# IDEM212

Food & Eating Design

Q2 **D**

Food and Eating Design

Designers' contribution to food innovation is relatively small, even though society is challenged to provide people with good quality, healthy, and appetizing food products that are produced in a sustainable way. The regional, seasonal, and perishable character of foods challenges designers to find solutions that connect consumers with agriculture, trading, and processing methods. In addition, food offerings should consider local differences in consumption contexts, habits and rituals.

The Food and Eating Design course makes design students aware of the different fields of knowledge that are relevant for food design and are not part of their regular design curriculum. The main course topics include:

- Agricultural production
- Food technology
- Packaging design
- Sensory perception and aesthetics
- Healthy eating
- Eating cultures
- Food systems
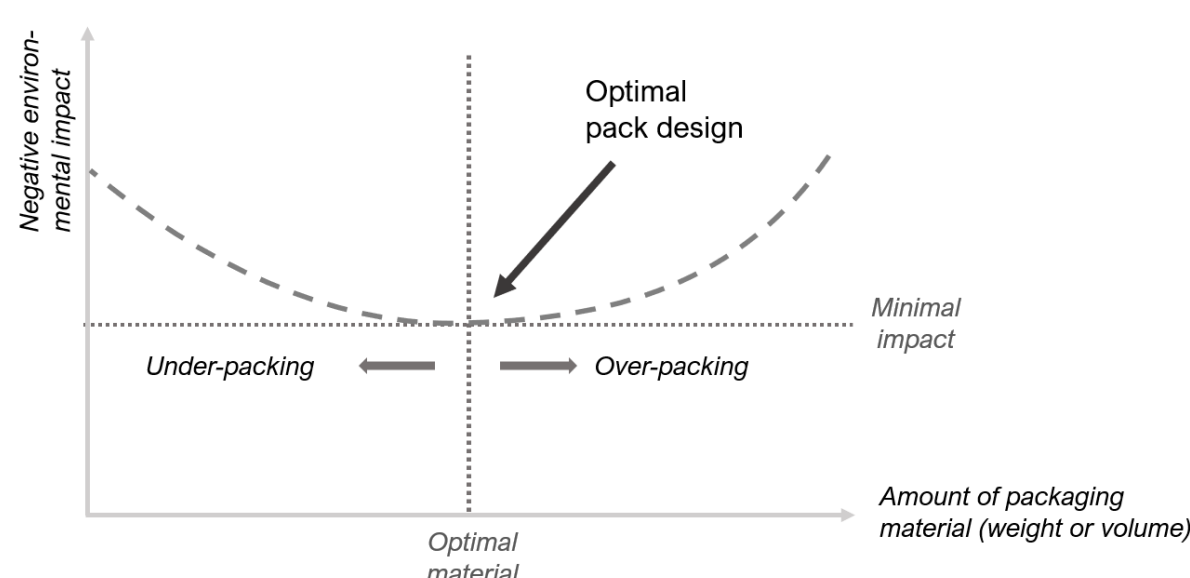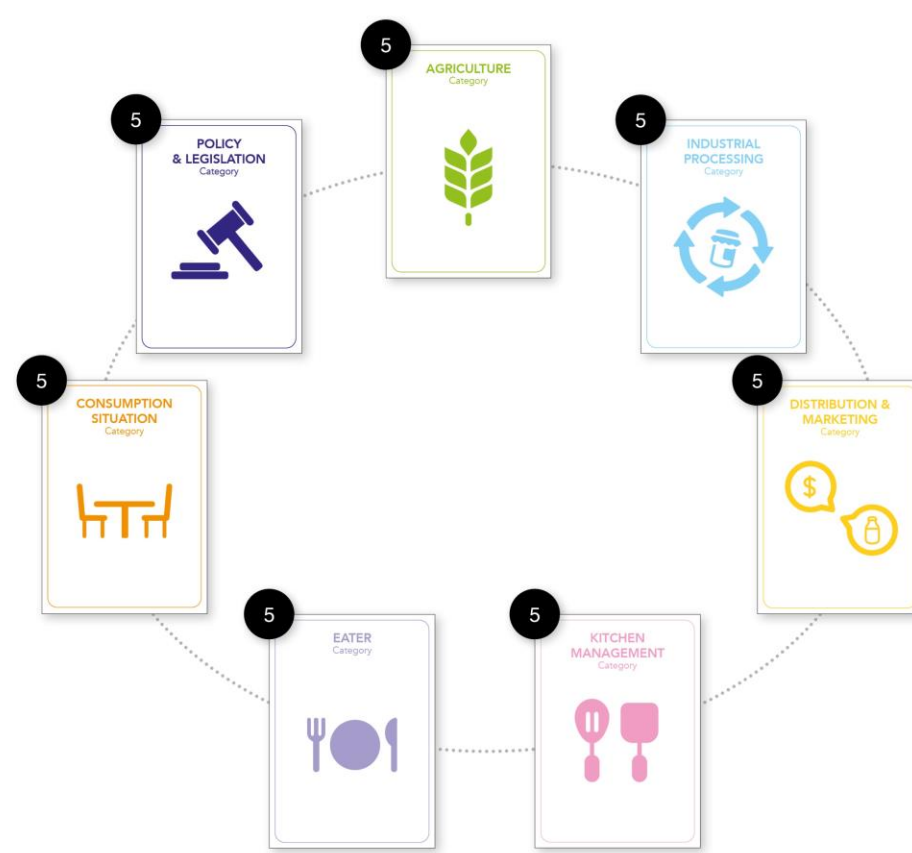
Throughout the course, we pay attention to the impact on sustainability, trying to balance food waste versus packaging waste

Course organization:
- Each week a different topic is treated. In a weekly **writing assignment**, pairs of students apply the new knowledge to a food product of their own choice. The writing assignments together form a report as end deliverable.
- Students work on a **design challenge** individually. The end result will be presented through a poster, presented orally in class.

Soak & Sieve
GAINING FAMILIARITY WITH SOY

Soak & Sieve is a healthy soy product that helps people to integrate the plant-based protein source into their daily eating habits by familiarization.

1. Marketing redesign
Gaining familiarity by a collaboration of Valle del Sole and Albert Heijn Terra.
And familiarizing the consumer and arousing curiosity with the origin of the product by providing three versions.

2. User-friendly redesign
Gaining familiarity on the product use by providing instructions on how to prepare the product, by providing a sieve into the packaging to make the preparations steps more accessible and feasible. And by providing spices to prepare the product with to simplify the cooking process.

3. Packaging redesign
Gaining familiarity by making the product stand out from its competitors by the use of SUS paperboard with a wax coating and by redesigning the shape of the packaging.

Example

Rick Schifferstein

"Creating food experiences that are enjoyable, healthy and sustainable"