

FOOD DESIGN WORKGROUP

Wednesday 3rd June 2015 - 2 pm – 4 pm @polimi Via Durando, 10

Food Design is an emerging trans-discipline and a field of professional practice concerned with any action, project, and design approach that can improve our relationship to food and the food system in a variety of ways and instances, both at the individual and the communal levels. These actions can focus on the design of the edible product itself or its context, including food objects, spaces, process and practices. Professionals and scholars have indicated the objects of Food Design as ranging from what is on the dish – what we eat - to product design, packaging design, communication design, interior design, temporary environment design, service design and, finally systemic design. It would appear that Food design is still a new field of research and professional practice, and for that reason there is still no agreement about what the field is.

Objectives and Targets

By examining current theories, approaches, and practices regarding the intersection of food and design, the group will reflect on the development of the field and on educational programs focusing on it. In particular, the goal of the group is to reflect about food in a systemic way, going beyond the surface of visible phenomena to identify the underlying structures that create and reinforce the system to identify spaces of intervention for designers at various scales, from the global to the local.

PARTICIPANTS:

mini. 6 - max. 25

CONTACT:

Arnauld Hedin - hedina@newschool.edu

Sonia Massari - ADI Food Design Commission sonia.massari@gustolab.com