

wroll

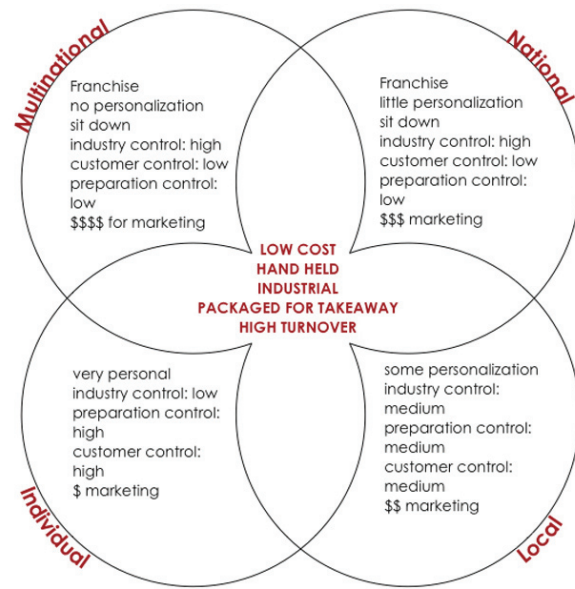
rethinking fast food

Parsons School of Design product, graphic and design management students worked with students from HDK Goteborg and the Culinary Institute of Grythyttan in Sweden to investigate the possibility of sustainable fast food. Over the course of 6 months, we worked to develop a new system for fast food chains, a new type of food, and novel packaging and interior design. The final project was presented in February of 2005 at Dine, Design Delight, an exhibition in Grythyttan's House of Form.

Our team developed Wroll, a concept that challenges the conventional idea of fast food in terms of quality, nutrition, and sustainability. Wroll is a food that combines Western flavors with the traditions of Japanese sushi rolling to create an innovative and well-balanced fast food experience. The packaging and interior design are based on the concepts of reuse, reduce, and recycle. The packaging is made of biodegradable plastic and is designed to encourage long term use. The interior features a centralized kitchen that showcases the assembly of the food. All food and materials used in Wroll come from local producers and manufacturers.

research & system development

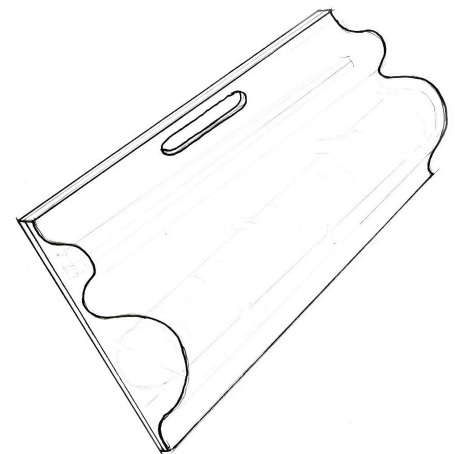
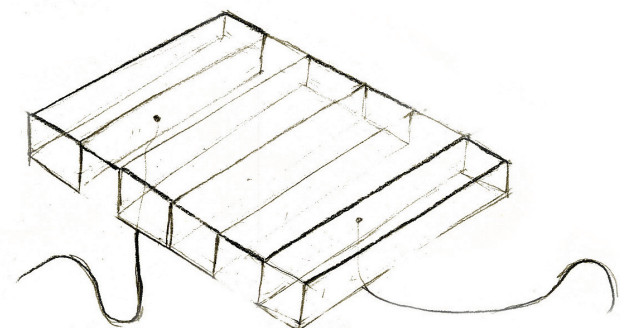
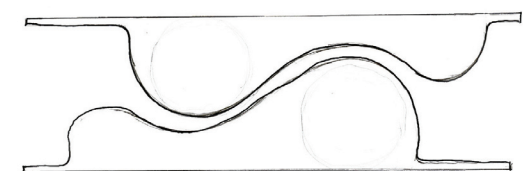
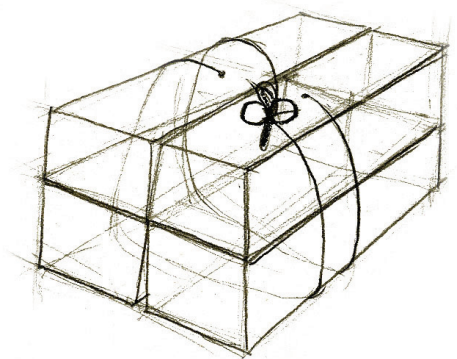
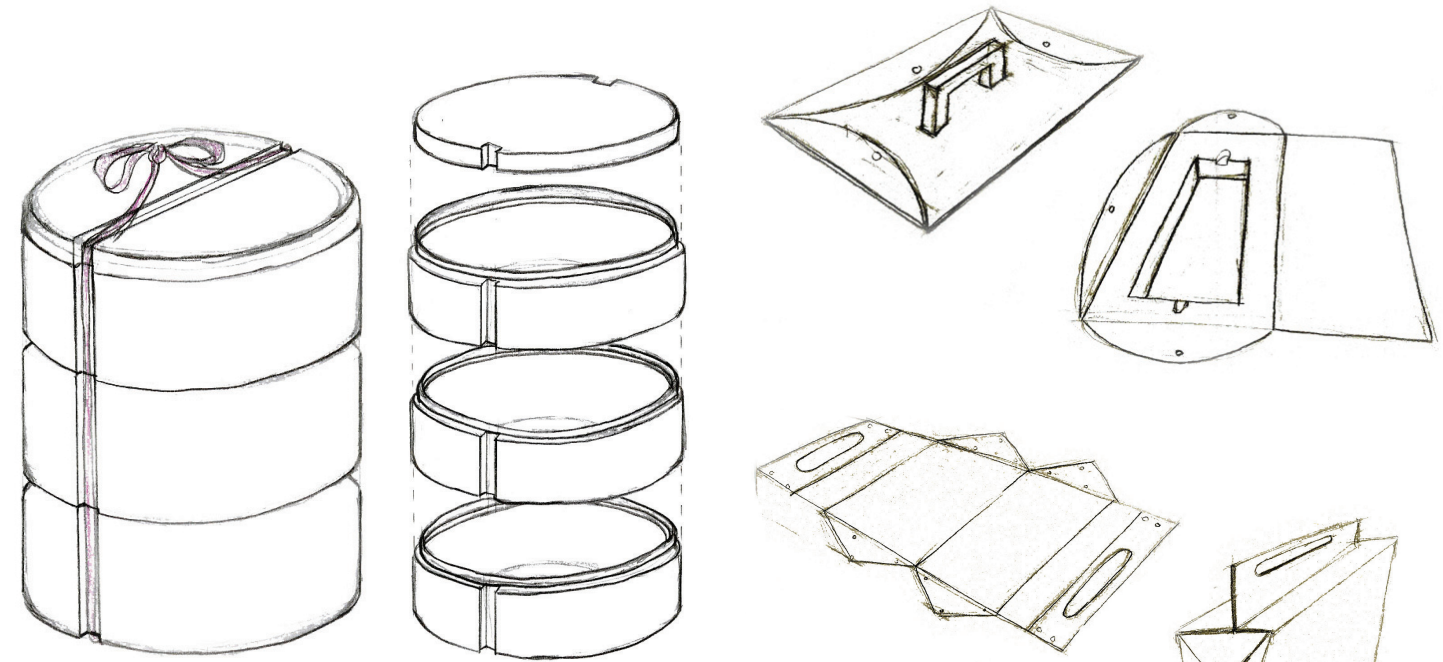
Working with our Swedish team members, we defined sustainability and how it would play a role in our project. The focus of our fast food concept is creating a sustainable restaurant through the use of local materials, designers, and produce. In the development of the New York City location we identified four areas of design: food, graphics, packaging and interior.



1 Identifying successful features of existing fastfood franchises.



2 Diagram of business structure and relationship between the overhead non-profit and locally run franchises.



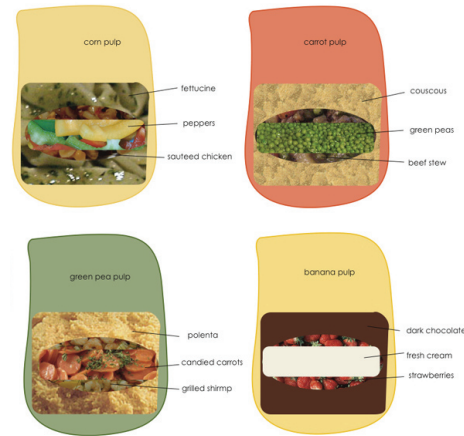
4 A progression of conceptual sketches for the "wroll" packaging.



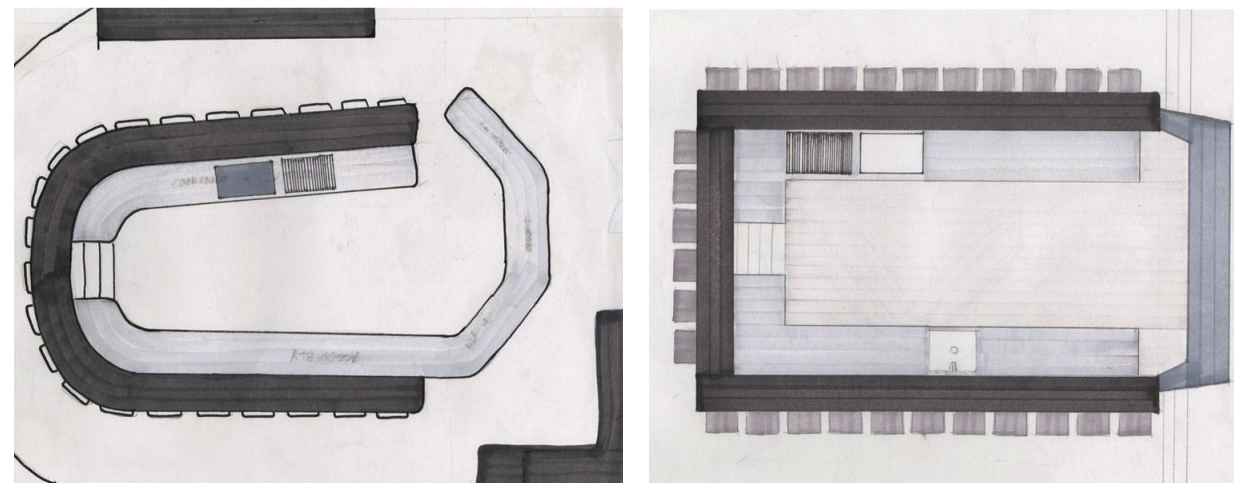
3 Working with team members to outline project initiatives (left). Team experimenting with menu items in the Culinary Institute's kitchens (right).

product development

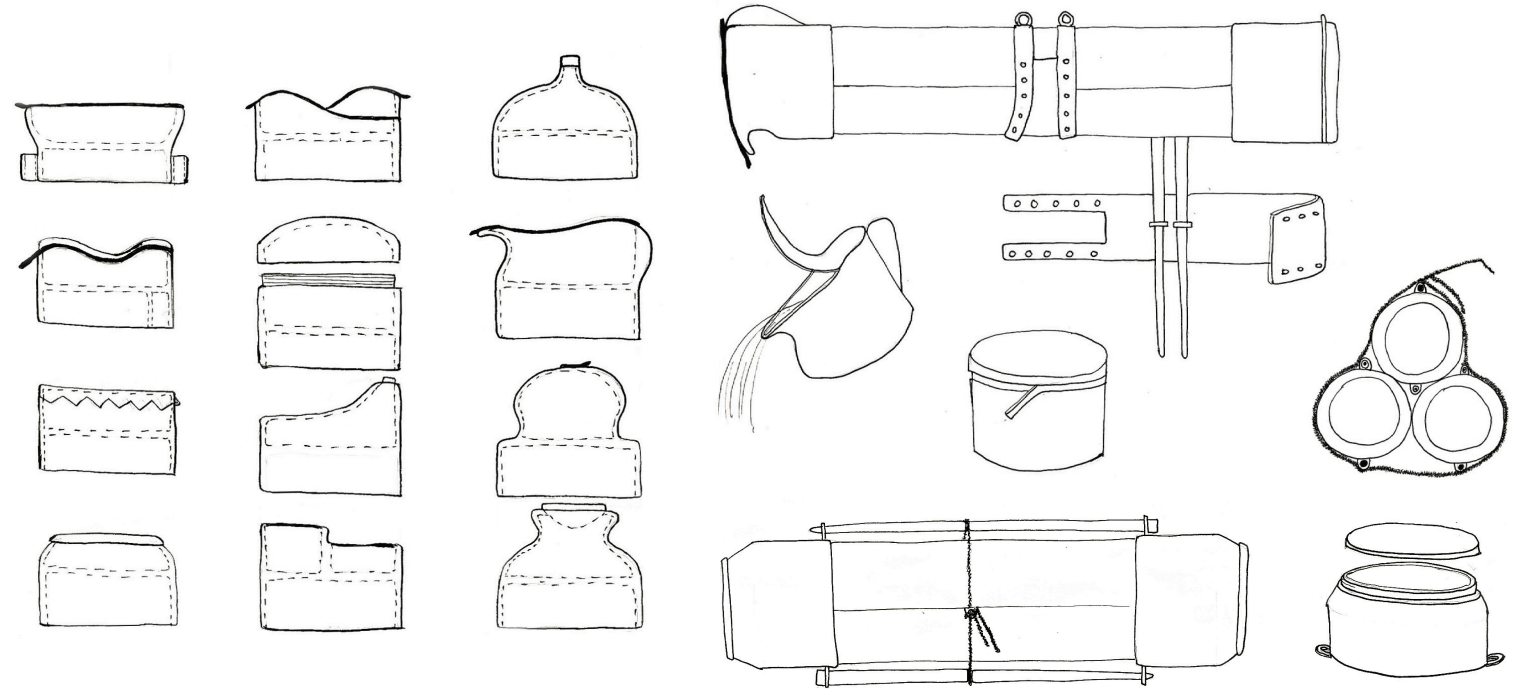
To begin the design process, we had to work with the chefs on our team to develop the menu for the New York restaurant. Embracing the idea of fusion food, we created Wroll, a food that combines Western flavors with the traditions of Japanese sushi rolling to create an innovative and well-balanced fast food experience. We also wanted a portable type of packaging that could be reusable yet innovative. We began developing easy-to-carry packages that would contain sauces and utensils that did not require a plastic bag for portability.



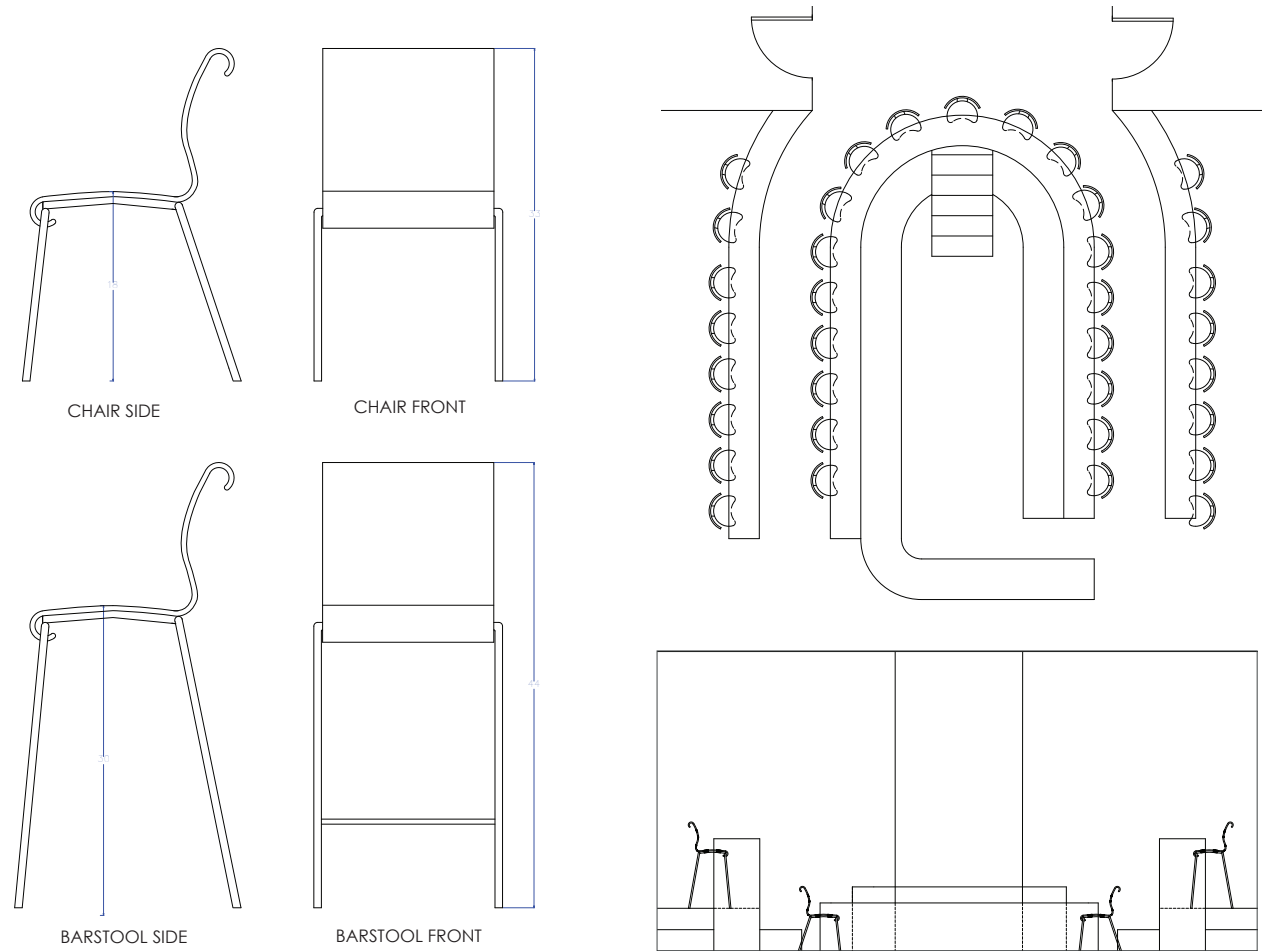
1 Chefs creating taste samples of various “wroll” menu items.



2 Conceptual sketches for the interior layout.



3 Sketches for “end cap” design and multiple package stacking concept.



4 Drawings for the final design of the barstool, chair, and interior layout (top view and front section).

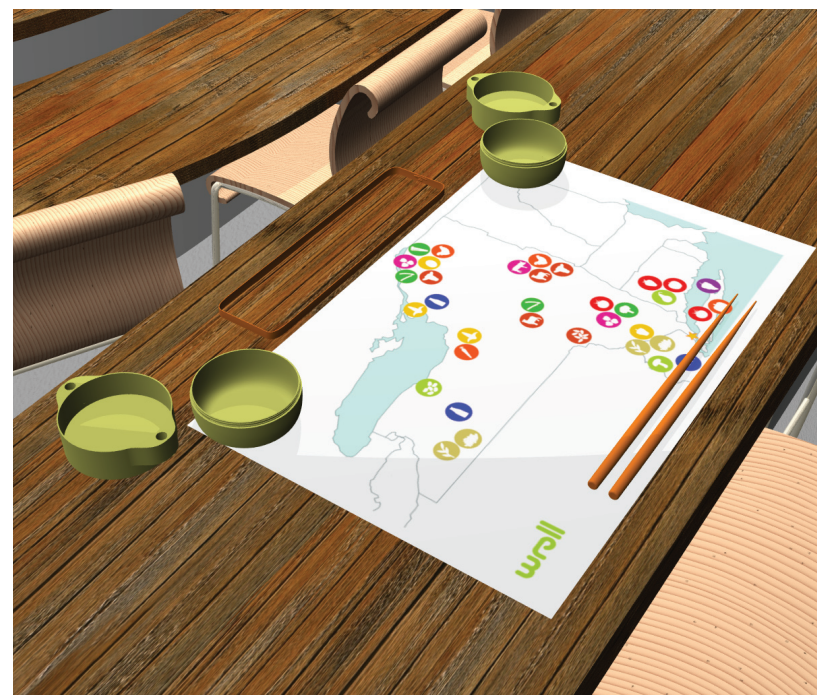
final product

wroll



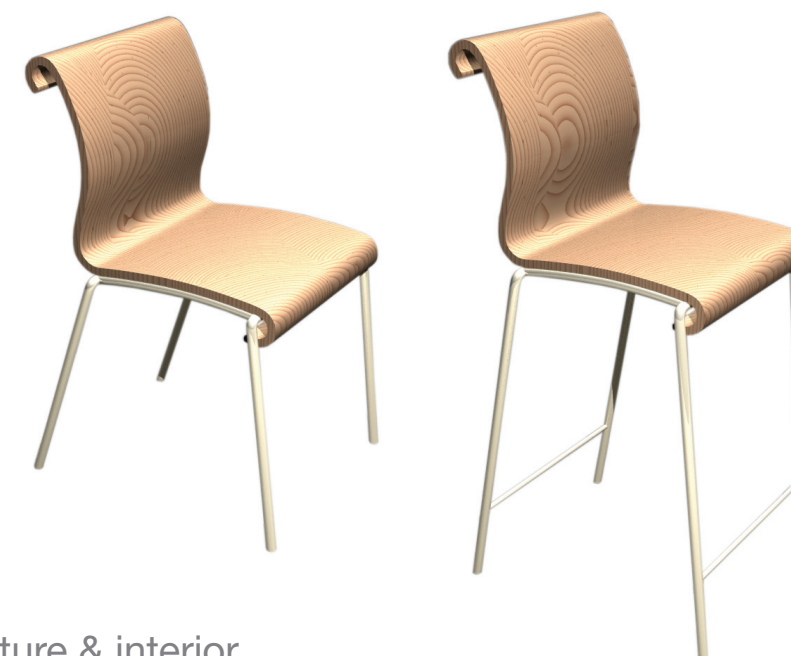
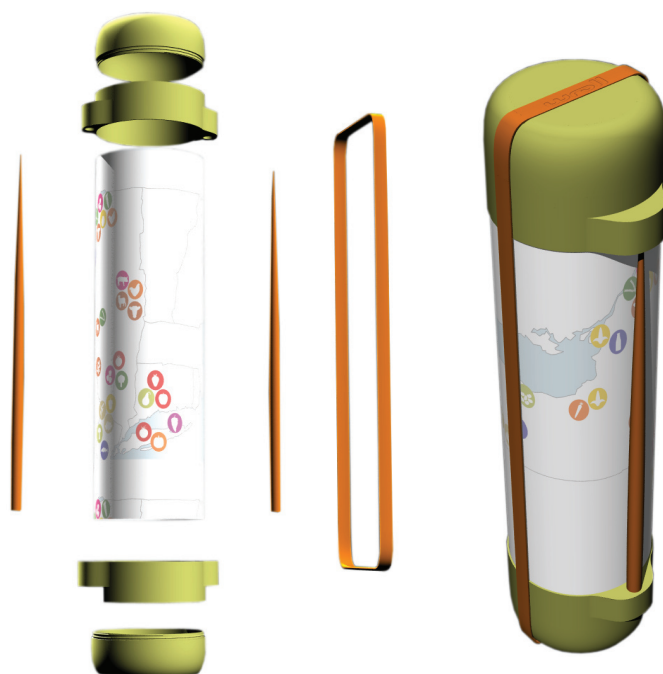
1) logo, icons & map

To the right is the icon chart and map that appears on the tablemat. This map locates the origin of Wroll's ingredients. Each icon represents a type of food and is placed over its location of origin. All of Wroll's ingredients are grown in the North-eastern United States by certified organic farmers.



2) packaging

Every component of the packaging is reusable. The mat serves as the exterior packaging when rolled up and is a surface to eat on when unrolled. The end caps consist of two interlocking parts. The top part contains fresh sauce and condiments for the wroll. The bottom part holds the mat, wroll, and chopsticks together. The elastic strap stretches into two grooves on the surface of each cap. The strap not only binds the package together but also serves as a handle for carrying. The material for the mat and cap is biodegradable, vegetable based plastic with soy based ink.



3) furniture & interior

The shape of the barstools and chair was also inspired by the shape of Wroll. There are two different heights of chairs for the different levels within the restaurant. The outer perimeter is elevated allowing for customers to view the food being prepared in the middle of the space. The lower chairs are meant to be situated directly surrounding the preparation area. The interior materials are from the New York based Waste Match program. The countertops are made from old hardwood floors and or discarded wooden pallets; the lighting is made from scrap vacuum formed clear acrylic; and the chairs are made from scrap plywood.

