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Emotional Design: The Revolution of Food

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ABSTRACT

The essence of design is to make the world better, the same to food design. Through the definition and the popular trend of food design, article focuses on the people's emotional interaction with food visual design and sustainable design of food. When the "food" which is basic activities of human beings combine with art, it shows different design charm, at the same time, also called on people to reduce food waste.

Keywords: Food Design, Sustainable, Visualization.

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1. The concept and category of food design

In China, *eating* and *food* are words that Chinese people have always take pride of. As for diet, there are eight major cuisines and four branches, as well as countless snacks; Eating is simply straightforward for Chinese people, and they have a lot of choice. But food design is a completely new field in China, and there has not been much discussion. However, it has gradually been a trend in foreign countries.

Eating is not only the physiological needs of the labor for the mouth; It also can be the design to be eaten; Peeling the coat of the food can bring fresh dining experience with the direct emotion for the public; At the same time, inspiring people to think over the story behind the food should be the source of the food design.

If we call the *design* as making a shape for our needs, then food design is to make a shape for eating. The purpose of food design is to make it easier to eat and more suitable for the specific occasions and conditions. From beautifying the food to the decoration of restaurant food, the food design is filled with diversification. It only can not only design from the angle of product design; It also can make people rethink the relationship between food and people, environment and society. It can also make people think how to eat well and fairly with justice. In addition, the food recycling, continuation and zero waste are attributed to the category of the food design.

2. The trend in food design

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2.1 Pay attention to the emotional interaction between people and food

When it comes to the food design, the designer Marija Fjallen, who is from Holland and have accumulated more than 10 years of food design experience, must be mentioned. She transformed the design skills and philosophy she learned at school into a set of food experiences; developing the possibility of more food designs, and exploring the connection between people and food. Marije says that he is not a chef, so he did not have to spend time on culinary or the gourmet that the generally public know; Therefore, he studied the relevance of people to food and how food affects history, human evolution, wars, upheavals, or changes in territorial boundaries.

Marije is famous for an experiment table; She first asked participant to cross a huge napkin which dropped from the clouds and was dug a hole, making people can feel the limb linkage on each other; The clothes of the participants were cleverly covered through the napkin cloth (The symbol of the class by human). When ordering, you get half a plate of food as diners, and you have to get the whole dishes by exchanging the food material; You can experience the process of human interaction by eating, feeling how taste trigger the memory to exchange the story, rather than the chemical changes through the basic elements of eating by hand.

In addition, *Bits 'n Bytes* by Marije Vogelzang establishes a huge conveying belt for food for the Rotterdam Museum; Except that the conveying belt which has a bright color and a round candy is edible, it not only transmits a plate of food, but also provide a small piece of paper for the participants to chat with each other.

For food designers, they no longer focus on the simple food itself, but express their feelings about people and food through the food as the carrier.

2.2 Pay attention to visual design

Food can not only meet the needs of the daily taste for us, but also rise to an expression of the visual creativity. From the visual presentation of food to the creative expression of the tableware, food is no longer a one-way form of taste.

The food designer Quanzhen Graduated from Holland Eindhoven OGA design college; she held a dinner party with the visual and sensory feast in London V&A Museum, which is a collection of her food design works in recent years. Traditionally, the tableware was given the purpose of delivering the right amount of food with the moderate size from the plate to the mouth. In her works, she redefined the tableware as the extension of human senses.

For example, a spoon with a bump or warm color can stimulate the sense of taste in the mouth and improve the appetite. Her inspiration was inspired by the neural reaction of a few people --- synesthesia. People with synesthesia spontaneously respond to another sensory response when stimulating the single sensor. For example, some people will feel the number 1 is red, or that the sound of opening the door is green. This synesthesia reaction with cross sensory interaction inspired Quanzhenxian to define the taste formula.

But the premise of visualizing the food is to ensure that the dishes themselves are delicious and practical; In order to achieve the coexistence it is necessary to constantly replace the weights between the two, and eventually reach a balance.

2.3 Pay attention to the sustainable design of food

What is the sustainable food? This is not only a relatively new concept in China, but even in developed countries such as Europe and the United States. The sustainable food is safe, pesticide free, and environmentally friendly, and it is also local, recyclable and cyclable. This concept was proposed at



Picture 1: Sharing dinner



Picture 2: Marije Vogelzang (*Bits'n Bytes*)

the global summit in Johannesburg in 2002. One third of the global food production is at loss and wasted in all aspects of food supply chain, which is equivalent to waste each year 1 billion 400 million Hm2 of cultivated land and 250 billion m3 of the surface water and groundwater; The sustainable food actually aims at reducing the food losses and the waste of food.

People are paying more and more attention to food sustainability in the field of food design. The photographer, Malos Harman, made an exhibition named *eating*. Eating seems to be the photography work, but actually explores the biological industry beyond the surface in the world.

The meat in the supermarket is made of neat shapes wrapped in plastic bags, which is beyond recognition. Therefore, we forget what it actually looked like on animals. Malos made use of the actual skin, feathers and fur to wrap their meat by making the meat return to its source in order to create a strong visual conflict, forcing the audience to re-evaluate our meat consumption and emphasizing the importance of the sustainable food.

In the field of art, the sustainable design of food more intuitively and inform people about the waste of food and its serious environmental burden in a broader range, calling for people to reduce the food waste.

3. Conclusion

Food design is different from any type of design, which integrates the sense, nature, culture, society, technology, psychology, science, and action etc. ; it is not only concerned about the superficial phenomenon of food, but also put more emphasis on the emotional experience behind from food. Starting from the origin of food, the food designers attempt to design and define what food actually means and how it contributes to the world. They are trying to find different ways to change the food chain, and change our perception of the food. With the help of the five senses, food design brings people visual perception while hoping to pay attention to the problems behind the food by means of the art of exaggeration.

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Picture 3: The design of visualizing the taste by Quanzhenxian



Picture 4: The photography work eating by Malos