"All You Can Eat": Prototyping Speculative Food Futures

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Abstract:
This workshop is concerned with the relationship between food and global health, and in particular with the role that design can play as a futuring practice (Fry, 2008). Industrial food and food practices have contributed to both human and planetary ill-being. This has been captured well in UN's 17 Sustainable Development Goals, which are linked directly or indirectly to food. The proposed workshop will employ speculative design, to engage participants in developing a menu of provocative solutions that would help the design community identify and map possible direction for design research in the areas of food, design and global health. The workshop outcomes will include a visual workshop report to be published on the EAD website, an illustrated menu of provocative speculative design solutions that map future food/design directions and a Little Book of 'Speculative Design Food Futures'.

Keywords: Food, Health, Speculative design, Sustainable Development Goals

1. Workshop Organisers

Please include your organiser details in a table as below.

Table 1. Organiser details.

Organiser Name	Email	Affiliation
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2. Context of Workshop

The topic of food affects different aspects of our society at a global scale. The United Nations General Assembly has set 17 Sustainable Development Goals (SDGs) to be completed by 2030, with food being a major theme across these (UN, 2015). Food is also a growing area of design research, with dedicated societies and journals, such as the International Food Design society, International Journal of Food Design, or the Dutch Institute of Food and Design, and it links closely with the EAD's Themes on Health and Wellbeing and Ethical Resilience.

More precisely, non-communicable diseases are now the biggest cause of premature death in the world. The double burden of obesity and malnutrition are major causes behind this epidemic of ill-health (SDG-3: Zero Hunger). Poor nutrition affects school achievement and attendance, impacting learning at any age (SDG-4: Quality Education). Switching to healthier diets can reverse this, however, high levels of poverty, not only in developing countries, but also across developed nations, impacts access to healthy food (SDG-1: No Poverty). Producing enough *healthy* food, and in a sustainable manner, contributes to fighting hunger (SDG-2: Zero Hunger) and helps tackling Climate Change. Food production contributes around a quarter of all anthropogenic greenhouse gas emissions (SDG-13: Climate Action), and unsustainable agriculture impacts on fresh water availability, water pollution (SDG-6: Clean Water and Sanitation), life on land (SDG-15) and below the sea (SDG-14). To do so we will need to change the ways the food industry is addressing responsible production and how we address food consumption (SDG-12: Responsible Production and Consumption), as well as food transportation and food waste management in rural and urban environments (SDG-11: Sustainable Cities and Communities).

Food and food practices are both mundane and systemic issues. Design decisions play and have played a significant ontological role in shaping all aspects of food systems. Often, these decisions have contributed to human and planetary ill-being, specifically in relation to how packaging, kitchen appliances, industrialised processes, automobile-friendly supermarkets and urban forms have scripted the ways in which we engage with food (Harford 2017; Steel 2013).

Acknowledging its responsibilities for food ill-being, design can now play a role in mapping the systemic ways in which *design has designed* the way we eat, but also in proposing radical solutions for alternative food futures (Celi & Rudkin, 2016; DiSalvo, 2012; Zampollo, 2013).

Within this context the workshop will employ speculative design (Dunne and Raby, 2013, Auger 2013) to take health and environmental challenges as a starting point and working with delegates will produce a menu of provocative solutions that would help the design community identify and map possible direction for design research in this field.

3. Planned Activities and Expected Outcomes

The objective of this workshop is to form a network and an initial map of emerging issues in food design futures and design for food future systems. To do so, we participants will be engaged in a series of hands-on 'speculative cooking' activities that will culminate in the preparation of a banquet of speculative food proposals, each of them addressing one of the following themes (all within the context of Global Health):

Participants working in pairs or small groups will be assigned to cooking stations, each one corresponding to a specific theme [Food poverty (SDG1), Zero Hunger (SDG2), Health and wellbeing

(SDG3), Food safety (SD6), Food transportation and Waste (SDG11), Food consumption (SDG12), Sustainable agriculture (SDG14/15)]. Responding to the challenges presented by the prompts on the working stations, and choosing ingredients from the cupboard of the future, each group will create a speculative dish for the final banquet. Participants will also be challenged to contribute to dishes created by others (by adding extra ingredients, i.e. speculative design formats, emerging technologies, etc)) and will be involved in moments of discussions, during which we will reflect on the findings of the day and plan some of the next steps.
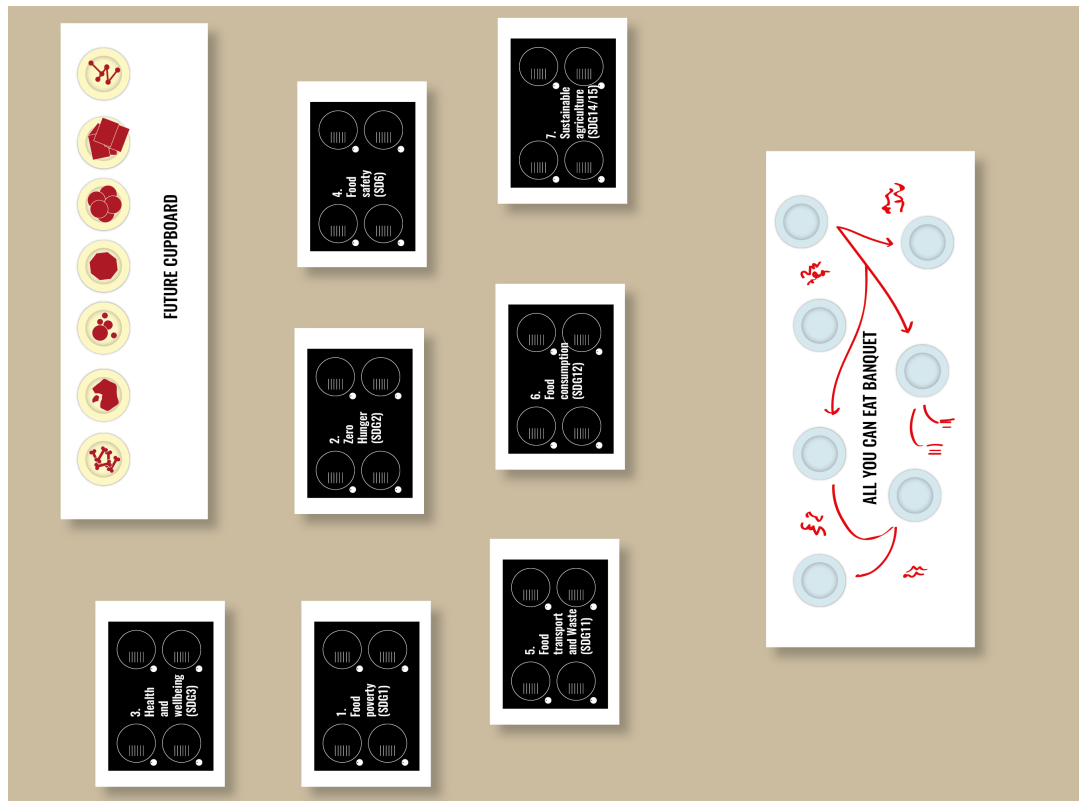

Figure 1.   Example of room setup for the workshop

The workshop will be structured according to the following plan of activities:

- **Introduction** (10 min);

- **Get ready!**
  Small groups are assigned to their workstation and take some time to discuss the theme, with the opportunity to ask question, challenge or modify the brief (10min);

- **Cooking Challenge**
  Participants are asked to address the theme in their workstation by picking ingredients from the "Future Cupboard" and assembling a speculative dish (20min);

- **Idea Sharing and editing**
  One member of each group visits all the other workstations, while the other member(s) stay at their workstation to explain the idea to visitors from the other groups (10 min). Then, all members from each group move to a different workstation, and contribute to the new dish by adding one ingredients (10min);

- **"All you can eat" speculative banquet**
  All the dishes are brought to a common table. We will reflect on the ideas generated during

the workshop, find connections and emerging themes, as well as plan the next steps for future collaborations (20min).

4. Intended Audience

The intended audience includes researchers with either expertise or an interest in food, health, futures or sustainability. We expect that our audiences will be primarily be mainly drawn from the following tracks: Healthy Attitude, Social Circles, Co-designing and Happy Accidents. Our participant recruitment will be targeted to these tracks through contact with the corresponding track chairs, although it will be open for others too. Participant recruitment will commence as soon as the workshop is advertised on the EAD website. The workshop will be also advertised in the ImaginationLancaster website. Workshop participant recruitment will also include dissemination through EAD twitter feeds and design related email and twitter networks, such as PhD design.

5. Length of Workshop

The proposed workshop length is 90 minutes. This will enable all the planned workshop activities to be run in a timely fashion. Currently the proposed activities include development of prototypes and a plenary discussion.

6. Space and Equipment Required

A studio-like space that allows flexible and interactive session will be required, as the planned activities are very interactive and require space. The following furniture will be required for running the workshop:

- 9 tables (7 small ones that would allow up to 4 people to work at a time and 2 larger one that would allow 8 people to work at a time)
- 22 chairs

7. Potential Outputs

The envisaged outputs include:

1. A short (~500 word) illustrated report on the results of the workshop for the EAD website.
2. An illustrated menu of provocative speculative design solutions that maps future food/design directions.
3. A Little Book of 'Speculative Design Food Futures'. This would be a small 20-30 page A5-size PDF online accessible guide for a range of audiences that provide text interfaces between policy, public audiences and communities, and guidance for practical implementation by bringing together rigorous academic research and real world case studies. Print versions may be also produced if internal/external funding is secured.

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About the Organisers:

Emmanuel Tsekleves is a Senior Lecturer at ImaginationLancaster. He leads international research in design interactions for health, which lies at the intersection of *global health, design for behaviour change* and *technology*. He is the author of the Routledge Design for Health book

Serena Pollastri is an international Lecturer in Design at ImaginationLancaster. Her research focuses on how information visualisation processes can bring together multiple voices exploring pluralistic or contested pasts, presents, and (possible) futures, and how visual artefacts can then be designed to articulate the complexity of these conversations.