



## LDF: Food

The creative industry's infatuation with food persists. This year's London Design Festival played host to a myriad of ingestible fancies, convivial suppers and lavish feasts crafted from kitchen scraps. Stylus highlights key projects.

### Mindful Eating

Responding to the strain on the world's finite resources, several designers presented ecological concepts that address real environmental concerns.

**Wonderwater** – founded by UK-based design consultant Jane Withers and CEO of Helsinki Design Week Kari Korkman

– is an initiative that communicates global water issues through the vehicle of design. At this year's London Design Festival, Wonderwater staged a pop-up café installation at Leila's Shop in Shoreditch to explore the critical relationship between water consumption and food.

In a bid to highlight the volume of fresh water that's used to produce the food we eat, the Wonderwater Café menu includes the water footprint and origin of each dish. The dish with the highest water footprint at 994 litres per portion is the

damson compote, with vanilla beans accounting for 82% of the meal's total water footprint. Porridge with prunes and molasses has the lowest water footprint at 204 litres.



Wonderwater Cafe

Korkman says: “Armed with the right information, people can begin to understand the global flows of water in food production, and opt for dishes with a low water footprint or select foodstuffs produced in regions where water resources are not dangerously strained.” For more information on the environmental implications of our daily diet, see the Events report **Meet the New Meat**.

Melbourne-based food designer **Linda Monique** also acknowledges the importance of promoting sustainable consumption. At this year’s festival she teamed up with London’s **Andaz Hotel** and its executive sous chef Michael Kreiling to create Scrap Lab – a series of dinners aimed to educate visitors about the importance of re-using waste food products.

The four-course feasts were made using sustainably sourced British ingredients and the hotel’s kitchen leftovers.

Dishes

included: sea bass cheeks with sea bass ceviche, served with horseradish mousse and cucumber skin jelly, lemon zest and basil sorbet, and a dessert club sandwich – a combination of doughnut fries doused in white chocolate mayo, raspberry ketchup and summer strawberries.



Scrap Lab Dinners

**After Agri**, a UK-based design collective founded by Japanese designer Michiko Nitta and British artist Michael Burton, created The Algae Opera – an exquisite performance that forges a symbiotic relationship between an opera singer and algae to produce food. During the performance, the singer dons a specially designed suit that connects her to the plant through a matrix of plastic tubes. As the singer performs, she releases large amounts of carbon dioxide to feed the algae

– creating a healthy snack for the audience to feast on.

In the wake of food scarcity, algae is considered a valuable food source for future generations. See the Vision reports

**Super Seaweed** and **Edible: A Taste of Things to Come** for more information.

Columbian product designer **Natalia Lozano** exhibited Eat ‘n’ Gone – an edible packaging concept designed to reduce the waste packaging in the takeaway food market. The biodegradable tortilla-like packets – made from a mixture of wheat

and water – are suitable for salads, dips, and nuts and dried fruit. Lozano says that any leftovers can be composted or fed

to local wildlife. For more innovative packaging examples, see the Retail report **Packaging to Survive Modern Life**.



The Algae Opera



Eat 'n Gone

### Sweet Desires

There was no shortage of sugar-filled treats to incite childlike glee and provide a welcome pick-me-up on the design trail.

London-based **DesignMarketo** – the online platform promoting fledgling designers – collaborated with Italian food design

collective **Arabeschi Di Latte** to orchestrate a whimsical game of chance called Wundertute. To play the game visitors simply purchase a slice of homemade pie and a cup of tea for £3. Hidden in select pie slices are beans – those lucky enough to discover a bean in their sweet treat can claim a piece of Arabeschi Di Latte’s quirky archive for its prize.

The Bake Some Noise exhibition by UK-based creative design studio **2grams** uses a traditional letterpress as an alternative to conventional baking decoration. Housed in Time for Tea – a former watchmakers’ building with retro 1940s

decor in London’s East End – visitors decorated sheets of marzipan with letter-pressed slogans, such as ‘sweet on you’ and ‘give me some sugar’.



Wundertute



Wundertute



To celebrate the 10th anniversary of The London Design Festival, five UK-based designers were paired with five

<http://www.stylus.com/Events/2012/October/Reports/London-Design-Festival/LDF-Food/>

chocolatiers to create Designs On Chocolate – five one-off chocolate sculptures that pay homage to London and its illustrious history.

Product designer **Paul Cockledge** teamed up with Hotel Chocolat to create Gift – a giant chocolate QR code that visitors could scan to secure a free gift. Cockledge says: “The idea is to create a pattern, which is seemingly random but with the subtle introduction of technology, becomes something altogether new.”



Bake Some Noise



Designs On Chocolate



Designs On Chocolate

### Post-Digital Bliss

In the digital age, consumers seek real-world experiences and communication with others. Designers are generating convivial suppers that champion a simpler and more spiritual existence. For more information on the new soulful consumerism, see the Vision Macroview **Balanced Values**.

London-based curatorial design practice **Haptic Thought** and DesignMarketo presented Kopiaste – a charming pop-up

café and gallery in the Brompton Design District of the London Design Festival. Kopiaste – the Greek word for hospitality

– invites people to start conversations and engage in the simplicity of design. Visitors can peruse a selection of books that

explore ideas on food or sit and enjoy some fundamental Mediterranean consumables, such as homemade bread and olives.



Kopiaste



Flying the flag for locally sourced grub, the M25 Luncheon by Arabeschi Di Latte is a modern take on the ploughman's lunch – a British cold snack or sandwich, normally composed of cheese, ham, pickle and salad leaves.

Commissioned as part of British interior designer **Faye Toogood's** Back Room installation at her canal-side studio in north London, the food event uses only ingredients foraged within the M25 – the congested motorway that encircles Greater London – crafted into strong geometric forms.

Sandwich options included: cheddar cheese and ham topped with honeycomb, and pear and walnut chutney; Childwickbury cheese with smoked salmon, pickled beetroot and nutty plum chutney; and Bermondsey cheese with pickled eggs and tomato chutney. East London's Kernel Brewery supplied the beer.

Inspired by the words identity, rituality and remembrance, Harry's Table by Italian food designer **Jacopo Sarzi** celebrates

the simplicity of rustic Italian recipes. Set in a woodworking studio, guests are encouraged to craft their own tools to consume the five-course feast of saffron risotto, bruschetta and charcuterie, three salads and mascarpone and coffee.



M25 Luncheon



### Stylus Summary

Acknowledging the world's finite resources, designers are producing sustainable design concepts that respect nature's fragile ecosystem. Creative minds dotted this year's design trail with fun sugary treats to provide a much needed sugar rush and a nostalgic boost of childlike glee. Designers are generating convivial suppers that champion a simpler and more spiritual existence – a theme that chimes perfectly with the Vision Macroview Balanced Values. In today's fast-paced digital existence, creating offline experiences that foster face-to-face interactions have never been more important. Food is proving an essential tool for attracting the crowds and facilitating meaningful connections. Water is one of the world's most precious resources. Consider the ways that your business can lower its water consumption and raise awareness in the wake of global a water scarcity.