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WONDERWATER CAFE / LONDON DESIGN FESTIVAL

18 September 2012 by [Loma-Ann Marks](#)



London is going design crazy and the latest clever use of colour, graphics and font has a clever culinary twist.

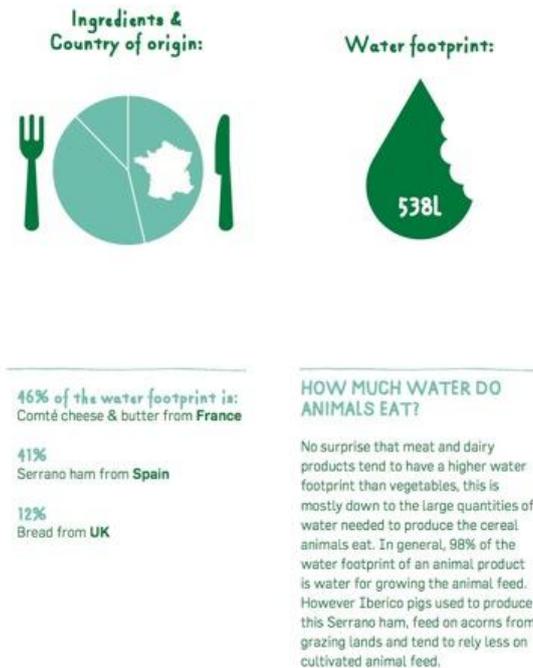
A [pop-up café](#) by not-for-profit organisation [Wonderwater](#), designed to highlight the water footprint of food is currently at Leila's Shop in Shoreditch, as part of the [London Design Festival](#).

Following critical acclaim in Helsinki and Beijing, the Wonderwater Café arrives here to demonstrate the impact of visual design in communicating complex issues in an engaging, interactive way. The Wonderwater Café menu indicates the breakdown of the water footprint of the dishes and drinks on offer, showing how much water is used to

<http://www.culturecompass.co.uk/2012/09/18/wonderwater-cafe-london-design-festival/>

produce the different foods and where it comes from in the world.

SERRANO HAM, COMTÉ & CORNICHON SANDWICH



By asking the question: 'How much water you eat?' the pop-up event raises awareness of the critical relationship between water and food. And it's a good example of how design can be truly useful and have an impact on our choices. The creative, image-led project stimulates discussion around how our food is produced (a subject increasingly important to us) and helps us make responsible choices.

Visitors to the Wonderwater Café at Leila's Shop will be able to enjoy responsibly sourced food, and choose low, medium or high water footprint foods on the menu. Water bottles with important water footprint messages will also be placed on each table.

Wonderwater Cafe at Leila's Shop, 15-17 Calvert Avenue, London, E2 7JP. Wednesday-Saturday 10am – 6pm and Sunday 10am – 5pm, until 23rd September.

ABOUT THE AUTHOR

Loma-Ann Marks

Loma was a performer and freelance writer before becoming a journalist on the Daily Star Sunday, Daily Star and Express. She's the Founder and Editor of Culture Compass. **North, South, East or West?** I'll go anywhere. I like to think that I'm a pretty good map reader (not everyone would agree) but then I remind them that I navigated my way around the Paris one-way system with NO mistakes. **High Class or Common or Garden?** High class in the garden. **Clothes or Culture?** Culture in new clothes. **My best night out ever made me feel.....** That things would never be the same again. And they surely weren't the following day.