**October 19, 2017**
— Thursday

**8.30 – 9.15 Registration**

**9.15 – 9.30 Opening Session**

ESHT – FAUL – FLUL – UBI

**9.30 – 10.30**

**Educatting people about food**

Fábio Parascolli (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 design led experiment with cuisine, Timothy Lynch; Machiko Niimi

**ID29** Investigation of the chinese enclave in Milan to encourage openness: Food business as a breakthrough point, Metteria Pillan; Shushu He

**ID31** Designing the integration of familiar agriculture in the supply chain for the gastronomic sector in Rio de Janeiro: Filipe Leonor; Jonny Lake; Manuela Guerra; Ricardo Bonacho; Cláudia Viegas; Ricardo Bonacho; Cláudia Viegas.

**ID36** Effect of nostalgia triggered by sound on flavour perception, Filipe Leonor; Jonny Lake; Manuela Guerra

**ID73** “A Sabor Sublime, Português”: Designing a dialectical food narrative, Ricardo Bonacho; Cláudia Viegas; Maria José Pires

**ID47** Designing for the senses through food design and food marketing, Rui Mota; Paulina Mata; Marta Carvalho; Héloíse Vilaseca; Ricardo Bonacho

**ID28** Translating tradition – a path for innovation with methylcellulose thixotropic nuances, Miriam Santos; Patrícia Gabriel; Patricia Fradinho; Anabela Raymundo; Paulina Mata

**ID39** Edible affinities: How memories shape our food, Patricia Gabriel; Paulina Mata

**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. Meals 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."

**15.45 – 17.30 Session 03 (Cubo)**

**Moderator:** Cláudia Viegas

**ID19** Playing with food: reconfiguring the gastronomic experience through play, Ferran Altarriba Bertran; Danielle Wilde

**ID25** Designing the integration of familiar agriculture in the supply chain for the gastronomic sector in Rio de Janeiro: Filipe Leonor; Jonny Lake; Manuela Guerra; Ricardo Bonacho; Cláudia Viegas; Ricardo Bonacho; Cláudia Viegas.

**ID39** Edible affinities: How memories shape our food, Patricia Gabriel; Paulina Mata

FOOD and interdisciplinary research are the central focus of the 1st International Conference on Food Design and Food Studies: Experiencing Food, Designing Dialogues, reflecting on interdisciplinarity as not limited to the design of objects or services, but seeking awareness towards new lifestyles and innovative approaches to food. Across the social sciences, through Food Studies researchers, have continuously looked for how food influences and shapes society, there is a growing interdisciplinary interest in Gastronomy, similar to where more projects try to solve problems related to different food systems. Worldwide academics and media are currently discussing examples of these Design processes around food and this emerging phenomenon: Food Design, Gastronomy and Culture interact at different levels and shape the food production, communication and distribution by valuing and bringing to life aspects much wider than the mere question of feeding as an act of survival.

In Portugal, there has not been much research on the relationship between Design and Gastronomy; hence the relevance of having the enormous attention given to restaurants and chefs, researchers and professionals with the impacts of Food Design. Additionally, a new sense of social responsibility emerged, where chefs and designers react to face the challenge of a positive change in the paradigm of food. The latter only recently looked at food and food services from different perspectives, developing and applying new theories of food as food become the focus of various areas of Design – either from Graphic Design to Product Design, or from Architecture to Communication. Numerous aspects influence such a relationship between food and Design, since chefs use Design techniques and tools to create new dishes, experiences, and services, even if they are unaware of it.

**17.30 – 19.00 Reception and Networking**

**19.00 – 21.00 Welcome Dinner**

**21.00 – 22.00 Short Night**

**Free wi-fi**

**User:** guest-eduroam

**Organisation**

Free wi-fi

**Media Partner**

Support:

**Free wi-fi**

**User:** guest-eduroam

**Organisation**

Free wi-fi

**Media Partner**

Support:

**Free wi-fi**

**User:** guest-eduroam

**Organisation**

Free wi-fi

**Media Partner**

Support:
The learning objectives of food system education are to define sustainability, we pose the question how, by expressing culture, society, and attitude towards life. Our mind-set regarding objects can be initiated. "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 chooses a monotonous, centralised, industrialised, or a biodiversity, 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 unbeneficial 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 consumption habits.

Honey & Bunnies
(Martin Hobblett reiter & 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 chooses a monotonous, centralised, industrialised, or a biodiversity, 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 unbeneficial 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 consumption habits.

Alison J. Clarke (University of Applied Arts Vienna, Design History)

"A whole genre of media have boomed over the last decade as public interest in food has increased. From television programmes, to books, cookbooks, and blogs, the media has become an important influence on the way we think about food and cooking. As we become more aware of the impact of our food choices on our health, the environment, and animal welfare, we also become more interested in the social and cultural aspects of food. The food industry has responded to this increased interest by producing a range of media that help us understand and make sense of the complex world of food. These media include recipes books, cookbooks, and blogs, as well as television programmes and documentaries. In this talk, I will explore the ways in which the media have shaped our understanding of food and the impact of our food choices on our health, the environment, and animal welfare.

Angela Carter: Appetites beyond the grasp of imagination Part II

Anita Desai. "The presence of authenticity in the reality show MasterChef India..."

The presence of authenticity in the reality show MasterChef India...