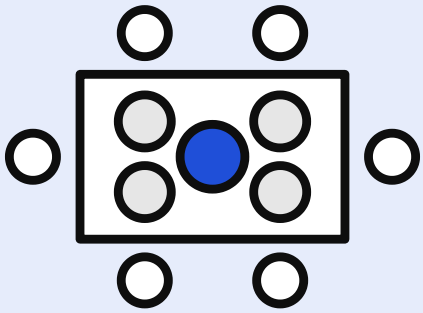
Specialty

Eating design

A branch of food design that designs the act of eating rather than the food: the situation, the ritual, the objects on the table and the relationship between the people eating.



Origin

Marije Vogelzang, who calls herself an eating designer, since 1999; Zampollo (2012) proposed a method for this branch

What problem it addresses

Eating is also a social and cultural act, but design often stops at the food or the object. This branch starts from the person eating and from what happens around the table.

Principles

Start from the eater

Food already exists: what you design is how it is experienced.

The table is social

You design how people are arranged, brought together or kept apart while eating.

Objects and ritual matter

Tablecloths, plates and the order of service change the meaning of a meal.

Applications in design

✓ Use it like this

Observe how people really eat, with whom, in what order and with what gestures, before proposing anything.

✗ Avoid

Turning the meal into a show that makes eating harder or leaves some people out.

👁 Don't fall for it

A surprising meal is not always a good meal: ask the people who experienced it.

Connections

Builds on

- Gastrophysics

Uses these methods

- Experience prototyping

Related to

- Experience design

Authors and works

1999	**Marije Vogelzang**	Since her first project, an all-white funeral meal, she has designed situations for eating rather than dishes; in 2014 she became head of the Food Non Food department at Design Academy Eindhoven.
2012	**Francesca Zampollo**	Proposed a method for designing the act of eating by giving it new meanings.

Sources

Original sources

- Zampollo, F. (2012). Designing new meanings: A design method for eating design. In P. Israsena, J. Tangsantikul, & D. Durling (Eds.), Research: Uncertainty, contradiction, value. DRS International Conference 2012, Bangkok. Design Research Society. View source (https://dl.designresearchsociety.org/drs-conference-papers/drs2012/researchpapers/156)

Secondary sources

- Fairs, M. (2014, July 8). Food is "the most important material in the world" says Marije Vogelzang. Dezeen. View source (https://www.dezeen.com/2014/07/08/marije-vogelzang-eating-designer-interview-food-course-design-academy-eindhoven/)

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