Drawing food trends
Design potential in shaping food future

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Design + Food
Solution oriented partnership. How to design industrialized sustainable solutions

E. Manzini, L. Collina, S. Evans
European Commission GROWTH Programme

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DREAM:IN

social  sustainability  policies  education  activist  food  energy  finance  youth  career  harmony  success  health  balance

TUMKUR: TREE OF NEW LIFE
Inside out developmental model inspired by the dreams of Tumkur

DREAM:IN Tumkur is an open project to seed the process of creating new socio-economic value, in an inside out developmental approach. DREAM:IN Tumkur gives a platform to the dreams of residents of Tumkur district, creates new knowledge and systems, and works closely with leaders and partners to catalyze the process of positive and long lasting changes.

JOIN HANDS WITH DREAM:IN TUMKUR

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Bangalore, 560 024, Karnataka, India

onwards

a brand towards a school
the farm fest
agripreneurship
water corp of tumkur
ecotourism
agriculture

money grows on the tree

A day of opportunities

2000 km

657

10,398

7.42%

1,691

30.00

263,400

670

4,300

5,600

222

63,289

30

2.50

1.50
Design Process + Trend
Explore
- User research
- Laboratory observation
- Mind Map
- Opportunity Map
- Mood boards
- Scanning
- Trend observation
- Trend tracking
- Weak signals

Synthesize
- Hierarchization
- Relevance/Issues Trees
- Cross Impact Analysis
- Causal Layered Analysis
- Emerging Issues Analysis
- Market Analysis
- Modelling
- Trend Analysis
- Trend Decoding

Speculate
- Fiction
- Future Trends
- Prototypes
- Scenarios
- Storyboarding
- Trend extrapolation
- Wild cards

Discover
Design
Develop
Fuzzy Front End

Explore
- User research
- Laboratory observation
- Mind Map
- Opportunity Map
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Develop
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Speculate
- Design
Advance Design
Advanced Design

- The time factor
- Without market
- B to B
- The spatial and sectorial factor
Trend Design

How do designers engage with change by interacting with trend?
The trend transfer mechanism

a. identify the potential of a trend
b. modify trend parameters
c. create new possible trend

Observation

gleaning
translation
combining

Transformation

appropriation
appropriation
envision
translation
conversion

Reinterpreted scheme from Auger (2012)
Alternative presents
Design + Trend engage in change / in food future

shapes food (material)
shapes food services (immaterial + experience)
makes the (food) process visible
envisions possible futures
mediator between different cultures + disciplines
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