



August 2021

Theme - Re-Thinking Food's Future

Follow this and additional works at: <https://repository.vtc.edu.hk/ive-de-signed>



Part of the [Art and Design Commons](#)

Recommended Citation

(2021) "Theme - Re-Thinking Food's Future," *SIGNED: The Magazine of The Hong Kong Design Institute*: , 40-41.

Available at: <https://repository.vtc.edu.hk/ive-de-signed/vol25/iss25/12>

This Article is brought to you for free and open access by the Design at VTC Institutional Repository. It has been accepted for inclusion in SIGNED: The Magazine of The Hong Kong Design Institute by an authorized editor of VTC Institutional Repository. For more information, please contact wchu@vtc.edu.hk.

Re-thinking Food's Future

重新想像食物的未來

Design can bring new perspectives on what we have and what we repeatedly do, making the unconscious assumptions and actions visible, opening them up to scrutiny, and then to improvement. And, our collectively created and shared food system certainly needs some upgrading. As Marije Vogelzang reminds us, food is ultimately about people, and design is the tool by which we can alter our understanding and behaviours. By actively making our relationship with food a more conscious one it can enable us to celebrate food, and use it as a means to ritualize our life so we can find meaning and connection. However, such a formidable task as changing food culture is much easier to take on when it comes with a garnish of creative flair.

While there are many takeaways to be had from the stories for this issue's theme, the most important may be that incorporating food into your design practice is easy, accessible, meaningful, and fun! It is an emerging design field that is full of opportunities and potential collaborators, and is relatively easy to stake out an area of contribution and make an impact. However, such a low barrier to entry does not diminish the importance of working in this field, as every one of us relies on food, and the more nutritious and sustainably produced it is the better for all concerned. To echo

Jozef Youssef's lament about our current situation, food doesn't have to be a source of worry and conflict, it can, and should, be one of the greatest joys we have in our lives, and the bonus is we get to experience it every day.

設計令我們從全新角度看待所擁有的事物和日常重複進行的動作。它將我們先前無意識的舉動和設想暴露出來，赤裸地接受審查和改變。人類共同創造的食物系統現在非常需要這種升級。就像 Marije Vogelzang 說的那樣，食物歸根結底是關於人的，而設計是我們改變想法和行為的工具。主動並有意識地改變我們與食物的關係，令我們能夠更加珍惜這份自然與文化的饋贈。這繁重任務的背後因有創意的支持，令改變更加容易。

本期內容為讀者帶來許多收穫。最為重要的或許是：將食物元素融入你的設計工作既簡單又有意義，並且還非常有趣。這個設計領域充滿機遇和潛在合作者，也是易於擁有話語權和創造影響力的行業。但是，進入門檻如此之低並不會降低此領域的重要性，畢竟我們每個人都依靠食物。越富有營養和可持續生產的產品就越對人類有益。響應 Jozef Youssef 對現狀的惋惜，食物並不應該成為擔憂和鬥爭的來源，而是我們生活中最偉大的樂趣之一。

