Passion for Food
REDESIGNING THE WAY WE EAT

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I will always remember the people who stayed to share stories & bounce wonderful ideas off of.

Forever grateful for my family’s support & patience.
Dedicated to my grandmother and her passion for food.
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Abstract

Where has the passion in food gone? The focus of food has been on the obesity epidemic, as people demand fast, cheap, and easy foods. The symbol of food is no longer seen as a basic need for survival because of the abundance and options of goods. Being unaware of food and its’ power to bring and express so many facets of life, has given me the chance to discover areas that could be redesigned. During these past few years learning about food has made me fully understand these processes as a symbiotic relationship.

In today’s society, what separates people from seeing the value of food is the lack of food knowledge and the connection to their food systems. The disjointed path from farmer to consumer has muted the awareness and ability to understand what happens as a whole. This thesis addresses the need for changes to happen on multiple levels: macro (buying), meso (making), and micro (individual) scales.

The result is three different ways people can redesign the way they eat food. The first, a mobile food system promotes and distributes fresh local produce in Honolulu. Secondly, being able to teach children as well as share a process of making food. The third, having an understanding of what and how people eat. The goal is for people to rekindle their passion for food.
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Introduction
Made with Love

By no means am I a chef or even a great cook, but these past few years have taught me the importance of loving food. Not just eating it, but what ingredients you get and the enjoyment in cooking. Now I realize why my grandma always said to me, “make food with love.” Like love it takes some time, trials to learn, but eventually it turns out for the better. Nowhere else in the world will I be able to get the same food prepared by my grandmother’s hands.

Throughout most of my life my mother carelessly chose foods that were out of convenience, mostly buying unhealthy take out from fast food restaurants instead of cooking homemade meals. This unhealthy lifestyle was affecting not only her, but also the family she also cared for. Watching my mother at the age of fifty face her health issues with high cholesterol made this journey for me all the more urgent. This began my quest to change my own eating habits.

The two most influential women in my life have views about food on opposite sides of the spectrum. While I wish my mom would have recipes to pass down to me, I found this journey to have a passion for food to come at exactly the right time in my life. It has definitely changed me for the better and now I hope this will spark a bit of it forward, curiosity in the least.

So while it may be convenient to go out and buy prepared food, I don’t know who or what made my food. Taste is a memory association and therefore I may have forgotten what I ate last week and some restaurant, but I will never forget dishes made with love.
Situation

Before I went to graduate school, I was with my mother when she warned by her dietitian about her eating habits. I realized the importance of food and how people need to be able to control their food intake. While I see children as the most influential age group, I feel that people of all ages should have a strong food knowledge foundation.

Consequently, the current system has changed everything about the foods we eat. Today consumers are most likely to buy their food from a supermarket rather than direct from the producer. No longer do people have a connection with where their food comes from. My goal is to design environments so people have a thriving food interest to have healthier eating habits and understand how their choices affect not only themselves but the greater food system they take part in.

Key words:

Food systems
Portion control
Visualization
Food knowledge
Passion for food
Overview

Problem

The focus is on people’s lack of curiosity for their own food passions because of what the current market has produced for the mass population.

Objective

I am applying design to the everyday food skills we need to apply (buying, making, eating) rather than just the food itself. This forces the user to become closer to the food process. Food is no longer just a basic need for our survival, as our lack of control for food has become a major health issue in the United States. People need to understand the food system as a whole to be better equipped with what they can or want to achieve.

Audience

The target audience would be people that want to create a healthier lifestyle for themselves and their families by understanding the complete food process.
“[I]f nature won’t draw a line around human appetite, then human culture must step in, as indeed it has done, bringing the ominvore’s eating habits under the government of all the various taboos, customs, rituals, table manners, and culinary conventions found in every culture” (Pollan 298).
Passion for Food
A passion for food means you live to cook and eat, not the other way around.
Part I: Full Impact

When I volunteered at a homeless shelter in Honolulu, I realized the full impact that food industries have. After seeing a child carry a bag of candy and chips, I wanted to understand why a parent would choose to spend money on food with less nutrition rather than on food with nutrition. The location of the homeless shelter is definitely a factor in choosing food choices because the closest produce market is over a mile away, while there are many closer cheaper alternatives. The larger issue was that there were no other options for people to get fresh produce easily and therefore are left with less nutritious options.

Ironically, it’s cheaper to get mass-produced processed foods in cans shipped from the mainland than fresh produce locally. Seeing that our current food system is meant to provide canned foods to people who cannot afford fresh foods.

I was inspired in creating opportunities and ways to have a passion for food.

“Design refers to the will to interpret the meaning of human life and existence through the process of making things... The essence of design lies in the process of discovering a problem shared by many people trying to solve it.” (Hara 24)
Part II: Food & Technology Development

1815: Production of refined sucrose
1850: Supersize grain harvest
1885: Science of Fattening of cattle
1909: Oil Seed Industry
1937: 2 million homes have refrigerators
1939: Frozen foods introduced
1940: Expanding the school lunch program
        McDonald's first store opens
1948: 1 million homes have TV
1955: Home microwave
1975: Fructose Enrichment Technology
1977: Consuming meals away from home
1990: USDA releases food pyramid guide
2011: USDA introduces food plate guide
Part III: Food as an evolution

There has been a loss of food knowledge & skill. It is no longer common knowledge for a person to know about plants that have medicinal or edible qualities. Now doctors, dietitians, and other specialists are the ones whom hold these wealth of information. People now use technology to find solutions. Instead of having family recipes passed down, people now follow recipes from blogs. Now people use the internet to find the answers to their questions.

The evolution of food production has been a large influence on how we eat today. The introduction of technology has made processed foods readily available and cost competitive. As a result, people changed their eating habits. Instead of having most meals at home, many of the meals now occur outside of the home. Fast food is now an easier option for working families.

Maslow’s hierarchy of needs states that food is part of our basic need. However, since food is readily available we no longer have to worry about being able to obtain food. The issue is now obtaining foods that are healthy and affordable instead of cheap and lack nutrition.

[Diagram of Maslow’s Hierarchy of Needs]

Part IV: US Obesity

According to the CDC (Centers for Disease Control and Prevention), in the span of 23 years all of the fifty states except for Colorado have a population with more than 20% of its people obese. Obesity is such a social battle that I understand there are many governmental constraints, but I also know change comes from people joining forces and provoking change.

http://www.cdc.gov/obesity/data/trends.html
“Tell me what you eat, and I’ll tell you who you are”- Brillat-Savarin

This photo shows a multi-cultural potluck, a gathering of different food from around the world that showcase what foods they think of as a piece of home.
Food as a memory

Grandma’s food

While having a language barrier, food was one of the ways my grandmother showed affection towards me. She would cook her braised pork belly specialty in a wonderfully marinated shoyu mix. I would go with her to the neighborhood market to get fresh meat that morning. Watching her carefully pick out her ingredients and bag in these iconic pink striped plastic bags. It was a process I could tell she had been through many times, but yet she still came to do this with pleasure. It was the interaction between the butcher, produce seller, and my grandmother that I found entertaining. They all knew each other through years of exchanging stories and building relationships.

OBENTO

There is something about Japanese culture that creates these kawaii, cute, bento boxes. The envied lunch box with carrots cut out to look like flowers, rice balls that looked like pandas, and sausages that resembled an octopus. Blogs & books teach those who want to have a more playful and visually dynamic meal.

Photo credit: Tara Yanagihashi
“The meal is the essential act of life. It is the habitual ceremony, the long record of marriage, the school for behavior, the prelude to love” (Salter 12).
Food as structure

Due to the constant changes and pressures of daily life, the family social structure has become diminished. Food is seen as a task to quickly finish instead of a time of socialization and daily routine. Many meals are quickly obtained by purchasing prepared foods or microwaveable foods. This evolution has created a value of food, expressed by large food corporations, and it is that a person should have food quickly at your fingertips. Thus, there is a lack of emphasis placed on what food means in people’s lives as a benefit to not only their health but as a way to provide daily structure.

However, due to “[c]ontemporary urban lifestyles and changing family composition and residence help to erode the structure and meaning of cuisine. Fewer people come together for meals and the number of meal elements and preparation time decline; traditional snacks also have lost structure. Contemporary urban foodways now include an element of peripatetic grazing that typically involves less diversity of foods and features items of low nutrient value” (Etkin 45).
Food as health

“More and cheaper food could be produced with chemicals, but it would be less and less nutritious. That’s what we have today: hot and cold fast food available 24/7 and an epidemic of an illness called obesity” (Mallet 219).

As the saying goes “you are what you eat” holds powerful truth in the matter that the human body cannot keep up with consuming cheap, fried, non-nutritious foods. As large food industries dictate that food should be fast, convenient and cheap the less value is placed on the nutrition of food and instead on the cost. It is up to the consumer to understand the strong correlation between the food the eat and their health. Throughout history, food from local sources have been healthy for the people living in the area. The rise of obesity and obesity-related illness around the world can be attributed to the spread of a distinctly non-local diet defined by large amounts of meat, fried food, sugar, and highly processed goods.

Instead of fixing health after the fact, food should be thought of as a curative to the preventive side of the problem. Food is an important tool for people to achieve a healthy lifestyle. Food is not the only solution to the obesity epidemic but other tools such as exercise also needs to be part of people’s routine.

“A case in point is obesity, which contributes to several of the leading causes of death in Western society and is now clinically described as having reached epidemic proportions” (Brown 218).
Food as tradition

There is a connection with food that every person experiences, whether it is a local food or made by a family member. The foods people eat say much about their diet and their culture. Food can mean something of a person’s location, tradition, celebration, and signal. For example, in some cultures they utilize the natural resources around, such as the Hawaiians eat pounded taro, also known as poi, as their main carbohydrate source (as shown in the photo below). People are tied to their culture through their food.

Many cultures have come to expect certain foods during celebrations. Americans during Thanksgiving use a turkey as their main dish. During Chinese New Year, food is consumed for its symbolic meanings. Seafood and dumplings signify good wishes, prawns invoke liveliness and happiness, raw fish salad brings good luck and prosperity (Etkins 39). Foods in many cultural celebrations are used as metaphors.

“Discrete cuisines are socially rooted in place and based on locally produced foods that are (or traditionally were) eaten by a culturally coherent group who share a vision of how ingredients should be combined and prepared; what the appearance, texture, and taste of the finished dish should be; and how foods should be sequenced in meals and other eating events” (Etkins 42).

Photo credit:
Kelly Nuibe
Food as a lifestyle

**Foodie:** Someone who enjoys food for more it’s perceived nutritional value. A foodie relishes understanding and discussing food preparation, presentation, and flavor. Being a foodie involves passion for food, and not merely acceptance of what’s on the plate in front of you. At the end of equation it all comes down to the love you have for food.

Foodies incorporate food as part of their everyday lives. People want to share with others their great finds or food they have made themselves. It is a way for people to connect everyone together because people have a strong desire to eat delicious food. Not only do people want to eat great food, they also want to tell other people about it as well. Great examples of this would be people’s food blogs as well as Yelp.

In a food blog there is something contagious about sharing food pictures, whether it is sharing food you have eaten or made yourself. It shows someone else an experience that they wouldn’t have known about otherwise. Thus spurring curiosity as to where it is from, how it was made, and what it tastes like. Food blogs are great way to help people learn or inspire them. If there are pictures or videos that accompany the recipes, I have more curiosity and therefore actually am motivated to try it.

Yelp has been a powerful evolution of sharing places to eat on a whole new level. Instead of individually searching for places based on name, eaters can find things based on location. It allows for many more mom + pop type stores to stay in competition with larger restaurants. Thus allowing more creative and unique foods to exist. By having a review system, it keeps the restaurant in check and the people who actually eat there an opportunity to give an honest review. Yelp even has created a network for foodies to meet others at invited events.
Food as economy

Local food is a critical economic driver for local economies. Local food businesses provide local jobs and pay local taxes. However, the case for locally owned food businesses is even more compelling, because local businesses spend more of their money locally. Numerous studies have documented that a dollar spent on a local business returns about two to four times the “economic multiplier” the underlying source of income, wealth and jobs as an equivalent nonlocal business.

Farmers markets are an example of how farmers are taking back some of the profits captured by agribusiness. They are an outlet for people wanting to support local farms. The number of farmers markets in the United States has grown from nearly 300 in the mid-1970s to 1,755 in 1994 and more than 3,100 today (Halweil, 111). Farmers markets help farmer retain more of every dollar they take in, compared with selling their goods to the wholesale market.

In 2003 Hawaii Agricultural Conference, agricultural economist Ken Meter estimated that the chain of islands currently imports more than 90 percent of its food, even as 200,000 hectares of lush farmland lie fallow. The most dramatic chart in Meter’s presentation showed the annual income of Hawaii’s farms falling from $500 million to $200 million between 1969 and 2000, as the amount of food purchased by tourists rose from $500 million to $2.2 billion. Thus being a problem for allowing the local economy to thrive.

The biggest loss is the money no longer being recirculated locally, as locally owned businesses, stocking locally made products, are replaced by stores owned by distant corporations and stocked with products from around the globe (Halweil, 44). Since food is shipped long distances, less of the value of that food tends to be retained locally; the shipping, processing, packaging, and retailing of the food assumes greater importance than the food itself. As more and more of the services once provided by the farm community are outsourced to other regions or nations, the community retains a declining share of the ultimate profit. In the United States, the share of the consumer’s food dollar that trickles back to the farming community plunged from over 40 cents in 1910 to just above 7 cents in 1997, while the share going to an ever shrinking number of processing, shipping, brokerage, advertising, and retailing firms continued to expand (Halweil, 45).
Food as sustainability

One of the greatest barriers to greater reliance on local food is the difficulty of building back the local crop diversity and food processing capacity that has been broken down by successive waves of consolidation. Many communities lost dairies, cheesemakers, canneries, and even bakeries decades ago. By being more self-sufficient with respect to food, farmers will be able to hold on to more of the money local people spend on food; less money is for paying shipping and storage and brokering fees (Halweil, 109).

Local food is, finally, a tool for sustainability. Farmers are among the most important stewards of local land. Because agriculture accounts for approximately 30% of the earth’s land surface, environmentally sensitive production of foodstuffs is critical to maintaining healthy habitats, air, water, soil, and ecosystems that ultimately support healthy people. To eat sustainably means growing and processing foodstuffs in a sustainable manner, and doing so within a local ecosystem makes the accomplishment all the more compelling. Any community on the planet that cannot sustainably feed itself necessarily places burdens on the ability of other communities to feed themselves. Put positively, business models that meet local food needs sustainably can, if shared and multiplied globally through studies like this one, teach communities in other parts of the world to feed themselves sustainably. Moreover, since we know that all local businesses, tend to spend their money locally, their “inputs” travel less, use less energy, and thereby emit fewer pollutants and less climate-disrupting carbon dioxide.

These factors suggest why millions of consumers, particularly in developed countries, are turning to local food, even when the price of local food is a bit higher than nonlocal alternatives. But for the movement to spread further—to poorer residents of developed countries and to poorer countries in general—the gap between local and conventional food, where it exists, will have to become smaller.
3 Redesigning the way we eat
Every step of the food process is interrelated; buying, making, and eating. Thus the importance of being able to learn about food from each stage will bring a more holistic view of food.
Process

BUYING
THE MARKET (Global)
Economic issue/marketing: accessibility of foods (farmer’s markets, grocery stores, megastores)

MAKING
THE TOOL (Local)
Social issue: food knowledge (school, family, markets) / knowing what to do with your produce.

EATING
THE PLATE (Individual)
Environment issue: home + outside (school, restaurant, fast-food) environment shape (social conditioning) the way we eat (plates)
buying
Objective:
Defend biodiversity + networks
Revitalize Hawaii’s current food system by providing an alternative for consumers to obtaining fresh produce and sharing food knowledge. Thus, creating another avenue for people in Hawaii to buy and support local produce and a sustainable food system. A system that integrates local farmers, fresh food, and the local economy. Reestablishing a lost relationship between producer and consumer.

The difficulty in buying healthy and fresh local food became clear while I volunteered at the homeless shelter. I realized the impacts of consumers choosing closer and cheaper alternatives rather than purchasing fresh produce further away. People typically only have two options, either they go to a convenience store with no fresh produce or to a grocery store with mostly imported produce.

Local Food System

buying macro

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Local economy: An economic system that encourages the purchasing of locally produced goods and services over those produced further away. A new idea of ‘local economies’ based on food, agriculture, tradition and culture underlies the Slow Food philosophy as we believe the micro-economies of local communities have the potential to work in a way that is financially rewarding and respectful of surrounding ecosystems, human health and culture(slowfoods.org).

FOOD EVOLUTION
1. People once obtained food by foraging.
2. Hunting + collecting
3. Rudimentary forms of food production
4. Intensive agriculture of food production
5. Homogenization-large-scale mechanical (both plant + animal)

INDUSTRIAL FOOD SYSTEM

<table>
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<th>HARVESTING</th>
<th>TRANSPORTING</th>
<th>PROCESSING</th>
<th>PACKAGING</th>
<th>WHOLESALING</th>
<th>RETAILING</th>
<th>EATING</th>
<th>DISPOSING</th>
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<td>Growers use heavy equipment to prepare soil, and plant and maintain crops on huge terms of single “monocrops.”</td>
<td>Farm workers gather the ripened crop from the field using large machinery, harvesting great quantities at once.</td>
<td>Transportation workers move the food by air, truck, train, ship, or barge. Transporting may happen at many steps and for very long hauls.</td>
<td>Food processors use factory equipment to chop, grind, dry, boil, can, or freeze food to preserve it or to make it more convenient. Processed food is often greatly altered from its natural state.</td>
<td>Wholesalers sell and distribute large quantities of foods to stores.</td>
<td>Retailers sell foods to customers, usually in supermarkets, grocery stores, or other stores.</td>
<td>People buy, prepare, and eat the food.</td>
<td>People discard leftover food and packaging. While most is recyclable or compostable, much of it ends up in landfills.</td>
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Farmer’s Markets in ROC + HNL + TPE:

ROC:
Every Saturday in Rochester, people from all over the city come to the downtown market to purchase their weekly produce. Residents need to drive in order to get their produce. Rochester is not a pedestrian friendly city and residents heavily rely on their cars to get from place to place. One of the best things about Rochester is the fact that there are many farms in the surrounding areas that bring such a great and diverse produce selection to the public market.

HNL:
In Honolulu, there are many farmer’s markets that happen throughout the week but nothing that gains as much attention as the Saturday Kapiolani Community College Farmer’s Market. This location is hard to get without a car and even with a car there is very limited parking areas. Other farmer’s markets are not well known or publicized to the public and have very few hours of operations.

TPE:
On a daily basis, residents in Taipei can find vendors selling produce on the streets. Most people buy food from street vendors rather than grocery stores not only because of the prices but also they have formed friendships with the vendors. In such a congested & dense city, people do not drive to a market but walk to the local street vendors or markets.
I’ve chosen to focus on Honolulu, Hawaii as a great model for developing this project because it is a prime example of important key factors such as demographic, distance and density. Most importantly, the local community is supportive of locally grown produce as seen in the local garden park, school gardens, and the increasing participating in farmer’s markets. Honolulu is a city that was designed to be centralized so that people are able to walk around both easily and safely. The amount of people that live in this dense urban environment will allow a consistent amount of people to participate.

**Problems in Honolulu:**

**Cost of living:**
- No space to grow fruits + vegetables
- Distance + time + cost as a whole limit what you can buy
- Inconvenience of grocery stores in urban life (parking, driving, time)
- Costs of produce, choosing imported produce due to cost (higher cost to buy local produce)

**Food knowledge:**
- Understanding where food comes from
- What to do with it
- People are unaware of what produce is in season

**Imports vs. locally grown food:**
- Unseen costs to the environment
- Big corporations don’t integrate the price
- As shipping costs go up, food costs go up
- Fuel costs will constantly rise

---

*Locally Grown Produce*

A grocery store shows consumers what produce are available seasonally.
Research - Current Market

Honolulu’s current food system

There is no integrated farmer’s market system. Many markets happen throughout the week but they are only for a few hours a day that most people are unaware of. Since the knowledge of these farmer’s markets are not well known, people don’t know where they are located. (Orange areas are to show the dense communities and the colorful pinpoints are locations of grocery stores in Honolulu).
Design Solution

Branding/logo easily identifiable by community

Mobile produce vendors

These would be similar to mobile food trucks having local seasonal produce instead of prepared food. Using technology in multiple realms would achieve a more integrated system. For example location of trucks would be in real time to pinpoint location using twitter as well as a website. There would also be online video recipes using weekly ingredients so people would be given an example of how to use the produce. This would give consumer’s more convenience in terms of time spent driving to the store and also providing a closer location. Established zones (shown in different colors below) need to be in place so people know exactly when they can expect the mobile vendor to fulfill a need to obtain groceries in a timely manner. These zones are based on densely populated areas within Honolulu. Also, as a benefit, there is a physical person selling the produce so customers are also able to ask questions. The goal is to establish a relationship with the community so that there is a social experience and sharing of food knowledge.
User Scenario

1. Check location of trucks using internet device

2. Using google map to find directions

3. Walk & locate produce truck

4. Seller & buyer interaction

5. Purchase fresh produce & place in reusable bag
making
Objective
Spark curiosity and passion for cooking.
Tools to encourage, not discourage.
In order to actually be healthy + conserve resources, the person needs to know how to make food.

Personal experience:
Before I first learned how to cook I didn’t see the real value of doing this process. I learned how to cook at a very late age and it was through this journey that I learned that healthy food takes both effort, knowledge, and heart.

A person could easily go to the nearest asian food market and buy frozen dumplings. There is something about having a dumpling hand-wrapped and stuffed that cannot be mistaken for the processed version. I enjoy picking the freshest ingredients from the market to make my dumpling stuffing.
Research - Background:

[Family dinner]

Making pizza is safe, convenient, easy.

As an observer, I noticed how short a child’s attention span lasts. Kids want to be able to have something fun and kinetic to play with. Parents want their children to be engaged in learning about food, but they don’t want to put their children in danger or create a mess. A compromise to being able to have kids learn about their food is if there were tools that would help achieve this.
Problem:
Teaching kids how to make food
Parents are concerned over safety, mess, ease.
Kids don’t know how to cook food. Parents worried about health of their children.

Current Market
Cooking tools are made for adults and don’t always work well with children’s hands.
Children don’t need mini versions of adult tools.
Very limited amount of kitchen tools that allow children to have a lot of movement.

Observation
After watching a YouTube video I was inspired to make a mixing bowl that was designed specifically for a child. The child is trying to hold on to the mixing bowl, but drops into the mixer. The mixing bowl’s lip is very difficult for a child to hold onto while scraping the contents out.

You-tube screenshot of baking video
http://youtu.be/NU37ZADBgcU
Proposed Solution

Tool to shake, mix, and make.

Easy to make food.

Make it fun for both adults and kids.
Making a home-made pasta salad

1. Put ingredients (carrots, pasta, lettuce, olive oil, etc) on table.


3. Child shakes and mixes all ingredients together.
SUMMARY:

Silicone Manufacturing Process:
Injection Mold

Silicone Material Benefits:
Excellent resistance to compression/deformation as well handling high and low temperatures.
Odorless + tasteless.
Does not cause staining, corrosion or deterioration of other materials.
Able to reuse.
Does not support the growth of fungus, mold or bacteria.
Easy to clean, has surface grip.
Able to shape + mold

Sealing Mechanism:
Using a male and female part zipper seal to create a closure by locking the two halves in place.
Similar to the sealing mechanism found in food storage bags.

Human Factors:
Will not slip from fingers when using because of more surface area for gripping.
The designated hand pocket areas allow users to comfortably shake and hold the product as needed.

Additional Benefits:
Children will not drop ingredients while making food because of the materials texture and thus providing better grip.
Easy + convenient contained space to mix things up.
NOMNOM is a tool that enables children to take part in the process of making food.

It involves a simple kinetic movement for the child to achieve this task.

Easy to clean.
Sharing memories while learning how to cook with parents.

Shake, mix, make.
Eating
Objective
Create individual ways of healthier eating habits.
On the individual scale people need to be able to control their eating habits.
Thus, portion control is a way to achieve change in eating behavior.
Not to “eat everything on your plate.”
People should know how much to eat and prevent home or outside influences dictate how much they eat.

Problem
There is a reason why more than one-third of the US population has become obese. The current society has made it easy and affordable for people to buy fast food rather than homemade food. Even when eating at home, the amount of food has been distorted due to restaurants giving consumer two to three times more than an individual portion. People have taken that perceived amount as normal and applied it to how much they should eat daily.

“What we don’t always realize is how strongly our family and friends influence what we eat. When we’re with people we enjoy, we often lose track of how much we’re eating” (Wansink 95).
Research
Brian Wansink Ph.D.
Director of the Cornell University Food and Brand Lab
Author of *Mindless Eating*

**PLATE SIZE**

In Wansink’s experiment, the objective was to see how much people take when a smaller plate is switched out for a larger plate. The server gives a plate to the patron and tells them to take however much they want. After the diner is done getting their food, the server weighs the food all the while seemingly accidentally sneezing on the food. The server then gives the diner a larger plate and tells the diner to once again take as much as they can eat. It turns out the diner takes 25% more food when they are given a larger plate. Many of them thought they took more on the smaller plate.

“We eat with our eyes, not our stomachs.”

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**Reengineering Your Food Environment**

<table>
<thead>
<tr>
<th>Negative mindlessness</th>
<th>Mindfulness</th>
<th>Positive Mindlessness</th>
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</thead>
<tbody>
<tr>
<td>Overeating</td>
<td>Reengineering</td>
<td>Better Eating</td>
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</table>
Research - Current Market

Controlled portions plates
Diet plans (South Beach, Sugar Busters, Weight Watchers Point, The Zone, Atkins, Your Mindful Eating Plan)

What have these products done?
As a result people now avoid foods and also fear foods. People are now worried about weight. These diet plans are not permanent solutions. These strict diets take the joy out of food.
Research - Social Media

Trying to figure out how much people eat. Asked friends to show their food. Realized there is no constant factor.
USER X (based on interviews)

- struggles to be healthy
- tries to practice portion control
- wants to find an easier and consistent way to diet
- “clean your plate”
- uses containers to eat from, instead of directly from the box or bag
- generally visually judges how much food to eat
Mind Map

Overeating at a dinner party

Eating normal portions and not restaurant size

Daily habit of eating smaller portions outside

Snacking limit while relaxing & watching television
IDEATION

- multiples
- flexibility
- compartments
- container
- defined

Able to be used in a social aspect.
eating micro

IDEATION

flat to form

one hand
compartments
flexibility

Space saving.
IDEATION

two hand kinetic twist measuring one-piece

One hand using product, the other getting food.
**Inspiration**

Simplicity of the leaf
Japanese bento (small portions)
Triangular shape

**Perception**

Surface A  Surface B

Table
eating micro

Sketches
Sketches

+ flexible
  self-partition
can be flattened
  easy to clean

- too many pieces
difficult to move

+ self-partition
  can be flattened
  rigid

- too many pieces
difficult to move

+ one-piece
  can be flattened
  foldable

- difficult to move
+ most intuitive
easy to hold
comfortable

- complicated
need instructions

+ division of space
- not as comfortable
**eating micro**

Material: Polypropylene  
Dimensions: 8 3/4" x 6 3/4" x 1/16"
eating micro

Design Evolution

flexible

foldable

partition

section

dimension

stand

structure

form
User Scenario

- filling
- eating
- disposing
- cleaning
- drying
- storing
During my defense I made sixteen simplified versions of the UPLATE for my audience to use while eating. It was a way to show them how it is meant to be used in social settings. Many people kept the plate after my presentation as a souvenir and some people actually continued to use it afterwards.
SUMMARY:
Polypropylene Manufacturing Process: Injection Mold

Polypropylene Material Benefits:
- Fatigue resistant.
- Living hinges.
- Heat resistant
- Wide color range
- Durability
- Low-cost, high volume.
- Light-weight

Human Factors:
Hold in whichever position suits them the best.
User is able to set it down, the rubber grip on the edges allows the product to sit on its own.

User Benefits:
- An on-hand physical portion control plate.
- Easy to set-up + clean + store.

User Needs:
- Help people visualize the amount they eat.
- Limit the amount of food they eat at at time.
The value of food has been altered by technology and production processes of the last century. This thesis focuses on bringing a “passion for food” back into a person’s mind set. The emphasis is placed between the connection of buying, making and eating. Food knowledge in all three realms needs to be seen as a symbiotic system. While this system works most effectively together as a whole, each stage can also be implemented individually and offer clear benefits. However, integrating the whole system allows for a more coherent solution that reflects the complexity of today’s food society and economy. This project introduces different ways to think about food and develop a deeper relationship.

This thesis recognizes that many habits are formed out of routine and that has shaped how a user perceives their view about food. The goal is that the solutions I have proposed catalyze individual changes. The user constructs their own way of creating social opportunities. In a system, there are chances for growth in learning and sharing knowledge. Between a parent and child making food together can be seen as a memory instead of a burden. When eating, people will be able to identify their eating habits and eat accordingly.

Food culture is grown from a society that determines that food is one of the most important key components in life. It is not from any policy or law to create this mind set, but from accumulation of growth of people’s knowledge and awareness of their food. Thus has created a generation that has begun to realize what they are paying for when they buy their food. It is no longer is about short-term profit, but the effects of every consumer’s choices. The choices made today will have direct effect upon the next generation’s well-being. This thesis tries to find ways to achieve a passion for food because that is ultimately the way people will understand food.
Vision
Revitalize current distribution system

Observation
People buy their food by driving to grocery stores
Walk to convenience stores to buy processed food

Solution
Mobile farmer’s market
Make local residents get what they need easily
Support local economy
NOMNOM

Idea
Kids + parents play when making food

Observation
Saw the lack of food knowledge that people have
Kids not being included in the process of making food
Tools for kids were just miniature versions of adult tools

Solution
Playful tool for kids and adults to use
No mess
Safe
Create shared memories
Target
Changing people’s eating habits

Observation
“Clean off your plate” mentality
Using the portions restaurants give as a normal amount
Unknowingly eating more in social settings, than when eating at home

Solution
Smaller size
Practice portion control
Hold your food
Works Cited

Books


Works Cited

Books


Websites


http://mindlesseating.org/

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http://www.choosemyplate.gov/
Photo Credit

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“I was 32 when I started cooking; up until then, I just ate” - Julia Childs