



Project 6 What- Why- How- What if: Cindy Chan Ho Yee 11339483

What: How can food experiences engage independent creatives with reflections on their responses towards current uncontrollable context? ¹

Why: Food is arguably the one medium that involves all senses of the human body. How can we consciously make food for thought? Being a food designer, I would like to explore how the power of food as a medium can go beyond its taste, convenience, its origin and can be expanded consciously to the level of content and culture. This research is targeted to **independent creatives** because by job nature, creatives are a group of professionals who need and have the motivation to answer and respond to the current situation because they are fundamentally change-makers. Meanwhile, being self-employed, they could be more vulnerable to the current situation. As such it is important for them to reflect on their views on the uncontrollable to shed light on what is controllable by them. This is also an accessible target group. The word "**uncontrollable**" is a keyword to describe the current because people worry too much about things they cannot change and have a "temptation of meaning", according to philosopher Slavoj Žižek (Taylor, 2008), towards things they cannot even give a reason or understanding on the happening.

How: the intervention would take place through the brand of Deep Food: started prior to the MAAI course in 2018 and it has been exploring the theme of food for thought since its establishment. The action plan is as follows:

1. **Validation (13/5-1/7):** sharpening the initial research question and doing Initial research: readings on curation/ food/ food as language/ communication and initiating expert connections.
2. **Intervention 0 (27/5-7/6): the Thinkers' Edibles- Mock up:** designing some make-believes to probe, including but not limited to an elaboration on the theme of the uncontrollable current; a guideline of creating recipe (for intervention 1); communication of the final format of the journal (for intervention 3).
3. **Intervention 1 (7/6-1/7, interim review 14/6): the Thinkers' Recipe: an Open Call:** launching a blog on the project on a media outlet of my personal connection, and engaging its existing pool of creative practitioner by inviting them to express their interest and submit "edible essays", that is, recipes.
4. **Intervention 2 (1/7- 19/7): the Thinkers' Edible-summit:** gathering the recipes from contributors, refining and developing them into actual food products or dishes to curate a food teaser experience, inviting targeted creatives from a diversified creative background. Gathering feedback and engaging with a community of practice of food design for further discussions and actions.
5. **Intervention 3 (19/7-9/8): the Thinkers' Edible-journal, volume 1, number 1, 2021.:** engaging with interested collaborators to organize and launch an "editorial" of meal/ food experience in full, launching "edible essays" collected in the earlier phases.
6. **Intervention 4 (9/8 and onwards): the Thinkers' Edibles (naming to be discussed) Manifesto:** Engaging a community of food designer, hospitality industry practitioner to collaborate with creatives of a diverse range of mediums, to collectively, and in a participatory manner, manifest via food experience on how creatives reflect on the partial uncontrollable current situation and spark ideas of possible changes through the controllables.

What if: Upon project mastery, this project engages its creative practitioner into in-depth review and reflection on their current status and context. It could result in the engaged creative community being more mindful of their responses towards the uncontrollable current and hopefully motivate them to address the controllable part these creatives can contribute themselves to, ranging from but not limited to positive actions facing the climate/ food/ energy/ social/ political crisis. If in case the event attracts the least attention, knowledge on using food as a language is explored and can be applied onto further actions, plus the project establishes my network as a food design practitioner.



A. Footnote:

1. **Food experience** refers to any experience involving edible elements “eaterally” (that the person does eat) or conceptually (that the person engages with food but without eating, e.g. reading a recipe). **Independent creatives** refers to self-employed or freelance creative industry practitioners from a diversified discipline of practice, using a variety of mediums, for example, text, images, audio, dance... **Reflections** refer to reviewing matters with a conceptual depth, e.g. a mindset, a worldview. **Creative responses** refer to mindsets and actions in response to the current situation external to the creative practitioner. **Current uncontrollable context** refers to, for example, the pandemic/ crisis in food or energy/ climate emergency/ nature itself.

B. Bibliography:

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2. On food design:

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3. On Human-food-interaction:

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4. On speculative and critical design, discourse and communications:

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The Thinkers' Edibles

5. On food:

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6. On the uncontrollable current

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7. Human Library:

Sonja Stummerer & Martin Hablesreiter, founders of Honey and Bunny (food design and art pioneer)
Marti Guixe (food design pioneer and multidisciplinary designer)
Bompas and Parr (food design pioneer in the UK)
Charles Michel (chef and activist)
Marjie Vogelzang (eating designer)
Course staff from CSM: Culture, Criticism and Curation subject

C. Learning log link:

<https://www.deepfooddesign.com/learning-log>