

# Does it Dinner



## **Vol. 03** **Food**

"Food shapes us and expresses us even more definitively than our furniture or our houses or our utensils do."

***Much Depends On Dinner***

Margaret Visser

# Welcome

Food fuels us and inspires us. It is a creative medium, a color palette, a taste sensation. It's common to all cultures, yet it provides endless variations, configurations and expressions. It's a necessity and a source of pleasure. It's political, industrial, social, cultural, geographical and nutritional. It's small-scale and super-sized. It takes the form we give it, and it gives us form in return.

Artists, designers, journalists and others are placing food center stage, like never before – from Rirkrit Tiravanaja's in-gallery guerilla dinners and Marti Guixé's pop-up restaurants to the burgeoning Slow Food Movement and ever-critical cinematic explorations of the food industry.

In this third volume of *Designs on*, it's our turn to assimilate our thoughts on food and turn them into new ideas for products, campaigns, interactions and environments. Bon appétit!

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# Colors

14%

**01**  
**UNDER-  
NOURISHED**

According to surveys conducted by the American Dietetic Association, only 14% of Americans eat enough fruits and vegetables; which is at minimum 5 servings per day. Considering that 9 servings per day is the recommended daily intake, we're well below target.

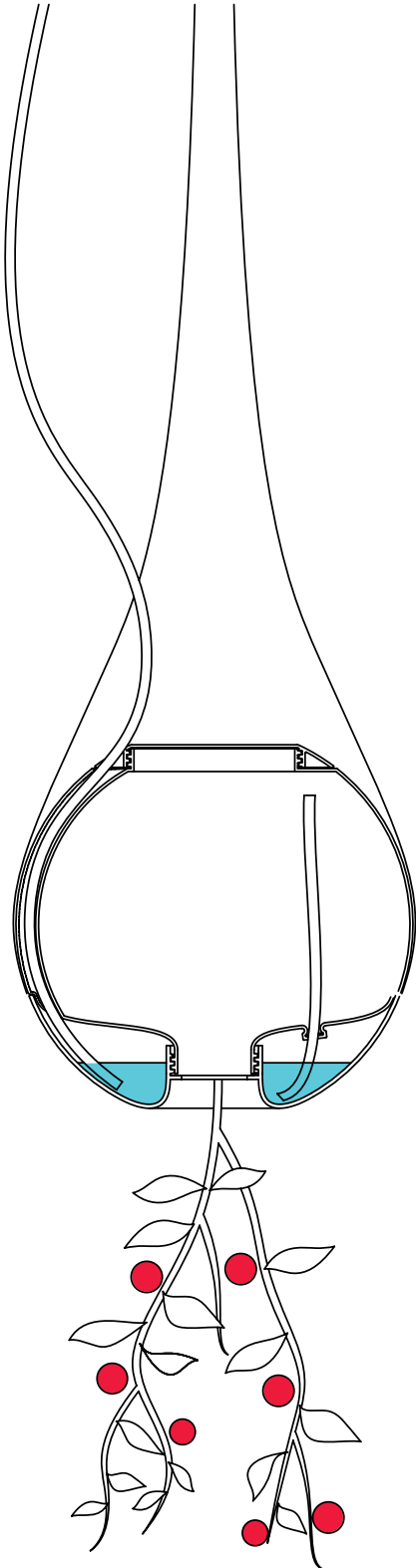
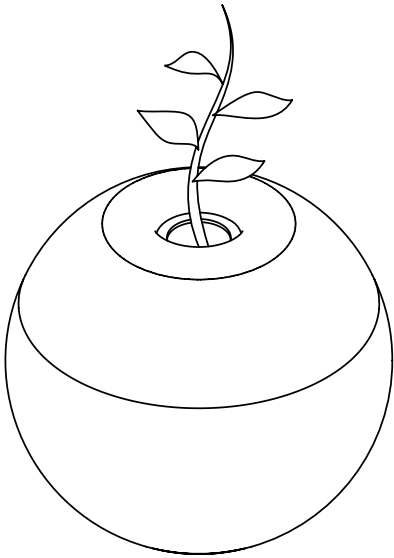


# Drip Gardens

By Elger Oberwelz and  
Joerg Student

These maintenance-free vertical gardens, equally suitable for both private and public use, distribute vegetable nourishment at no cost. Entirely self-sufficient, Drip Gardens

thrive off atmospheric moisture from several as yet untapped sources in the 'urban wild' — everything from rain gutters and air-conditioning units to dripping faucets and fog.



**OVERWEIGHT**

This is the first time in history that we foresee a younger generation having a shorter lifespan than their parents, due to overeating and malnutrition. 60% of adult Americans are obese, and this number is predicted to rise to 75% by 2015.

# 60%



## Plate

By Thomas Brisebras

Since the 60's, alongside soaring obesity rates, the average plate size has increased from 9 to 12 inches in the US. Plate reduces the quantity of food intake, while giving the impression of a generous serving. Right side up, the plate is designed to reveal three size-appropriate portions, reflecting the components of a balanced meal — vegetable, protein and carbohydrate. Beneath, it gives information about recommended foods, e.g. less red meat for body health, as well as Earth health (i.e. lower carbon emissions).



23,



03

## IN VITRO MEAT

23,000,000 chickens are killed every day in the US for human food consumption. This out-of-whack food pattern has necessitated intensive, industrial farming techniques, whose impacts are neither good for humans (animal-borne illnesses) nor chickens, who go “from shell to hell on factory farms.” In response, PETA recently offered \$1 million to the first scientist who could bring lab-cultured meat to the market.





## Cotton Chicken

By Larry Cheng

*Wired* magazine recently reported that “stem cells are bathed in a nutrient-rich soup; as they grow, the material is stretched to mimic the flexing that gives in vitro meat its texture.” Cotton Chicken is a design concept that builds on

this scientific development. It is a pultrusion of cultured chicken meat, spun like cotton candy, or pulled like fresh pasta. It is then seasoned to perfection, flash-fried, and wrapped delicately around a skewer of bamboo.





## **04** **PROCESSED PEOPLE**

It is estimated that about 90% of the money that Americans spend on food goes towards the purchase of processed foods. The WHO (World Health Organization) says these unnatural food products are to blame for the sharp rise in chronic disease and off-the-chart obesity rates.



# Stamp of Approval

By Stephen Kim

Most foods today come wrapped in packaging replete with nutrition labels. Mysterious names populate the list of ingredients, yet the label seems to mark the product as 'real food'. Why don't raw fruit and vegetables receive this same identification to let people know what they are about to eat?



# 35



05

## FORM FACTORS

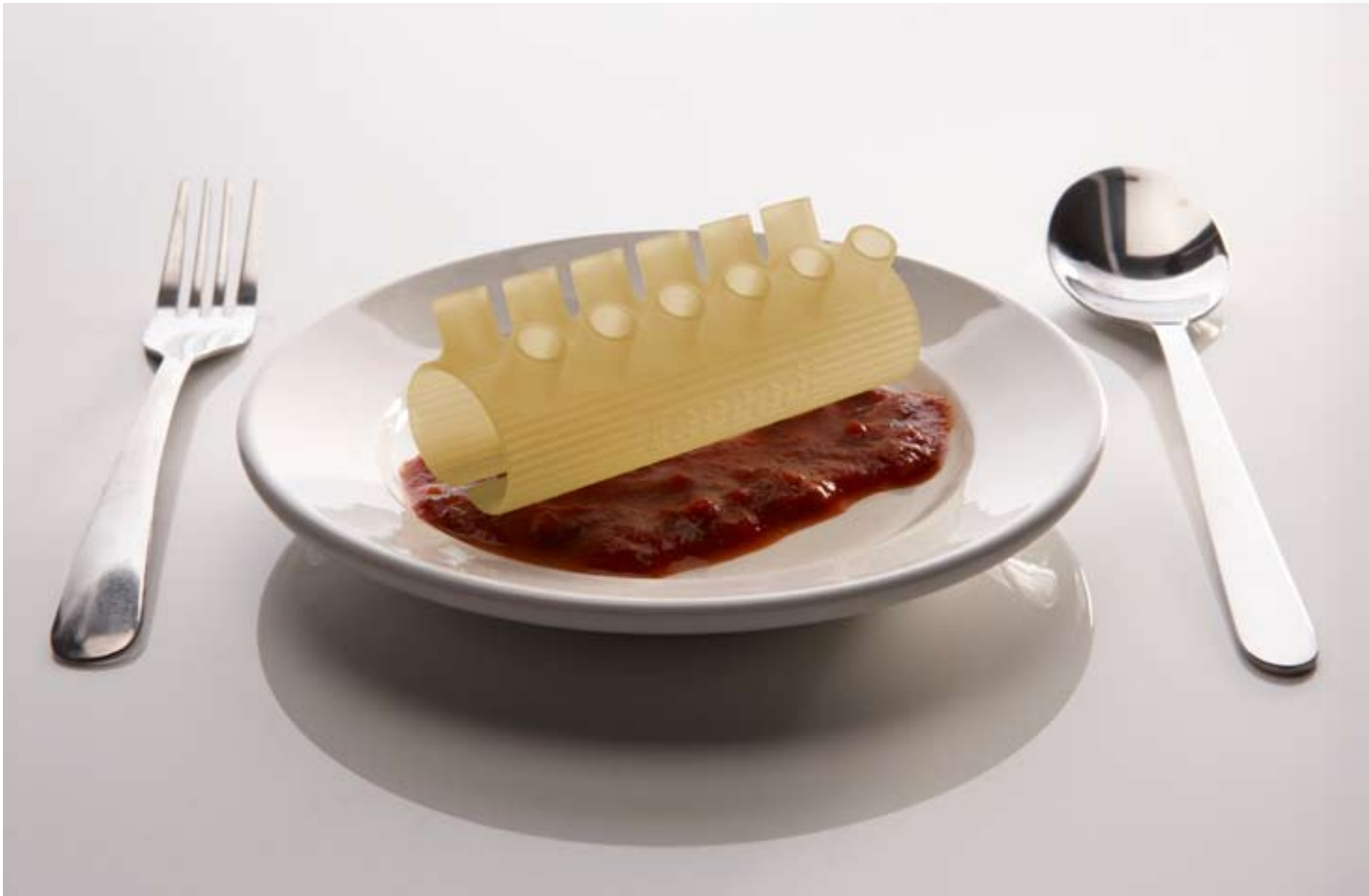
There are already about 3,500 different shapes of pasta on the market, so it's clear that this edible medium is fun to experiment with, not to mention enjoy with a good glass of wine. The form of pasta informs our experience of it — how it tastes, how it carries sauces, how it influences how we cook, how it might inspire conversation.



# Pasta Ferrari

By Thomas Overthun

There are few things more Italian than pasta and Ferrari cars. This design concept marries the popular comfort food with the V12 engine of the renowned automotive brand: Pasta Ferrari is at once high tech and low tech; a luxury and a vital need. Diners, start your engines!



**06**  
**BRUSHING**  
**BEHAVIORS**

10 out of 12 dentists recommend that people brush their teeth for roughly three minutes, three times a day, after every meal. But, on average, people reportedly brush once a day, before going to bed, for only 46 seconds.

**46SECONDS**





## Word Of Mouth

By Blaise Bertrand, Martin Kay  
and Byron Parr

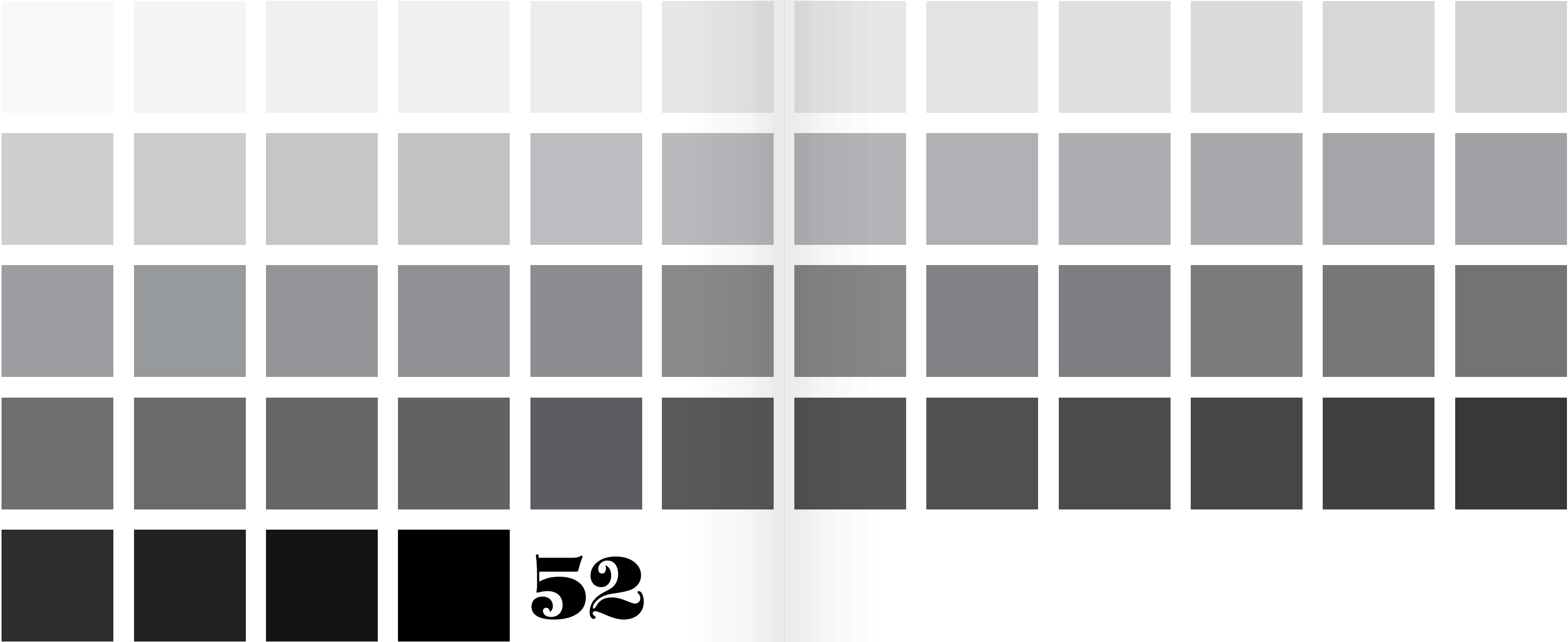
Word of Mouth is a sweet treat that tastes terrific and is good for the teeth. Made from frozen yogurt with probiotic cultures, it delivers 'good bacteria' to the mouth — and its handle, a stick from a tree infused

with natural anti-cavity agents, cleans your teeth when finished. Its packaging offers a third perk: acting as a mirror, you can you can sneak a teeth-peek. (See ya later, spinach.)



07  
COLOR  
RELATIONS

In every language, there are culture-specific associations with color. In English, for example, people identify 52 different blue tones. In French, there are only 44. Why is that? What constitutes a color? Could anyone invent a color and instigate its use in language?





# The Taste of Color

By Arvind Gupta

When you were a child, were you curious about the flavor of Fire Engine Red? Sky Blue? Sun Yellow? This concept offers a color palette

for the palate – a box of crayon chocolates that stir up memories and make the relationship between color and taste tangible.



## Sky Blue

antarctic sea salt, zest of orange, 42% chocolate, white truffle, mint.

## Dove White

coconut, banana, cilantro, white chocolate, cucumber.

## Naples Yellow

lemon, olive oil, rosemary, chocolate, saute, fire engine red.

## Burnt Orange

cointreau, mescal, 52% chocolate, saffron, cumin.

## Pink

passion fruit, clotted cream, 42% chocolate, amaretto, ginger.

## Royal Purple

essence of oresteia caviar, royal jelly, blueberry, 70% chocolate, champagne.

## Fire Engine Red

cayenne pepper, rum, alder smoked sea salt, lapsang sou-chong tea, chocolate.

## Pitch Black

licorice, 100% chocolate, absinthe, pepper - peppaju namak.





There's good reason the old adage advises "an apple a day keeps the doctor away" as this versatile fruit contains about 50 calories and consists of about 80% water (like the human body). It also delivers 2.3 grams of fiber, 0.4 grams of protein, 11.8 grams of sugar, 2 grams of vitamin A, 15 milligrams of vitamin C, 0.02 milligrams of vitamin B1, 0.01 milligrams of vitamin B2, 0.05 milligrams of vitamin B6, and 0.05 milligrams of vitamin E. Altogether, this palm-sized fruit can really pack a punch.



Fun With Fruit

By Jennifer Leonard

The gold standard of healthy convenience in a compostable package, fruit has been shaped by human touch (10,000+ years of cultivation) for as long as its colors and forms, fragrances and flavors have sparked human imagination. This communication design concept

revives the ‘still life with fruit’ works of yore through a photography campaign that celebrates the impressive diversity and impeccable designs of fruit. As Salvador Dali once said, “Beauty shall be edible or nothing.”



100 BC |

09  
TURN ONS

As early as 100 BC, aphrodisiacs were sought out as remedies for various sexual anxieties, including fears of inadequate performance or the need to increase fertility. Substances with naturally occurring seed, or semen, like bulbs, eggs and snails, were considered to possess sexual powers. Other types of foods, resembling genitalia, were believed to be stimulating. To this day, people continue to entertain such notions.





# Mmmplant

By Bosung Kim

Mmmplant is a design concept that depicts a biotech future where food and love co-mingle in the landscape of the human body. Performative in nature, it plays at the border of cultural norms and taboos:

cultivating and harvesting life forms, human or otherwise, versus the (romantic) cannibalistic act of planting seeds in the body of a lover and later eating the living evidence.



500,000

## 10 FERMENTATION

More than 500,000 beer varieties are known today, likely because this fermented beverage is relatively simple to make, tastes great (mostly) and causes mild to moderate euphoria. The earliest traces of beer in ancient pottery date back as far as 6000 BC.



## Beeries

By Alex Coriano

Building on the tradition of fruit-infused beer – lime in a Corona, lemon in a Hefeweizen – Beeries flip the equation and put the beer in fruit. Using semi-dehydrated berries, then re hydrating them in your beer of choice, Beeries become an edible

form of alcohol, or a delicious snack with ‘buzz’. Beeries have the potential to take on endless flavor profiles, such as Guinness BlueBeeries, Becks StrawBeeries and New Castle CranBeeries.



## 11

### DINING OUT

An average of 1 out of every 5 meals consumed by Americans (4.2 meals per week) is prepared outside of the home, in a commercial setting. An average of 14.4 meals per week are privately prepared, and the remaining 2.4 meals are skipped altogether.



Inspiroma

By Emily Lannon

Ever walk into your kitchen at the end of a long day without a clue what to prepare for dinner? Inspiroma is an aroma filtration system meant to inspire dinner ideas. Simply scroll through the portfolio of programmed aroma-recipes and let your nose decide. Choose what suits and select print for a detailed recipe.

01- Shuffle & Sniff



02- Smell good?



03- Print & Enjoy



# Next issue —



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Printed by:

**Dave Landeck**

[www.graphicproductionsinc.com](http://www.graphicproductionsinc.com)

Printed on recycled paper  
Green Seal and FSC Certified

Cover image: iStockphoto  
Additional photography: iStockphoto

Design

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Special thanks to

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