



OVERVIEW

THE PROJECT INVESTIGATES THREE KEY THEMES: HOW THE SENSORY EXPERIENCE OF FOOD IS INFORMED BY THE INTERACTION WITH THE ENVIRONMENT AND CULTURE. HOW TO TRANSFORM OUR WAYS OF EXPERIENCING FOOD BY DESIGN. HOW TO PROMOTE CHANGES IN FOOD ATTITUDES, HABITS AND PRACTICES. NB: SENSORY DESIGN IS A NEW INTER-DISCIPLINE WHICH SEEKS TO UNDERSTAND THE INTERFACE BETWEEN THE SENSES AND THE DESIGNED ENVIRONMENT. IN RELATION TO FOOD, IT RELATES TO THE FUNDAMENTAL SCIENCE OF FOOD PREPARATION, COOKING AND CUISINE, KNOWN AS "MOLECULAR GASTRONOMY".

THE PURPOSE OF OUR RESEARCH CLUSTER IS TO LINK THE SCIENCE OF FOOD WITH SENSORY DESIGN BY ADDRESSING THE FOLLOWING QUESTIONS:

- HOW TO CREATE A NEW AWARENESS OF FOOD WITH CONSIDERATION TO THE SENSES (PHYSIOLOGICALLY, PSYCHOLOGICALLY AND CULTURALLY)?
- HOW CAN SENSORY DESIGN BROADEN OUR PERCEPTION, EXPERIENCE AND APPRECIATION OF FOOD?
- HOW TO REDISCOVER FOOD BY LINKING THE FINDINGS OF SENSORY DESIGN AND MOLECULAR GASTRONOMY?
- HOW TO DEVELOP A CONCEPTUAL CONTENT AND CONTEXT FOR FOOD AND SENSORY DESIGN?

Activities

We had seven cluster sessions over the course of the study: *The Future of Food*: The session mapped the future cultural context of sensory design. *Food Rituals*: An exploration of cross-cultural traditions in relation to food rituals and to the sensual qualities of food, with a specific emphasis on Western culture. *Sensory Deprivation*: Investigation of the hierarchy of the principal senses and their effect on food perception. *Smart Technologies/New Materials*: To explore the impact of smart technologies in relation to Sensory Design and the delivery of food. *Sensory Alchemy*: The integration of a cross-disciplinary dialogue, informed as a dining experience, prepared by the three-star Michelin Chef Heston Blumenthal at The Fat Duck Restaurant, Bray, Berkshire. *Contextual Aspects of Food and People*: To pursue the cultural issues of food and design in an anthropological context. *Table Landscape*: A cross-disciplinary platform to map the defining features of the "Table Landscape" in terms of sensory design.

The added value of the research cluster was to bring together specialists in different areas to investigate the interface of food and sensory design, both theoretically and practically. This brought new insights in defining a new area of research

and in highlighting relevant applications of sensory design in the redefinition of food habits and politics, in the areas of health and education.

Insights

Future areas of investigation:

- *The First Supper*: The ritual, we will explore the socio-symbolic context associated with food and food presentation.
- *The Table Landscape*: Food presentation: the dining table, artefacts, vessels, containers and the food itself
- *Sex, Food and Videotapes*: The sensory experience of food consumption. These three research areas will converge under the umbrella of the "Table Landscape".