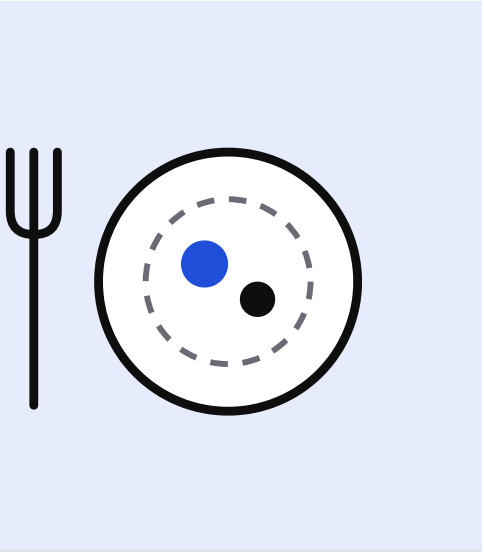
Discipline

Food design

Brings food and design together: it designs food, objects and spaces for eating, food services and the eating experience.

Origin

A practice with several precursors; Zampollo (2012); the International Journal of Food Design (2016)



What it deals with

What we eat depends on many design decisions, from the package to the plate and the restaurant, that are rarely thought through together.

Principles

With food

Food as a material to design with.

For food

Objects and spaces to prepare, serve and eat it.

The act of eating

Design the whole situation: who eats, where, when and how.

Applications in design

✓ Use it like this

Think about food together with its package, its space and the moment it is eaten.

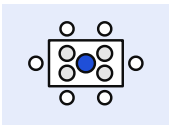
✗ Avoid

Reducing food design to pretty plating.

👁 Don't fall for it

Food also has consequences for health and the planet: take them into account when designing.

Especialidad



Specialty

Eating design

Designs the act of eating, not the food: with whom, where, how and with what meaning people eat.

Concepts

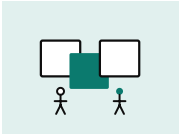


Concept

Gastrophysics

Uses experiments to measure how the plate, sound or place change how food tastes.

Methods and tools



Approach

Co-design

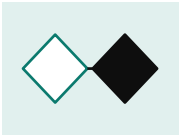
Designing together with the people who will live with the result, with tools so they can create too.



Approach

Design thinking

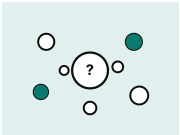
Tackling open problems the way design does: understanding people, reframing the problem and prototyping.



Process

Double Diamond

Open up and narrow down twice: first to find the right problem, then the solution.



Method

Brainstorming

Generating many ideas as a group without judging them until the end.

Connections

Builds on

- Sensation transference

Related to

- Experience design
- Packaging design
- Industrial design

Authors and works

2012	**Francesca Zampollo**	Proposed a method for designing the act of eating, one part of food design.
2016	**International Journal of Food Design**	It was the first academic journal devoted to the relationship between food and design.

Sources

Original sources

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- International Journal of Food Design (2016–). Intellect. Editora fundadora: F. Zampollo; editor principal: H. N. J. Schifferstein. View source (https://www.intellectbooks.com/international-journal-of-food-design)

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