



thinking food design

For over fifteen years I have been exploring the possibilities of food integrated into artistic and design practice. In 2011, I put together an exhibition called, 'Food Design, aventures sensibles' at the Lieu du Design in Paris, which captured the spirit and vigour of this new discipline. Teaming up with Earlwyn, we decided to transform the energy from the exhibition into an on-line open platform of exchange, free of sponsors or advertising. The goal was to identify the key players on an international level in this emerging field. We have attempted to question food from the point of view of design, to imagine our food without constraints or taboos, to break down barriers between creative practices, and to learn from both the hard and soft sciences while observing the (r)evolutions of a global society. thinkingfooddesign.com brings together a creative community committed to tackling the political and cultural notions of food, and draws the contours of this subject in real time.



Co-Founders of *thinking food design* Marc Bretillot & Earlwyn Covington

The fact that food design programmes are opening in art and design schools, as well as universities, prove the dynamic use of design thinking applied to food studies. The cultural, political and social impact of food is quite evident and our platform united different networks on five continents bringing all of these elements and issues a bit closer. With 24 projects and 12 countries, this exhibition is our first 'Parisian' expression of the past three years which has taken the two of us across the world.

We are delighted to share this project on the occasion of Paris Design Week 2015 with a special invitation to the Design Academy Eindhoven, where Earlwyn is part of a team that created a new BA called Food Non Food in 2014. Other guests include designers, artists and schools that put food at the heart of their practice. We sincerely believe that food design encompasses many fields of study and this very fact lends itself to a generalist methodology that is at the same time very open and incredibly free. With all of these considerations including the societal impact of what we put in our mouths, we believe the systems and networks surrounding food should be questioned with every bite. Yes food is a great uniter. There is much to do and much to make. We are only at the beginning...

Marc Bretillot

Design Academy

Eindhoven



Project *Integrated Kitchen*,
2015, Martina Huynh,
Department Food Non
Food, Design Academy
Eindhoven

Design Academy Eindhoven does not structure its courses along the lines of the classical disciplines such as graphic designer, interior designer or, for instance, fashion designer. Designers design for people. Food is at the heart of what

people need, and it is something that binds us all. It is energy in the broadest sense. Major problems such as far-reaching industrialization, animal welfare, bee mortality and obesity have given the subject of food an increased urgency.

Interest in food is growing fast both within the academy and outside it. There is a need for creative minds that can address the various issues within the subject of food.

There is great scope for innovation, for clarification, for exposing and questioning traditions and for a more poetic or artistic approach to food.

BA Food Non Food: Merle Bergers, Leif Czakai, Jonas Erslund, Martina Huynh, Jason Page, Baptiste Picq, Adelaide Tam

BA Man & Communication: Jason Page

MA Information Design: Baptiste Picq

Baptiste Picq

Baptiste Picq studied Graphic Design in Rheims before attending the Masters in Information Design at Design Academy Eindhoven where he graduated in 2015. His thesis project *La Grand Bouffe* explores societal obsessions including consumerism, objectification and an overwhelming and sometimes daunting visual overload ingrained in 21st century culture.

Currently based in Paris he is working with many various aspects of mixed media.

Stills of *La Grande bouffe*,
2015, Baptiste Picq



Gentlemen, I have an important announcement to make.

Jason Page

Jason Page studied Industrial Design in Philadelphia before attending the BA department of Man & Communication at Design Academy Eindhoven and graduated cum laude in 2014.

Aside from his studies he was the chief editor of the student run experimental magazine SNOR, which set the freewheeling views towards content that he continues with today.

In 2014 he founded his multidisciplinary studio that currently works with archiving, imaging making, and the publishing potentials of both.



DAE Food, 2015, Jason Page

FERRANDI Paris

l'École Française de Gastronomie

MOOC — Massive Open Online Course.

From 27 March to 10 May, over 4,000 curious, passionate kitchenites followed the first online training in food design, which was promoted through the development of digital learning at École Ferrandi Paris. This MOOC was moderated by Chef Eric Trochon, Meilleur Ouvrier de France 2011, Marc Bretilot, Food Designer and Remy Lucas, Cuisine Psychologist, Christel Conan-Signor, Head of Promotion at École Ferrandi Paris, who all worked together to facilitate this student-driven community online project. Students were able to implement their design methodology through three projects. Project 1: product design (recipe revisited: the croque-monsieur) Project 2: material design (chocolate) Project 3: design via culinary event (theme: the network)

The investment of the participants, the quality and originality of the productions were unanimously welcomed by the team of teachers. The MOOC saw that a very involved community could emerge. The interactions between participants was a great factor in the success of this pedagogy. Discussions were held on a dedicated platform, as well as many discussions on social media. So when is Volume 2?



Project *Les Duvets*, 2015,
Sandra André,
École Ferrandi Paris,
Grand prize Jury

Honey & Bunny

“When we eat, we consciously surround ourselves with certain instrument, materials, and colors that stimulate our appetite and set the mood for enjoyment. Dishes, decorative objects, lighting conditions, and ambient sound strongly influence whether or not our food tastes good. But not only do furniture and table implements visually contribute to our sense of well-being, they also control our behavior. Tables and chairs determine our posture during the meal. Cutlery, plates, and glasses dictate how we maneuver food and drink to our position within the group, the place setting defines the elbow room allotted to us.

In every society there is a strict system of conventions and rules that our man’s natural eating instinct and specify how consumption is to proceed...”



Eat Design,
2013, Honey Bunny.

Excerpt from *Eat Design* by Stummerer
& Habesreiter, 2013

Traditional social media is flat, uninteractive,
totally 2D, naughties to the extrême...

Food in touch

twitter

facebook

instagram

site

blog

skype

your culinary
identity

all in one

sensual and sensible

iOS app

existing tech

food

material

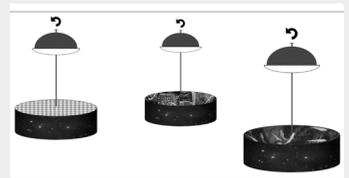
immaterial



screenshot of **food** in touch



Diane Bisson (ca)



OCNI Factory (fr)



Emilie Baltz (usa)

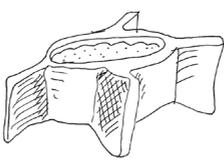


Ayako Suwa (jp)

future Archeology
↳ VEGAN BONES

proposal by Marije Vogelzang
for food design exhibition
paris Design Week.

10 artefacts + photographic
material: a reconstruction
of the future.



Archeologists
still don't
know the habitat
of the animal
it could be a sea creature
or a tree creature

Archeologist of the future
have found bones of
vegan animals.
these bones can still
be used
for
cooking/
eating.

the unidentified
animals
are plant-
based
and provide
for a rich-
high in protein
eating experience

symmetry: vegan animal

vegan meat

bone

vegan meat

bone

hold here

Some bones are
brightly coloured and
make an interesting discovery
while growing the meat.

12-7-2015 Marije Vogelzang ©

Marije Vogelzang (nl)



Zuzanna Weiss (uk)



Julie Rothhahn (fr)
Studio Plastac (fr)



Agapanthe (fr)



Studio Exquisite (fr)
Cuisin'situ (fr)



Studio Rygalik (pl)



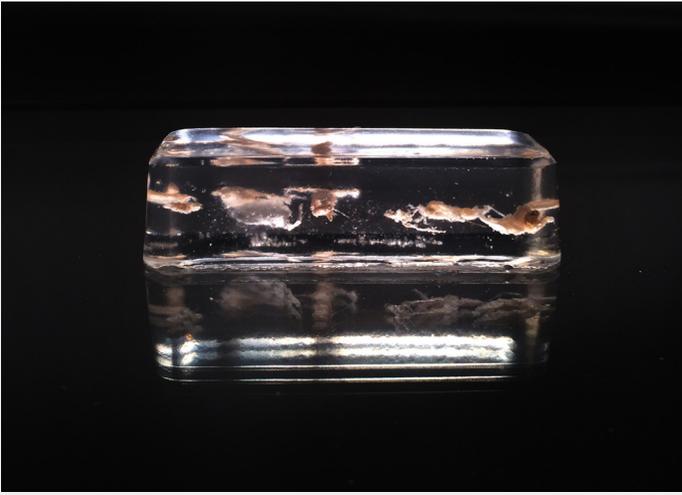
Aïon (fr)



Jacopo Sarzi (it)



I'm a Kombo (dk)



Miriam Simun (usa)



Germain Bourre (fr)



Studio Appetit (il)

Galerie Joseph

Galerie Joseph — Rue Braque is located in the heart of Le Marais between rue des Archives and rue du Temple, near the Pompidou Centre and the French National Archives.

A 10 meter long window looks onto a historically classed 18th century courtyard situated in the 3rd arrondissement. Spread across 175 square meters, the “thinking food design” exhibition welcomes 24 projects from 12 different countries.

Thanks to French furniture manufacturer OXYO enjoy a coffee or cocktail on the Weekend Collection by Studio Brichet-Ziegler, or a quick read on La Grande Motte by François Azambourg.



thinking food design is a non-profit project initiated by Earlwyn Covington and Marc Bretillot, a pioneer of food design, at the Paris des Chefs in January 2012 (launch of the mobile version in 2013) to discuss via video and web-technologies the growing gap between food-cultures, society, industry, uncertain food futures, and the act of eating. Articles in Disegno, Wallpaper Magazine, le Fooding, and numerous exhibitions, conferences and workshops in France and abroad, the platform has 20,000 visitors per month in more than 100 countries.



Royaume des Pays-Bas



FERRANDI
L'ÉCOLE FRANÇAISE DE GASTRONOMIE
PARIS

 Food in touch

 OXYO

 SAMSUNG

 thinking food design

 galerie | JOSEPH