

design diaries
by virginia russell

*buon
appetito!*

...the theatrics of eating
and their influence on
design innovation

Workshop IV

Team Leader
Giovanni Lanzone

Tutor
Gokay Gundogdu

April 26, 2010

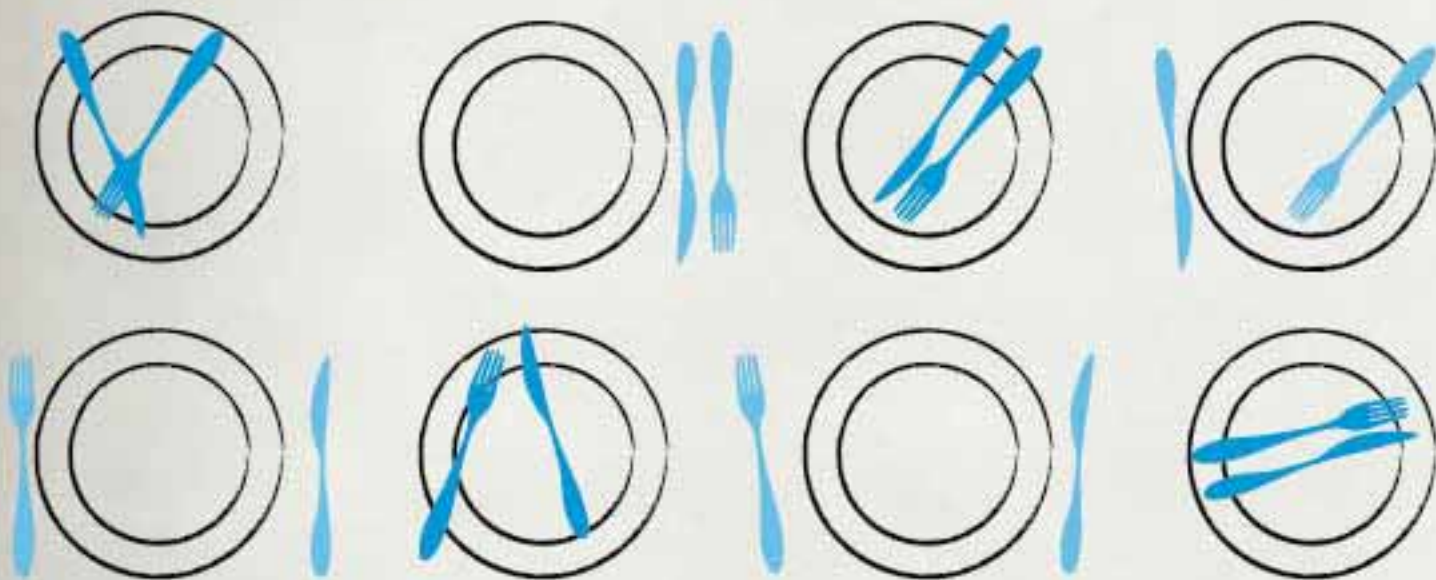




why?

In a world with food available in such abundance, designers have the luxury of exploring the ritual of eating and the conviviality behind this "theater."

My objective was to search for patterns in this exploration and identify the novelties, innovations and strategies developed in and around the ritual of eating during Milan Design Week, 2010.





the contest

milan design week, 2010

Tutti a Tavola

Pinocoteca & Villa Reale

Food Marketo

via Masera 10

Fork In Progress

via Montevideo 4

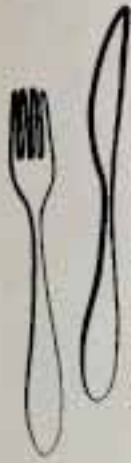
Foodjects

via Dante 12

Papila Food Design

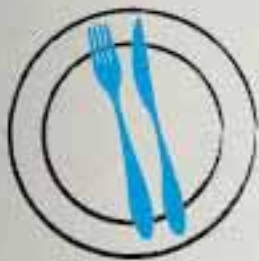
via Dante 12





the trends...

- 1) rethinking "the act"
- 2) creating dramatic irony
- 3) designing a dialogue
- 4) innovative "food design" strategies





rethinking "the act"

- Challenge our accepted idea of what is "correct" when eating
- Add an element of humor to a ritualistic practice
- Give "permission" to perform a taboo act





rethinking "the act"



In Vino Veritas

Designer

Amandine Alessandra

Exhibition

Food Marketo, Via
Matera 10





rethinking "the act"



Tea Bath

Designer
Jungyou Choi

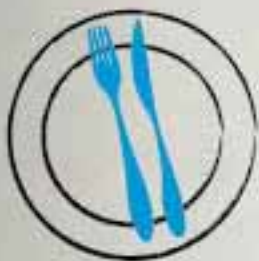
Exhibition
Papila Food Design,
Via Dante 12





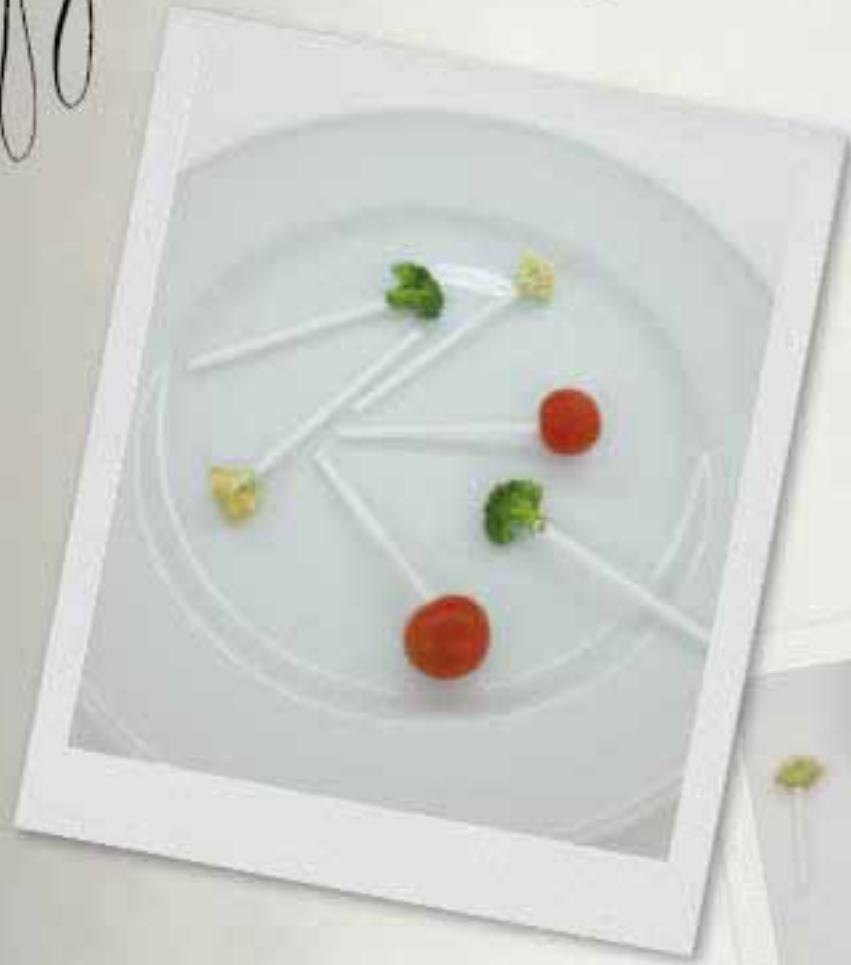
creating dramatic irony

- Use irony and sarcasm to communicate a serious message
- Engage the user's attention through playful design
- Caution the user of potentially damaging behaviors





creating dramatic irony



Candy Vegetables

Designer
Proyecta

Exhibition
Papila Food Design,
Via Dante 12





creating dramatic irony



Sugar Bears

Designer

Jovana Bogdanovic

Exhibition

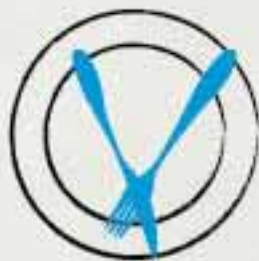
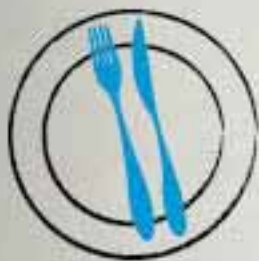
Young Serbian Designers,
Satellite, Rho Fiera





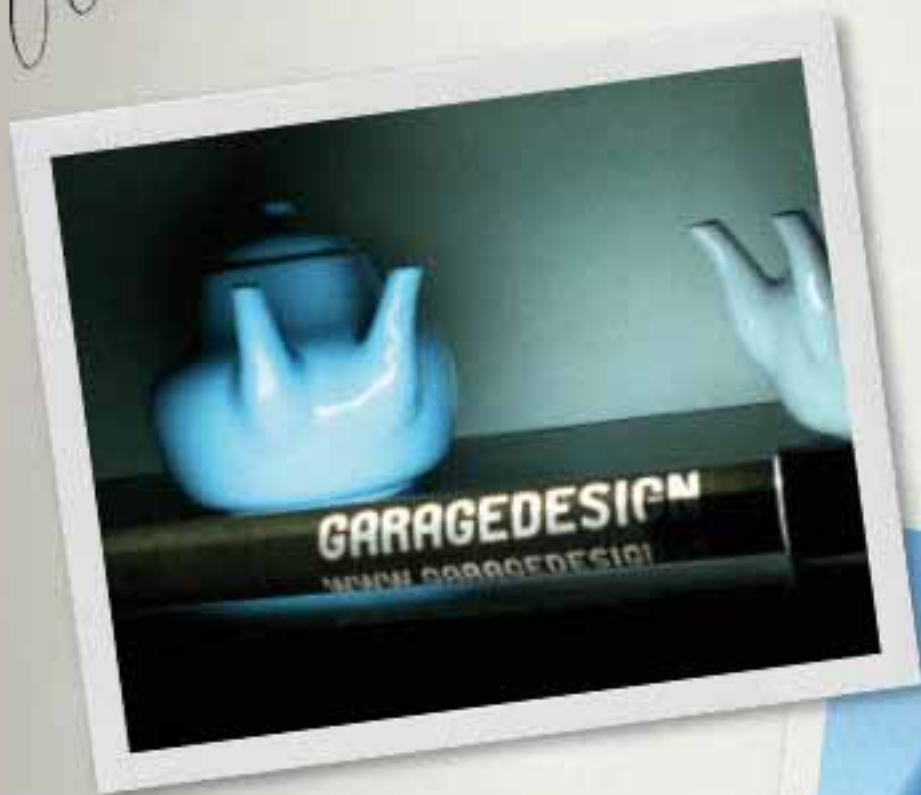
designing a dialogue

- Create a setting for shared interaction and conversation
- Physically manifest the tradition of social eating
- Force the user change a customary act





designing a dialogue



Siamese Dream

Designer

Dorothy Gray

Exhibition

Garage Design, Zona
Tortona





designing a dialogue



Stuhlhockerbank

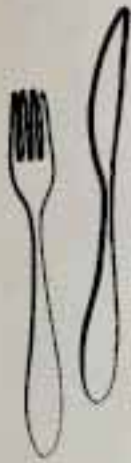
Designer

Yvonne Fehling

Exhibition

Fehling & Peiz,
Satellite, Rho Fiera





innovative strategies

These novel businesses:

- Are built on the concept of "food design"
- Emphasize the ritualistic practice of social eating
- Aim to engage participants in the act of making food and educate about the origins of their food





innovative strategies

Il Cucchiaiaio di Legno

"A little shop of tastes and knowledge"



Location
via Ponte Vetere 13, Milano

website
www.ilcucchiaiodilegno.it



innovative strategies

Arabeschi di Latte

"Food, Event Design, Art, Research."



Arabeschi di Latte

FOODEVENTDESIGNARTRESEARCH

FOOD CONCEPTS, EATING EVENT, FOOD STYLING, FOOD DESIGN, CREATIVE RESEARCH AND CONSULTING, FOOD SETTING, PACKAGING, ILLUSTRATIONS, VISUAL COMMUNICATION, KITCHENWARE, SITTING AND INTERIORS, WORKSHOP PERFORMANCE

Via Venezia 18/b - 50121 Firenze, Italy - tel/fax +39 055575397
www.arabeschidilatte.org - info@arabeschidilatte.org



Location
via Venezia 18, Firenze

website
www.arabeschidilatte.org



innovative strategies

Food Design Association

"Culture & Innovation in Food Design"



FOODA
.org

FOOD
DESIGN
ASSOCIATION
culture
& innovation
in food design

Location
via Bramante 20, Milano

website
www.fooda.org



looking ahead...

In the future we may see:

- More businesses based around the idea of food as a communication device
- A higher awareness of the origins and meaning of our food
- More highly ritualized eating practices
- More business collaborations between designers, event planners, chefs and scientists in the research and promotion of food design



thank you!

