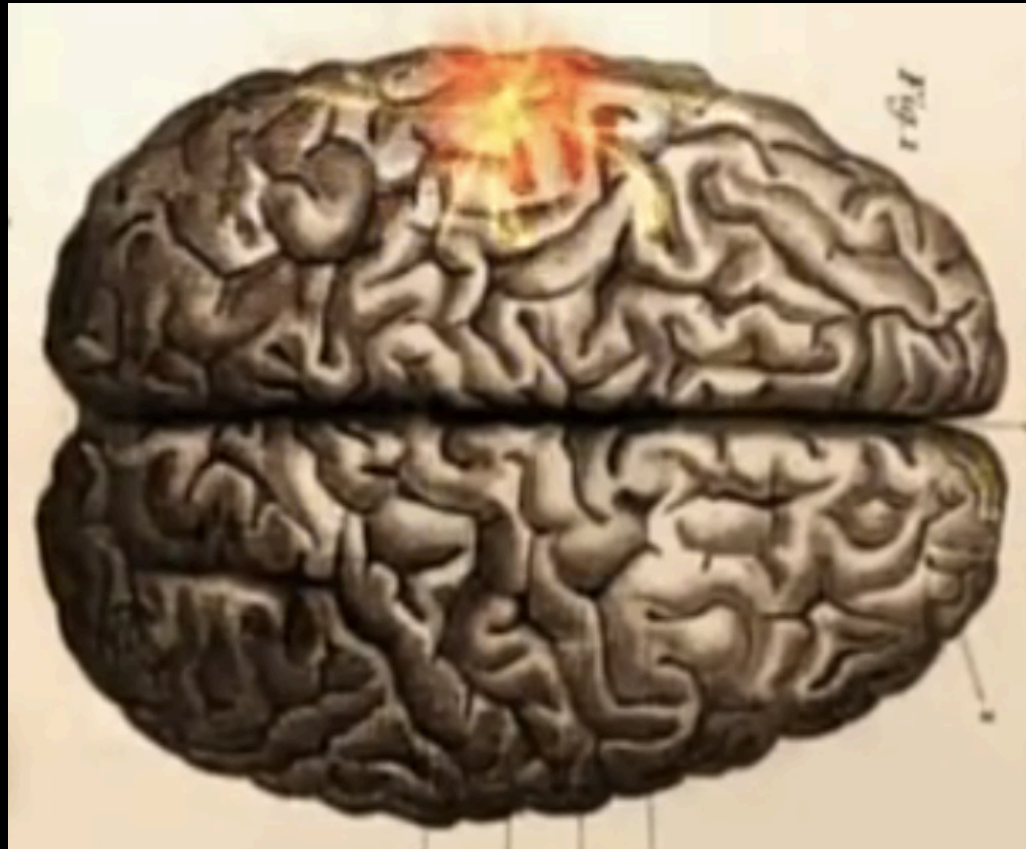
1st Important aspect of creativity

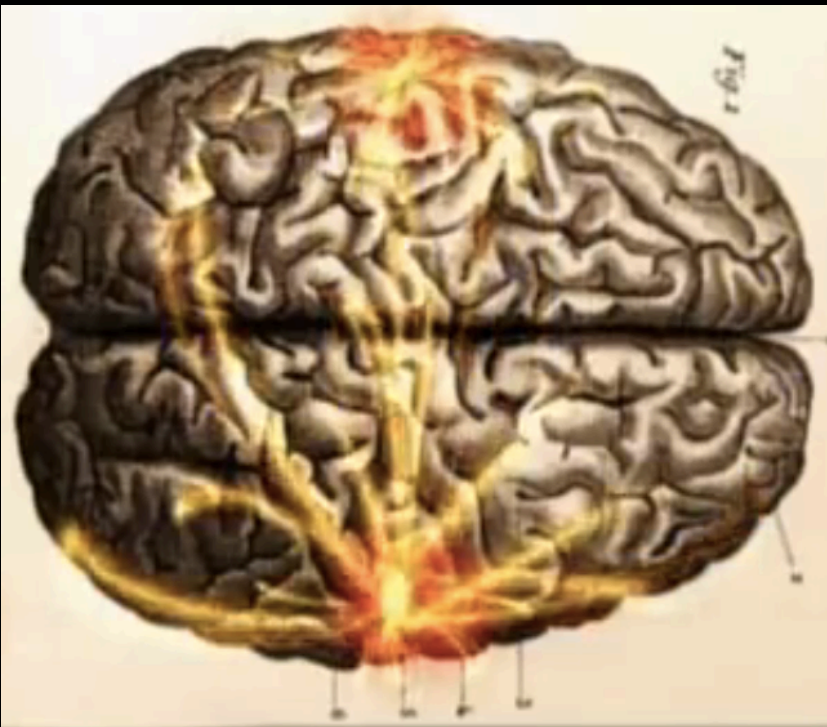
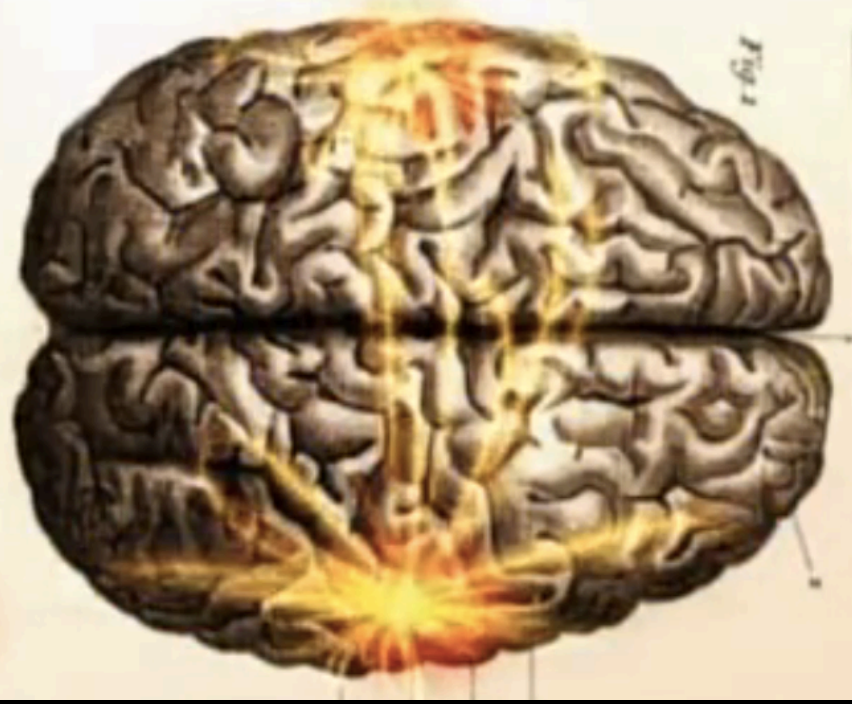
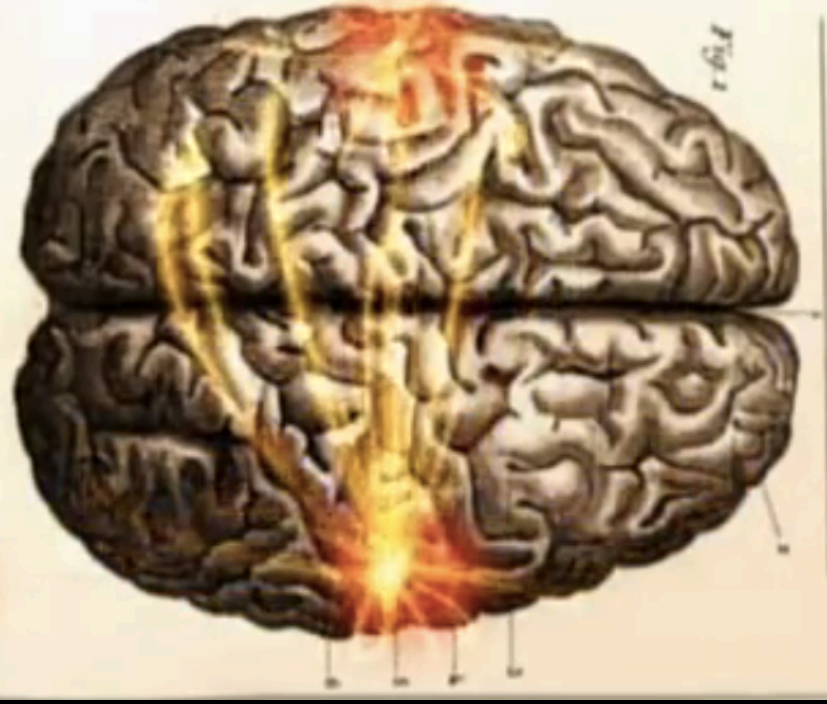


1st Important aspect of creativity



1st Important aspect of creativity



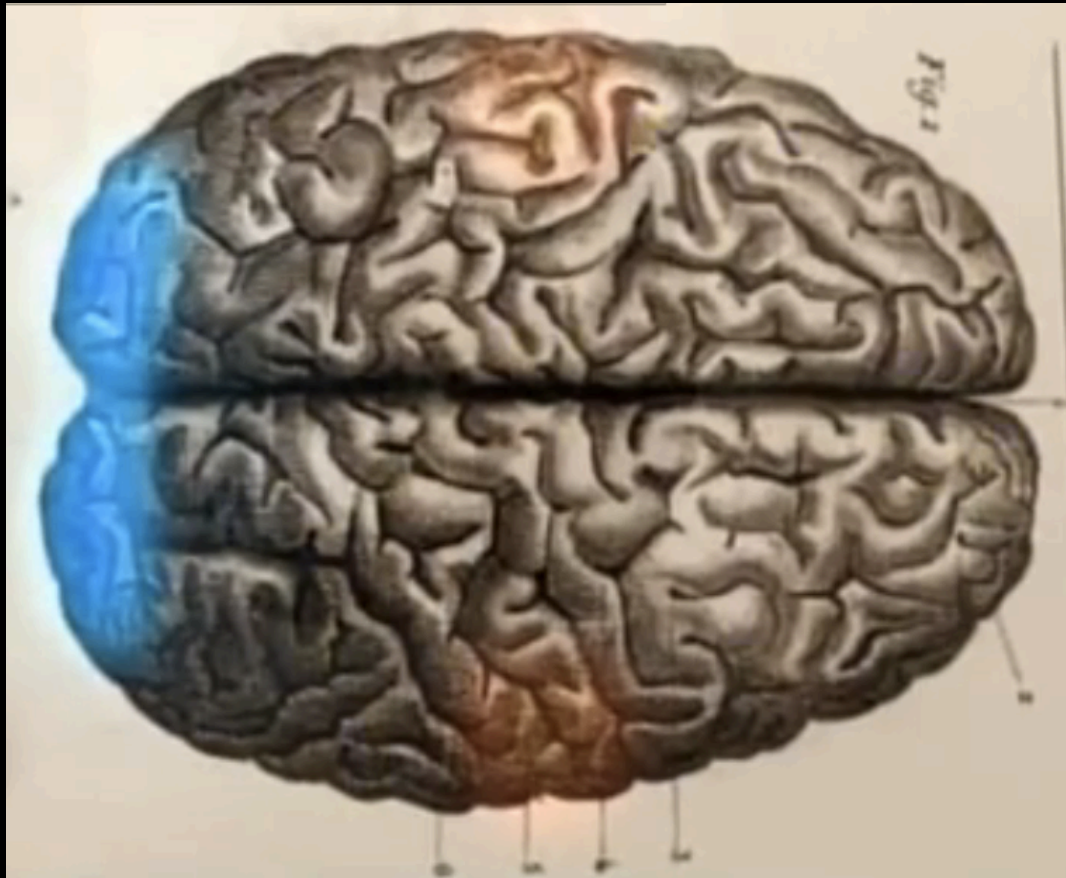


1st Important aspect of creativity

CONNECTING IDEAS

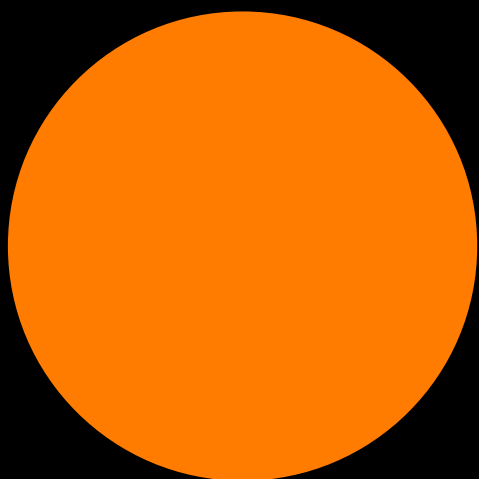
VISUALS

2nd Important aspect of creativity



2nd Important aspect of creativity

OPPORTUNITY for ideas to connect

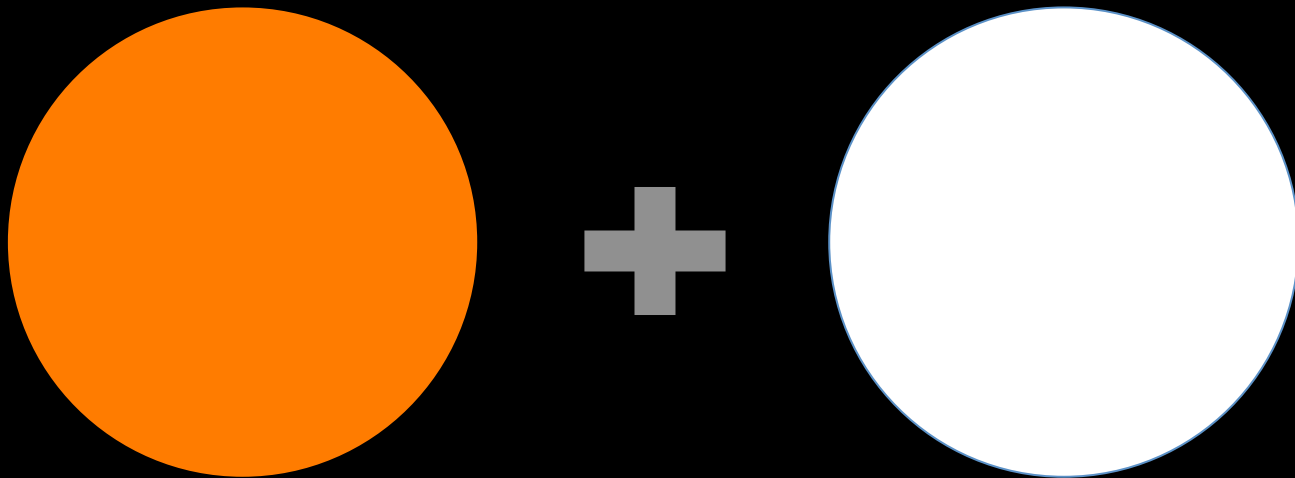


Design a product for

Design About Food



2nd Important aspect of creativity



OPPORTUNITY for ideas to connect

1st Suggestion for creativity

SCHEMA VIOLATIONS
(AVOID FUNCTIONAL FIXADENESS)

**WHEN WAS THE LAST TIME
YOU DID SOMETHING
FOR THE FIRST TIME ?**

2nd Suggestion for creativity

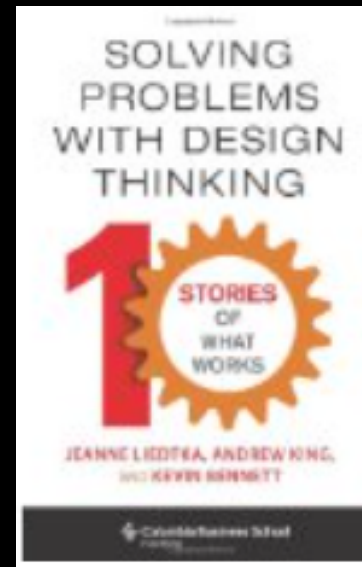
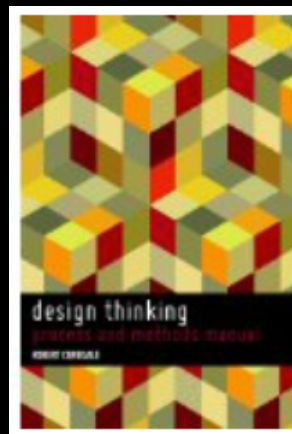
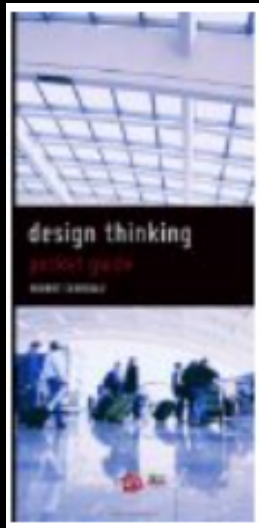
MIND-WANDERING



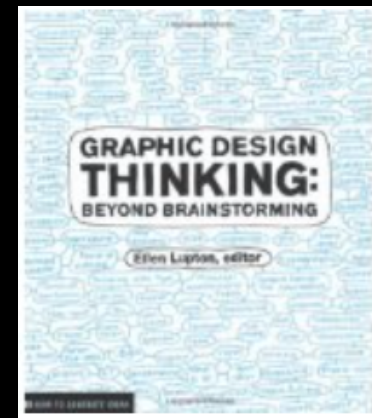
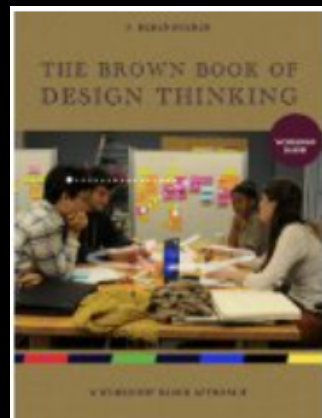
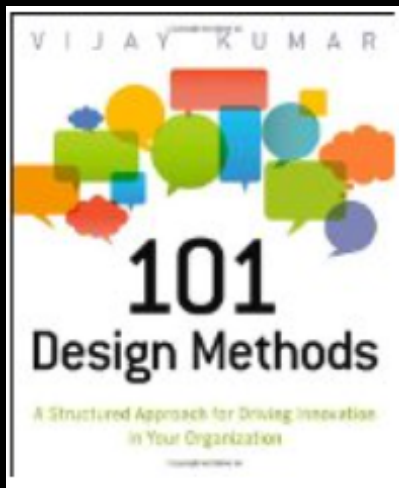
Important aspects of creativity

CONNECTING IDEAS

TIME



Food Design Thinking



FOOD DESIGN THINKING

TED

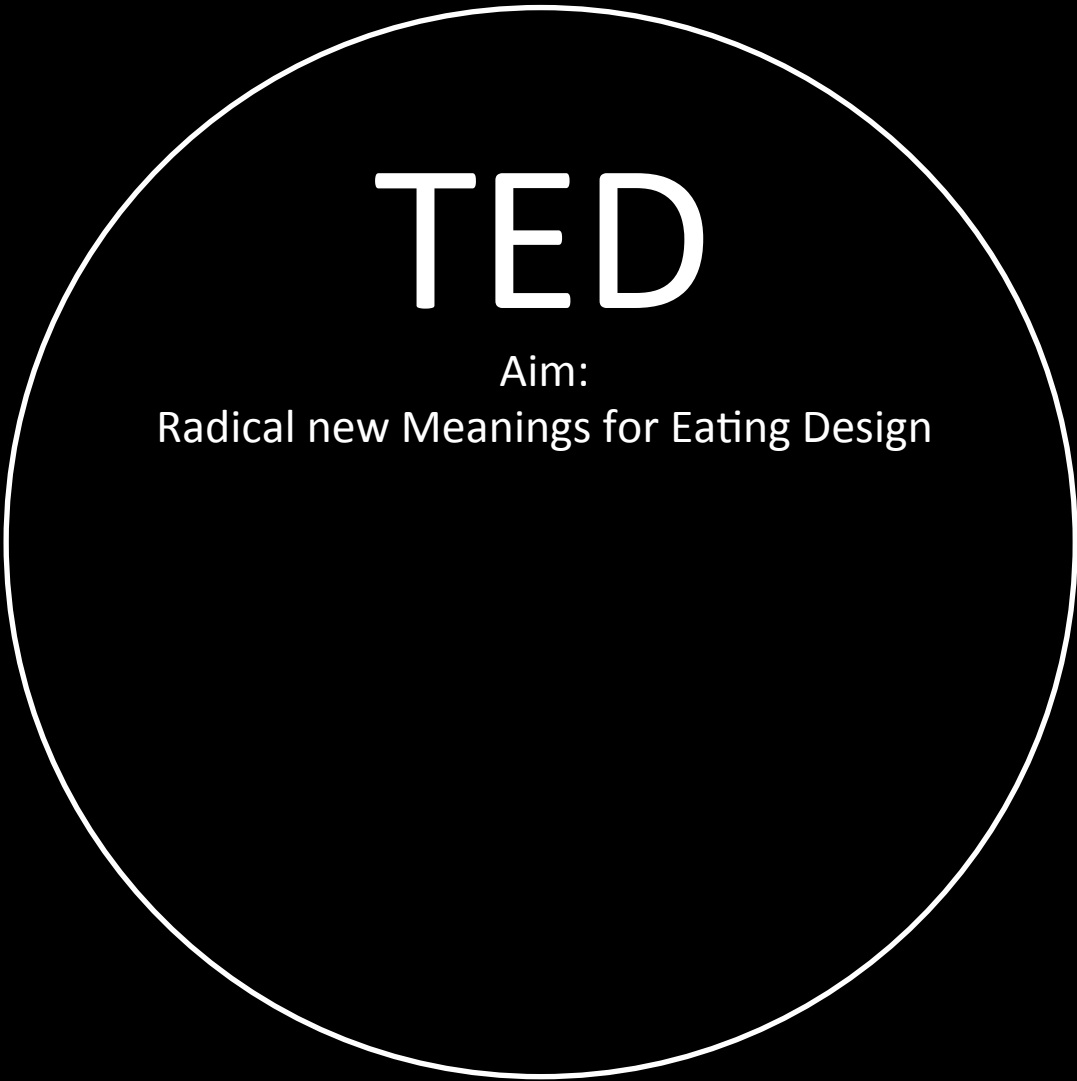
Themes for Eating Design



Preparation

Idea Generation

Solution Development

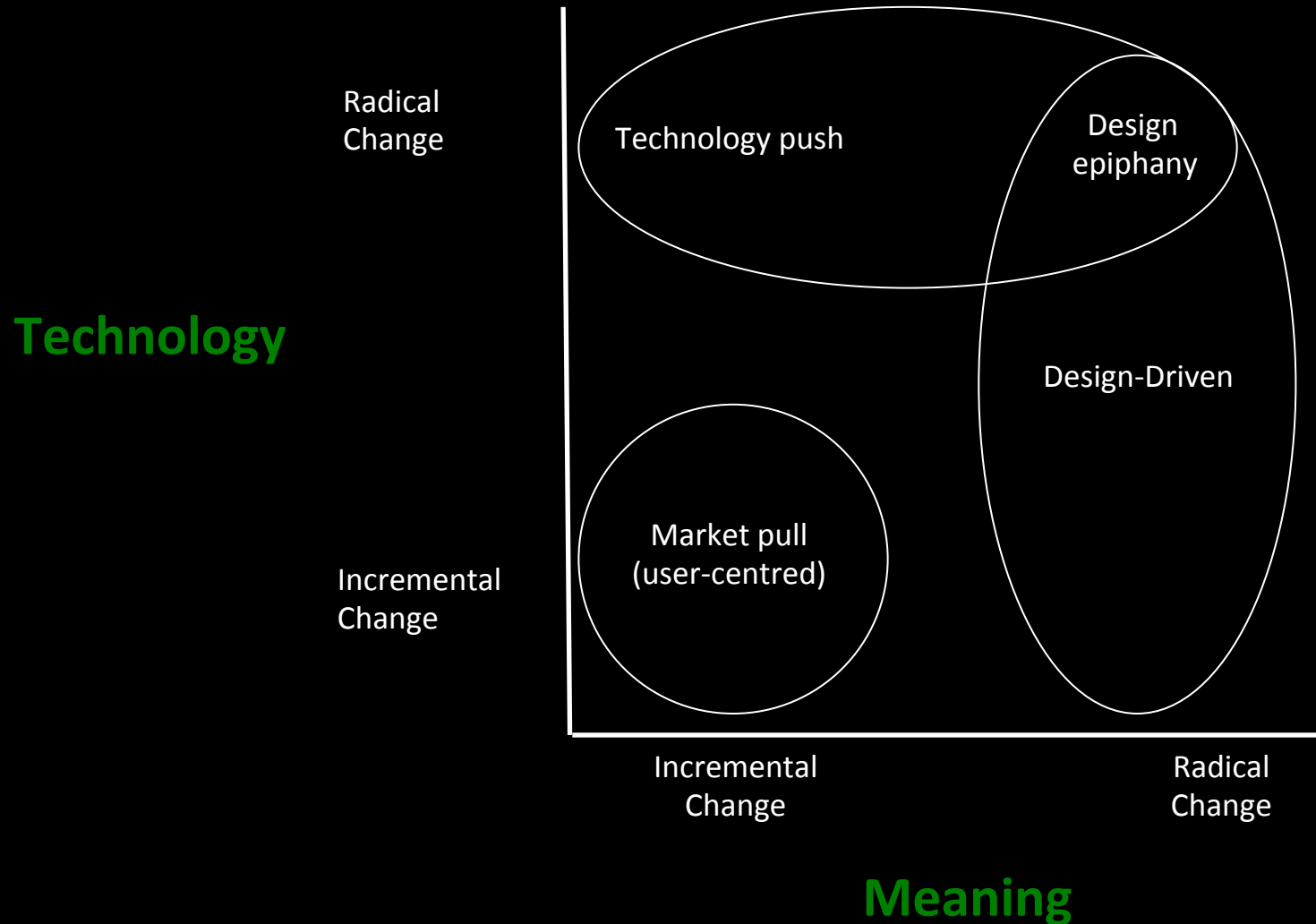


TED

Aim:

Radical new Meanings for Eating Design

Design-Driven Innovation





Nintendo Wii



Stanley Honey



Underfull tablecloth – Kristine Bjaadal



TED

Aim:

Radical new Meanings for Eating Design

Tool:
Visual
Explorer



TED

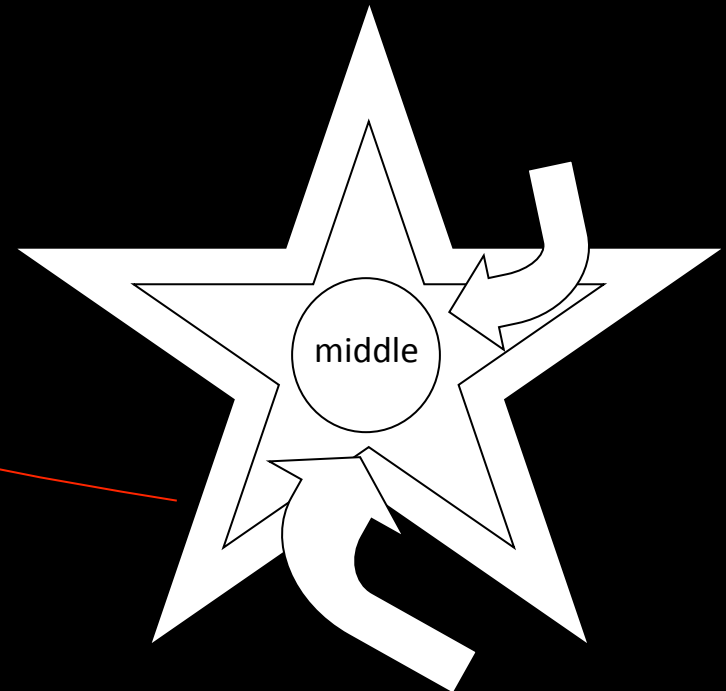
Aim:

Radical new Meanings for Eating Design

Tool:
Visual
Explorer

Technique:
Visual
Explorer

1. Frame
2. Browse
3. Reflect
4. Share
5. Extend



TED

Aim:

Radical new Meanings for Eating Design

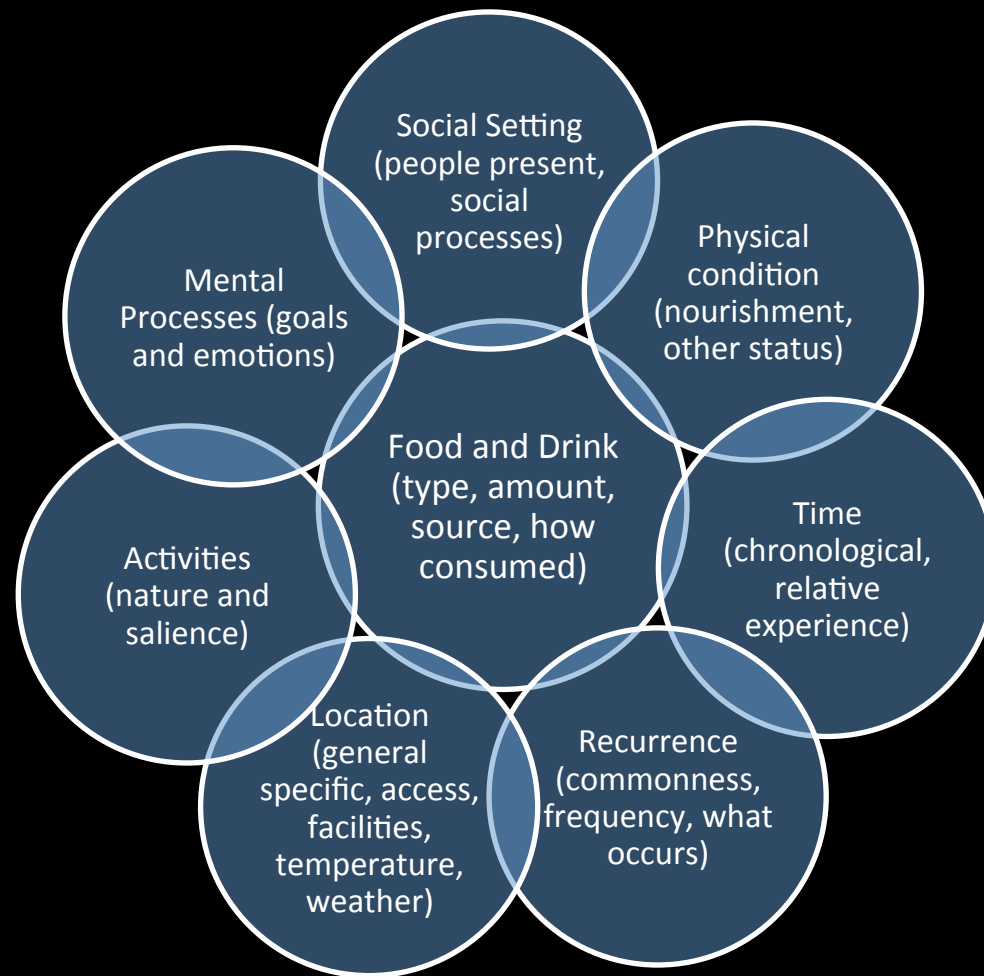
Tool:

Visual
Explorer

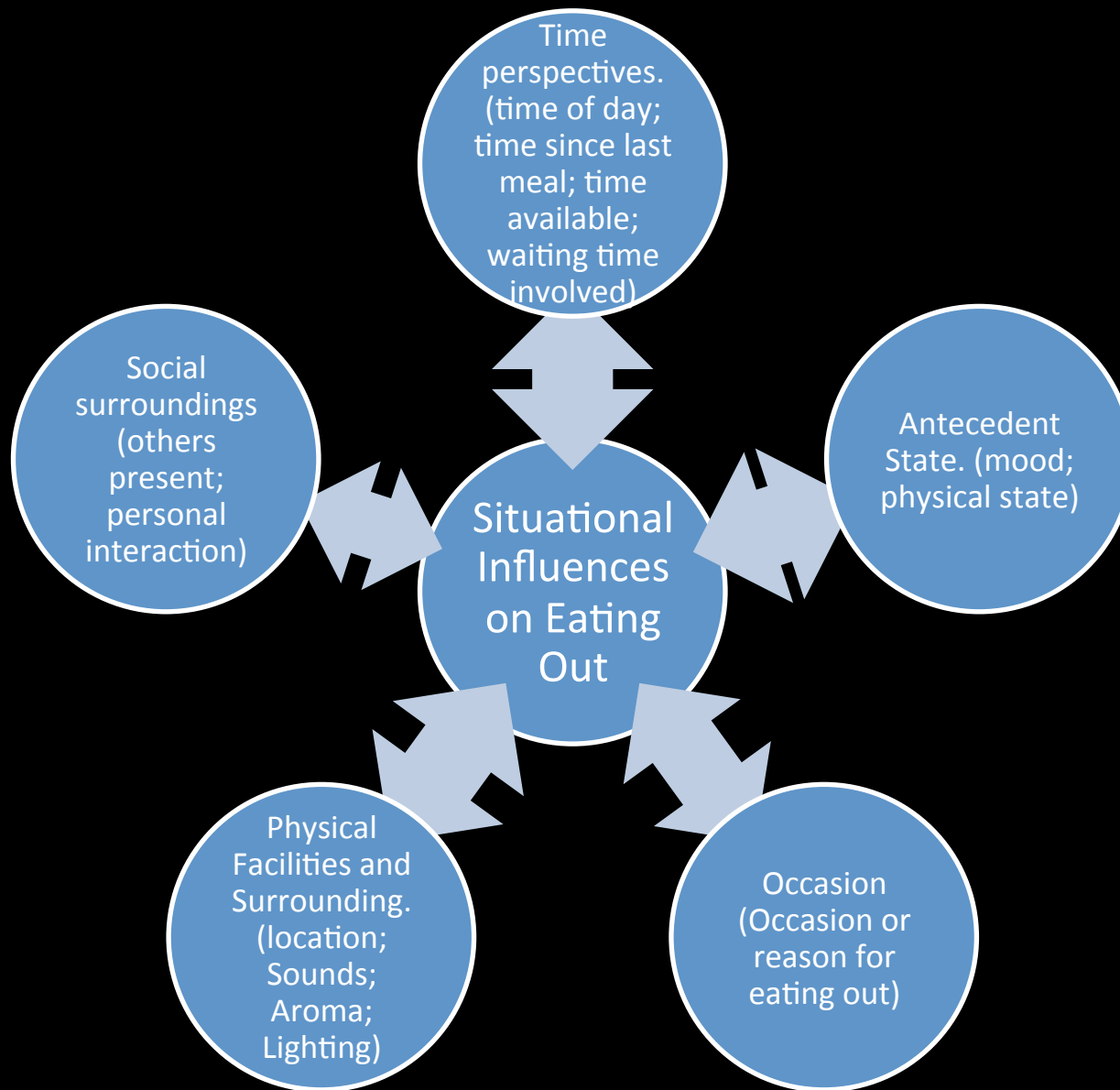
Technique:

Visual
Explorer

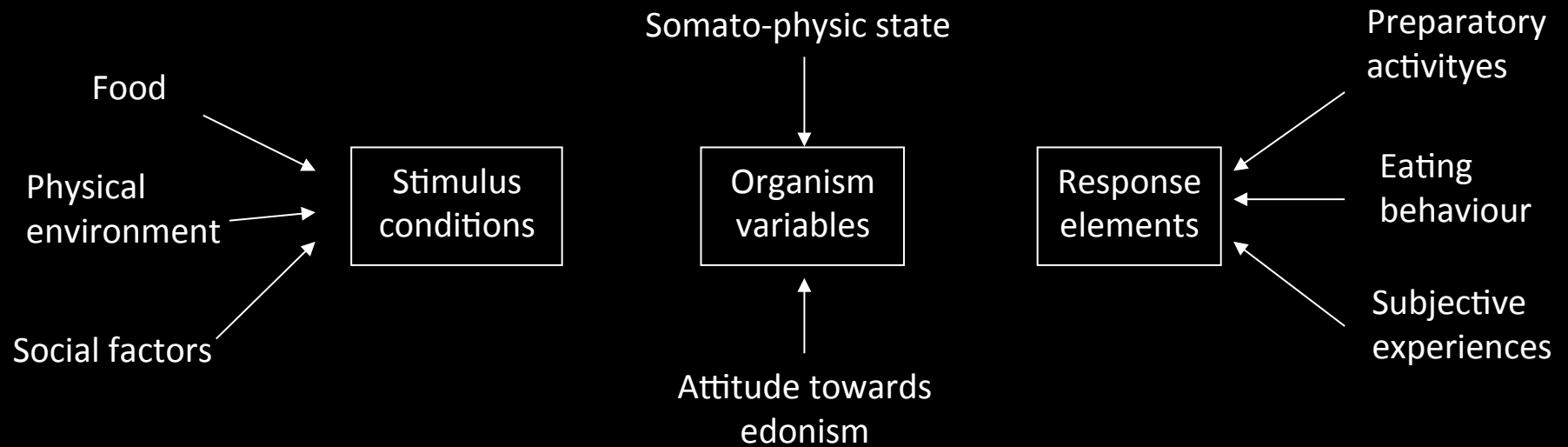
Structure:



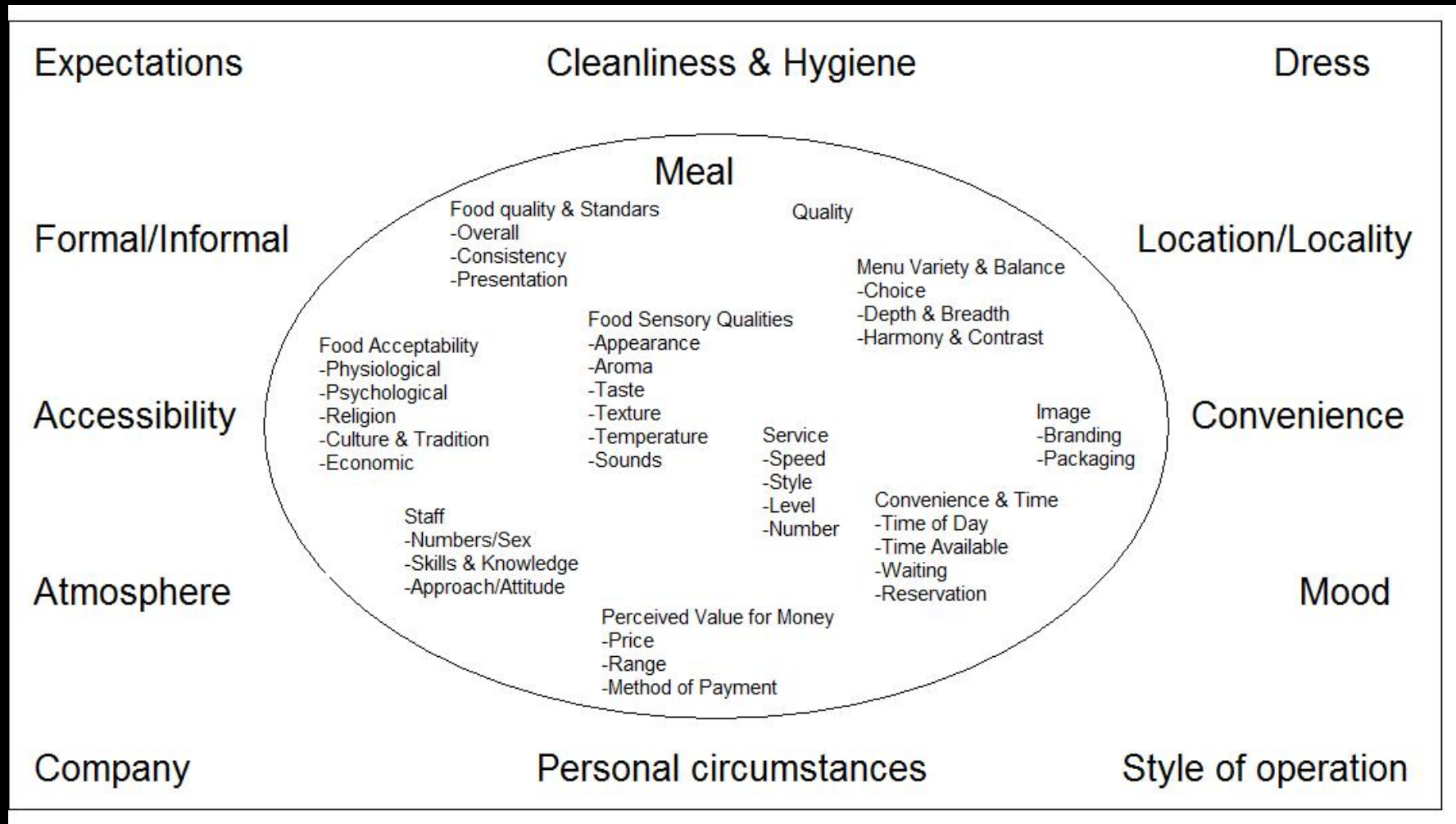
Bisogni, C.A., Falk, L.W., Madore, E., Blake, C.E., Jastran, M, Sobal, J., & Devine, C.M. (2007). Dimensions of everyday eating and drinking episodes. *Appetite*, 48(2), 218-231



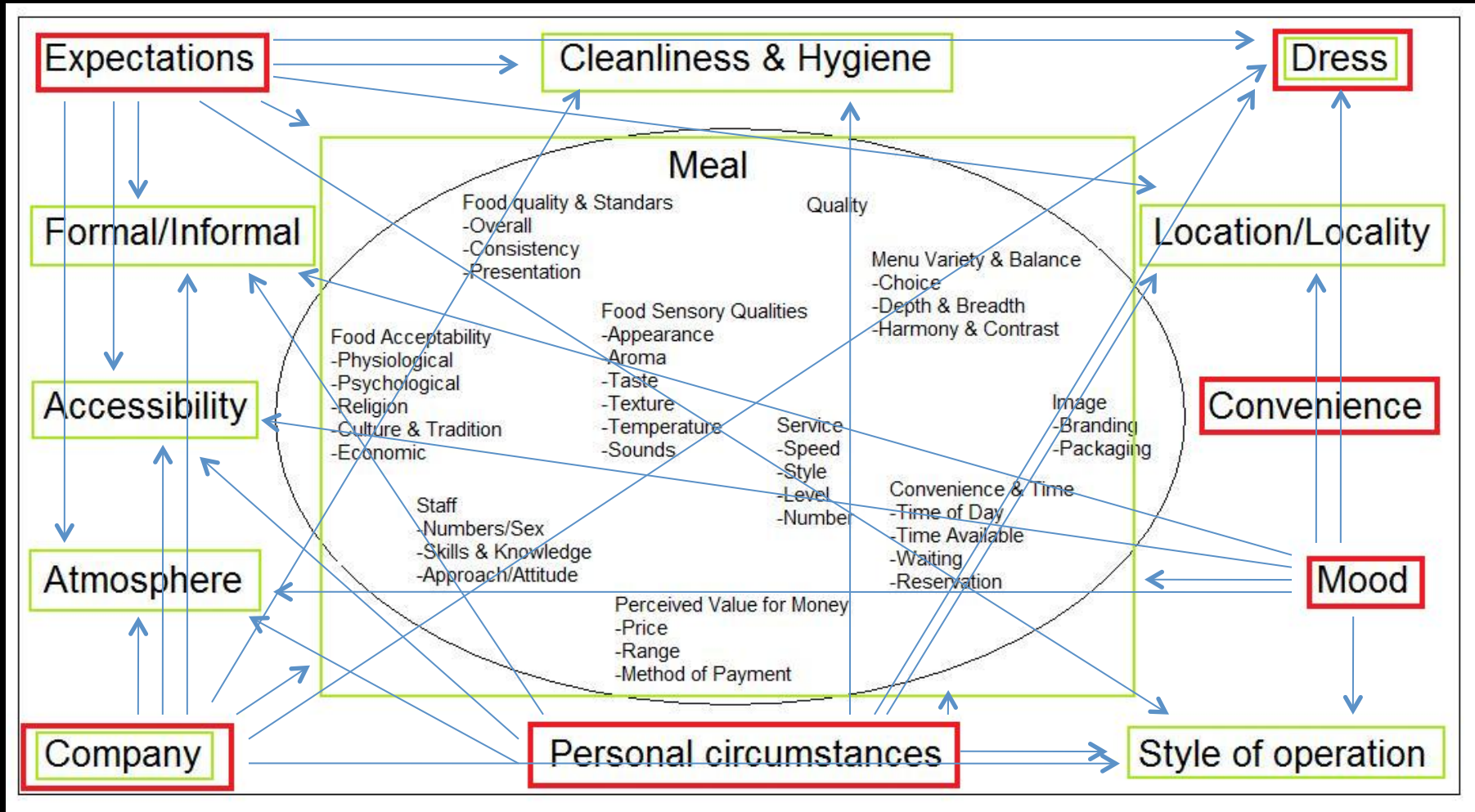
Schutz, H.G. (1995). Eating situations, food appropriateness and consumption. In M. Marriott (Ed.), *Not eating enough* (pp. 341-359). Washington DC: National Academy Press.



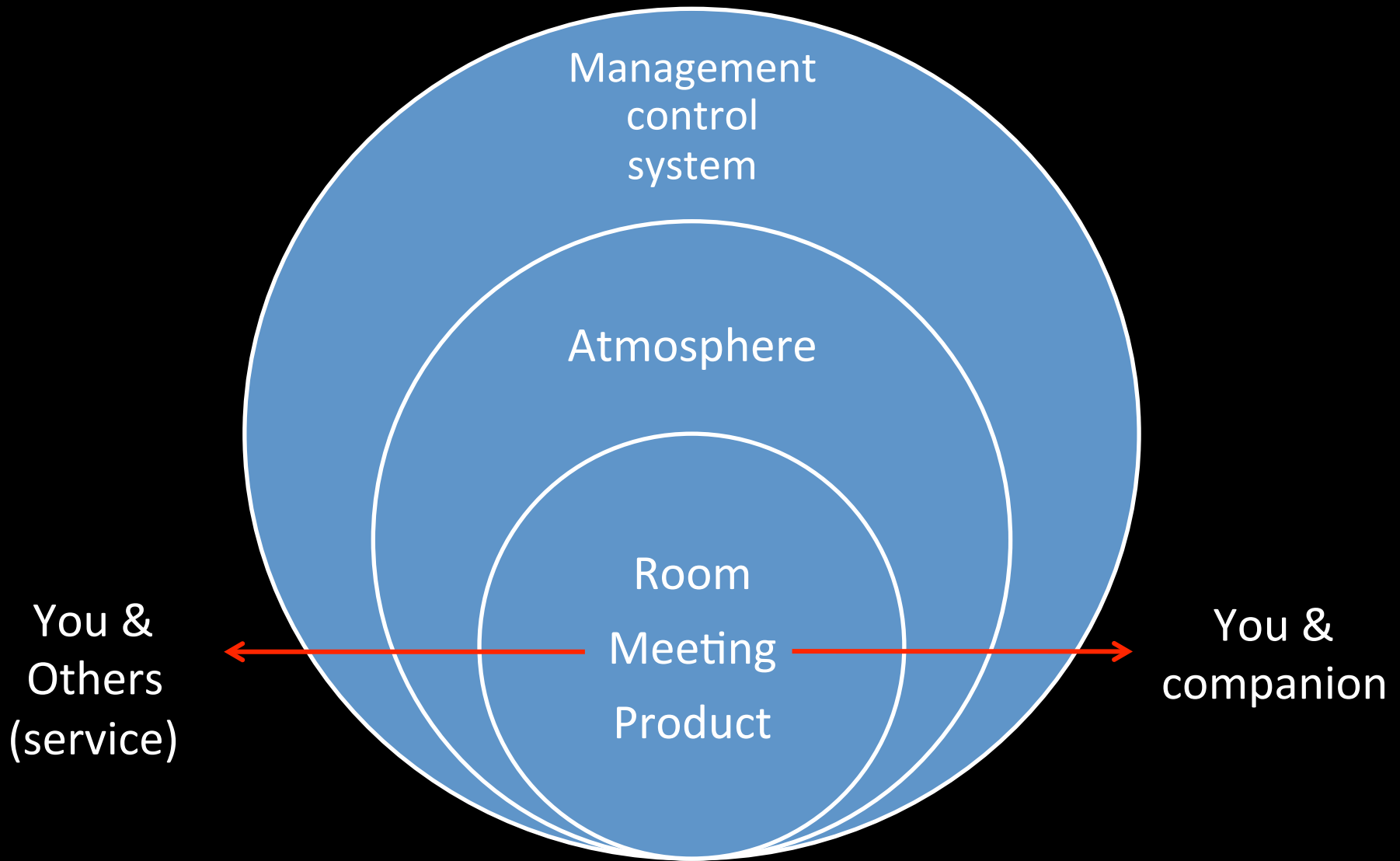
Macht, M., Meiningen, J., & Roth, J. (2005). The pleasure of eating: a qualitative analysis. *Journal of Happiness Studies*, 6(2), 137-160.



Edwards, J.S.A. (2000). Food service: catering, restaurant and institutional perspectives of the meal. . In H. L. Meiselman (Ed.), *Dimensions of the meal. The science, culture, business and art of eating* (pp. 223-244). Gaithersburg, Maryland: Aspen Publication



Edwards, J.S.A. (2000). Food service: catering, restaurant and institutional perspectives of the meal. . In H. L. Meiselman (Ed.), *Dimensions of the meal. The science, culture, business and art of eating* (pp. 223-244). Gaithersburg, Maryland: Aspen Publication



TED

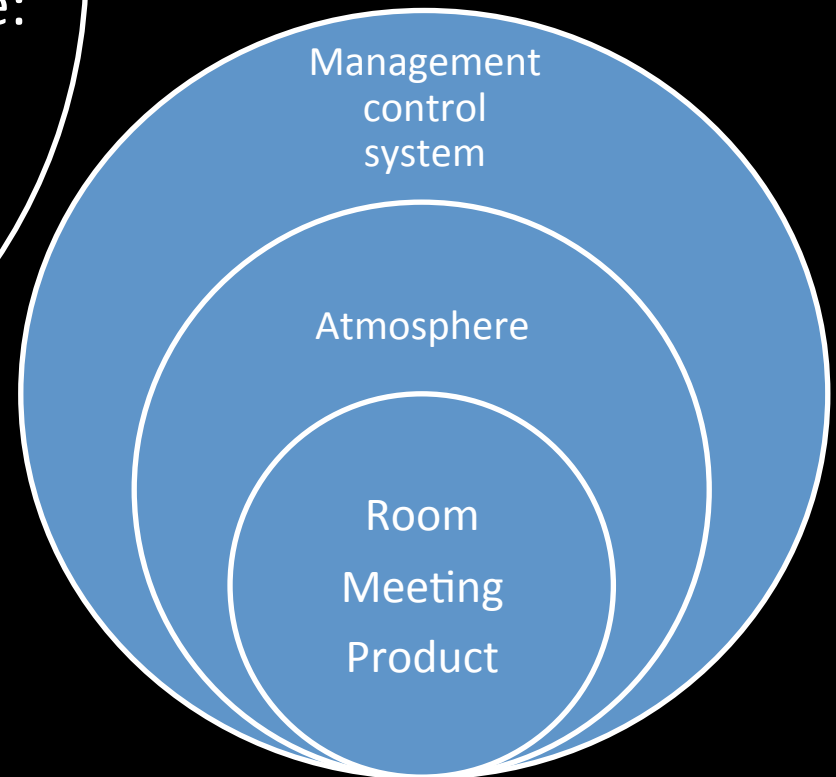
Aim:

Radical new Meanings for Eating Design

Tool:
Visual
Explorer

Technique:
Visual
Explorer

Structure:
FAMM



TED:

THEMES

for

Eating Design

EXPECTATIONS

Predictability
Comfort
Variety
Someone I know
Similarities
Lively environment
Not a Distraction
Differences
Desire
Quality
Closeness to nature
Space
Harmony of elements
Character
Skilled-Multi skilled
Invisible
Attentive
Loving the job
Team work

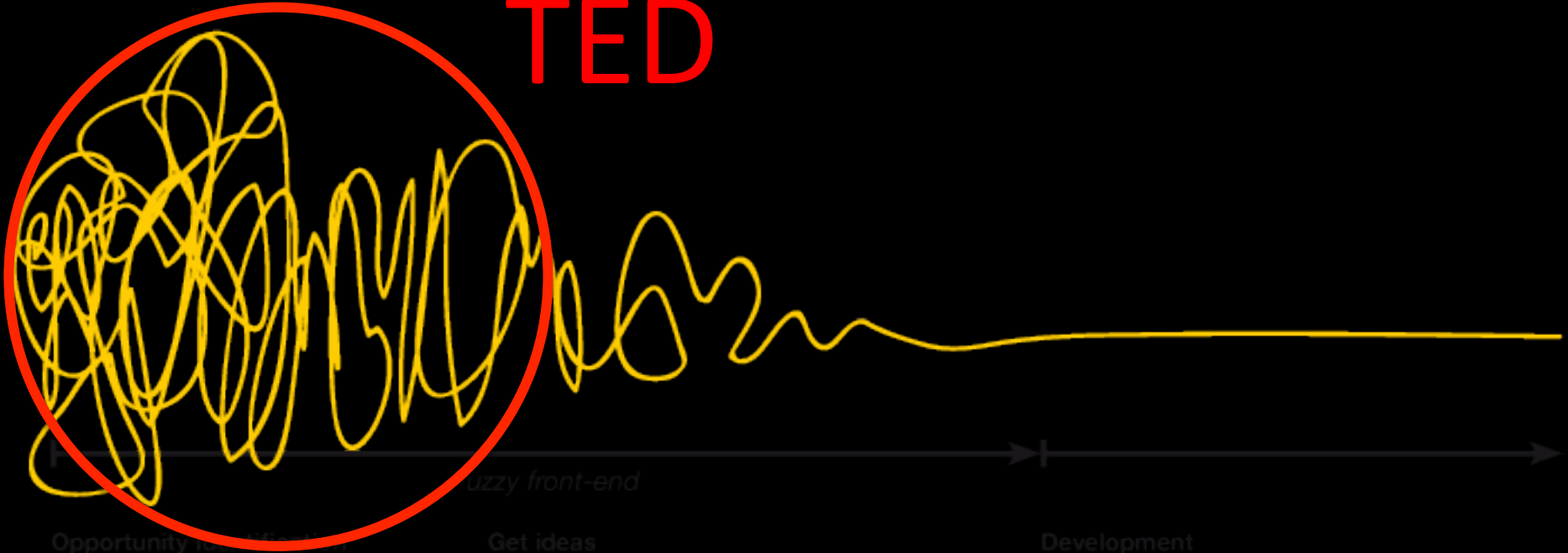
ATTITUDES

People connection
Mirroring
Discovery/Curiosity
Eating plus
Possibilities
Immersion
Emotional
Additional entertainment
Uniqueness
Sharing
Differences
Focus on food
Appreciation of food
Act of love
Access memories
Part of yourself (chef/cook)
Closeness to food
Circle
Observing/Curiosity
Disconnection
Openness
Changes
Blending with environment
Closeness to nature
Look for feedbacks
Recognizing achievements

FOOD DESIGN THINKING



TED



Preparation

Idea Generation

Solution Development

FOOD DESIGN THINKING



TED's Themes:
Thoughts for Food

Preparation

Idea Generation

Solution Development

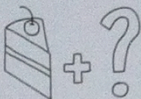
Looking for
reassurance



Curiosity



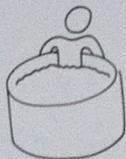
Eating Plus



Possibilities



Immersion



Additional
Entertainment



Uniqueness



Observing
Curiosity



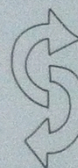
OTHERS those eating around us 17

Openness



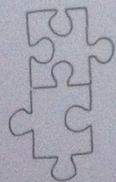
OTHERS those eating around us

Changes



OTHERS those eating around us

Connection



COMPANIONS those with whom we eat 8

Only Focus



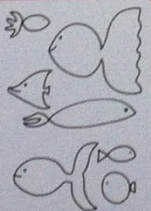
COMPANIONS those with whom we eat

Sharing



COMPANIONS those with whom we eat

Differences



COMPANIONS those with whom we eat 11

Appreciation
of Food



FOOD what we eat

Act of Love



FOOD what we eat

Access
Memories



FOOD what we eat

Part of
yourself



FOOD what we eat

Closeness
to Food



FOOD what we eat 15

Closeness
to Nature



ENVIRONMENT where we eat

Looking for reassurance



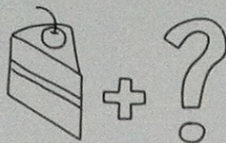
Openness to **uncertainty** and **discovery**

Interest in learning something new

Active entertainment, not passive

GENERAL

Eating Plus

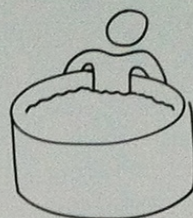


GENERAL

Being prepared to anything, looking forward to being **amazed**

Sense of intrigue and unpredictable outcomes

Immersion



GENERAL

Form of entertainment that doesn't come from the food or any other aspect of the eating environment but that makes the eating experience more **intense**

Satisfaction not only from satiety, but also for having had a positive **emotional experience**

Appreciation of the process of growing food, not only the end result

Interest in where products come from, varieties and **uniqueness**

Appreciation of **natural** flavors

Eating not what is available, but what we need

Extraordinary is taking the time to enjoy food

Act of Love



FOOD what we eat

13

Traditional flavors, old recipes: bringing memories back

Keeping memories/old recipes/traditions alive

Cooking something so good/incredible/surprising that become **fixed into people's memory**.

Part of yourself



FOOD what we eat

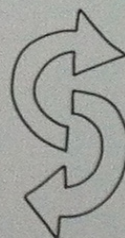
Experiencing complete **contact** with nature when eating raw untouched food

Taking what nature gives you, what you can find in that moment

Pleasure from touching food, handling it picking it up, scooping it up from bags

Back to natural flavors, unprocessed food: taste of nature

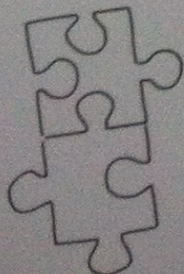
Changes



ENVIRONMENT where we eat

10

Connection

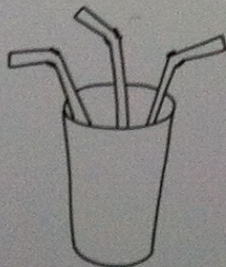


The person I'm eating with is the only interest, the only thing to concentrate my attention on

Interest in **conversation**, interest in sharing knowledge

COMPANIONS those with whom we eat

Sharing



COMPANIONS those with whom we eat

10

Differences between people create a more interesting conversation, give rise to **debate** and exchange of **opinions**: seeking differences, embracing differences

The ideal companion is someone who stimulates my curiosity

Closeness to Nature



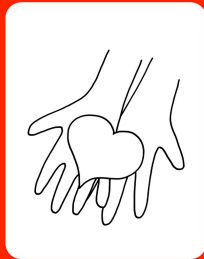
ENVIRONMENT where we eat

Interest in the other people eating around, observing what they do and say and how they behave

Interest in **exploring** people's background, and going beyond looks

Brief: Design a dish that “tells a story”

Act of Love

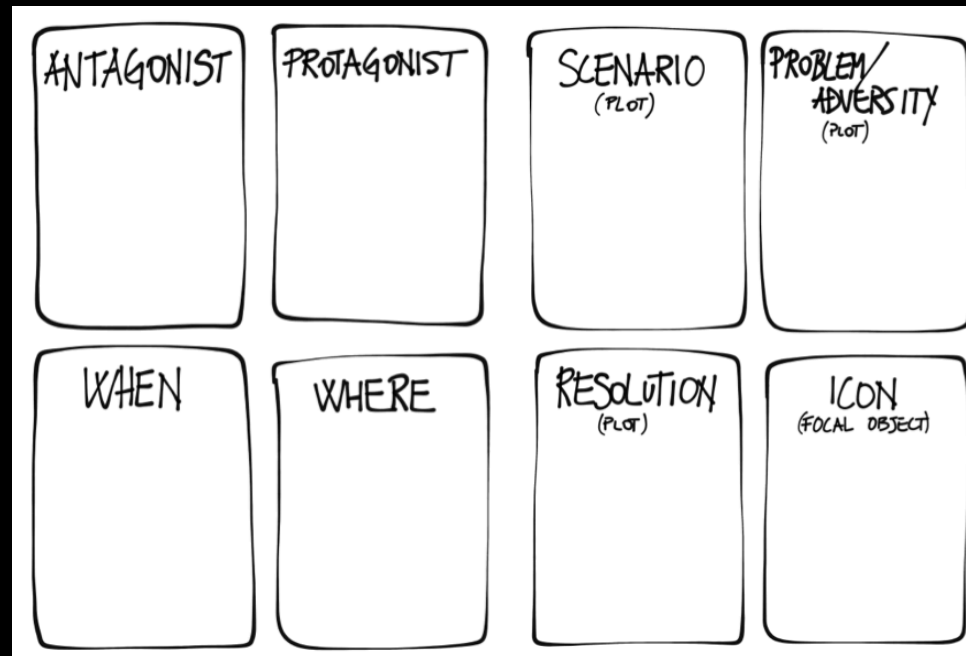


FOOD what we eat

13



ANTAGONIST



*Is there a scope for Design
Methods designed
specifically for the Food
Design process?*

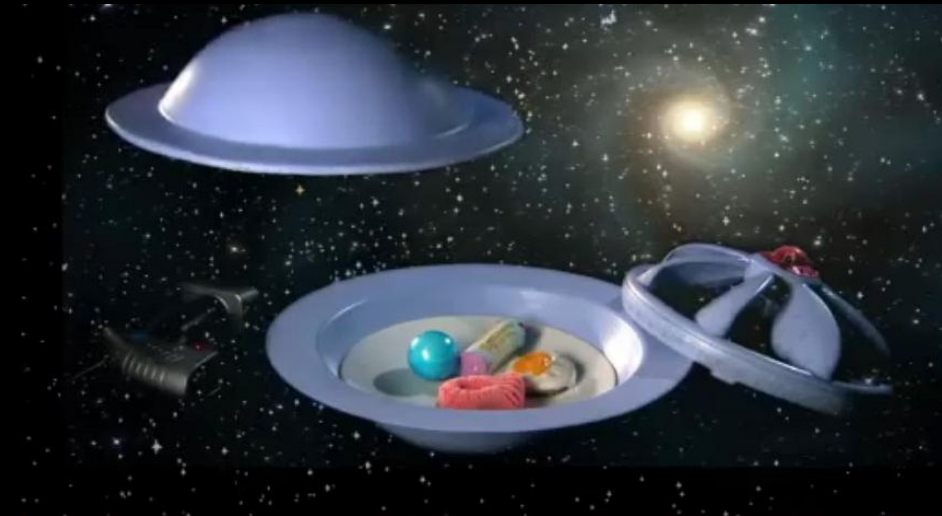
YES!

FOOD DESIGN THINKING





Heston's 70's Feast





Edible Grow – by Chloe Rutzerveld







Gracias!

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