Programme (Updating)

OCTOBER 19, 2017 – THURSDAY

8.30 - 9.15 Registration

9.15 – 9.30 Opening Session
ESHTE - FAUL - FLUL – UBI

9.30 – 10.30 Educating people about food

Fábio Parasecoli (New School, New York)

Stepping Up to the Plate: the Synergies between Food Studies and Food Design

"Let’s turn differences in theoretical perspectives, methodologies, and practices between Food Studies and Food Design from a hurdle to an advantage. The two burgeoning fields can find common ground to assess and intervene on urgent food-related issues, introducing change at different levels, from objects and spaces to experiences, services and systems. Interdisciplinarity and the will to question one’s assumptions and approaches is the key to these collaborations."

10.30 – 11.00 Coffee Break

11.00 – 12.45 Session 01 - Cubo
(Moderator: Suzana Parreira)

ID12 Playing with food: reconfiguring the gastronomic experience through play, Ferran Altarriba Bertran; Danielle Wilde
ID16 An interdisciplinary design led investigation into change - a design led experiment with cuisine, Timothy Lynch; Machiko Niimi
ID29 Investigation of Chinese Enclave in Milan to Encourage the Openness: Food Business as a Breakthrough Point, Margherita Pillan; Shushu He
ID31 Innovation Design for Food, Andrea Gaiardo; Chiara Remondino; Barbara Stabellini; Paolo Tamborini
ID36 Designing the integration of familiar agriculture in the supply chain for gastronomic sector in Rio de Janeiro, Ivan Bursztyn; Leonardo Martins

11.00 – 12.45 Session 02 - Amphitheater
(Moderator: Maria José Pires)

ID43 Using design methodologies to problematise the dominant logic of current culinary pedagogy, Adrian Woodhouse; Richard Mitchell
ID42 Design as pedagogy: giving Culinary Arts students agency over their learning, Richard Mitchell; Adrian Woodhouse
ID25 Integrated Food studies education and research: Challenges and potentials for integration and reflection, Mette Weinreich Hansen; Stine Rosenlund Hansen
ID57 Understanding Food Systems Using Design Methods: A Graduate Course and Its Results, Denise Gonzales Crisp

12.45 – 14.15 Lunch
14.15 – 15.45 Experiencing food

Charles Spence (Department of Experimental Psychology - University of Oxford)

Gastrophysics: The new science of eating

"Why do we consume 35% more food when eating with one more person, and 75% more when with three? Why are 27% of drinks bought on aeroplanes tomato juice? How are chefs and companies planning to transform our dining experiences, and what can we learn from their cutting-edge insights to make memorable meals at home? These are just some of the ingredients of Gastrophysics, in which the pioneering Oxford professor Charles Spence shows how our senses link up in the most extraordinary ways, and reveals the importance of all the 'off-the-plate' elements of a meal: the weight of cutlery, the placing on the plate, the background music and much more. Whether dining alone or at a dinner party, on a plane or in front of the TV, he reveals how to understand what we’re tasting and influence what others experience. Mealtimes will genuinely never be the same again.

Whether you are dining alone or at a dinner party, in a restaurant or in front of the TV, Prof Spence reveals the secrets about all the factors that really influence our tasting experiences."

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Héloïse Vilaseca (La Masia - El Celler de Can Roca)

Transversal creativity at El Celler de Can Roca

"The Roca brothers, working in a humble neighborhood of Girona they have never left, have manage to build and exponential career so successful that they have come to have the best restaurant in the world: El Celler de Can Roca. They have erected a complex architecture of innovation thanks to their kaleidoscopic vision that is a hallmark of their research work and creative development concerning ingredients, techniques, inspiration, meanings, values and mise-en-scène. A combination that results in succulent dishes of extraordinary richness, delicate pieces of precious gastronomic artwork and delicious pairing to delight the senses."

15.45 – 17.30 Session 03 - Cubo

(Moderator: Cláudia Viegas)

ID19 Effect of nostalgia triggered by sound on flavour perception, Filipe Leonor; Jonny Lake; Manuela Guerra
ID78 "A Saudade Portuguesa". Designing a dialogical food narrative, Ricardo Bonacho; Cláudia Viegas; Maria José Pires
ID47 Designing for the senses through food design and psychophysiology, Rui Mota; Paulina Mata; Marta Carvalho; Héloïse Vilaseca; Ricardo Bonacho
ID28 Threading Tradition - A Path for Innovation with Methylcellulose Threads, Miriam Santos; Patricia Gabriel; Patricia Fradinho; Anabela Raymundo; Paulina Mata
ID39 Edible Affinities: How Memories Shape our Food, Patricia Gabriel; Paulina Mata

15.45 – 17.30 Session 04 - Amphitheater

(Moderator: Fabio Parasecoli)

ID67 LX Design with food, Teresa Marat-Mendes
ID66 Understanding through critical Design - from affection/aesthetics to knowledge, Morten Hedegaard Larsen
ID54 From Coffee Arabica to Coffee Persona: A Turkish Cup of Pleasure, Nihal Bursa; Z. Mine Galip Koca
ID53 Carved Offerings: Sculpting Butter As a Centerpiece of Diet, Sophie Slesinger
ID60 Tourism Experience Through Food Design: Case of the City of Phuket, Aracha Krasae-in; Rodjanathum Napawadee
17.30 – 17.45 Short Break

17.45 – 19.00 Projects 01 - Cubo
(Moderator: Maria José Pires)

Edible Archetypes Recipes as Typological Transcripts: Lemonot Sabrina & Lorenzo
Connecting Local Producers to Local Consumers the Context of Southwest BC 2016: Iryna Karaush
Bitting the Law: Esteban Puebla
Feeding the dialogue: Understanding food systems through design: Bree McMahon; Amber Ingram; Dajana Dajana Nedic; Clément Bordas; Grace Anne Foca; Mac Hill; Rachael Paine
Outside: Juliana Falchetti

17.45 – 19.00 Projects 02 - Amphitheater
(Moderator: Cláudia Viegas)

Community design and traditional Food spaces: Mercado Fora d’Horas case study: Alexandra Santos; Joana Lessa
Tempero - Creative tourism that combines gastronomic traditions with design: Alexandra Santos; Marco António I. Santos; Susana Calado Martins
A Luz Ideal, a well-lit corner: Pedro Cortesão Monteiro
Coolkidney - Food Trends Analysis in Kidney Patients of Bogotá: Bibiana Vivas Barrera
Contradictions: Fábio Pereira; Fábio Abreu
Contatto: Giulia Soldati

OCTOBER 20, 2017 – FRIDAY

8.45 – 9.00 Opening Session
ESHTE - FAUL - FLUL – UBI

9.00 – 10.30 Designing for/with food

Sonia Massari (Gustolab International, Scuola Politecnica di Design, ISIA Design School)

Food System Design: new critical and creative mindsets for food experts.
“The learning objectives of food system education are continuously redefined with the aim of providing food experts with the necessary skills to change food systems and support more sustainable and healthier food value chains. This speech will explain the potential of design in food education, agriculture, food science, food politics, food economy, etc. Presently, the opportunities for design are numerous and future food innovators want to understand whether it is possible to use food design to help people have healthier and more sustainable behaviors. If this is possible, in the near future, we could potentially have a generation of “sustainable natives”, i.e. individuals who are born and grow up in a world which only gives them instruments designed to promote correct food practices and consumption habits.”

Honey & Bunny (Martin Hablesreiter & Sonja Stummerer)

“You buy, process, and eat design. You ingest design. Design is a part of you. Eating is a daily cultural act which more or less adheres to your values. Every change in eating behaviour has an effect on the ecosystem and socio-economic processes. It makes a difference whether a society choses a monotonous, centralised, industrialised, or a biodiverse, diversified, sustainable food supply. The central question is how we can provoke change in our eating behaviour. Every bite is a political act; what we eat when and why can cause undignified working conditions in Spain, soil erosion in central Africa, or burning Amazon forests. Questioning daily food consumption is not related to diets, recipes, or gourmet critiques, but deals with CO₂ emissions, fracking, or genetic modification. Every bite is cultural; every bite is political. We want to position food as an essential political issue in the centre of society
because the daily consumption of calories is not just a matter of enjoyment and taste, but also of the attitude towards life and mind-set of a society. Design processes are neither prescribed by nature nor economy — they are malleable. Design makes our system; design is culture and design can bring about change. What and how we create is an expression of culture, society, and attitude towards life. Our ideas on SUSTAINABLE DESIGN start where design and sustainability, daily habits, and rituals based around object and consumption intersect. We see design as a political act and want to interlink research and knowledge with artistic intervention and design-oriented experimentation. The long term goal is the establishment of sustainable design.

In response to the theoretical research and efforts to prove climate change and the justification of sustainability, we pose the question how, by means of design and intervention, changes in behaviour and mind-set regarding objects can be initiated.

10.30 – 11.00 Coffee Break

11.00 – 13.00 Session 05 - Cubo
(Moderator: Sara Velez)

ID27 Design and development of a lunchbox to carry healthy meals, Verónica Duarte
ID61 Food Perception Shift through Tableware Design, Nauris Cinovics
ID35 The importance of the multidisciplinary approach in sustainable food packaging design, Agnese Pallaro; Chiara Lorenza Remondino
ID11 Eating while walking, Awoniyi Stephen
ID24 Place Setting: Immersive Service Ware Design for Restaurant Spaces, Nicholas Bender; Yi Si Tan

11.00 – 13.00 Session 06 - Amphitheater
(Moderator: José Vicente)

ID44 An experimental dialogue between Food Design and Branding. The case of the rebranding of Europarque, Paulo Marcelo
ID6 The Contribution of Gastronomic Tourism to the Branding Strategy of a City, Dilek Hocaoglu
ID77 Understanding patterns of rice consumption and stimulate consumer empathy through food design thinking, Ana Castanho; Luís Cunha; Jorge Oliveira; Manuela Guerra; Carla Brites
ID75 Designing of New System for Presentation of Nutritional Information on Foods, Alice Pires; Ricardo Bonacho; Cláudia Viegas
ID41 A new trend in food preservation: Antimicrobial packaging, Kamile Turhan

13.00 – 14.45 Lunch

14.45 – 16.15 Food for though

Alison J. Clarke (University of Applied Arts Vienna, Papanek Foundation)

Prawn Cocktails and Black Forest Gâteaux
A Design Anthropology of Retro Foods

“A whole genre of media have boomed over the last decade based on mocking the bizarreness of food from former decades through a lens of what one might describe as “chrono-voyeurism”: We ridicule the 1950s luminous Jello-pineapple and ham puddings, the aspirational vulgarity of 1970s Black Forest gâteaux, and the seemingly infinite nineteenth century obsession with aspic and undisguised animal parts. Ultra metropolitan modish eateries regular feature ‘retro’ recipes on their menus, served with a twist of irony. But this mockery belies a broader denial of food’s significance in creating us as social beings, and how food and its design has always been the principle means of ‘making’ us both bodily and culturally.

This talk explores the intersections of food as a genre of design, and its intersections with anthropology, to question how we might give more credence to the popular history of food.”
"Tempo da Terra" and tomorrow’s food

"...tempo da Terra" as a conceptual journey throughout the symbiosis between landscape and the final ingredients, working in specific cycles and not the common seasons. What can we expect for the near future in terms of food and how to present it?

Visual Design and conceptual design. How to develop a dish from scratch?...

16.15 – 17.30 Session 07 - Cubo

(Moderator: Elisabete Rolo)

ID17 The Heterotopias of Food: spaces and (other) places in food practices, Diego Jesús Virgen Castro; Tenna Doktor Olsen Tvedebrink; Iñaki Martínez de Albeniz

ID13 Culinary Spaces: A Dialogue Between House and Food, Mariana Sanchez Salvador

ID14 Architecture and Gastronomy: Crossing Disciplinary Fields, Mariana Sanchez Salvador

ID83 Receiving | Perceiving Literature through Gastronomy and Design, Ricardo Bonacho; Cláudia Viegas; Ana Daniela Coelho; Alcinda Pinheiro de Sousa; Maria José Pires

16.15 – 17.30 Session 08 - Amphitheater

(Moderator: Alcinda Pinheiro de Sousa)

ID62 The ethical issue of animal rights and its narrative representation in two Portuguese vegetarian literary utopias, José Eduardo Reis

ID23 Deconstructing Situated Cultural Differences: A Case Study of Traditional Food Systems in India, Tejas Dhadphale

ID81 Designing sustainable productive chains: The case of community Oyster from Alagoas - Brasil, Marcela Pimenta; Ivan Bursztyn; Inmaculada Borrella

ID7 The presence of “authenticity” in the reality show MasterChef Brazil – 2nd season, Juliana Falchetti

17.30 – 17.45 Short Break

17.45 – 19.00 Projects 03 - Cubo

(Moderator: Ricardo Bonacho)

Assagio Cutlery for Cheese Tasting, Federica di Pietro

Coffee on Embers, Burcu Kisla

Massas Frescas com Leguminosas, Flúor Studio

Chessnut Lab, Miguel Fonseca

Mold, LinYee Yuan

17.45 – 19.00 Projects 04 - Amphitheater

(Moderator: Ana Daniela Coelho)

Our Vegetarian Ancestors: Reading O Vegetariano (1909-1935) in the 21st century, Fátima Vieira; Joana Caetano - Projeto ALIMENTOPIA/Utopian Foodways

GhostFood: Miriam Simun

Jantar ao Luar, Carlos Baptista

To Flavour our Tears, Emma Conley

Receiving | Perceiving Angela Carter through Gastronomy, Maria José Pires; Marie Dulvey
In this workshop we will discuss the topic of sustainable diets, starting with the first meal of the day: breakfast.

First of all: what do we mean for sustainable diets? What is Healthy? What is Sustainable?

The United Nations Food & Agriculture Organization (UN FAO) defines sustainable diets as: "Those diets with low environmental impacts contribute to food and nutrition security and to healthy life for present and future generations. Sustainable diets are culturally acceptable, accessible, economically fair and affordable; they are protected and respectful of biodiversity and ecosystems; nutritionally adequate, safe and healthy; while optimizing natural and human resources."

But what does that mean in practice?

I SESSION
We will begin the workshop by creating a healthy sustainable diet mapping.

II SESSION
After that we will work in pairs.
The goal will be to use the design thinking methodology to become empathetic and to know what values people use to define their own meals. We will focus mainly on breakfast. We will use techniques used by IDEO (design company) to use a human centered approach, and to think creatively about new forms of breakfast.

III SESSION
There will be a narration session, where all the ideas that come out of the second session will be discussed and analyzed.
At this point, we will have small work teams to finalize the most interesting ideas.
Our idea is to work on
• food as matter
• spaces
• containers and packaging
• behaviors
In the co-design phase, the participants worked together to finalize the final ideas and provide an idea of "sustainable diets" through a few prototypes of breakfasts.

Angela Carter. Appetites beyond the grasp of imagination Part II

‘Reading a book is like re-writing it for yourself.
And I think all fiction should be open-ended.
You bring to a novel, anything you read.
All your experience of the world.
You bring your history and you read it in your own terms’.
(“The Company of Angela Carter” 1985)

These words, by one of the most unusual and talented writers of the 20th century, echo a concern with simultaneously sabotaging and invigorating past experiences, since for Angela Carter (1940-1992) texts are intrinsically self-dismantling and open to new readings.
Just as writing is as creative as reading — ‘I am all for putting new wine into old bottles, especially if the pressure of the new wine makes the old bottles explode’ ("Notes from the Front Line" 1983) — we are working on a more original (re)reading of The Bloody Chamber (1979): gastronomically.

This widely known collection of short fiction by Carter offers the possibility of reading her as a post-modern fabulist reimagining fairytales — “she felt that she was extracting the latent content of the original tales, not creating clever new modern takes on them” (Edmund Gordon 2017). Accordingly, the choice of this collection tones with Carter’s own description of herself as a ‘demythologiser’ and our interpretation of her enquiring, controversial and beguiling nature defined the challenge now suggested to previous students of the MSc in Innovation in Culinary Arts (ESHTE) to perform this second multisensory experience, where guests may perceive the literary work from a distinctive (re)interpretation. The idea that we all perceive the same reality is an illusion. From the individual perception, we can translate stimulus that allows for the reconstruction of reality.

As previously, this will be a unique moment which reflects creatively a way of receiving literature through gastronomy. You may have a glimpse of the sensory experience (part I) which took place at the Estoril High Institute for Hotel and Tourism Studies (ESHTE) in May 2017, through a TV news (), journalistic pieces (SAPO & Alexandra Prado Coelho), guests’ feedback and learn more about the project Receiving | Perceiving English Literature.

‘One dinner honestly paid for, for a wonder’ ("Puss-in-Boots", The Bloody Chamber, 90)

For more information please contact:
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