

# 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 the chinese enclave in Milan to encourage openness: Food business as a breakthrough point*, **Margherita Pillan; Shushu He**

**ID31** *Innovation design for food*, **Andrea Gaiardo; Chiara Remondino; Barbara Stabellini; Paolo Tamborrini**

**ID36** *Designing the integration of familiar agriculture in the supply chain for the gastronomic sector in Rio de Janeiro*, **Ivan Bursztyn; Leonardo Martins**

**11.00 – 12.45 Session 02 (Room 5.0.13)**

(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 (unexpected) results*, **Denise G. 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.”

**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; Patrícia Gabriel; Patrícia**

**Fradinho; Anabela Raymundo; Paulina Mata**

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

FOOD and interdisciplinary research are the central focus of the 1<sup>st</sup> 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. Albeit 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, similarly to Design, where more projects try to solve problems related to different food systems. Worldwide academia and media are currently discussing examples of these Design processes around food and this emerging phenomenon: Food Design. 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 pairing 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, as food became the focus of the 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.

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**Experiencing Food  
Designing Dialogues**  
1st International Food Design  
and Food Studies Conference  
19-20-21 October 2017

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Food systems are at their maximum resource capacity and designing new ways of thinking about food will possibly bring a different approach to generate sustainable solutions. Accordingly, food production professionals have developed a desire to share knowledge about food, creating new communication networks open and accessible to everyone, where ideas can be freely expressed through creativity, innovation, experimentation and dissemination. Ultimately, rising consumer awareness about economic and social matters on food production – as a response to recent globalism, a concern for the environment or a practical solution to local economic development – brought Design Thinking to the core of many of these issues.

Organisation:

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**15.45 – 17.30 Session 04 (Room 5.0.13)**  
(Moderator: to define)  
**ID67** *LX Design with food*, **Teresa Marat-Mendes**  
**ID66** *Understanding through critical Design - from affection/ aesthetics to knowledge*, **Morten Hedegaard Larsen**  
**ID54** *What is sedimented in the cup: Perceptions of Turkish coffee drinking experience*, **Nihal Bursa**; **Z. Mine Galip Koca**  
**ID53** *Carved offerings: Butter sculpture as a valuable centerpiece of american dairy culture*, **Sophie Slesinger**  
**ID60** *Tourism experience through food design: the 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: Sara Velez)  
*Chestnut Experience LAB*, **Miguel Fonseca**  
*Connecting local producers to local consumers: the context of Southwest BC 2016*, **Iryna Karaush**  
*Feeding the dialogue: Understanding food systems through design*: **Bree McMahon**; **Amber Ingram**; **Dajana Nedic**; **Clément Bordas**; **Grace Anne Foca**; **Mac Hill**; **Rachael Paine**  
*Outside*, **Juliana Falchetti**  
*Coolkidney - Food Trends Analysis in Kidney Patients of Bogotá*: **Bibiana Vivas Barrera**

**17.45 – 19.00 Projects 02 (Room 5.0.13)**  
(Moderator: Ricardo Bonacho)  
*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**  
*Contradictions*, **Fábio Pereira**; **Fábrico Abreu**  
*Contatto*, **Giulia Soldati**

## October 20, 2017 – Friday

**8.45 – 9.00 Opening Session**  
**ESHTe - FAUL - FLUL – UBI**

**9.00 – 10.45**  
**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 CO<sup>2</sup>- emissios, 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.”

**10.45– 11.15 Coffee Break**

**11.15 – 13.15 Session 05 (Cubo)**  
(Moderator: Sara Velez)  
**ID27** *Design and development of a lunchbox to carry healthy meals*, **Verónica Duarte**  
**ID61** *Tableware Design as a Method for Overweight Reduction*, **Nauris Cinovics**  
**ID35** *The importance of the multidisciplinary approach in sustainable food packaging design*, **Agnese Pallaro**; **Chiara Remondino**

**ID11** *Eating while walking*, **Awoniyi Stephen**  
**ID24** *Place setting: Restaurant serviceware design to reconnect the diner with the food system*, **Nicholas Bender Chatham**; **Yi Si Tan**

**11.15 – 13.15 Session 06 (Room 5.0.13)**  
(Moderator: Elisabete Rolo)  
**ID44** *Experimental dialogue between food design and brand creation. The example of Europarque rebranding*, **Paulo Marcelo**  
**ID77** *Understanding rice consumption and encouraging consumer empathy through design thinking*, **Ana Castanho**; **Luís M. Cunha**; **Jorge Oliveira**; **Manuela Guerra**; **Carla Brites**  
**ID75** *Designing of a new system for presenting nutritional information on food items*, **Alice Pires**; **Ricardo Bonacho**; **Cláudia Viegas**  
**ID41** *A new trend in food preservation: Antimicrobial packaging*, **Kamile Turhan**

**13.15 – 14.45 Lunch**

**14.45 – 16.15**  
**Food for thought**

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

**Pedro Pena Bastos** (Herdade do Esporão)  
**“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: Fabio Parasecoli)  
**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** *The Cooking Space: dialogues between House and Food*, **Mariana Sanchez Salvador**  
**ID14** *Architecture and Gastronomy: Crossing disciplinary fields*, **Mariana Sanchez Salvador**  
**ID83** *Angela Carter: Receiving Literature through Food & Design*, **Ricardo Bonacho**; **Cláudia Viegas**; **Ana Daniela Coelho**; **Alcinda Pinheiro de Sousa**; **Maria José Pires**

**16.15 – 17.30 Session 08 (Room 5.0.13)**  
(Moderator: Alcinda Pinheiro de Sousa)  
**ID62** *The ethical question of animal rights and its narrative representation in two Portuguese literary utopias*, **José Eduardo Reis**  
**ID23** *Deconstructing Situated Cultural Differences: A Case Study of Traditional Food Retail Systems in India*, **Tejas Dhadphale**  
**ID81** *Designing sustainable productive chains: the case of the Oyster community from Alagoas - Brazil*, **Marcela Pimenta**; **Ivan Bursztyrn**; **Inmaculada Borrella**  
**ID7** *The presence of authenticity in the reality show MasterChef Brazil – 2<sup>nd</sup> season*, **Juliana Falchetti**

**17.30 – 17.45 Short Break**

**17.45 – 19.00 Projects 03 (Cubo)**  
(Moderator: Ana Daniela Coelho)  
*Assagio Cuttlery for Cheese Tasting*, **Federica di Pietro**  
*Coffee on Embers*, **Burcu Kisla**  
*Edible Archetypes Recipes as Typological Transcripts*, **Lemonot** (**Sabrina Morreale**, **Lorenzo Perri**) and **Pasticceria Nuovo Mondo**  
*LEGU - Massas Frescas com Leguminosas*, **Flúor Studio**  
*MOLD Magazine*, **LinYee Yuan**

**17.45 – 19.00 Projects 04 (Room 5.0.13)**  
(Moderator: Cláudia Viegas)  
*Our Vegetarian Ancestors: Reading O Vegetariano (1909-1935) in the 21st century*, **Fátima Vieira**; **Joana Caetano**  
*GhostFood*, **Miriam Simun**  
*Jantar ao LUAR*, **Carlos Baptista**, **Marta Vuduvum**, **Pedro Rocha**  
*To Flavour Our Tears*, **Emma Conley**  
*Gastronomic and Literary Tourism: Performance, Communication and Culture*, **Alcinda Pinheiro de Sousa**; **Maria José Pires**

## October 21, 2017 – Saturday

**10.00 – 13.30 Workshop**  
*Design Sustainable Diets Systems*, **Sonia Massari & Iryna Karaush**

**14.00 – 16.00 Cultural Tour: Lisbon**

**19.30 – 22.30 Experience Dinner - Palácio Foz**  
*Angela Carter. Appetites beyond the grasp of imagination Part II*