



BUNJIL  
— PLACE —

Postdining

# Food & Design

An introduction to Eating Design



# Outcomes

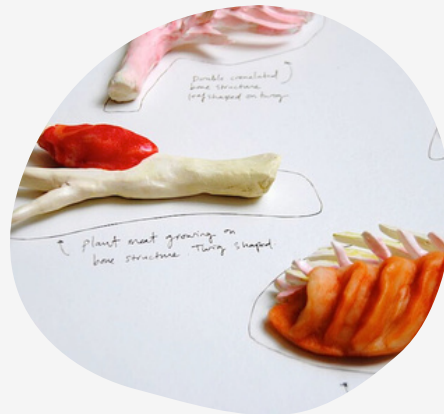
By the end of this class you will...

- Understand what 'Eating Design' is, and how it fits into the broader field of design;
- Be familiar with key local and international designers in this field;
- Be able to apply core design principles to eating design solutions.

# What is Eating Design?

‘Designing the act of eating’

The term "eating design" was first coined by Marije Vogelzang (pronounced: Mariah Vogel-zang), a Dutch designer working with food as her subject and design material.





"The practice of designers working on the subject of food. The outcome is not necessarily the material of food. It can also be a system or a service. Eating Design covers a large field connected to science, psychology, nature, culture and society."

Marije Vogelzang

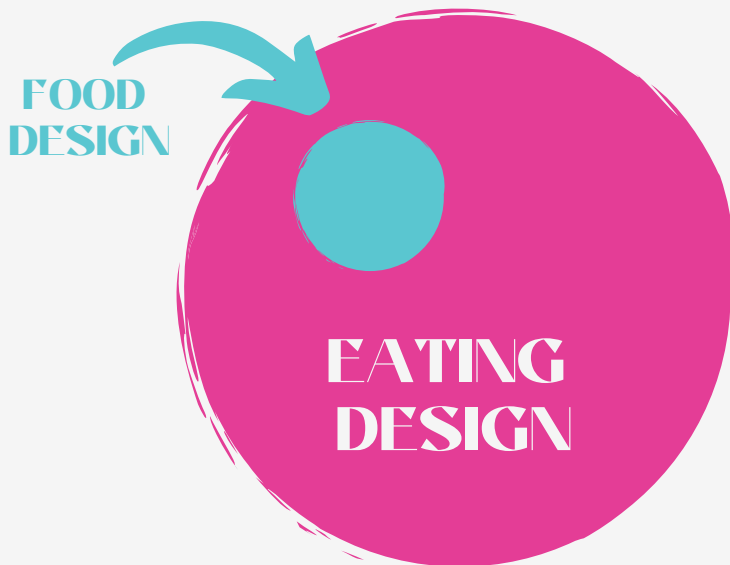


“I think food is perfectly designed by nature, I don’t need to design the food itself, what I’m much more interested in is to design the act of eating”

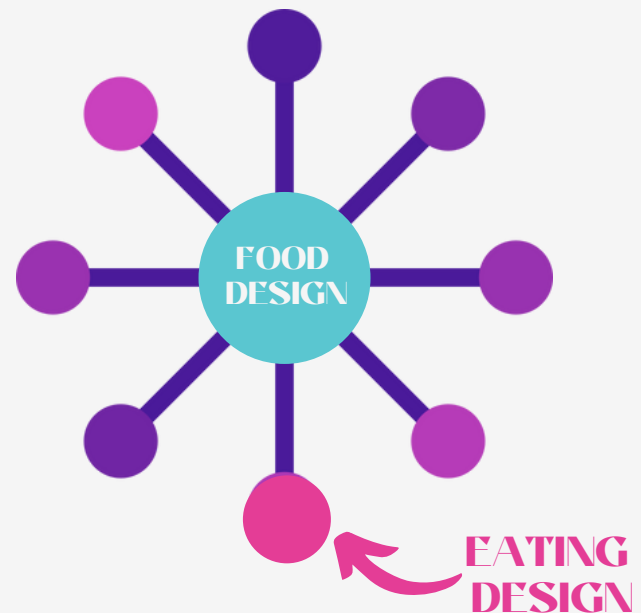
Marije Vogelzang

# Is it food design?

Eating design is often confused with the discipline Food Design. There is a lot of overlap between the two and they both work together.



vs



# Activity

**Discuss the following questions in groups of 3-4 around your tables**

What's in your lunchbox?  
What eating designs might have gone into your lunch?



# WATCH: Marije Vogelzang

<https://youtu.be/fDWQCEouzMc>



# Activity

**Answer these questions  
in your workbooks**

1. How does Marije describe 'eating design'?
2. Why is she not interested in 'food design'?
3. Describe one of the designs Marije talked about in the video
4. How does this relate to the concept of eating design?

# Postdining

A multi-sensory design company using food to create connection; to challenge thinking; and to evoke emotion in playful and delicious ways.





Their immersive theatre show 'Eating Tomorrow' playfully imagines a Post Dining CEO of the future, introducing the hot new food products being released in 2050...

**WATCH: Post Dining**

**<https://youtu.be/apag6DvppbZQ>**

# Activity

**Answer these questions  
in your workbooks**

What social or environmental factors do you think the suite of new 2050 Post Dining products are responding to?

1. Diprotodon Patties
2. Terra-Forest
3. Nutri-Robo Chef

# WATCH: Bompas & Parr



<https://www.youtube.com/watch?v=C92p0q05ZCA>





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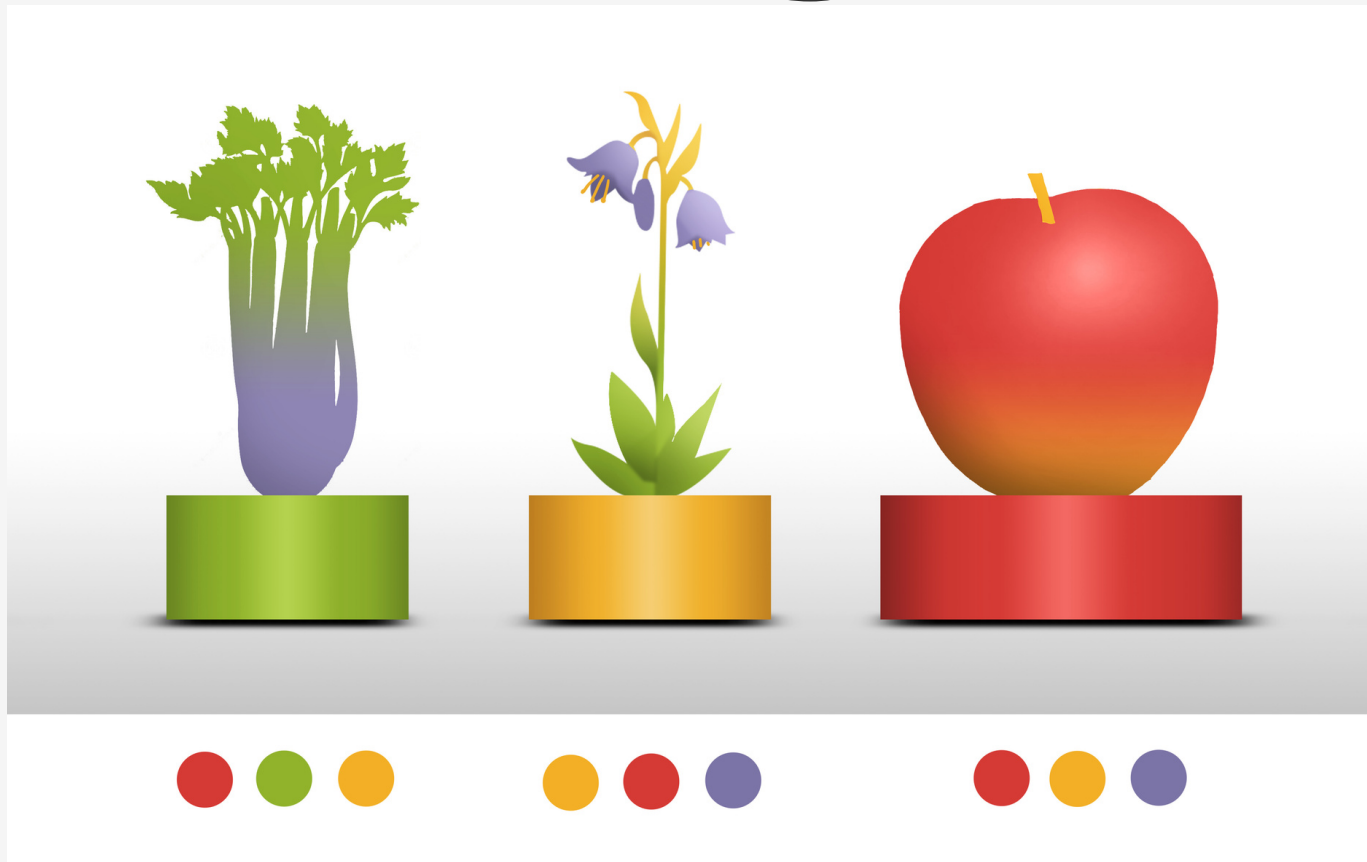
presents in collaboration with  
BOMPAS & PARR

# Casey Conjucopia

**Local produce as you've  
never experienced before**

An interactive experience in the Bunjil Place Plaza  
Saturday 25 June – Sunday 17 July

# Sculpture Design





# Activity

**In groups of 4-6, discuss these questions and present your design back to the class**

- Identify the important elements of the Casey Cornucopia brief
- Describe how Bompas & Parr met the brief
- Design an alternate way to meet the brief: be creative!

# Homework

## **Design Analysis**

Read instructions on your  
handout