

Coffee break Team

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Food as Medicine

DC4DM PROJECT

# HIBISCUS

The next food accessory





Climate crisis, damaged agriculture, individualism and technological breakthrough in food are at the core of the future we imagine.

The scenario in which we have placed ourselves to imagine and design the future of food as medicine is **dogmatic** and **negative**.

However, it is, based on current trends, one of the possible futures ahead.

# What led us there.



Disconnection with  
**NATURAL FOOD  
CYCLES**



Massive expansion of  
**FOOD DELIVERY**



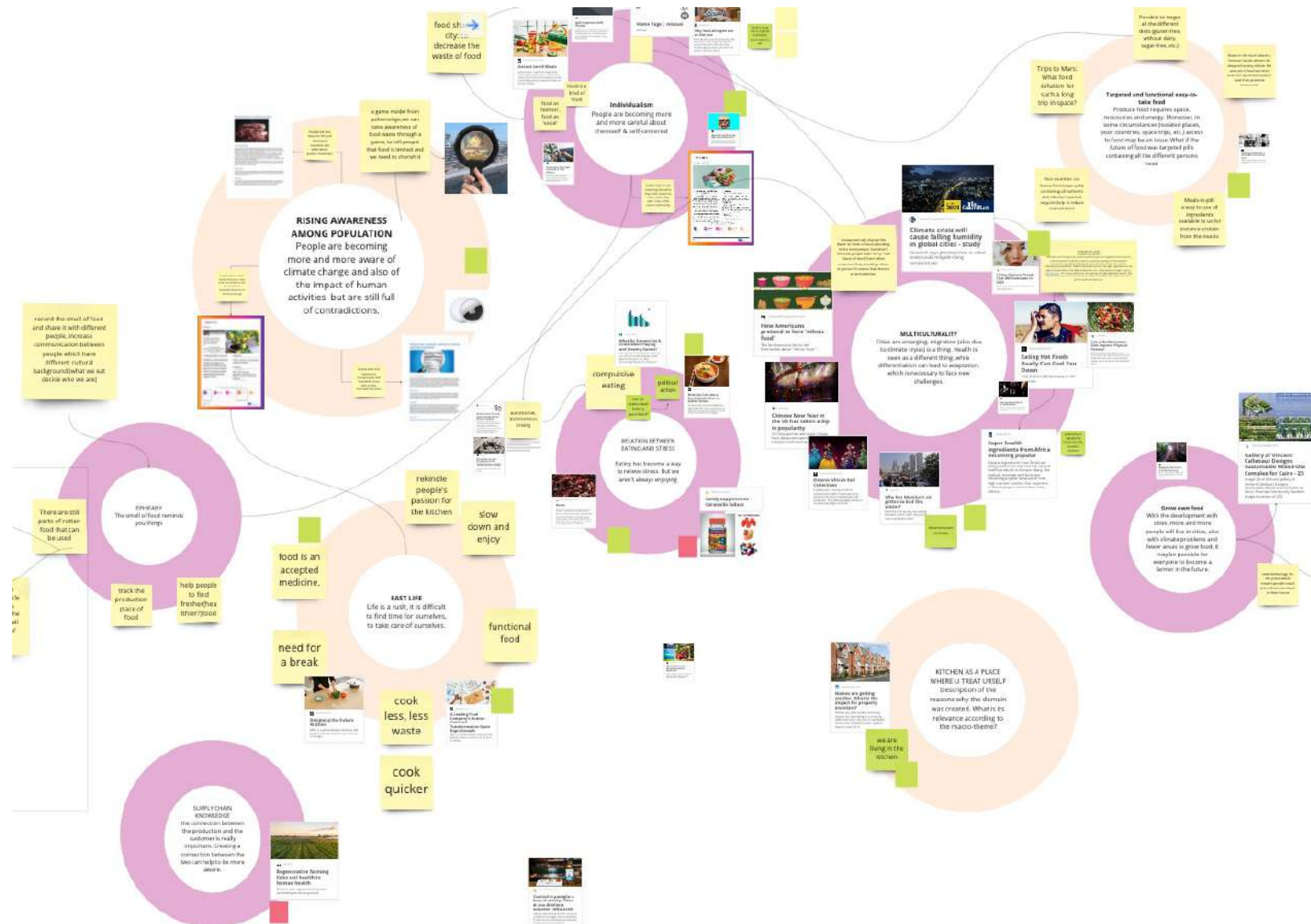
Technological  
progress concerning  
**LABORATORY  
CREATED FOOD**



Increasing demand of  
**FUNCTIONAL FOOD**



Increasing  
demand of  
**TRANSPARENCY &  
TRACEABILITY**



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## Food as Medicine

## DC4DM PROJECT



Robot supermarket delivery trial in Cambridgeshire, 2022

It will see 12,000 residents of 5,000 homes in Cambourne able to receive goods by robots.

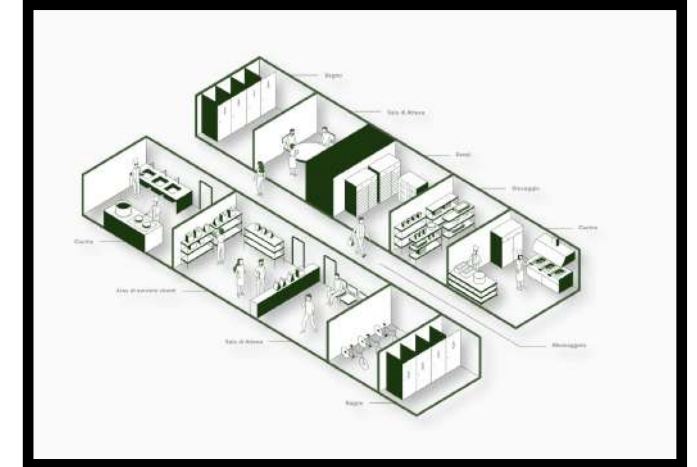
<https://www.bbc.com/news/uk-england-cambridgeshire-61471989>



Food facility, by Marti Guixe

Can be considered a food platform, it is a restaurant without kitchen. The restaurant kitchen is replaced by other existing and selected take-away restaurants where people can eat their personal food in a common space.

[www.domusweb.it/it/design/2006/01/04/food-facility-quando-la-cucina-e-virtuale.html](http://www.domusweb.it/it/design/2006/01/04/food-facility-quando-la-cucina-e-virtuale.html)

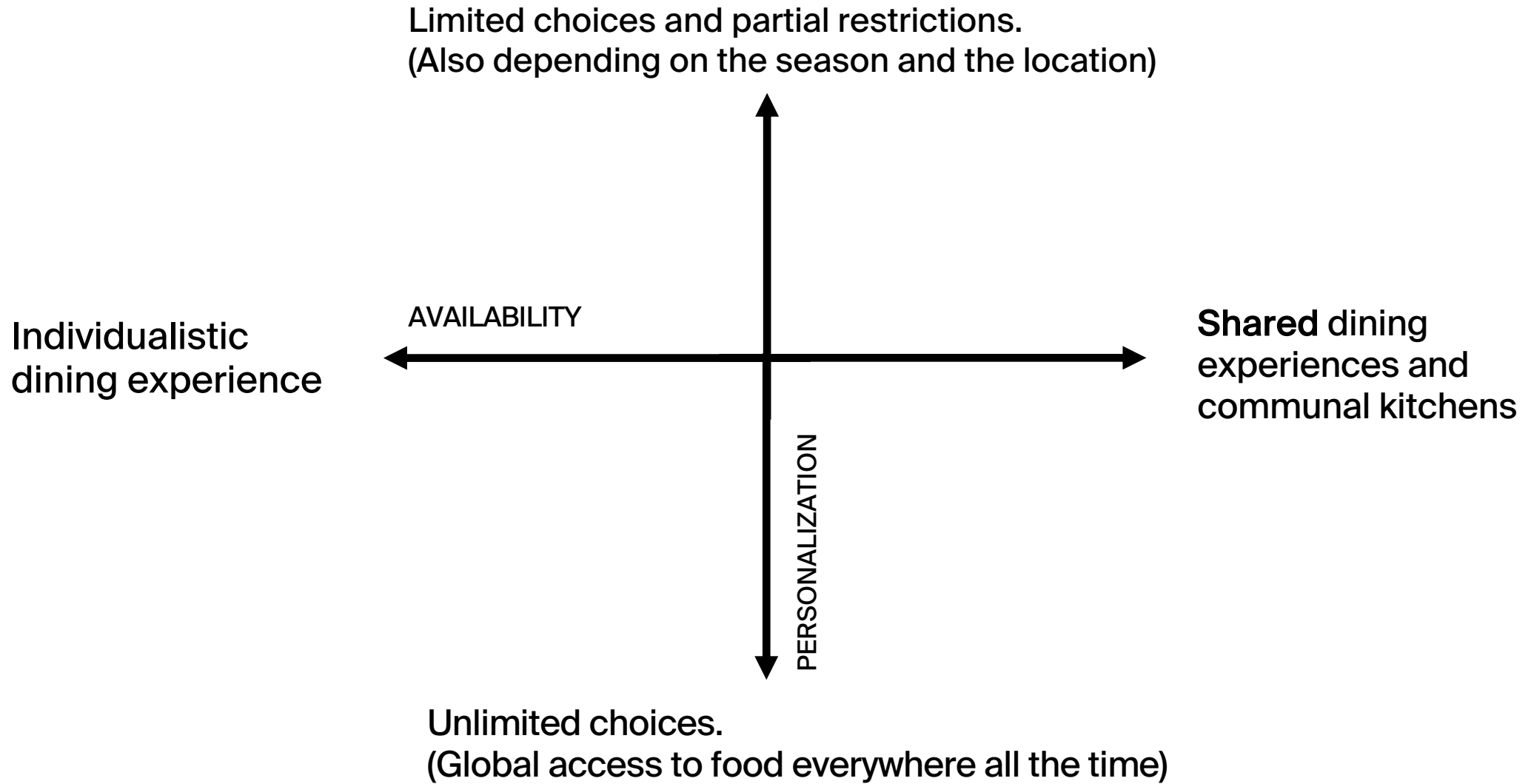


Ghost and Cloud kitchens

There is no place where to dine inside the restaurant. Delivery changes the whole supply chain, restaurant are just a place where to prepare the food.

<https://cloudkitchens.com/>

IN 2035 WE WILL CHANGE THE  
DINING EXPERIENCE AT HOME  
AND AT THE RESTAURANT  
BASED ON THE SUPERFOOD  
AND ARTIFICIAL FOOD IN  
ORDER TO CONDUCT A  
BETTER LIFESTYLE FOR US  
AND THE PLANET.



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Food as Medicine

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Limited choices

Food is medicine  
and treat



One season, one location

Individualism

Collectivism

Your food your  
place



Unlimited choices

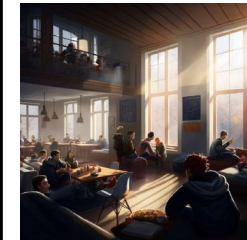
Whatever, whenever,  
all together



## Food is medicine and treat

- Climate change
- No meal concept anymore
- Food in pills or powder and no fresh food anymore
- Food processed into 'super' food
- Reduce food waste and lower down food prices
- No supermarkets, restaurants and kitchens will
- Local supply chains
- Some choice : "energetic", "low-calories", "memory booster", etc
- Self monitoring

#selfmonitoring #functionalfood  
#time saving #superdiet #no-meal



Limited choices

Collectivism

Individualism

Unlimited choices

CHALLENGE

How can we still keep the  
personalization in a world where we  
won't have choice anymore?



In our scenario, people will miss the connection with one another that they used to have through food. They will be highly disconnected from natural cycles of food production and will lack the pleasure of sharing fresh food meals. The government-regulated AI developed to precisely determined the food needs of everyone combined with the food restrictions will strengthen a feeling of constraint and lack of choice.

## To improve our personalized daily diet



1.RESTAURANT EXPERIENCE



2.TRIP IN THE FIELD



3.COOKING CLASS



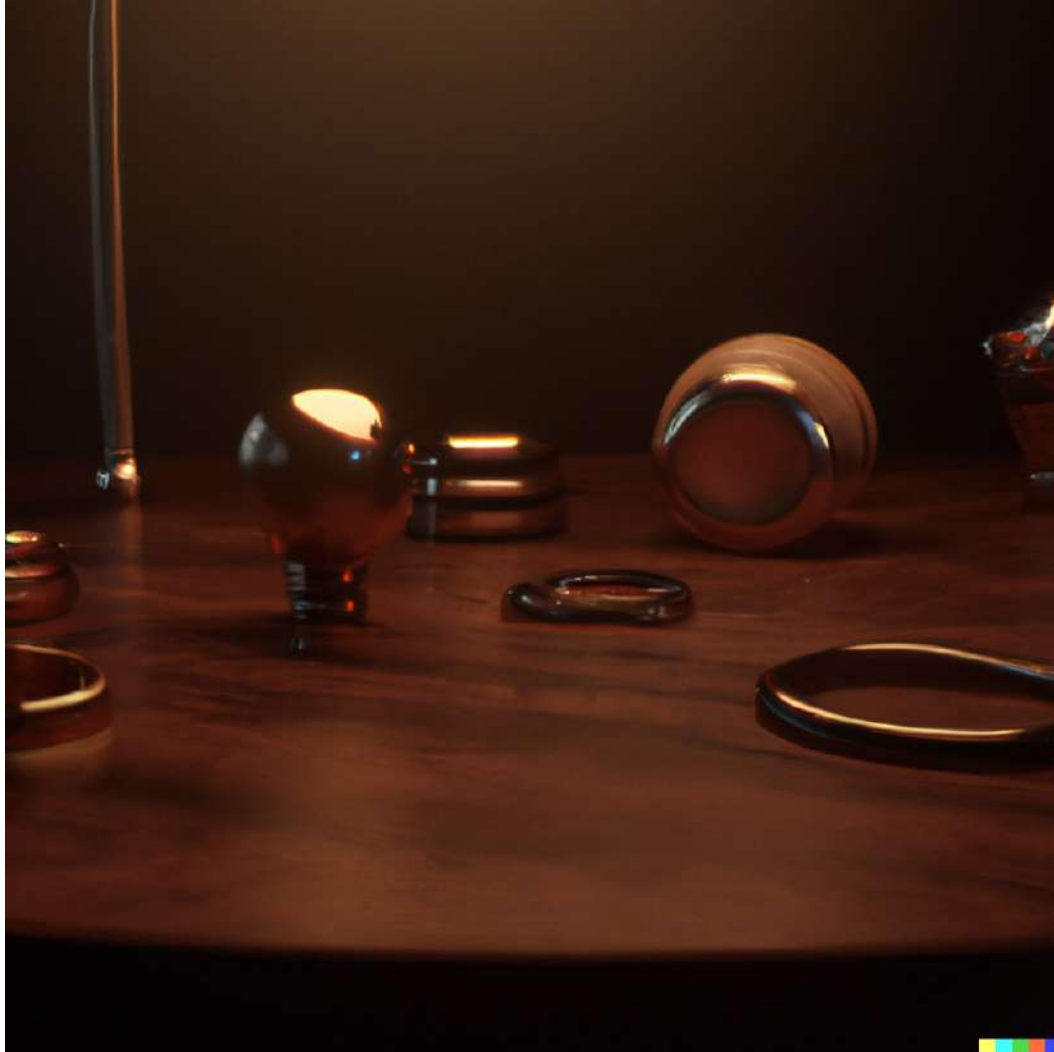
## The daily delivery

Every morning the food and raw material is delivered at home according to the person's personal diet. Time is essential and receiving at home the material allows to not waste time. The food is limited and tracked by a sensor.



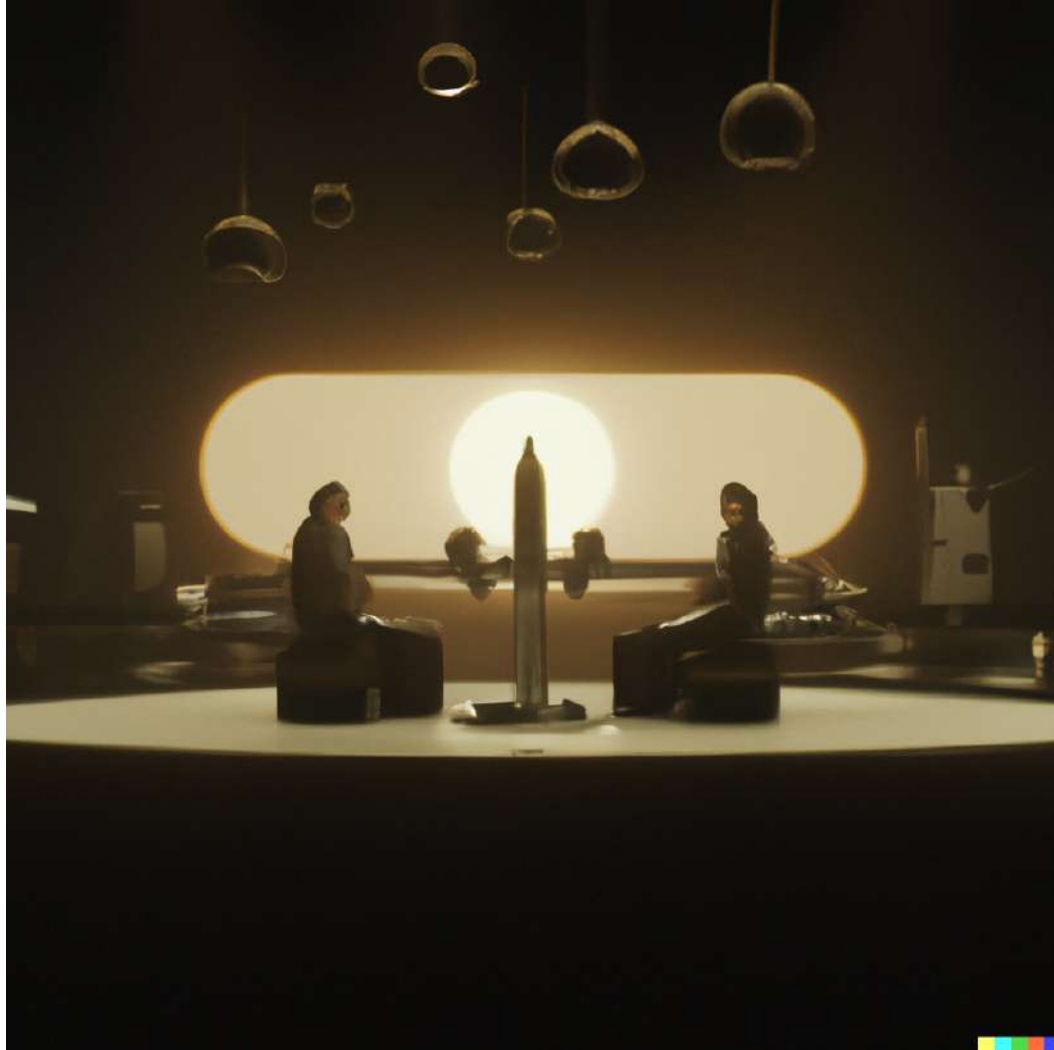
## The restaurant experience

Once in a while the person goes to the restaurant. It is an event in which he/she can update the data of their personal diet, try the new flavors of food which nowadays has become reduced to essential bites enriched with flavors.



## The restaurant experience

At the entrance, the user can decide which accessories apply to test the new food. There is a table in which the different designs are shown. These are sensors to experience through tongue stimulation the flavors.



## The restaurant experience

The restaurant experience is an opportunity to take your time and share the moment with family and friends. The sensors are connected with the people that sits at your table, and you can share your favourite tastes.





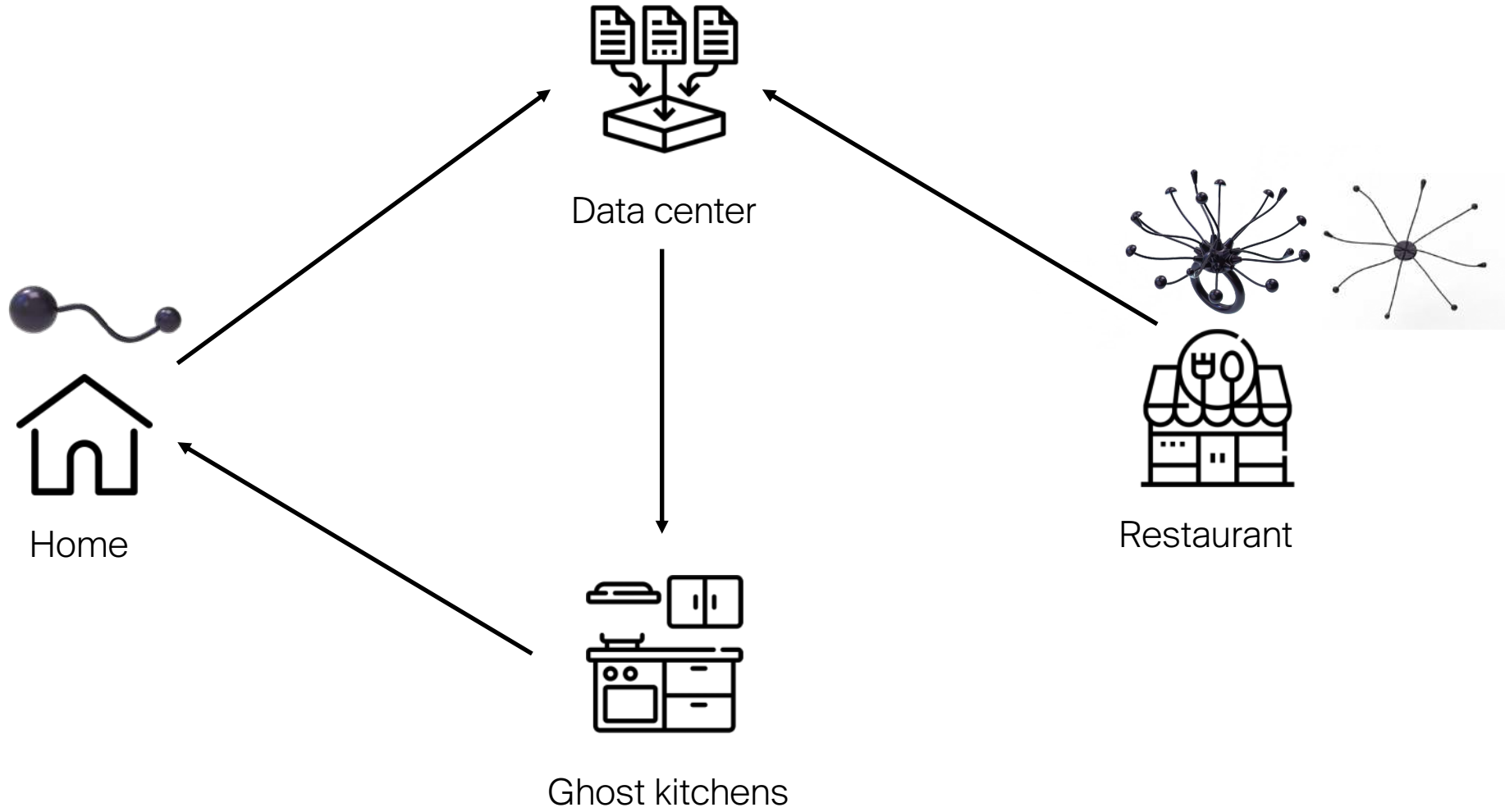
## The updated diet

Once the user gets home, the diet, thanks to the tracked feelings while eating new flavors, is updated and rebalanced.

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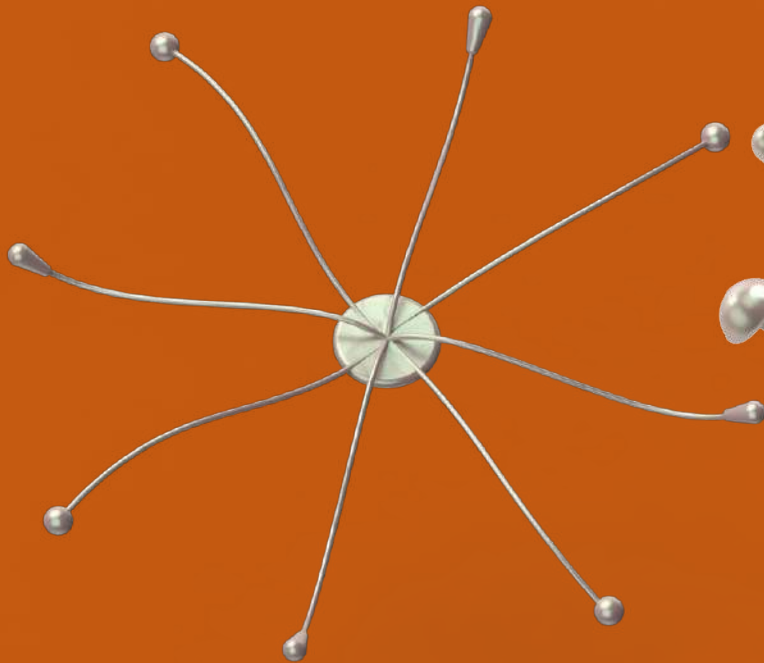
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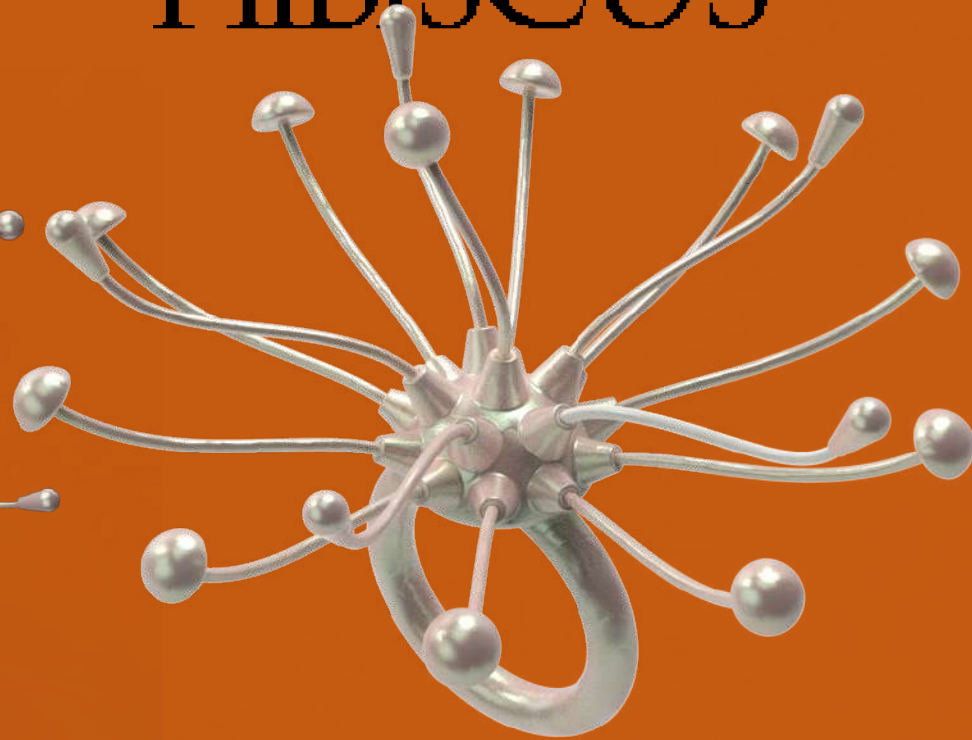


Information flow

# HIBISCUS



H\_taste



H\_monitor



H\_track



# H\_TRACK

The food tracking

This sensor is worn every day, it can collect continuous information on what the user eats

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# HLMONITOR

The monitoring ring

This sensor is worn during restaurant experiences to monitor the emotions of the client while trying and testing new food.

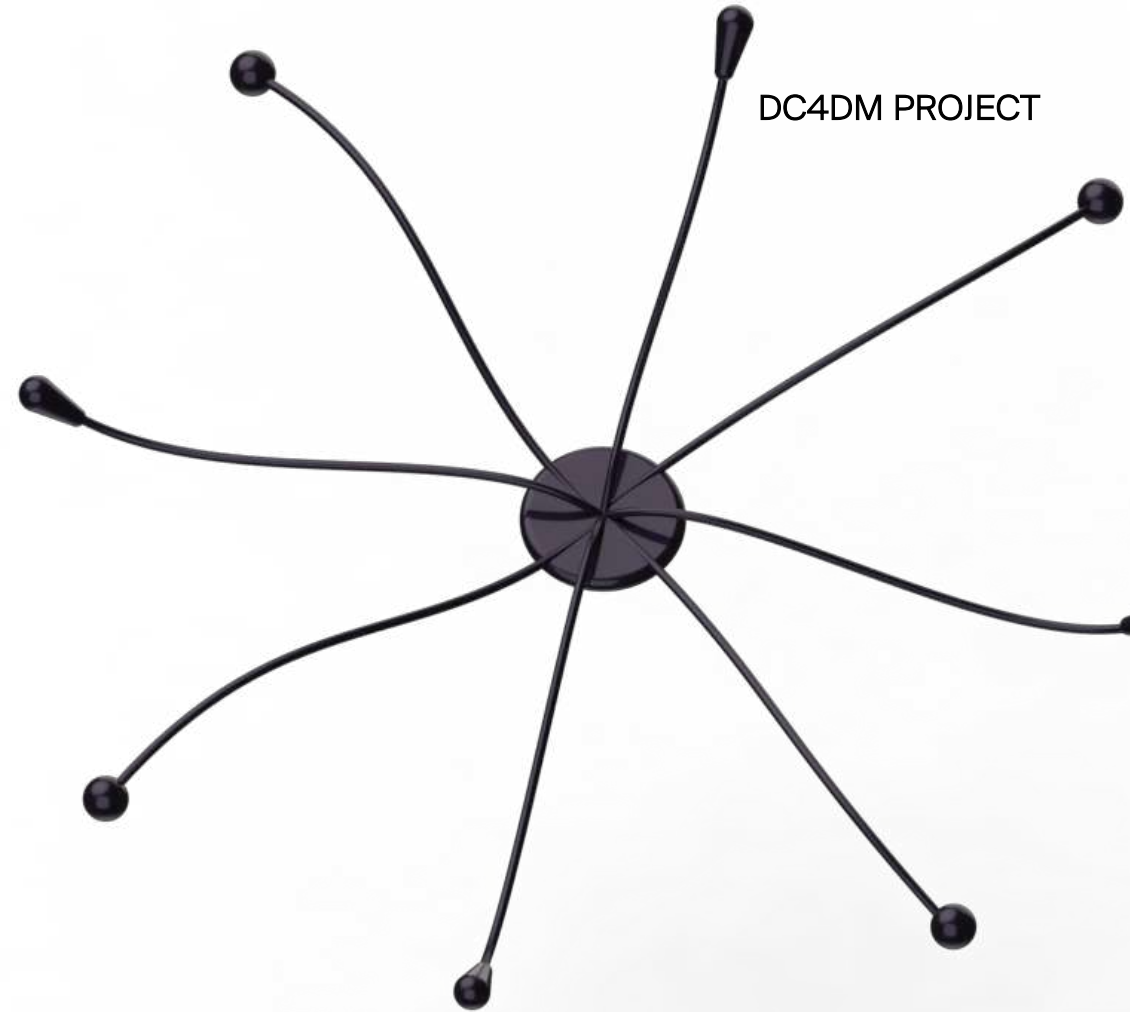
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# HLTASTE

The tongue sensor



This sensor is worn only during restaurant experiences. It allows to simulate and perceive the taste of food. It also allows to communicate to the other members of the table the tastes and emotions associated with the food eaten.

THANK YOU