

EXPLORING URBAN FOOD CULTURES: FOOD HOMING FOR CIRCULARITY

2020/21 Design International (online)

A collaborative online course between the BA Integrated Design program, KISD + MDes and BA(hon) in Design of PolyU Design.

THEME:

The selective theme of the 2020/21 Design International module will center around the *challenges or opportunities* of the issues of **‘changing habits during the Covid pandemic’** and **‘food value’ (ecological, economic, social/societal.....)** which we all are confronting and anticipating at the moment, and still likely to encounter in a foreseeable future.

CHALLENGE/ OPPORTUNITY:

In this international and intercultural joint project, students from various cultural backgrounds (*gathered from the KISD and PolyU Design Hong Kong*) would require to team up **(3-4 persons per group)** and respond to the following questions with a critical, provocative design/solution:

- **How** relevant are local cultural heritages to the challenges of food production/consumption, waste and safety?
- **How** could a food preparing, cooking or dining experience at home become enjoyable yet meaningful at the midst of (*and after*) the COVID-19 pandemic?
- **How** would such experiences be *eco-friendlily, effectively, efficiently, and economically* conducted and promoted among family members, friends and personal social network?
- **How** does digitalization influence the way we prepare, enjoy and share food/ meals and which new opportunities, practices and habits emerge?

The aforementioned questions were raised just as the ‘anchor’/starting points of your journey. There will be no specific design outcomes be set explicitly here. **Therefore you have to define the final ‘destination’ (expression and format of design) of your adventure.** But, you would be required to conduct **3 key activities** to fulfil the whole experimental journey:

- 1) Find out the essences (*values, interdependencies and meanings*) of a specific **local, traditional** home-made food through engaging the senior members of your family or neighborhood / local context.
- 2) Conduct actual experiments to revisit traditional dishes/cuisines/foods, as well as explore new alternatives **at home** – treat home kitchen as a ‘design laboratory’ and think of new opportunities of commensality.
- 3) Prepare, cook and/or test the explored dishes/cuisines/foods **in person (if possible with friends/acquaintances)** and make use of the hybrid setting of remote collaboration in the course and in all of your teams.

AIMS:

Through this transcultural design collaboration, we aim at facilitating and enabling the students.....

- to obtain knowledge of the correlations of traditional, contemporary, local and alien/different/strange cultures (*Germany/Europe and China/Asia*)
- to understand food as a cultural phenomenon with huge social, economic and ecological impacts.
- to address the macro (*systemic*), meso (*situation, context, service,*) and micro (*product, material, interaction*) levels in your process and outcome
- to experience cross-cultural, cross-geographical team and project management digitally and virtually.

- to navigate a complex topic and to narrow it down finding an own perspective
- to understand the significance of design making (*or embodying*) with various bodily senses and hands-on practices during the research and making process of the project
- to acknowledge and reflect on different perspectives and approaches in thinking and making and understand them as valuable in your process

SETTING AND PEDAGOGICAL APPROACH:

This course will be conducted in the following manners:

- Cross-cultural project teams (*by students from KISD and PolyU Design Hong Kong*) will be formed to realize transcultural learning.
- Introductory lectures/ seminars (*with relevant theories, practices or cases*) will be provided at the beginning of the course.
- Weekly work/ tutorial sessions are scheduled. While additional local, convivial meetings led by project teams would be conducted if required.
- Shared simultaneous presentations will be organized at the beginning, middle and end of the course.
- A specific set of digital platforms for collaboration will be suggested and prepared. Alternative methods/tools for fieldwork will be introduced.
- Local stakeholders (*potential public or private entities*) might be invited to act as the evaluator of the final outcomes.

PHASES

1. SENSING
2. ENVISIONING
3. EXPLORING & EXPERIMENTING
4. 'SENSES' MAKING
5. REFLECTING/ EVOLVING

EXPECTED OUTCOMES:

1. A **project diary** which document the whole journey of the design 'adventure' concisely including a critical reflection of the intercultural collaboration and its contribution to the project and outcome
2. A **final design** – a self-decided form/format which appropriately answered the 'HOW' questions and justify the time and manpower involved.
3. An **elaborated strategy/plan** which could help to up-scaling or spread the new design/idea (*e.g. via social-networks*).

COACHING TEAM:

- Philipp Heidkamp (*KISD, Germany*)
- Benny Leong (*PolyU Design, Hong Kong*)
- Stefan Sonntag (*PolyU Design, Hong Kong*)

GUEST SPEAKERS:

- John Thackara (*Founder/Curator, Doors of Perception*)
- Dolly Daou (*FoodDesign Lab L'École de design Nantes Atlantique, France*)
- Elaine Ann (*CEO, Kaizor Innovation, Canada/HK*)
- Danielle Wilde (*Associate Professor, the University of Southern Denmark, Kolding*)
- Benny Leong (*Co-leader, LeNS Lab, SD PolyU, Hong Kong*)

PROJECT JOURNEY:

Online meetings every Tuesday at **13:00 Germany time (20:00 HK time)**, for 2-3 hours starting at **10 Nov. 2020**, ending at **2 Feb. 2021**. Additional convivial meetings of team members every Thursday, same time, for those who will be able and interested to join (*2 meetings are set mandatory for all*).

Date	Time	Activity Type	Hosts/Guests	Delivered by students	Remarks
2020					
STAGE (I) - SENSING					
Nov 10	13:00 (20:00 HK)	PROJECT KICK-OFF <i>Introduction Lecture</i>	<ul style="list-style-type: none"> Philipp Heidkamp [PH] Benny Leong [BL] Stefan Sonntag [SS] 	<i>Group list be prepared and submitted before Nov 10.</i>	Grouping criteria to be sent by Nov 2
	14:00 (21:00 HK)	Lecture (I): “emerging food tech/ PSS food production and consumption” <i>(tentative title)</i>	Dolly Daou		
Nov 17	13:00 (20:00 HK)	Lecture (II): “value and cultures of food” <i>(tentative title)</i>	John Thackara		
	14:00 (21:00 HK)	tutorial	• [PH], [BL]	<i>sharing initial idea and plan</i>	
	16:00 (23:00 HK)	Lecture (III): “Distance design collaboration” <i>(tentative title)</i>	Elaine Ann		
Nov 26 (Thur)	13:00 (20:00 HK)	Convivial gathering	<ul style="list-style-type: none"> Project teams [PH], [BL] <i>(take part as audience)</i> 	<i>findings/concepts sharing</i>	Project teams will take lead of these gathering
Nov 24	13:00 (20:00 HK)	Lecture (IV): “Experience of new food” <i>(tentative title)</i>	Danielle Wilde		
	14:00 (21:00 HK)	tutorial	• [PH], [BL]	<i>research plan, research design</i>	
STAGE (II) - ENVISIONING					
Dec 01	13:00 (20:00 HK)	Lecture (V): “Culture & Circular Design” <i>(tentative title)</i>	Benny Leong		
	14:00 (21:00 HK)	tutorial	• [PH], [BL]	<i>findings sharing</i>	
Dec 03 (Thur)	13:00 (20:00 HK)	Convivial gathering	<ul style="list-style-type: none"> Project teams [PH], [BL] <i>(take part as audience)</i> 	<i>ideas/concepts sharing</i>	Project teams will take lead of these gathering
Dec 08	13:00 (20:00 HK)	tutorial	• [PH], [BL]	<i>project progress update</i>	
Dec 15	13:00 (20:00 HK)	INTERIM REVIEW	<ul style="list-style-type: none"> Invited stakeholder/ guest(s) [PH], [BL], {SS} 		
STAGE (III) - EXPLORING & EXPERIMENTING					
Dec 22	13:00 (20:00 HK)	tutorial	• [PH], [BL]	<i>findings and initial insights/ ideas prepared</i>	
2021					
Jan 05	13:00 (20:00 HK)	tutorial	• [PH], [BL]	<i>development sharing</i>	
Jan 12	13:00 (20:00 HK)	tutorial	• [PH], [BL]	<i>development sharing</i>	
STAGE (IV) - ‘SENSES’ MAKING					
Jan 19	13:00 (20:00 HK)	tutorial	• [PH], [BL]	<i>development sharing</i>	

Jan 26	13:00 (20:00 HK)	tutorial	<ul style="list-style-type: none"> • [PH], [BL] 	<i>solution finalization, final outputs preparation</i>	
Feb 02	13:00 (20:00 HK)	FINAL PRESENTATION	<ul style="list-style-type: none"> • Invited stakeholder/ guest(s) • [PH], [BL], {SS} 		
STAGE (V) - REFLECTING /EVOLVING					
Feb XX	13:00 (20:00 HK)	Will we have a date?	<ul style="list-style-type: none"> • [PH], [BL] (take part as observers) 	<i>Post-project event/ initiative initiated by project team(s)</i>	PH, BL will return for a visit of the platform

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