

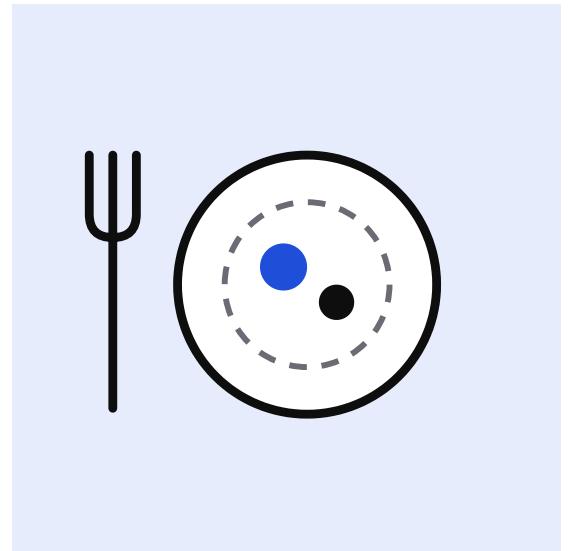
Discipline

Food design

Brings food and design together: it designs food, objects and spaces for eating, food services and the eating experience.

Origin

A practice with several precursors; Zampollo (2012); the International Journal of Food Design (2016)



What it deals with

What we eat depends on many design decisions, from the package to the plate and the restaurant, that are rarely thought through together.

Principles

With food

Food as a material to design with.

For food

Objects and spaces to prepare, serve and eat it.

The act of eating

Design the whole situation: who eats, where, when and how.

Applications in design

✓ Use it like this

Think about food together with its package, its space and the moment it is eaten.

✗ Avoid

Reducing food design to pretty plating.

👁 Don't fall for it

Food also has consequences for health and the planet: take them into account when designing.

Connections

Related to

■ Experience design

■ Packaging design

■ Industrial design

Authors and works

2012	Francesca Zampollo	Proposed a method for designing the act of eating, one part of food design.
2016	International Journal of Food Design	It was the first academic journal devoted to the relationship between food and design.

Sources

Original sources

- Zampollo, F. (2012). Designing new meanings: A design method for eating design. In P. Israsena, J. Tangsantikul, & D. Durling (Eds.), Research: Uncertainty, contradiction, value. DRS International Conference 2012, Bangkok. Design Research Society. [View source \(http://dl.designresearchsociety.org/drs-conference-papers/drs2012/researchpapers/156\)](http://dl.designresearchsociety.org/drs-conference-papers/drs2012/researchpapers/156)

Secondary sources

- International Journal of Food Design (2016–). Intellect. Editora fundadora: F. Zampollo; editor principal: H. N. J. Schifferstein. [View source \(https://www.intellectbooks.com/international-journal-of-food-design\)](https://www.intellectbooks.com/international-journal-of-food-design)

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