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Theme - Rethinking the Everyday: Food Non Food

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Rethinking the Everyday: FOOD NON FOOD

重新思考食物的可能性

Food is not more than just something we put into our mouths. Food is a bridge between people, places, human world and the rest of the living things on the planet. By casting a design mind set onto the basic act of sustaining human life, we can gain fresh perspectives on how food is both driving change, and being forced to change by wider developments in society and the environment.

If we are to make the most of the limited resources available on this planet, in a way that will provide a physically and culturally healthy environment, we must effectively tackle the challenges surrounding food in the 21st century. As luck would have it, food and design are currently in the midst of a creative explosion. The barriers between producers, creators and consumers have been cast aside, exposing endless possibilities for collaboration and experimentation.

This issue of SIGNED highlights just some of the possibilities in this emerging field of design. Our starting point is a discussion with Food Design pioneer Marije Vogelzang, in which she highlights the power of food to change people, and society. Our next article Neo Fruits, not only gives a glimpse into the future of food, but uses cutting-edge technology to bring focus on what has already been lost. Following this is Feel the Peel, an experiment in hyper-local food delivery in the form of orange juice. Finally, is the story of Kitchen Theory, a delicious exploration of why we need to spread our collaborative wings widely to make sense of the perfect meal.

食物不單是我們放入口中咀嚼的營養。食物是人與人之間、地區與地區之間、人類與其它生物之間的橋樑。當我們在這個維持生命的基礎元素上加上設計思想時，我們便能夠收穫新鮮視角。食物帶來改變，同時也被社會和環境的不斷發展改變着。

如果我們要有效地分配地球上有限的資源，同時考慮環境與文化的健康，我們就需要有效地解決 21 世紀圍繞食物所展開的問題。幸運的是，食物和設計正享有前所未有的創意高峰。製造者、創作者和消費者之間的屏障縮小，為合作和實驗帶來無限可能。

本期 SIGNED 著重討論一些在這新設計領域中的可能性。我們以一場與食物設計師先鋒 Marije Vogelzang 的對話開啟。她探討了食物能夠改變人和社會的力量。我們的第二篇文章 Neo Fruits，令讀者一睹食物的未來，同時也在尖端科技中令讀者意識到現代飲食已經失去的元素。在這之後，Feel the Peel 以橙汁製作向讀者介紹了一個全新的自給自足食物科技。最後，Kitchen Theory 對於跨行業合作在製作一場佳餚時的必要性給出深刻又美味的見解。