Exposing and introducing students to food design. Food has many parallels to the design field-cultural, conceptual and consumer oriented ones.

This course will hold research, study and design all around the theme of food which has many opportunities for new design interventions for both ends. Since this is quite a new issue in design, it stimulates attention and allows us as designers to create within a fresh and relevant territory and to truly discover new sensations.

This course will include discussions, lectures and design exercises within the framework of studio classes that will enable the students to explore these parallels and to design as a direct response.

Course topics will include design using edible materials, design using/inspired by food-related technologies, food experience design, design food-related tools and user interface (eg, packaging, utensils).


Slow food story, Stefano Sardo, 2013
Dinner Rush, director: Bob Giraldi, 2000
Ratatouille, director: Brad Bird, 2007
Julie & Julia, director: Nora Ephron, 2009
Charlie and the chocolate factory, director: Tim Burton, 2005
Eden, director: Michael Hofman, 2006
Jiro dreams of sushi, director: David Gelb, 2011