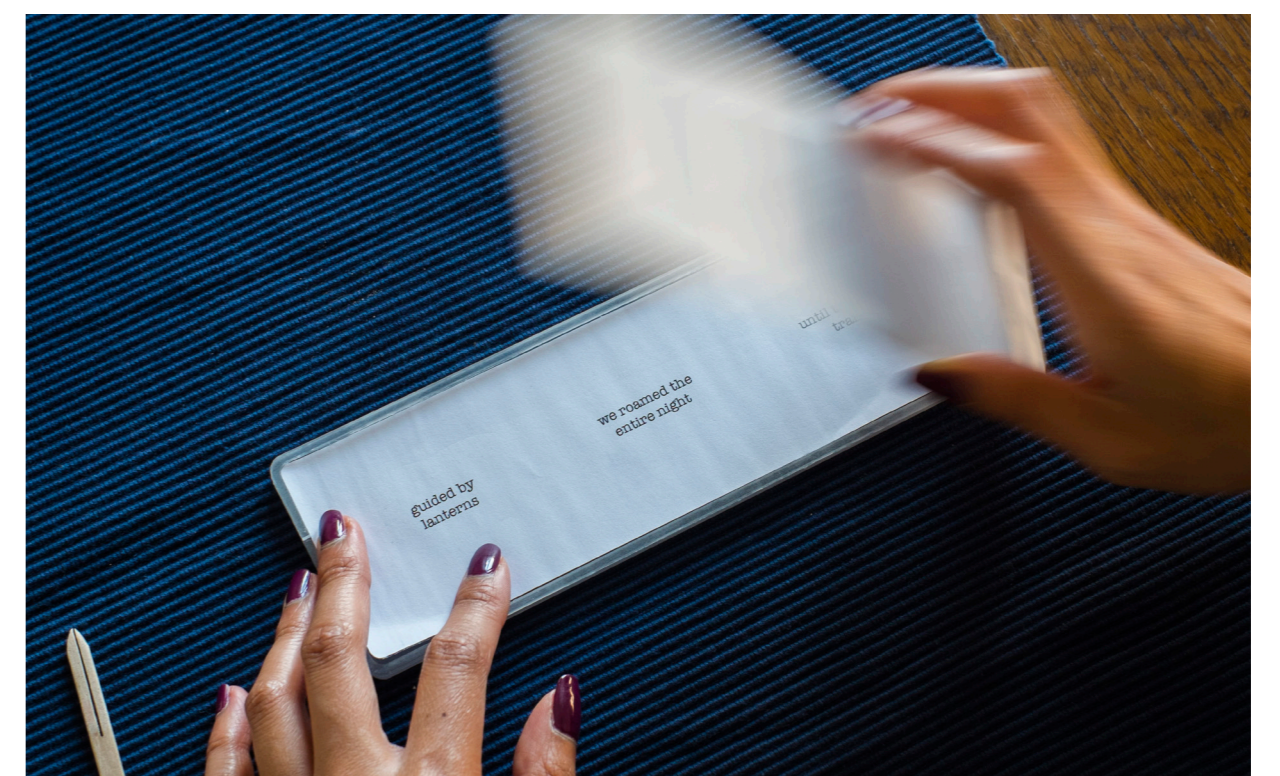
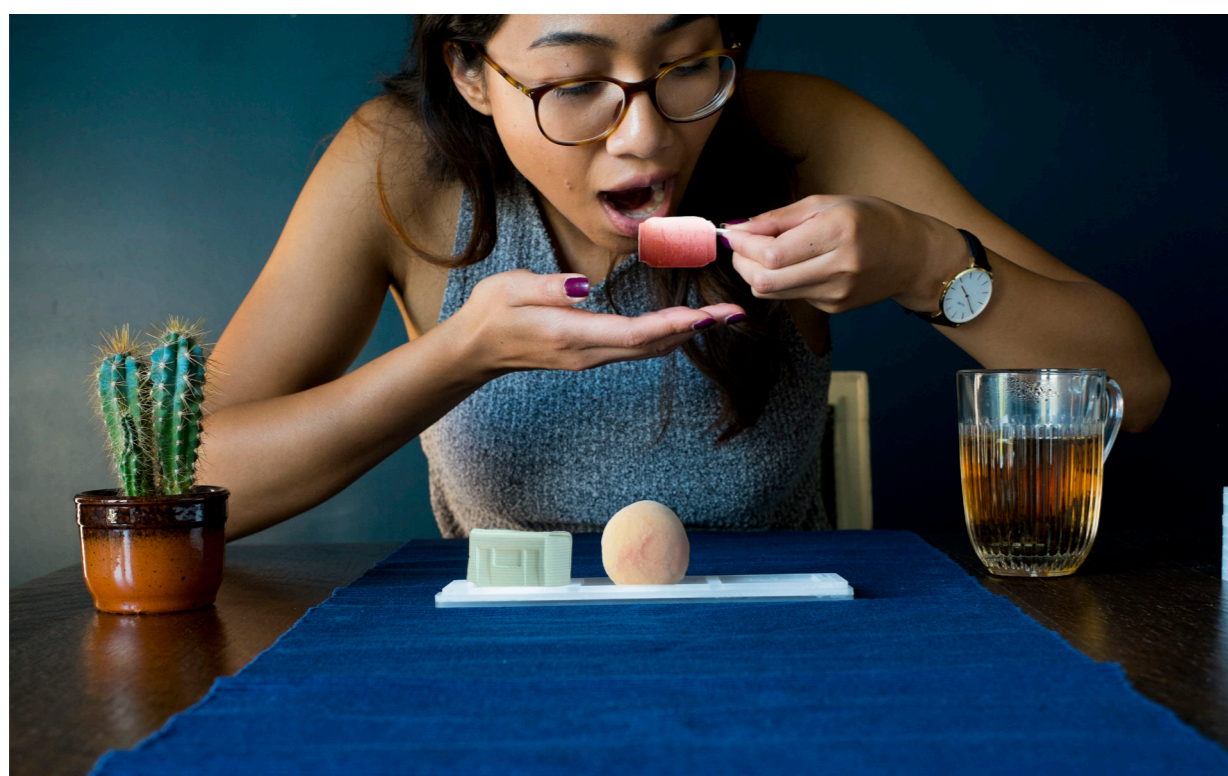


フード俳句

Food Haiku reliving memories through food



As the technology of 3D food printing promises interesting opportunities in food personalization, the application has yet to find a meaningful place in the life of the consumer. This project attempted to find an application for this technology within the cultural context of urban Japan; an environment with robotics and automation deeply integrated in the daily lives. The vision of food poetry is a reaction to the modern lifestyle in urban Japan that is characterized by high stress levels, loss in genuine

intimacy and neglectance of the mental wellbeing. The overarching vision of food poetry aims to tell stories through food by expressing all the sensorial stimuli with ingredients and cooking technique. The concept of a Food Haiku is one of the physical manifestation thereof. Food Haiku's, a composition of three printed snacks, are specifically aimed at embodying memories between two individuals. And as the long-kept tradition of gifting sweets and fruits as a token of appreciation

is highly honored in Japan, this concept follows the same principle. The haiku is then received digitally, only having to pick up their printed haiku at their own local food printing point where all the ingredients are prepared or stored. On the receiving side, it will not only act as a micro moment to escape the daily routine and relive that precious memory but to ultimately appreciate our relationships and grow closer to each other.

Randy Kadarman
Food Poetry: A future vision for food printing
30-08-2017
Integrated Product Design

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