

PRELIMINARY CALL FOR PAPERS



INTERNATIONAL FOOD DESIGN CONFERENCE AND STUDIO FOOD DESIGN ON THE EDGE

July 2 - 4, 2014

Dunedin, New Zealand

www.fooddesign.org.nz

The **Food Design Institute** and **School of Design** at Otago Polytechnic (Dunedin, New Zealand) invites researchers, chefs and designers from all disciplines to submit papers and workshop proposals for the **International Food Design Conference and Studio 2014**.

The **International Food Design Conference and Studio 2014** is a forum where chefs and others involved in the food industry will work with designers and design researchers to deliver presentations, workshops and food experiences to an international audience. It is positioned as a junction between the food and design worlds – on the edge of the world.

International Food Design Conference and Studio 2014 aims to explore:

- the interplay between food and design;
- the processes and people that influence food design, and;
- what the future holds for food design.

Conference & Studio structure

Not your 'typical' conference, this event aims to engage academics in the 'food design' fields as well as industry-leading chefs and designers, food producers and media from New Zealand and across the globe. Its format is also intended to facilitate collaboration between design experts from different fields (communication, product, events, interiors, architecture, fashion) and chefs, artisan food producers and mixologists (cocktail experts) that will lead to high levels of innovation on public display.

We are calling for:

- A) Papers on Food Design Research and Practice*
- B) Proposals for Food Design Studios*
- C) Food Experiences (evening events for conference attendees and the wider public)*

A) Call for Papers on Food Design Research and Practice

Mornings at the **International Food Design Conference and Studio 2014** will be devoted to the dissemination of the findings of the latest research into food design and an exploration of best practice in food design.

We are calling for papers from academics, researchers (including post-graduate students) and practitioners (chefs, designers designing for food, designers inspired by food) with an interest in the confluence between food and design.

Papers are due **13 December 2013** and should conform to the paper guidelines available at the call for papers page www.fooddesign.org.nz.

Papers will be double-blind peer reviewed by a panel of food and design experts and will conform to the requirements of quality assurance for academic institutions. Papers are limited to 7 pages in length including images, tables



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Food design is a very new area of research and practice so food design practitioners are strongly encouraged to submit papers relating to practice in their field. There is much to be gained from the sharing of knowledge between practitioners and researchers.

All papers should take into account that this is a multi-disciplinary area of research and practice. In this regard papers will have a potentially wide readership (everyone from architects to chefs, mixologists to fashion designers, sociologists to product designers and food scientists to graphic designers). The one language that we all speak is the language of food, but we do so from very different perspectives – this is the strength of food design as a field of practice and research. To this end, technical language and jargon should be kept to a minimum (or at least be explained) and presenters should consider that audiences are likely to be a mix of academic and non-academic conference participants.

B) Call for Proposals for Food Design Studios

Afternoons at the **International Food Design Conference and Studio 2014** will be devoted to studio sessions where participants work together to explore a range of food design topics and to share understandings, skills and practices. These studios will be interactive, hands-on and multi-sensory.

A limited number of workshops will be available to conference participants and we are **calling for proposals for innovative, engaging studio workshops** where up to 40 participants can participate in food design processes. We will consider proposals for smaller group studios.

Proposals are due **13 December 2013** and should conform to the proposal guidelines (available soon at the call for proposals page www.fooddesign.org.nz).

C) Food Experiences

The evenings will see a series of food experiences designed and delivered by collaborative teams of local and international chefs and designers. These will be held at venues in downtown Dunedin, some well known and others hidden.

Those interested in potential collaborations for these evening events are asked to register their interest by emailing the conference organisers at fooddesign@op.ac.nz.

Key Dates

- Abstract submission deadline: 13 December 2013
- Notification of acceptance: 30 January 2014
- Full paper submission deadline: 10 March 2013
- Full paper review results: 7 April 2013
- Print-ready paper submission: 5 June 2013

SUBMISSION

Paper submission process will be announced on our website: www.fooddesign.org.nz

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BACKGROUND

Food Design on the Edge

Food Design is fast becoming an area of interest for researchers, educators and food and design practitioners across the globe. This engagement with design is pushing the edges of the known world of food. Conferences, research articles, design books, print and digital magazines, social media and television programmes across the globe discuss and showcase the output of these design processes to the point where a new phenomena has emerged – food porn. At no time in history has food been so aestheticized for such a cross section of society in the developed world.

As a result, over the last decade or so, there has been a major shift in the way that chefs see their role in society. The business of food is rapidly evolving and adapting to these new roles. A new sense of social responsibility has begun to emerge and, as the darling of global media, cutting edge chefs are responding to the challenge to make a positive change through design.

Designers too, are looking at food and food-related products in new ways, developing theoretical and applied understandings of designing for food. Food has become an area of focus for interior design and architecture, product design, communication and media.

This new interplay between food and design has been influenced by (and has influenced) a number of phenomena:

- Chefs at the cutting edge of cuisine (from fine dining to casual eateries) use sophisticated design techniques in the development of new dishes, experiences, cooking methods and processes. This includes a much greater use of research in their day-to-day work. Most do this without any formal research or design education or many do not recognise that what they practice is design.
- The boundaries between food tradition and modernity are becoming increasingly blurred. This is the result of a questioning and reinvention of traditional methods of cookery alongside a rediscovery of the roots of food and cuisine married with consumer demand for all things new.
- There is a greater recognition that food professionals have much to gain from partnering with a wide range of disciplines across design, the sciences and social sciences.
- The world's food systems are operating at the limits of their capacity and there is growing recognition that chefs and other food professionals have a critical role to play in the development of solutions to many of the crises facing the world (e.g. food shortages, food safety scares, global warming, obesity and other food-related health issues). Designerly ways of thinking about food hold the key to unlocking the sustainable solutions to these problems.
- Food professionals (especially chefs) have developed a new desire to share learning and knowledge of food and cooking with each other and the rest of the world. This has led to new networks of communication (e.g Bullipedia <http://www.bullipedia.com/> and Chefs-Talk <http://www.chefs-talk.com>) that are open and live, reflecting a strong desire to share knowledge in new ways. New organisations and events are emerging devoted to creativity, innovation, experimentation and the dissemination of the findings of this work (e.g. Mad Food Symposium <http://madfood.co/>, El Bulli Foundation in Spain, Nordic Food Lab in Demark and the Food Design Institute at Otago Polytechnic).
- The production and consumption of popular food media has seen a broadening of food-related career pathways as career changers and school leavers alike develop innovative and entrepreneurial ways to add value to food. Design thinking is at the core of the development of many these new careers and their products.
- Food and community – the rise consumer awareness of the economic and social benefits of localism, having a personal link with food production and preparation. Whether this is as a nostalgic response to increasing globalism, a concern for the environment or as a practical solution to local economic



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development. This approach has been promoted by celebrity TV chefs such as Jamie Oliver, Hugh Fearnley Whittingstall and can be witnessed in the Slow Food movement, small scale urban food production and the dramatic rise of the Farmers Market and a new generation of food journals incorporating design, entertaining and slow living such as Kinfolk, Cereal and Fete.

Otago Polytechnic

Bachelor of Culinary Arts at Otago Polytechnic in Dunedin, New Zealand, is a unique programme that uses design-led thinking to design, test and produce new and exciting food and food experiences.

Recent accolades include:

- Steph Peirce: Most Innovative Dish 2013 Fonterra Proud to be a Chef final (Melbourne, Australia) and New Zealand regional winner.
- Amanda Ede, Steph Peirce, Rosie Soper and Sarah Stevens New Regional finalists 2012/3 Fonterra Proud to be a Chef Competition.
- 2012 Inspiring Teaching Excellence Award (Bachelor Culinary Arts team)

About Dunedin: Creative Destination

[Dunedin](#) is a city whose reputation is built on creativity. Whether it's the distinctive '[Dunedin Sound](#)' of the 1980s and 90s, the world-renowned [iD Fashion Week](#) or the [Dunedin School of Art](#), Dunedin has always been a centre of creativity in New Zealand.

Dunedin is also home to a large design team for [Fisher and Paykel](#) (an appliance manufacturer) and the world's only [Culinary Arts degree](#) that teaches students design techniques for food.

