



# FOOD CITIES & FUTURE

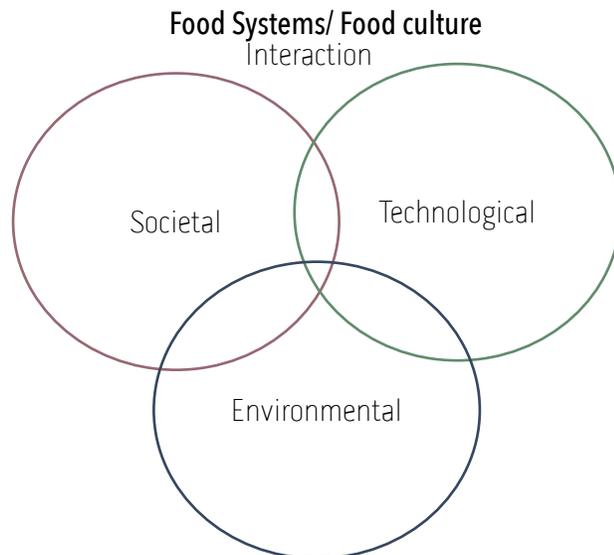
*Biggest food market Mexico City*

# BACKGROUND: Find a scenarios which put forward disruptive changes on our food system (broken) , where technology, society and environment interact with good food for future.

## Creative food Cycles:

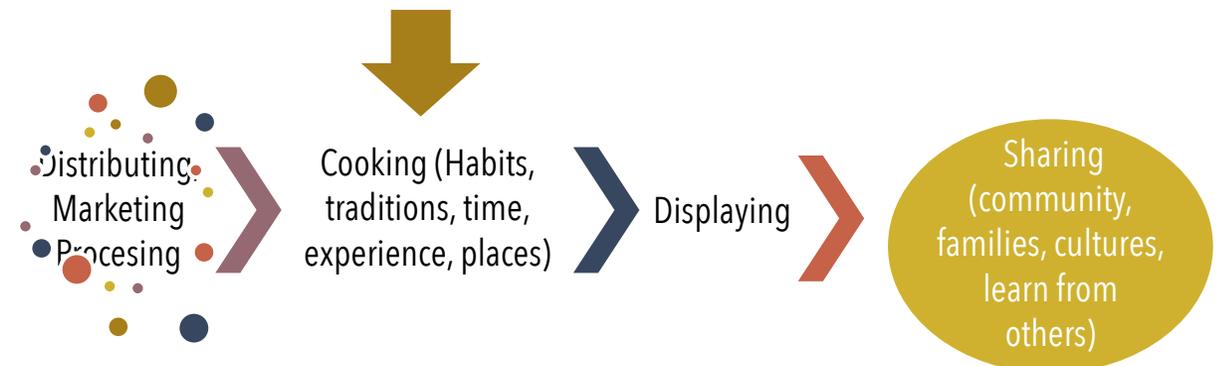
WHAT: enhance creative practices between food, architecture, and conviviality in a transnational World perspective, setting food in the centre of cultural discoveries and societal innovation.

WHY: Become a driver for positive change: for urban qualities, for cultural practices, for new urban commons, urban education, as well as overall for economic development, ecological targets, and social integration.



## Distribution ---> to Consumption Phase

This phase highlights spatial manifestations in the city—moving permanent. Innovate urban practices of conviviality and at the same time innovate urban space. Bound to and inspired by food safety, biodiversity, organic production, regional production, urban-rural linkages, health, food knowledge and education.



Food not only nourishes the body but also the relationships

# CASE

## YOLCAN: THE RESCUE OF URBAN-FARMS "CHINAMPAS" IN MEXICO CITY

### WHAT IT IS?

Yolcan is a platform that connects local farmers, responsible consumers, academics and the best chefs in Mexico City. Yolcan is a network of people committed to the rescue of the chinampas of Xochimilco and in general the Mexican countryside. We firmly believe that creating networks through personal relationships with all the employees involved (farmers, academics, chefs and Yolcan families) is the key to achieving systemic change

**WHERE IS CURRENTLY AVAILABLE ?** Mexico City (Tlalpan)

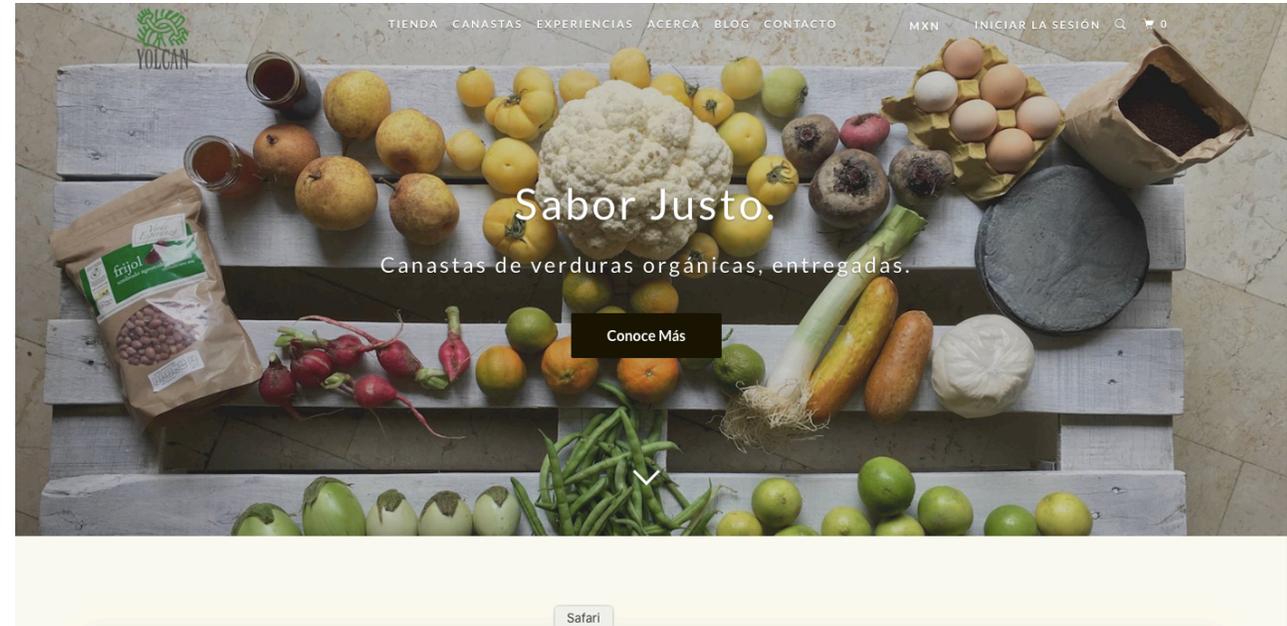
**WHY IS RELEVANT ?** Yolcan is an initiative that rescue the urban-farms in Mexico and bring back a ancient farming tradition. The project involve all the stakeholders in the circular food economy system.

For the farmers, help them with fair trade prices, education and equipment to improve plantations, and investigation to develop new products. For the Chefs and Restaurants and important restaurants in the city became allies for the project and buy all the vegetables with the farmers , more regional impossible.

For the People / Yulcanistas: they could buy on the webpage weekly seasonal baskets of fresh food

For Education , in the touristic area of Xochimilco, Yulca with a Chef develop a "trajinera" (Boat) Restaurant Experience, the clients will travel around the Chinampas ,collect the food and a Chef will cook for them the harvested food. A nice educational experience.

**URL :** <https://yolcan.com/pages/acerca>



# CASE

## BLUE APRON: Make great home cooking accesible

### WHAT IT IS?

Blue Apron is a home food delivery grocery store , they send you a complete meal with the guarantee of fair trade, sustainability, oganic food etc. With a plus the recipie of the meal step by step., easy to cook, nutrisional and delicious.

### WHERE IS CURRENTLY AVAILABLE ? USA

**WHY IS RELEVANT ?** Blue Apron represent one of the future grocery store, with the increasing number of people who prefer to order in Internet they offer a 360<sup>a</sup> solution for those who are running all time but are taking care of eating healthy and their food printing.

Technology, experience, sharing, nutritional

URL : <https://www.blueapron.com>



ON THE MENU PRICING WINE GIFTS MARKET

LOG IN SIGN U



## Choose your meals

Our chef-designed recipes include balanced Mediterranean meals, quick one-pan dinners, and top-rated customer favorites.



## Unpack your box

We guarantee the freshness of all our ingredients and deliver them in an insulated box right to your door.



ON THE MENU PRICING WINE GIFTS MARKET

LOG IN SIGN UP

## EXPLORE OUR MENUS

2 SERVING  
SIGNATURE

2 SERVING  
myW

2 SERVING  
VEGETARIAN

4 SERVING  
SIGNATURE FOR 4

Choose from an ever-changing mix of meat, fish, Beyond Meat®, and vegetarian recipes along with repeating customer favorites.

Week of December 2nd

GET COOKIN'



Harissa-Fig Chicken Thighs &



Seared Chicken & Creamy



Cumin-Sichuan Shrimp

# CASE

## Mealsharing: become a Host or have a Meal

### WHAT IT IS?

Meal Sharing brings people together over home cooked meals. Their mission is to build communities through shared resources, facilitate deeper cultural exchange, and encourage people to cook at home to enable a healthier lifestyle.

**WHERE IS CURRENTLY AVAILABLE ?** Global

**WHY IS RELEVANT ?** This initiative despite is not related with sustainability, or local farmers bring something new to cities, the possibility to point to anywhere on the map and be welcome to a home cooked meal and make it possible for people, who otherwise would probably never meet, to get together and have a good time over food.

Is a project with more potential, is based on the Airbnb initiative, and the platform work similar. Has many potential if they develop the conscious mealsharing

Sharing, eating together, cooking, displaying

URL : <https://www.mealsharing.com>

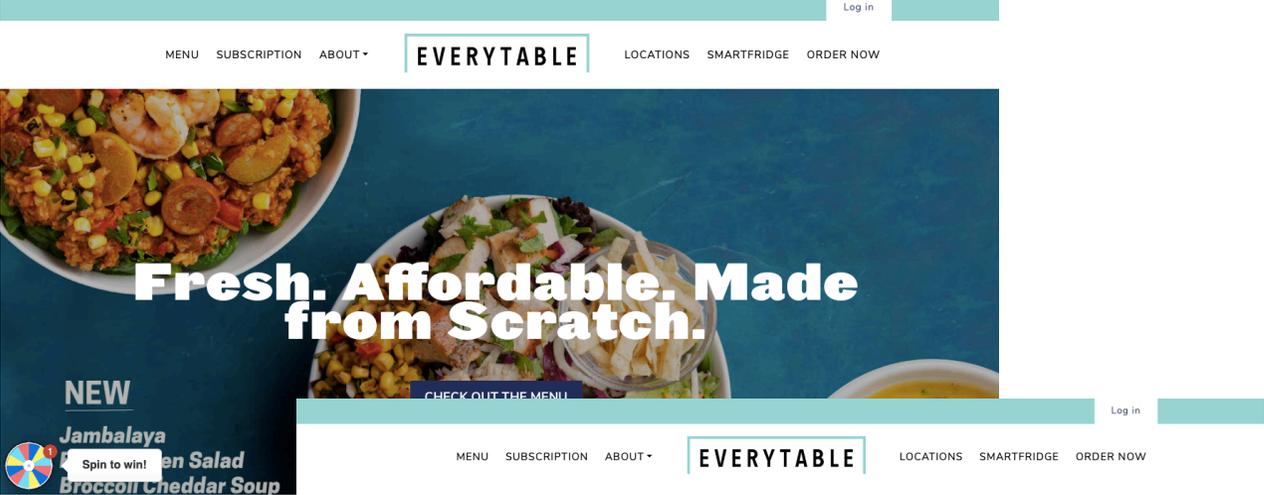
The screenshot shows the homepage of the mealsharing website. At the top left is the logo "mealsharing" with a fork and knife icon. To the right is a search bar with the text "¿A dónde te diriges?" and a magnifying glass icon. Further right are buttons for "Become a Host" and "Sign Up". The main visual is a large photograph of four men sitting around a table, smiling and sharing a meal. Overlaid on the photo is the text "The first mealshare in Cambodia" and "It was the inspiration for it all." Below the photo is a section titled "OUR START" with a small inset photo of a man and a woman. Below the inset photo is the text "The founder, Jay, had a meal with Mr. Pon and his family on a small farm an hour".

# Other Cases

## FOR EVERYTABLE

### WHAT IT IS?

Healthy Fast-food in abandoned corners in LA, affordable to people who do not have access to healthy food and where fast-food (burgers, fries, and chicken nuggets) is the King



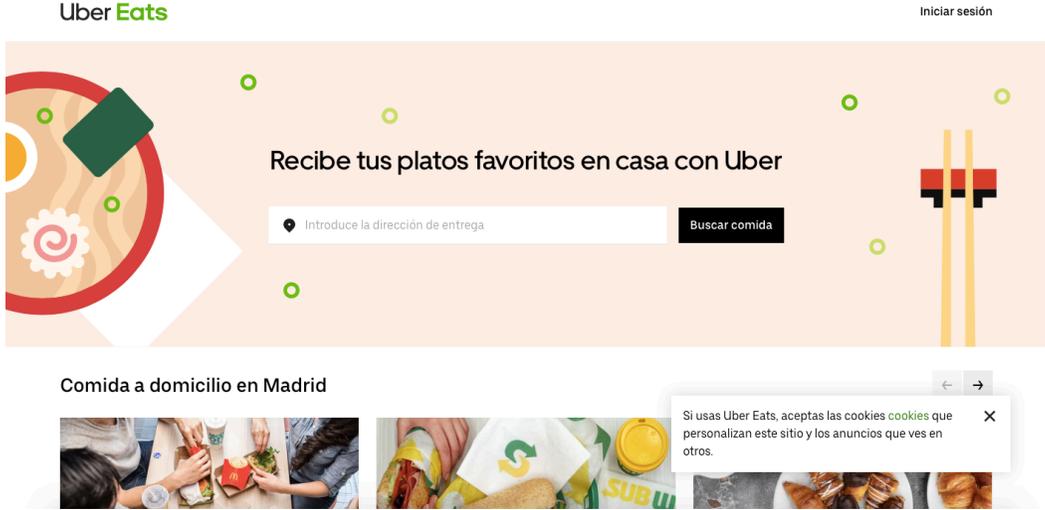
Our mission is to make nutritious, fresh food affordable and accessible to all.



## Uber Eats

### WHAT IT IS?

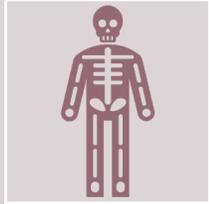
Restaurant join to deliver prepared food. They deliver by moto or bikes



Si usas Uber Eats, aceptas las cookies cookies que personalizan este sitio y los anuncios que ves en otros.

How can we design / change the situation of "common meals" at restaurants or in food stalls in order to connect people more to the food (its origin, its culture, its value...) They are eating? Consume (and relate to produce)

# Target



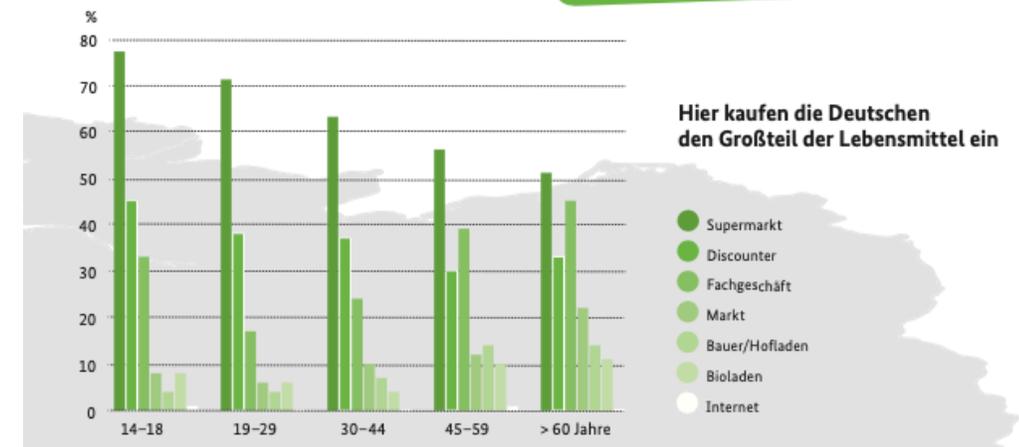
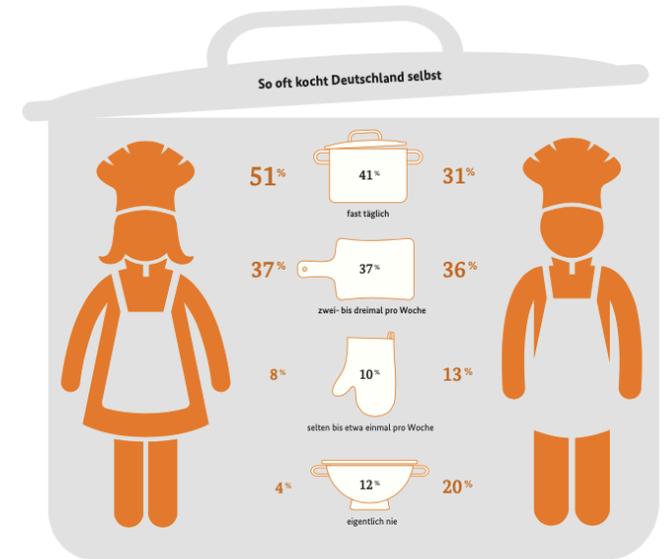
Low-impact Eaters: Low-impact Eaters are consumers whose eating habits are designed to reduce the negative impact of their food and drink consumption on the environment. Their behaviour is part of a wider shift that is taking hold in the mainstream food and drink market.



Fastronomic Foodies: Convenience is key to the Fastronomic Foodies' way of life. They understand that food is both a source of fuel and a source of pleasure, but with time of the essence, they seek shortcuts that enable them to get the best of both worlds.

Source: The Future Laboratory <https://www.thefuturelaboratory.com>

# Why?



# IDEAS



## FOOD STALL

Innovation: Kiosks to order

Why: The menu will be display by story telling, who is the farmer, from where comes the food.

No menu- just story telling



## RETAIL SUPERMARKET RESTAURANT

Innovation: Share food with customers while teach them what to buy and how to cook it

Why: The retail like we know it will disappear, we it less than the 3% of vegetables available in earth.



## THE POTATOE BAG

Innovation: Challenge to make a decision eat all the potatoes or plant some and get more. circular economy -

Why: we need start to value what we eat and how to produce it, in utopian future everybody should have a little farm

With recipes and instructions to plant



## SEASONAL SHOOPING BAG

Innovation: In Germany the people go to supermarkets, but they should go and buy conscous. The bag will help to buy healthy, seasonal and with less waste food

Why: educate the people to value food and eat more healthy

Recipes, seasonal food, farms in the near, markets, regional food

**WHERE**