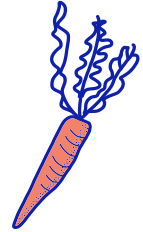
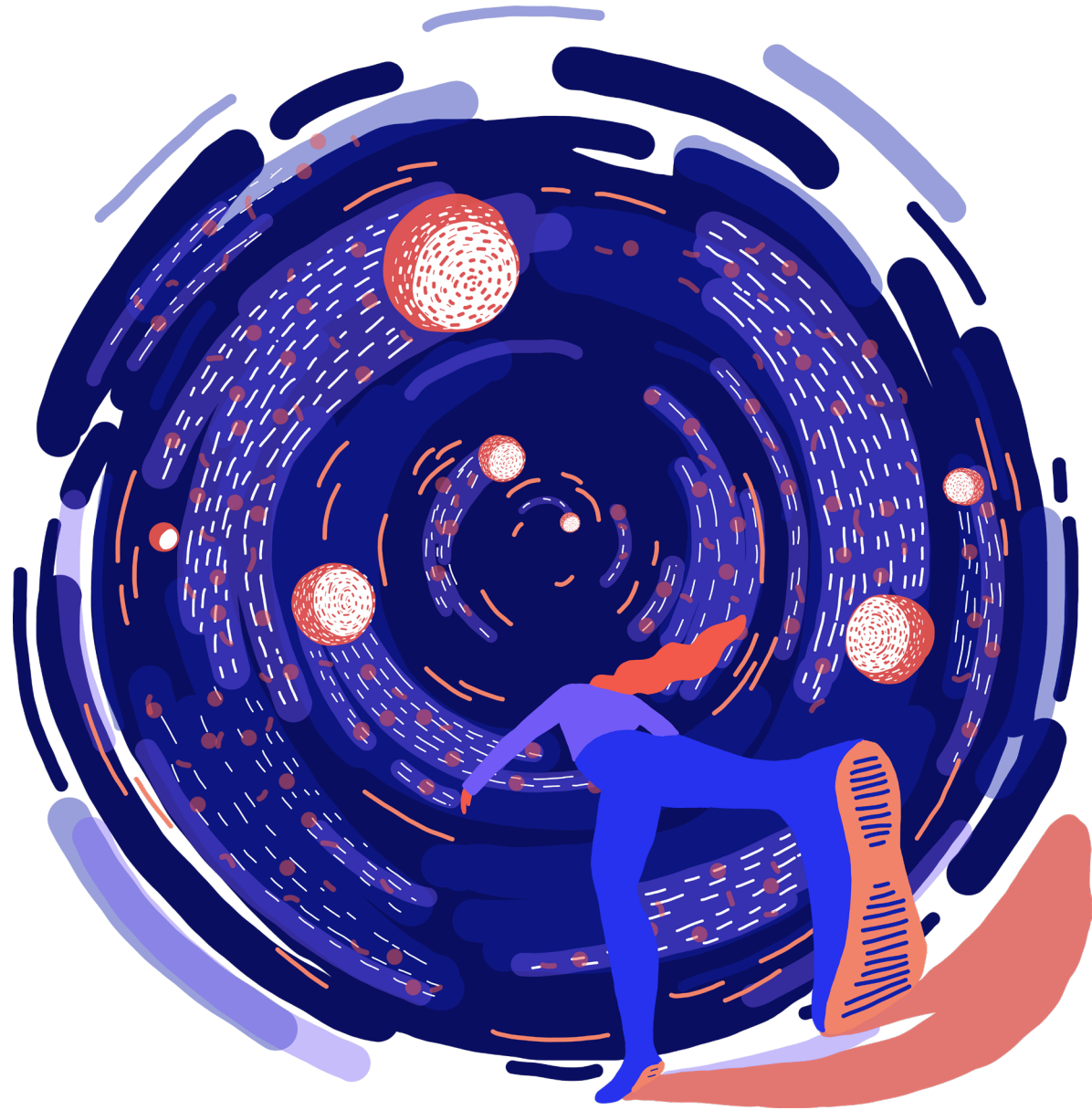
 WHAT IF 

THINKING THROUGH OUR RELATION WITH FOOD



WHAT IF



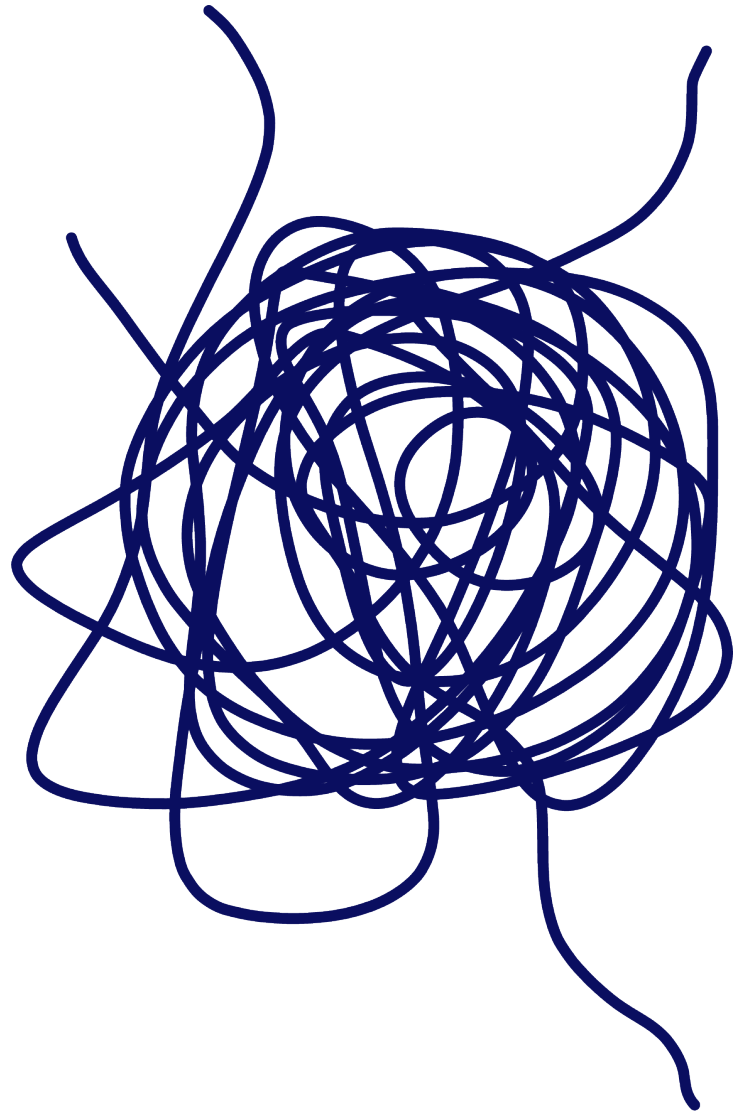
FOOD APPEARS

FOOD APPEARS
FOOD IS EVERYWHERE

FOOD APPEARS

FOOD IS EVERYWHERE

FOOD BECOMES MORE GENERIC



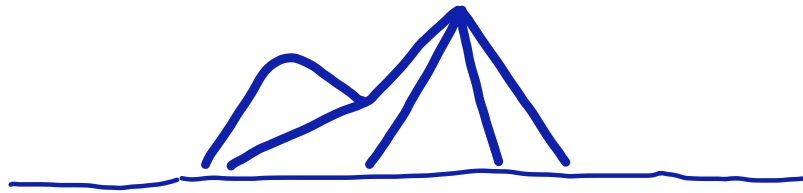
WICKED PROBLEM

AWARENESS

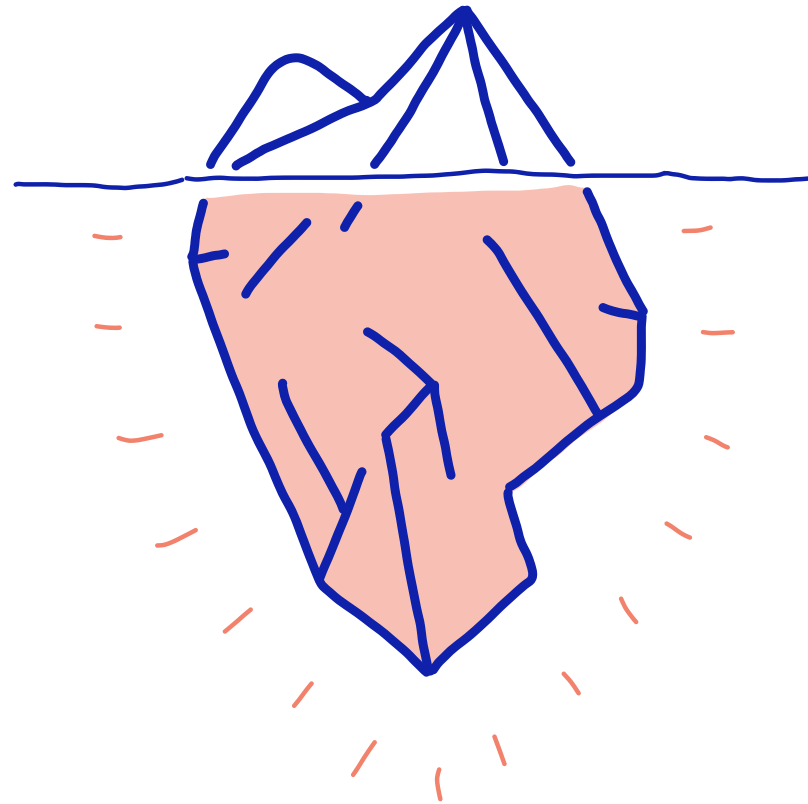


FOOD AS OBJECT

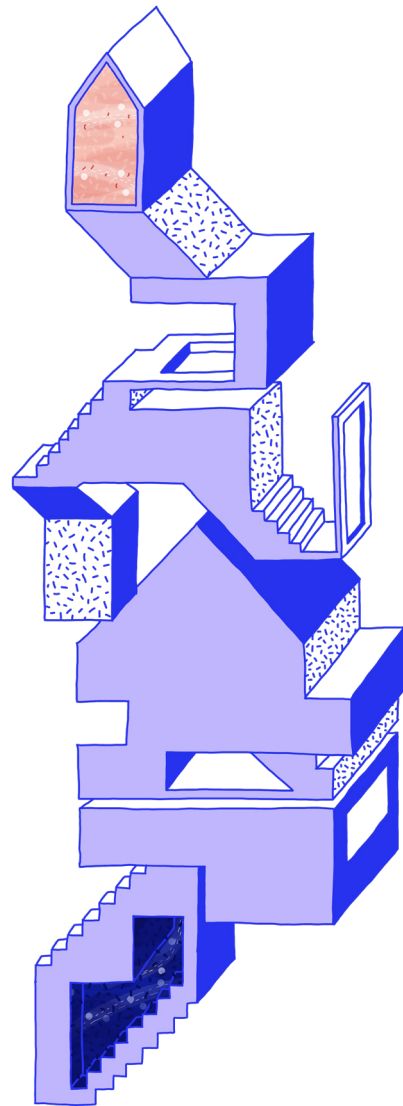




CONSCIOUS



SUBCONSCIOUS



ARCHITECTURE

HOW CAN ARCHITECTURE ENABLE A MEANINGFUL RELATION
BETWEEN US AND FOOD?

RESEARCH QUESTION

CONTEXTUAL

GOAL

HOW CAN ARCHITECTURE ENABLE A MEANINGFUL RELATION
BETWEEN US AND FOOD?

METHOD

SUBJECTIVE

OBJECTIVE

RESEARCH QUESTION

HOW CAN THE CONTEXT ENABLE A MEANINGFUL RELATION
BETWEEN THE SUBJECT AND THE OBJECT ?

RESEARCH QUESTION



SPECULATIVE DESIGN / SCENARIO



STIMULATE THINKING



STIMULATE THINKING



PROVOKE EMOTIONS



STIMULATE THINKING



PROVOKE EMOTIONS



STIMULATE DISCUSSION



STIMULATE THINKING



PROVOKE EMOTIONS



STIMULATE DISCUSSION



PROVOKE ATTENTION

WHAT IF

BIG PROBLEMS

BIG PROBLEMS

PERSONAL PROBLEMS

BIG PROBLEMS

PERSONAL PROBLEMS



SCENARIO

A hand-drawn 4x4 grid representing a matrix. The grid consists of four horizontal rows and four vertical columns, creating a total of 16 empty cells. The lines are drawn in a dark blue color and have a slightly irregular, hand-drawn appearance.

MATRIX



SURVIVAL



SURVIVAL



ROUTINE





SURVIVAL



ROUTINE



FESTIVITY



SURVIVAL

SCARCITY



ROUTINE



FESTIVITY



SURVIVAL

SCARCITY



ROUTINE

INDIFFERENCE



FESTIVITY



SURVIVAL

SCARCITY



ROUTINE

INDIFFERENCE



FESTIVITY

ABUNDANCE



GARDEN



GARDEN



KITCHEN





GARDEN



KITCHEN



TABLE



GARDEN

PRODUCING



KITCHEN



TABLE



GARDEN

PRODUCING



KITCHEN

PREPARING



TABLE



GARDEN

PRODUCING



KITCHEN

PREPARING



TABLE

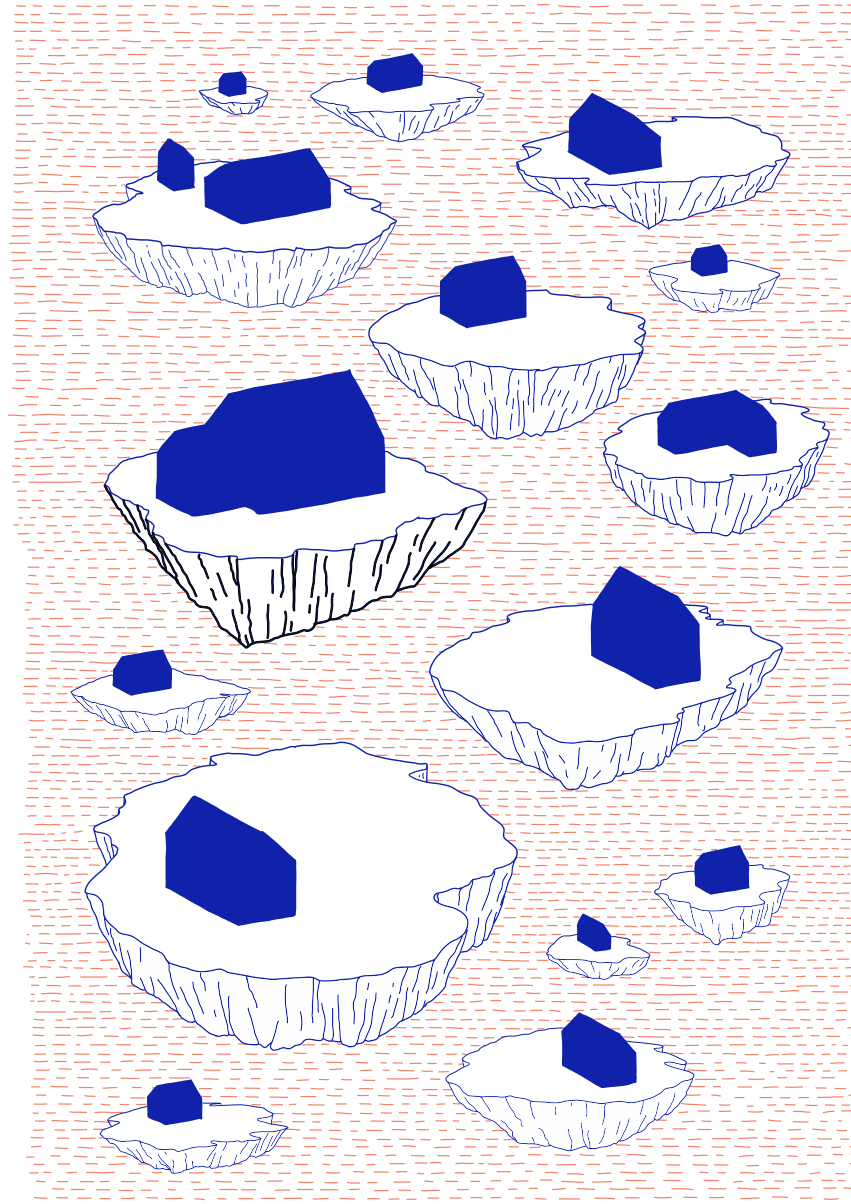
CONSUMING

	SURVIVAL SCARCITY	ROUTINE INDIFFERENCE	FESTIVITY ABUNDANCE
PRODUCING THE GARDEN			
PREPARING THE KITCHEN			
CONSUMING THE TABLE			

MATRIX

	SURVIVAL SCARCITY	ROUTINE INDIFFERENCE	FESTIVITY ABUNDANCE
PRODUCING THE GARDEN	COMPOST	PROCESS MAKING	PRESERVATION
PREPARING THE KITCHEN	HEARTH	CARBS PROTEINS FATS	RELIGIOUS FASTING
CONSUMING THE TABLE	SUGAR RUSH CAMP	EDIBLE EVERYTHING	OBESE RESTAURANT

MATRIX



CONTEXT





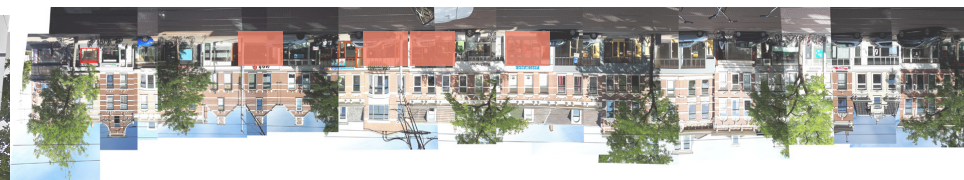
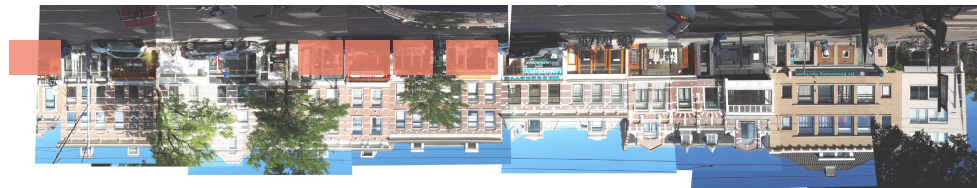




NIEUWE BINNENWEG



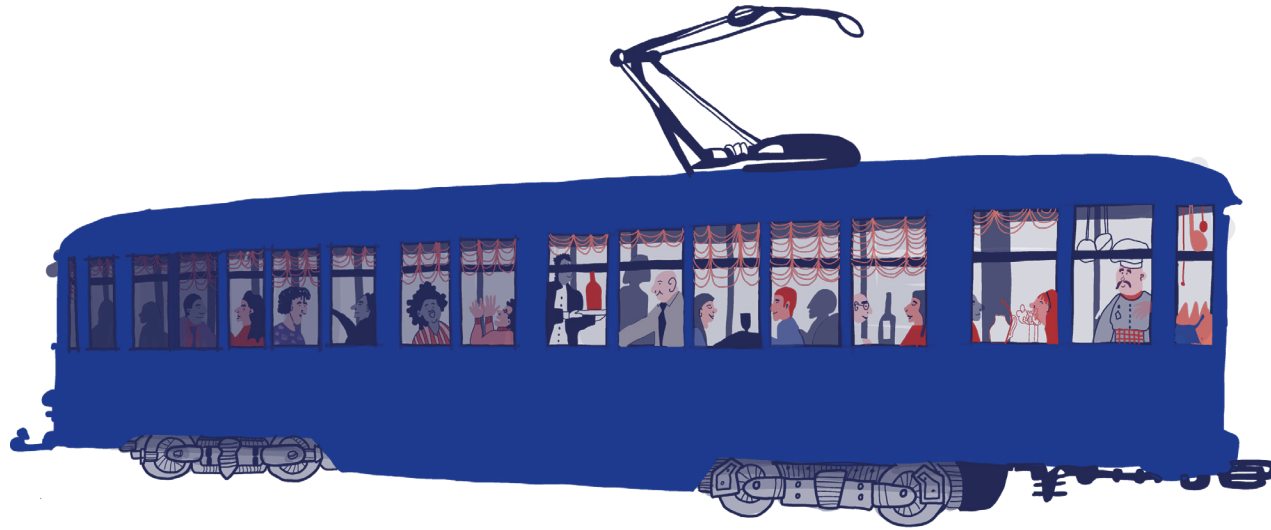
NIEUWE BINNENWEG



NIEUWE BINNENWEG



NIEUWE BINNENWEG



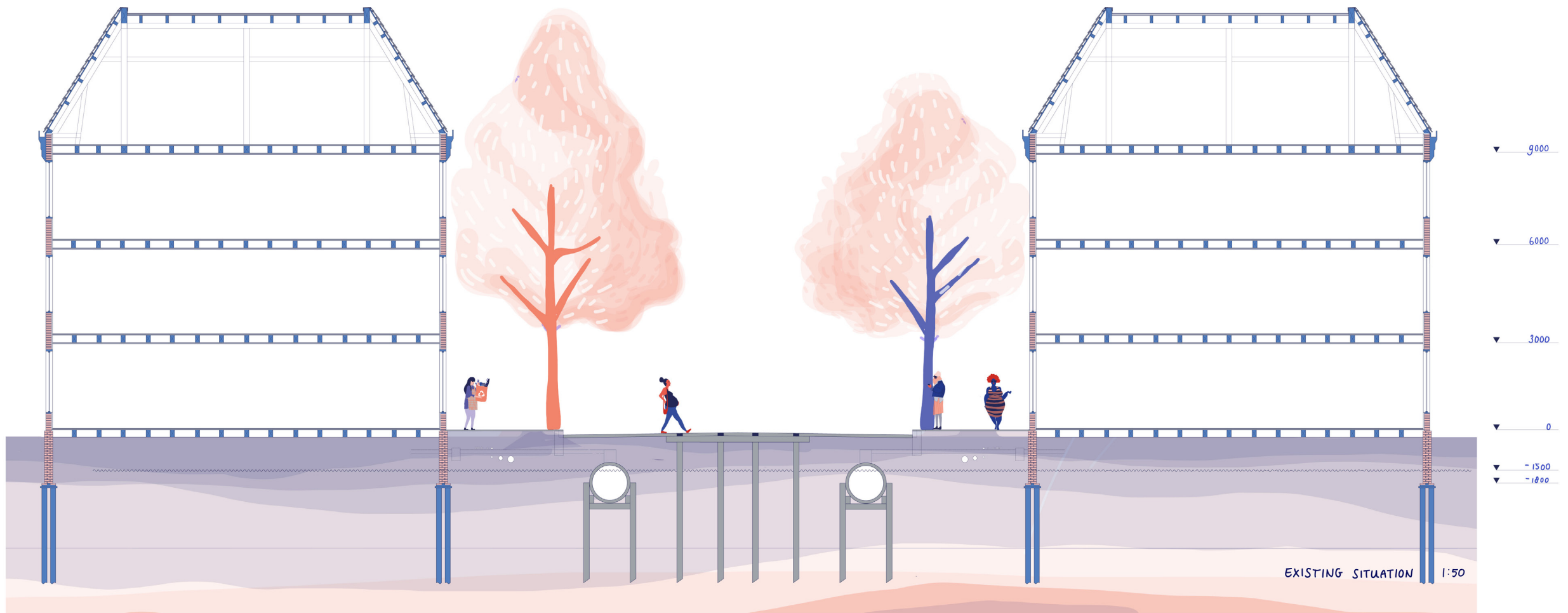
PEOPLE

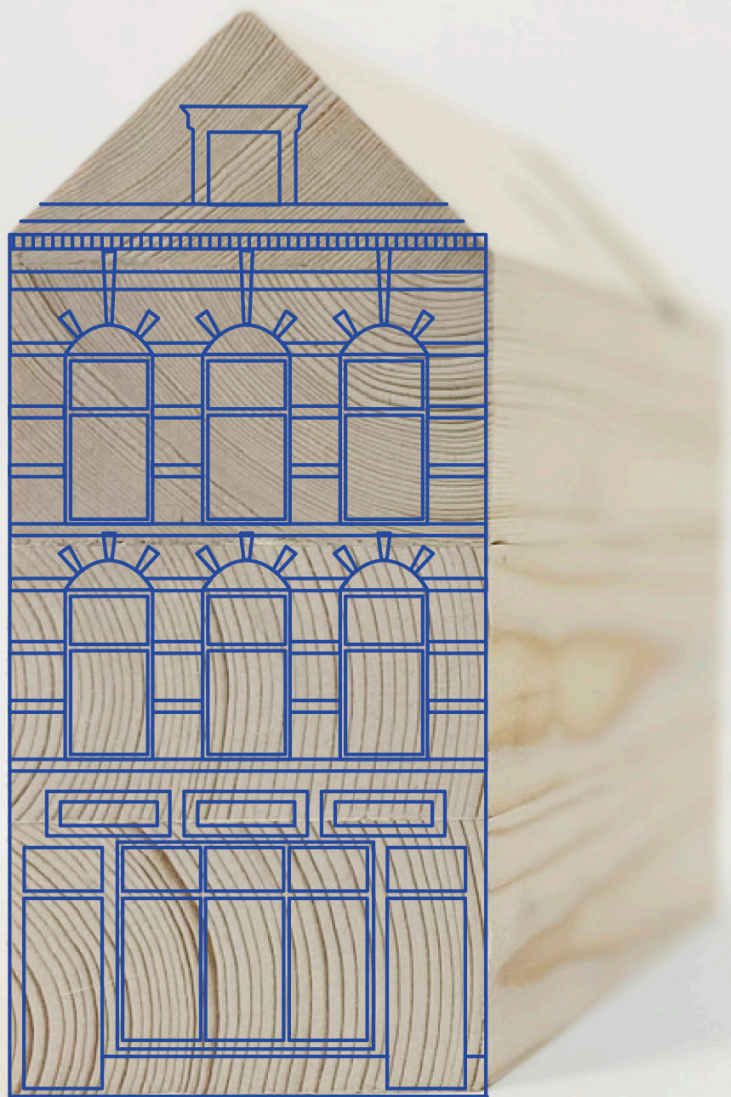


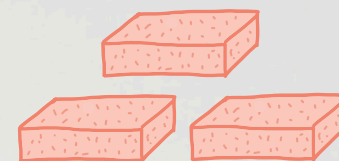
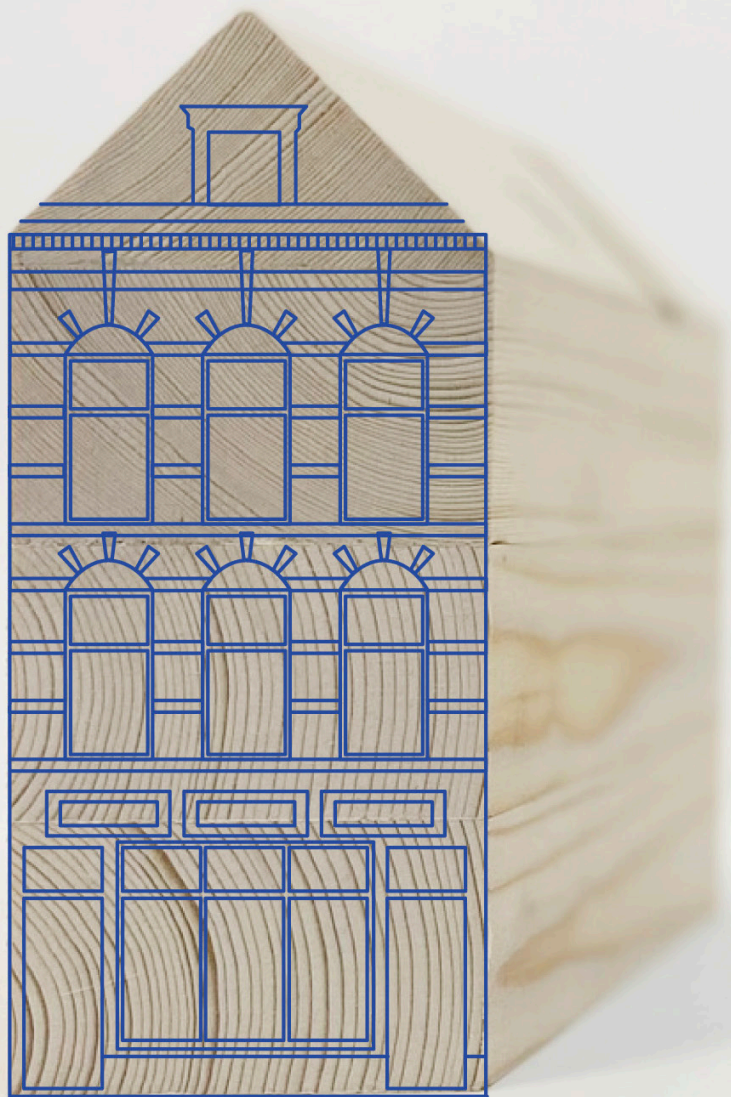
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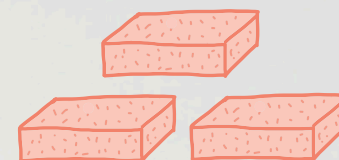
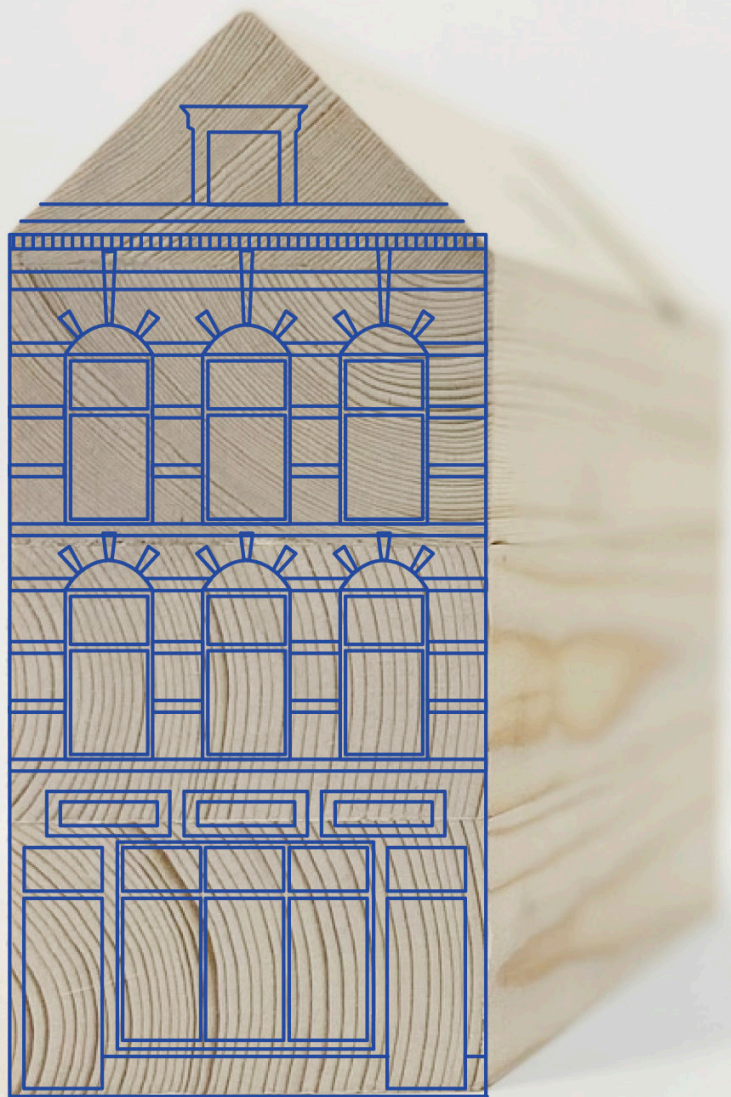


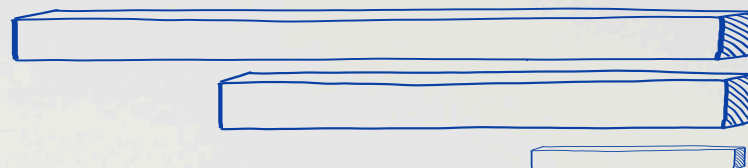
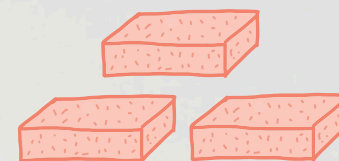
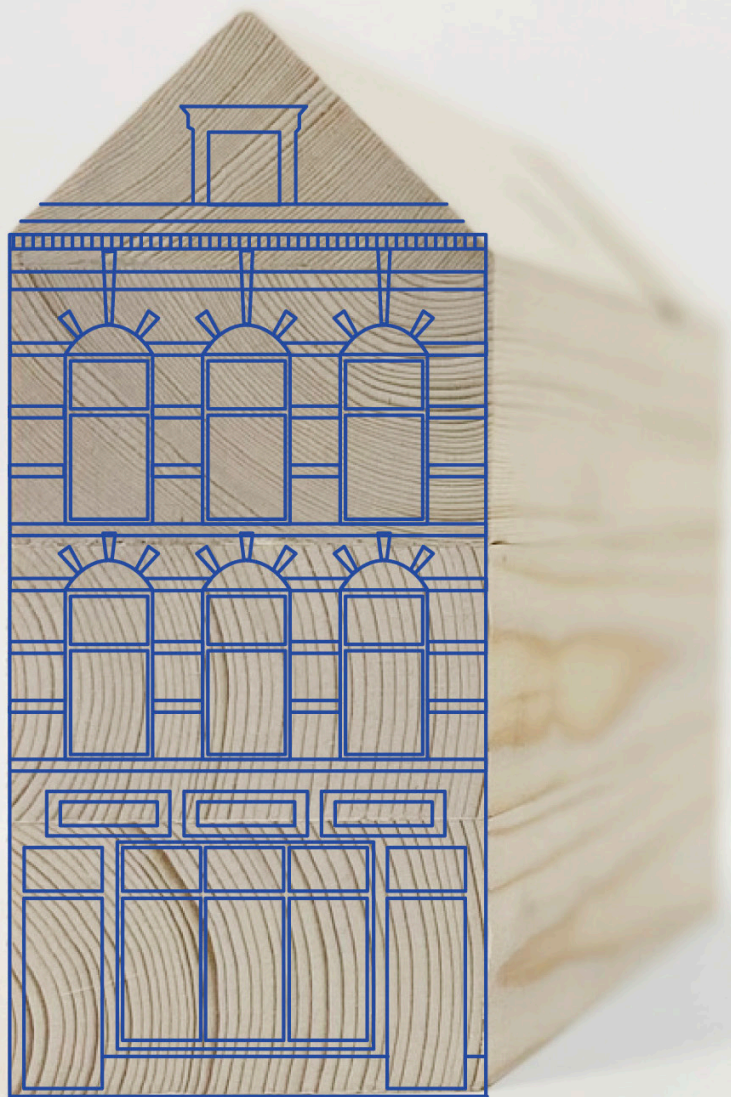
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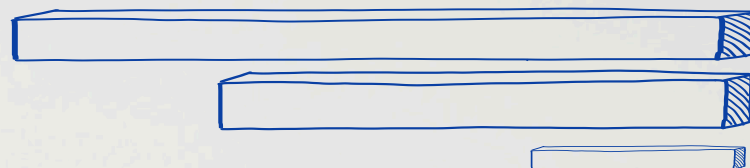
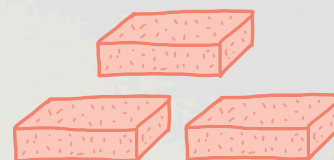
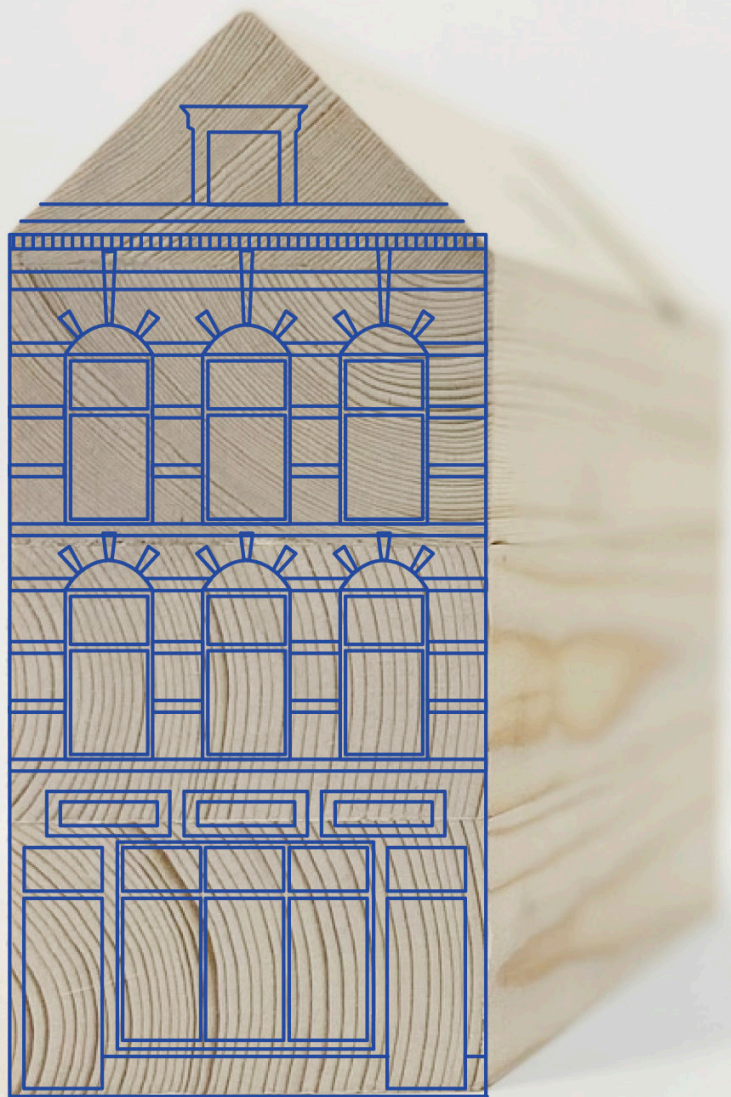


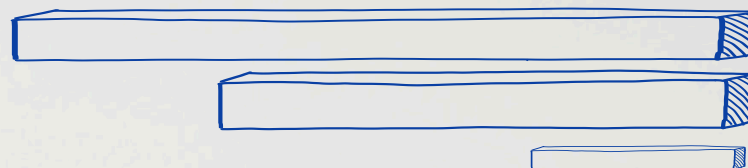
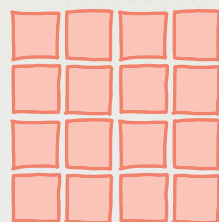
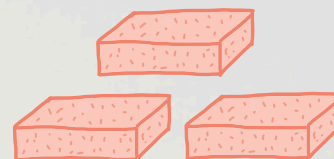
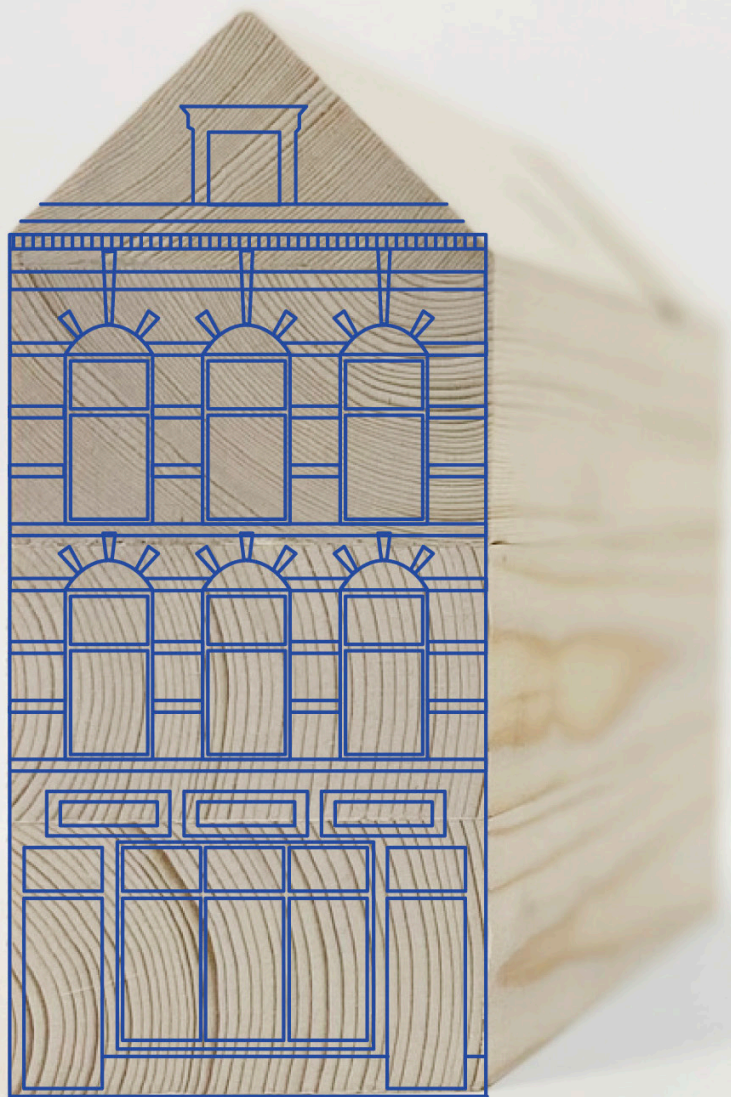


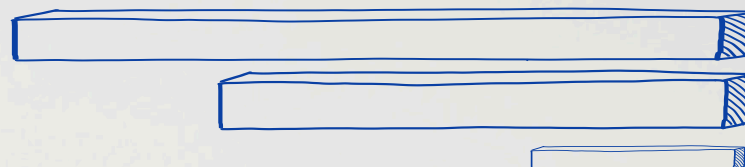
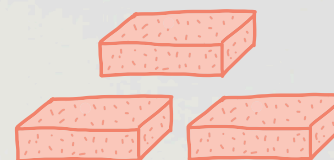
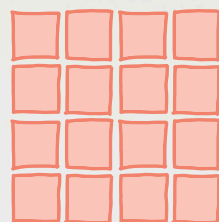
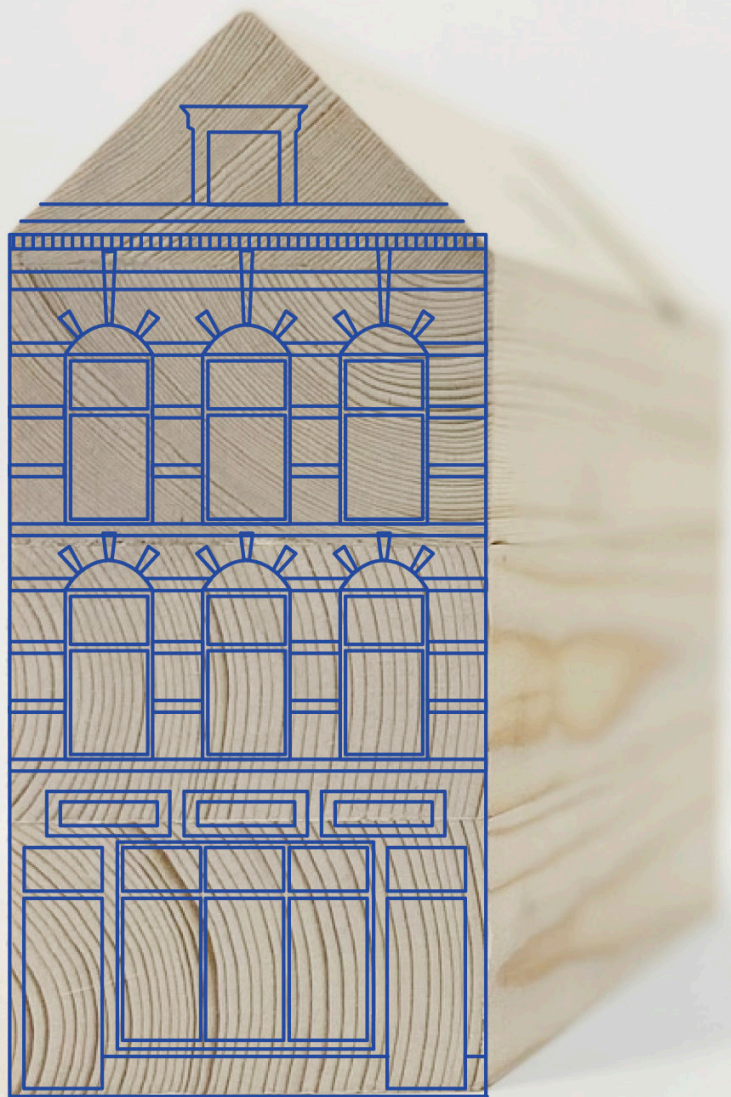


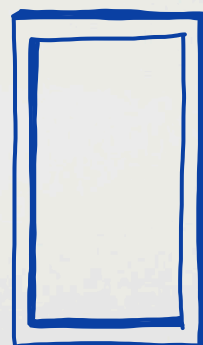
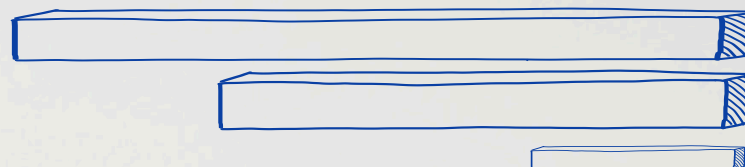
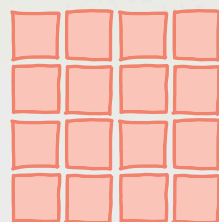
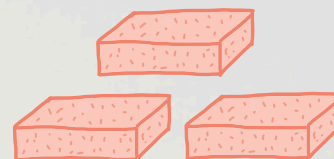
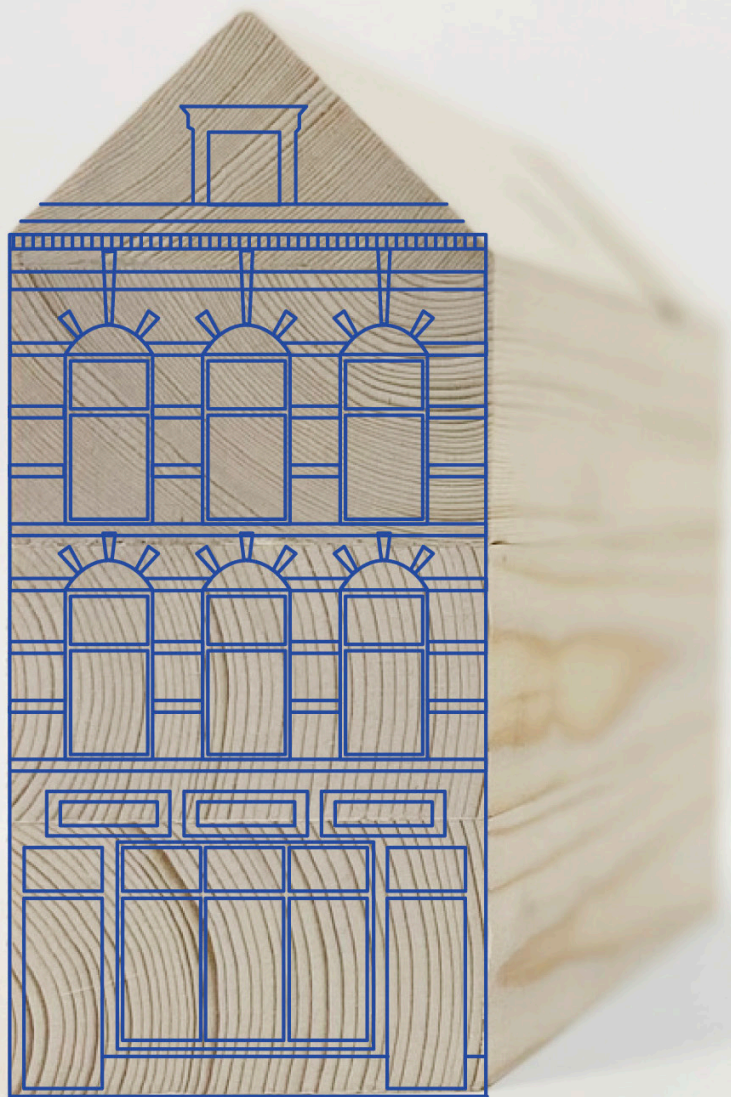


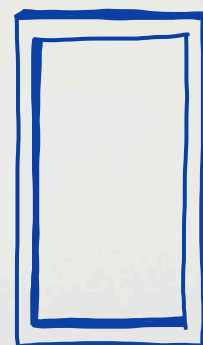
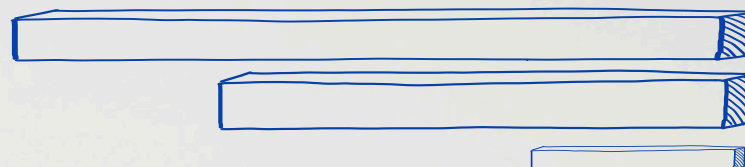
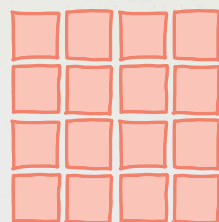
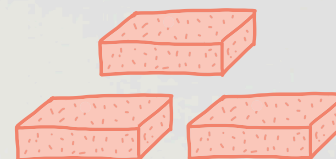
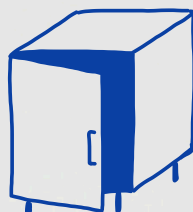
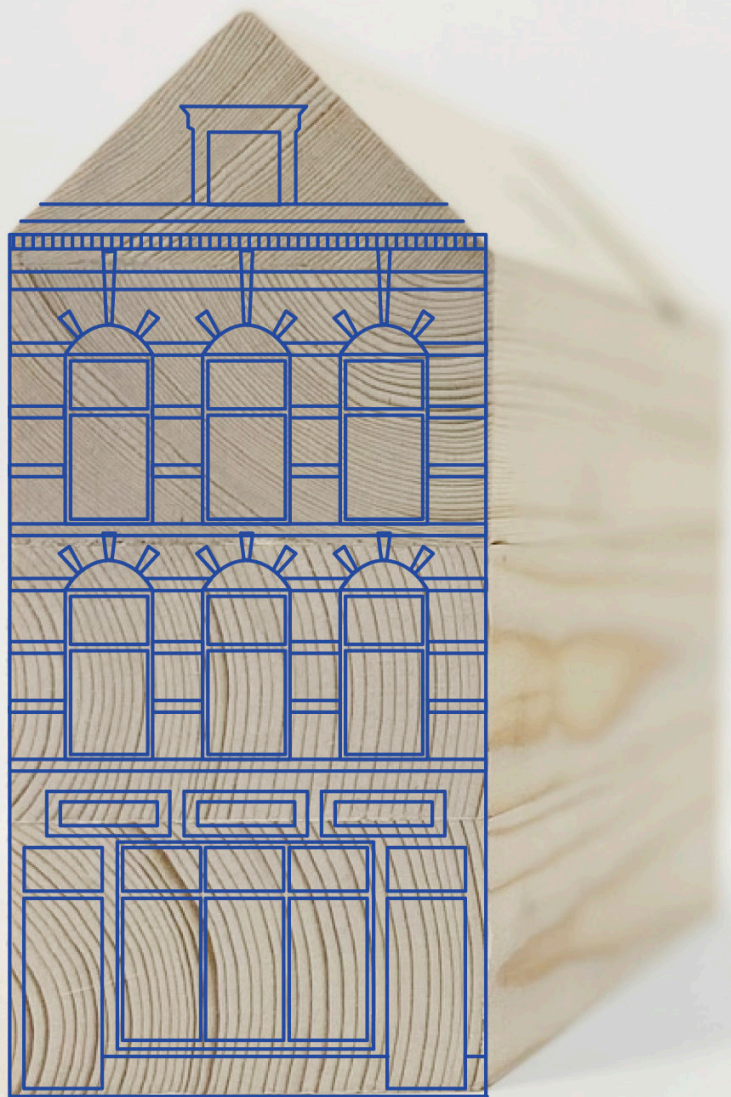


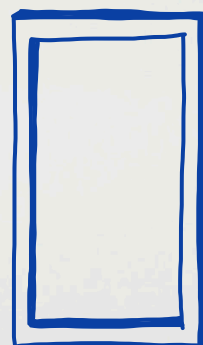
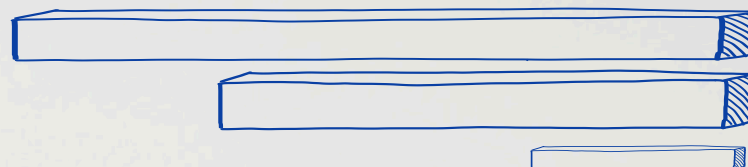
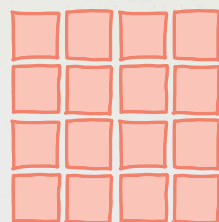
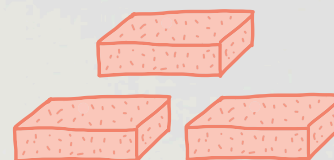
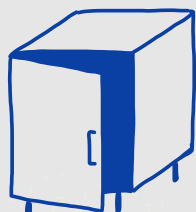
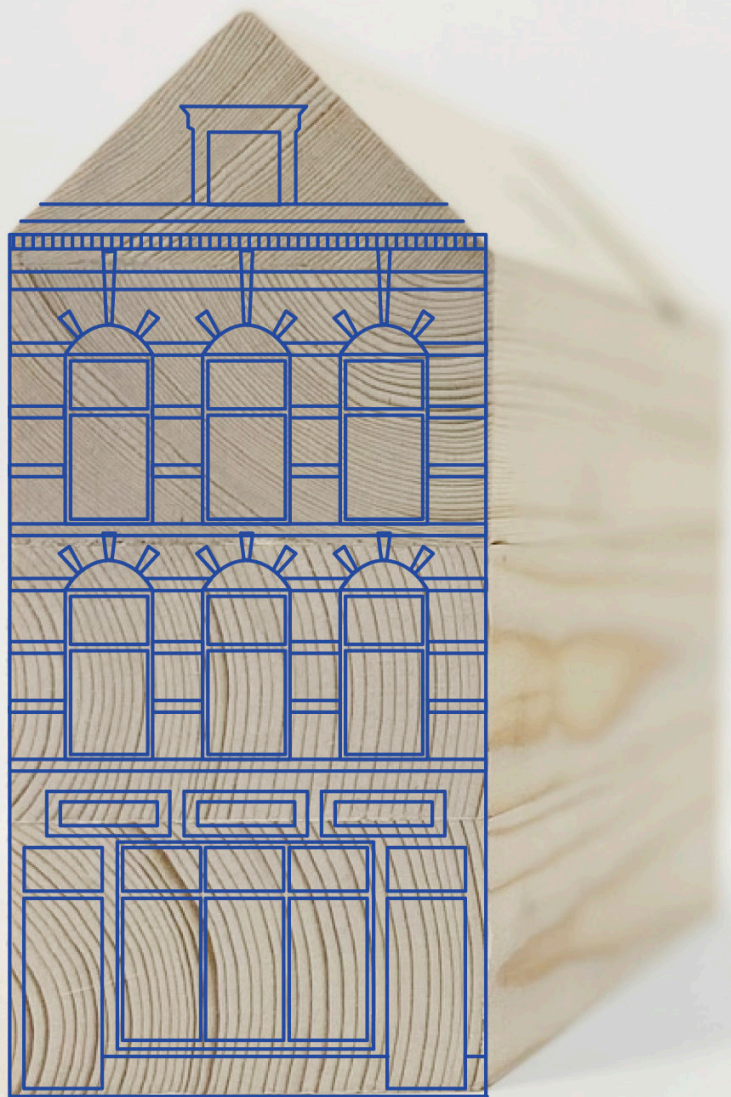


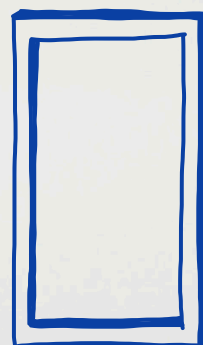
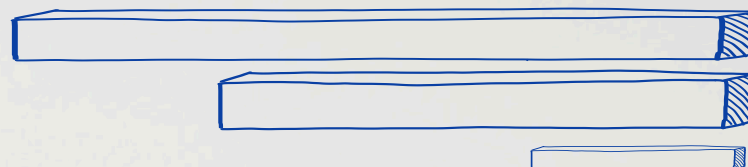
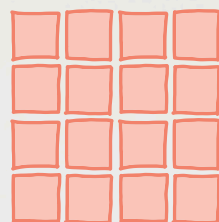
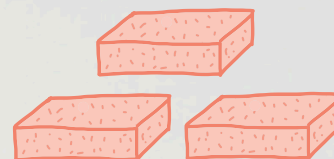
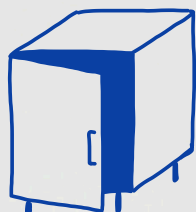
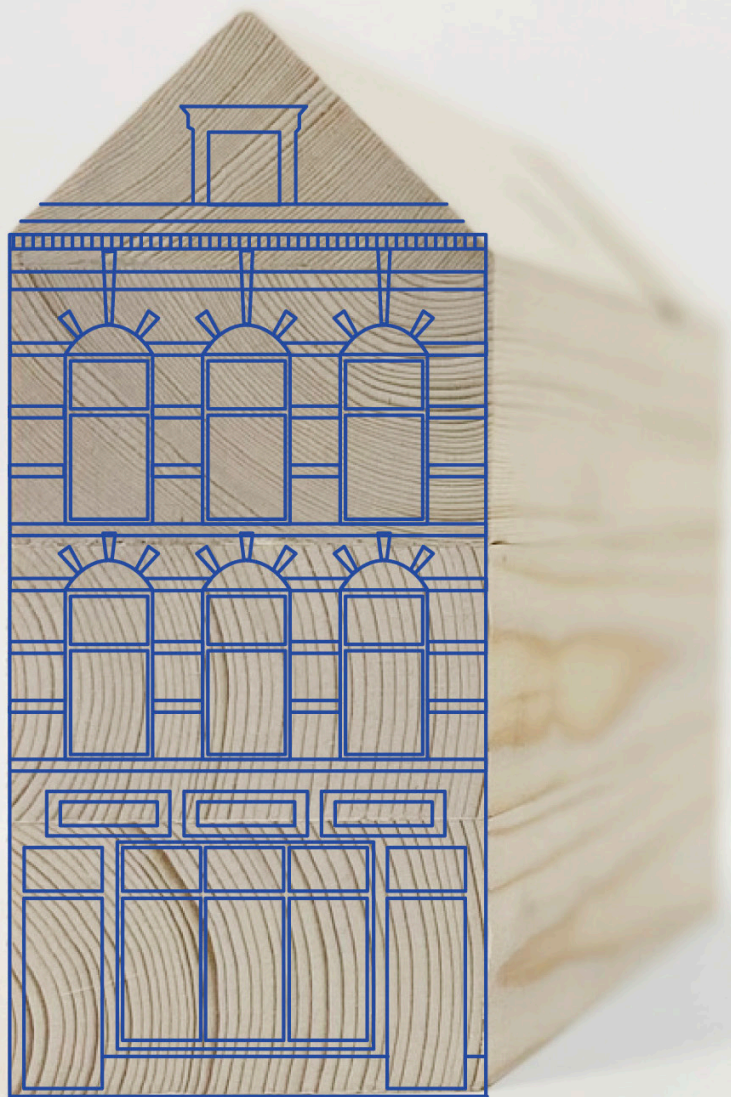


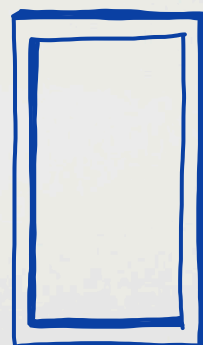
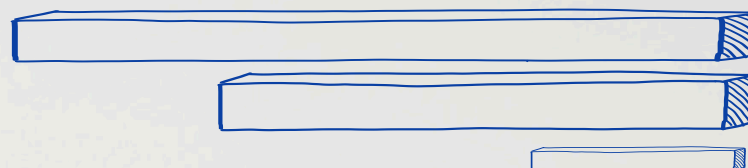
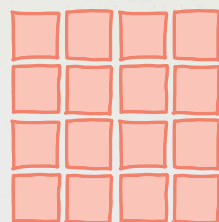
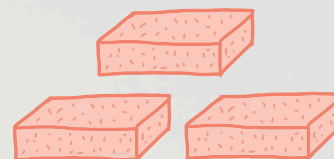
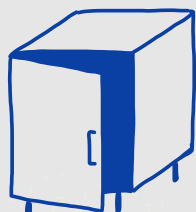
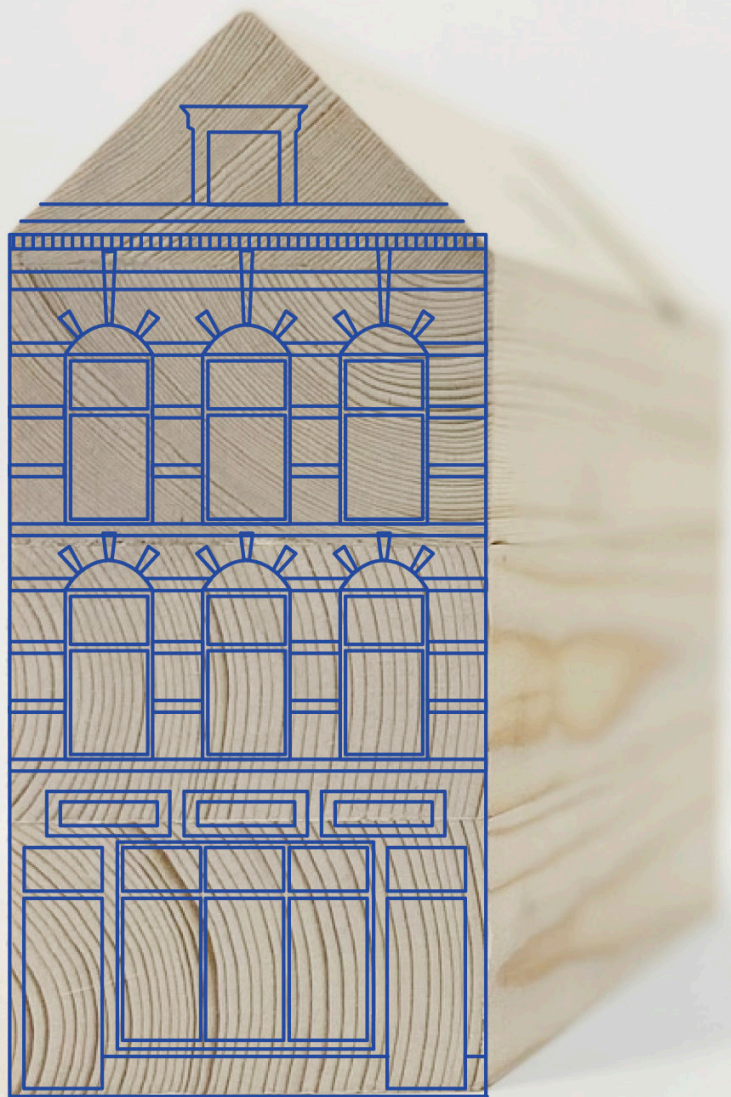


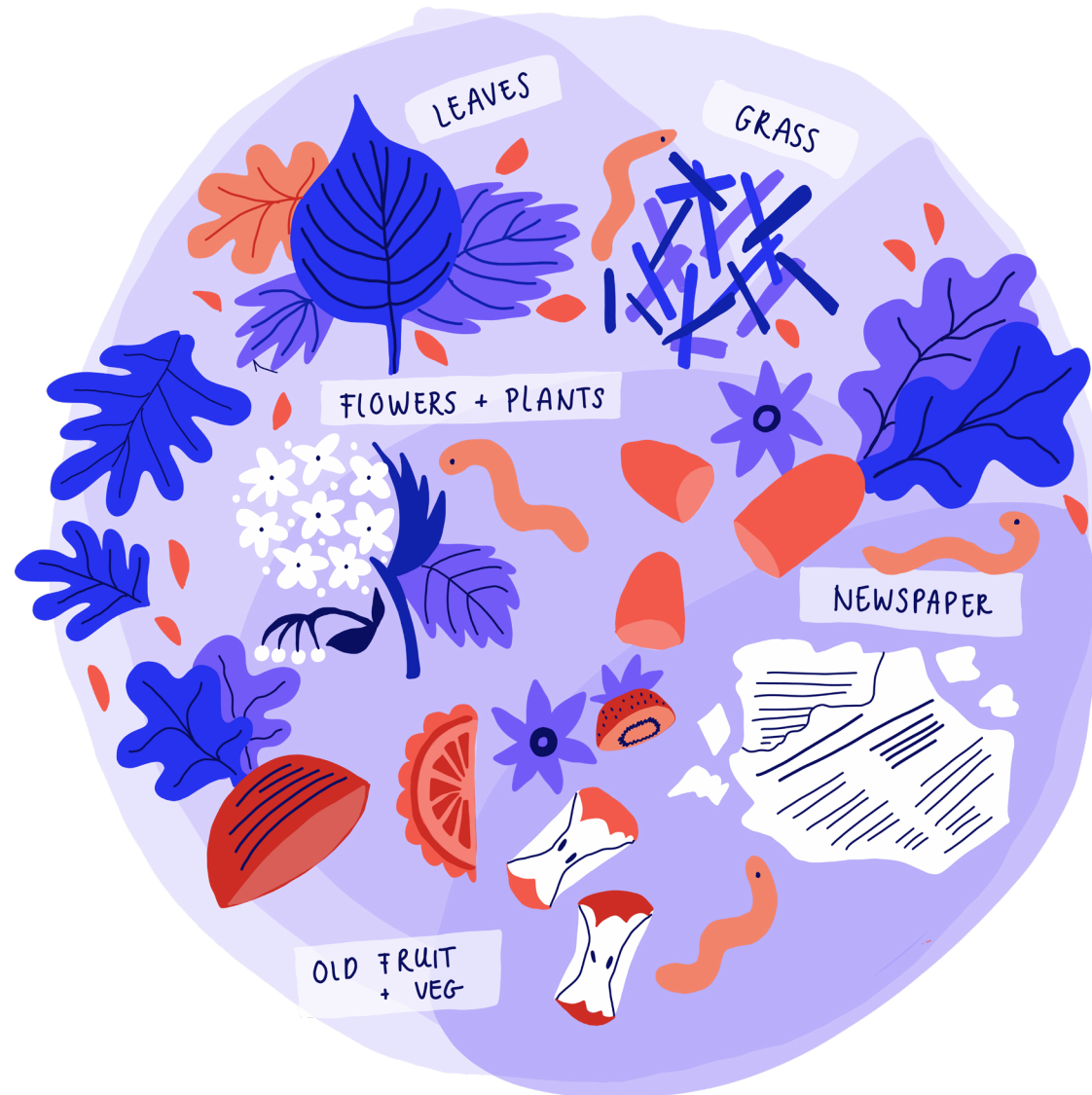




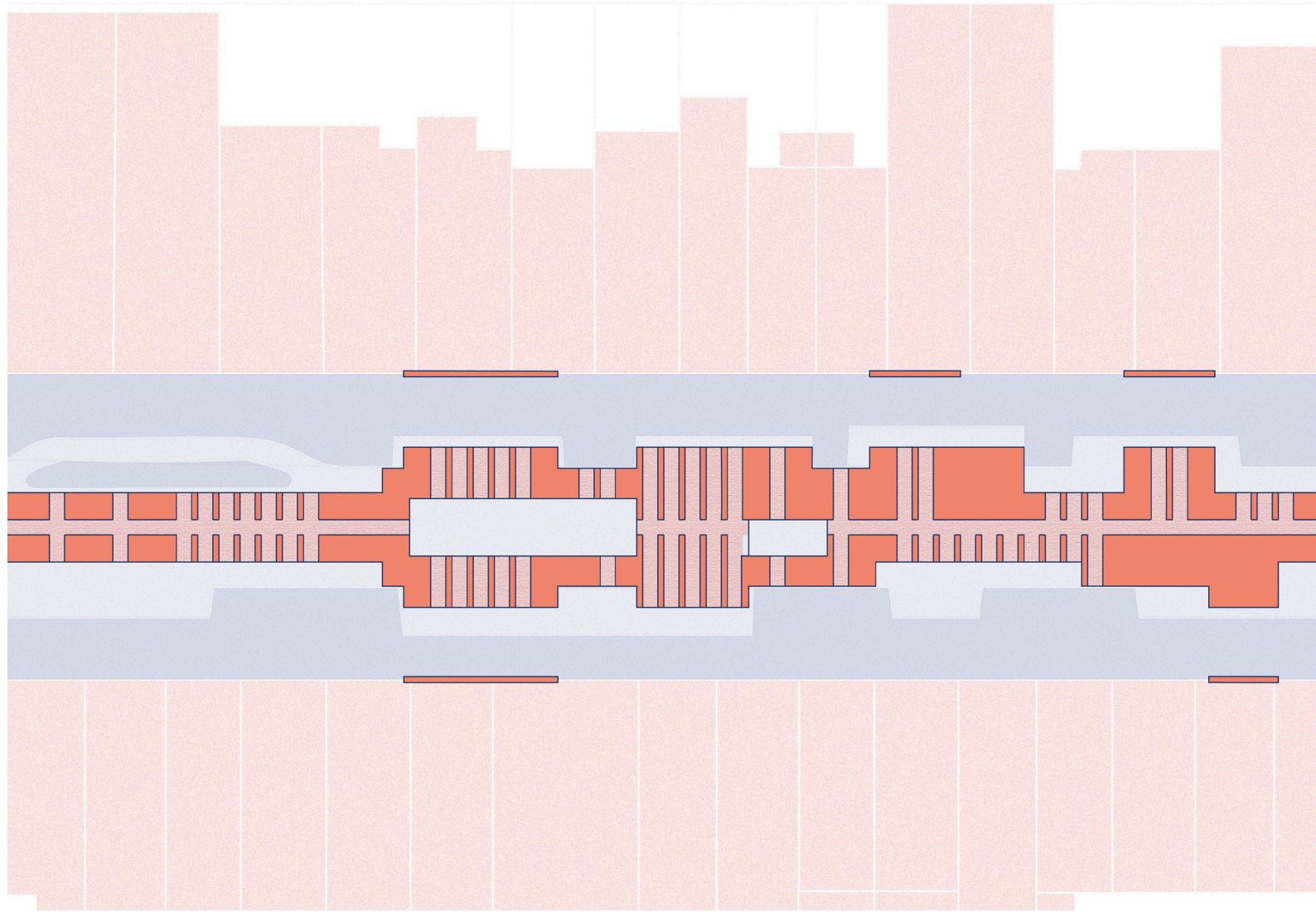




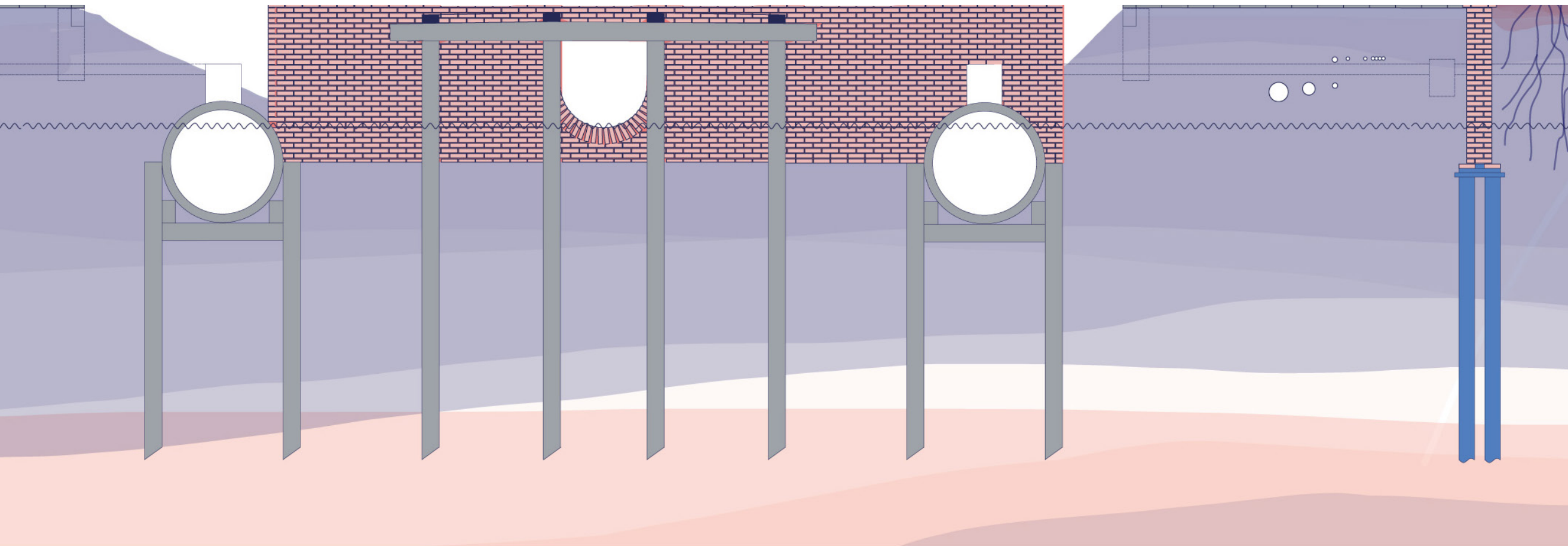


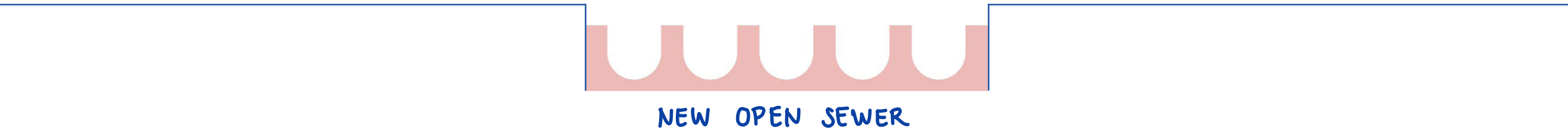


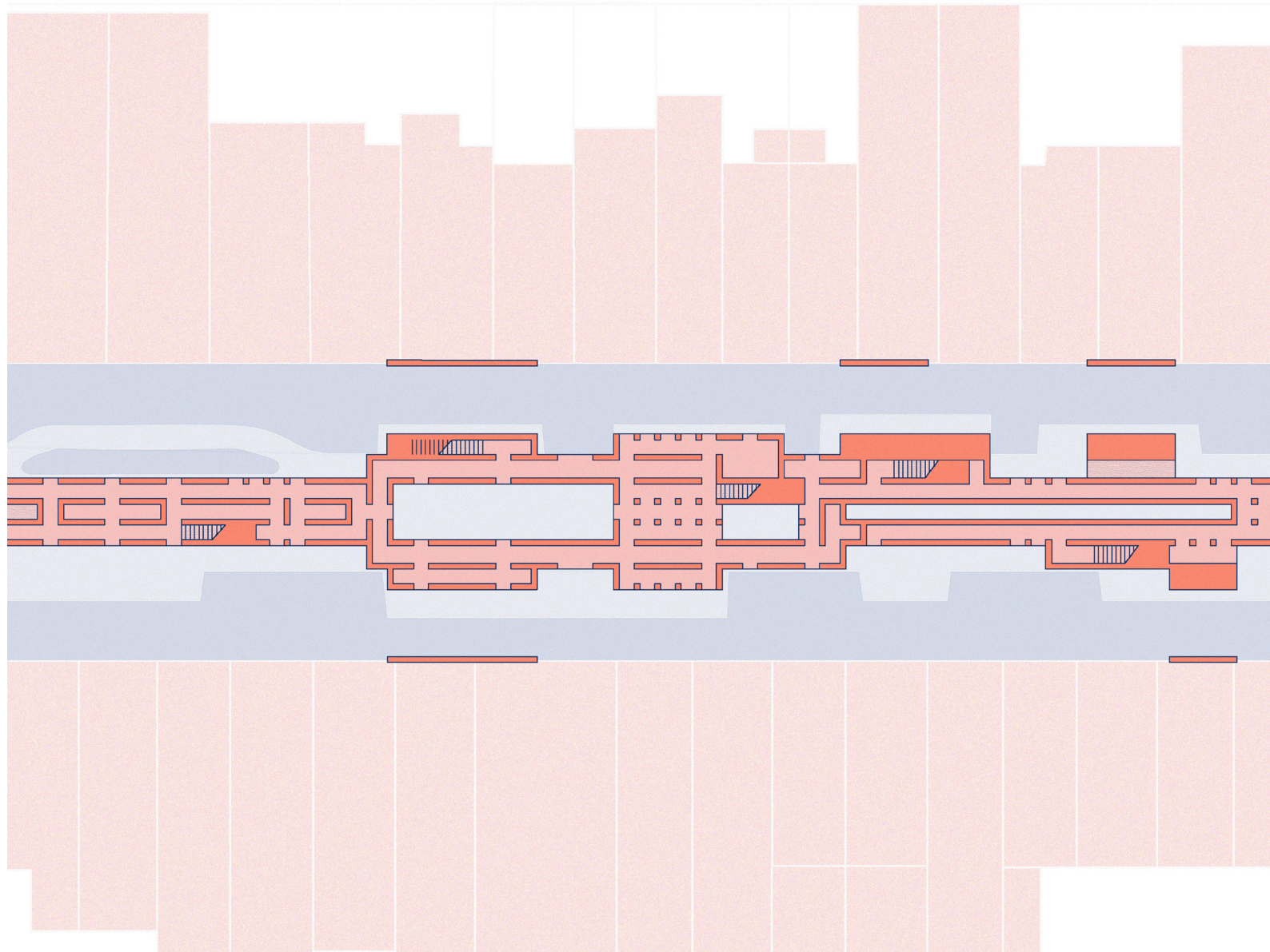
COMPOST



NEW OPEN SEWER

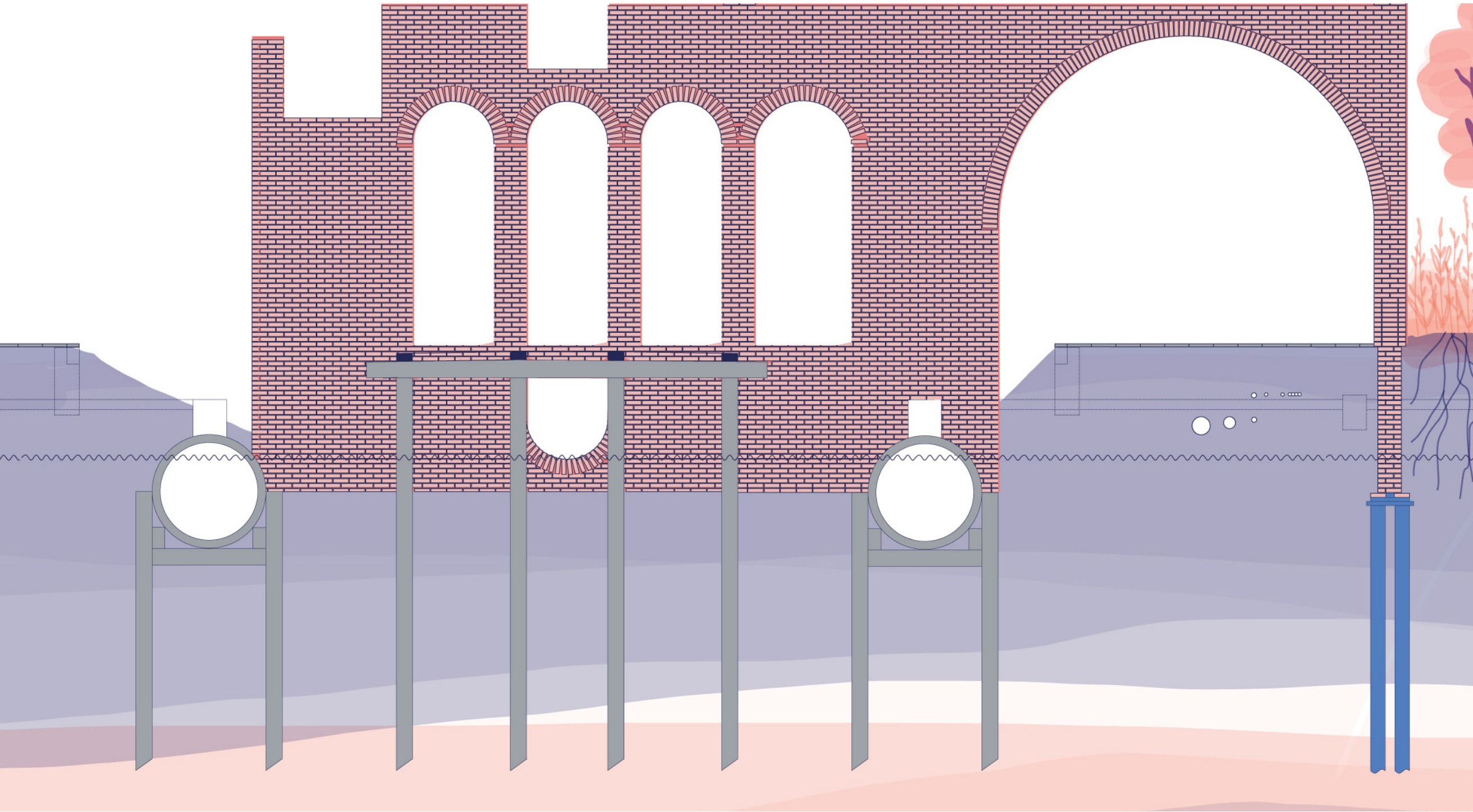




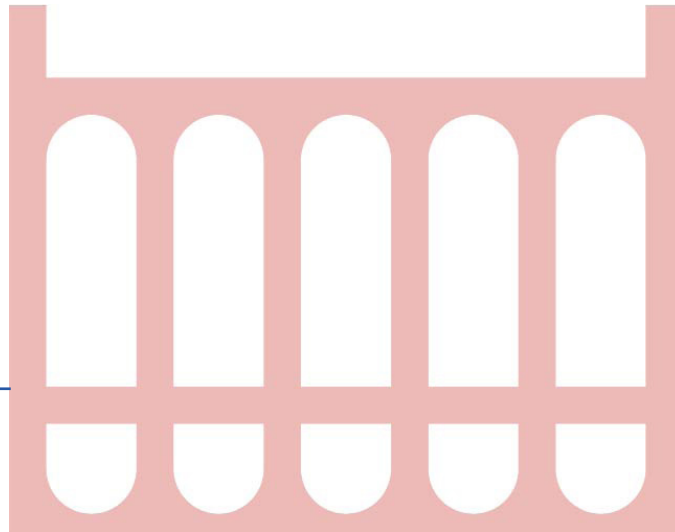


CATACOMBS

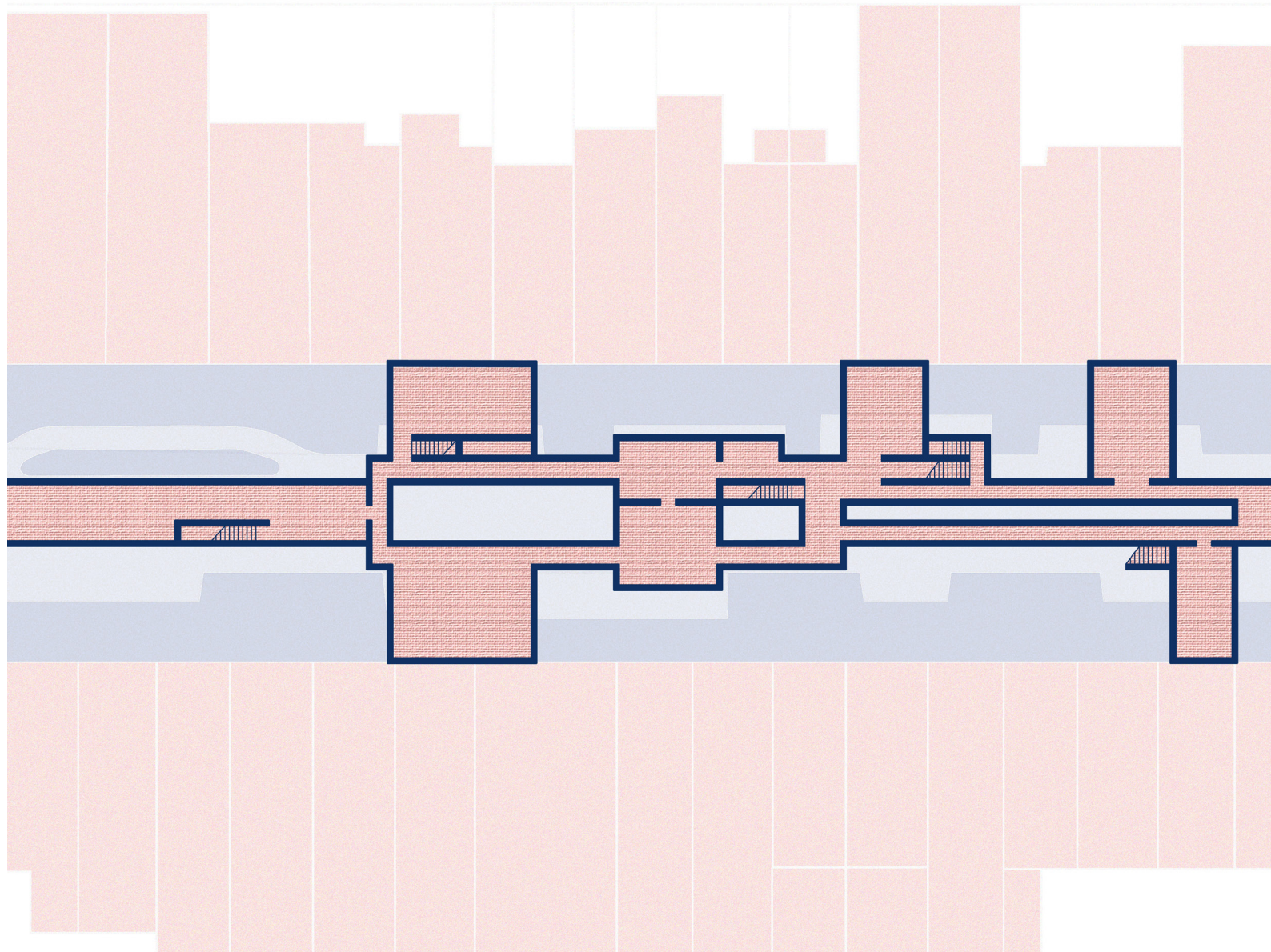




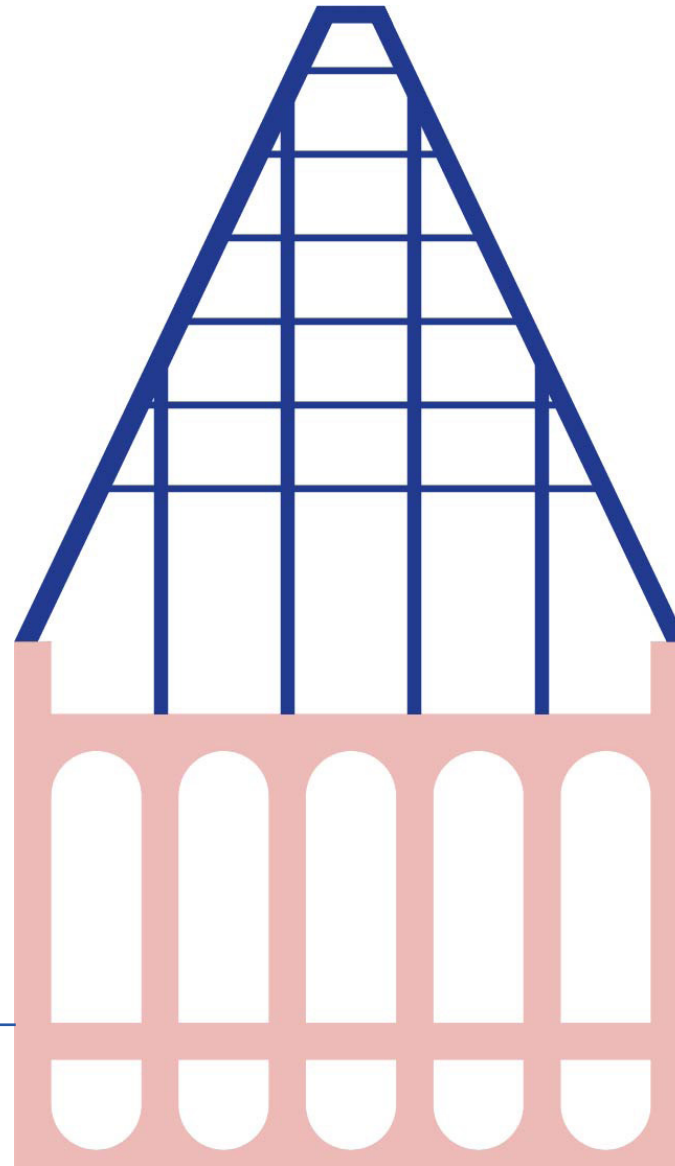




NEW FOUNDATION

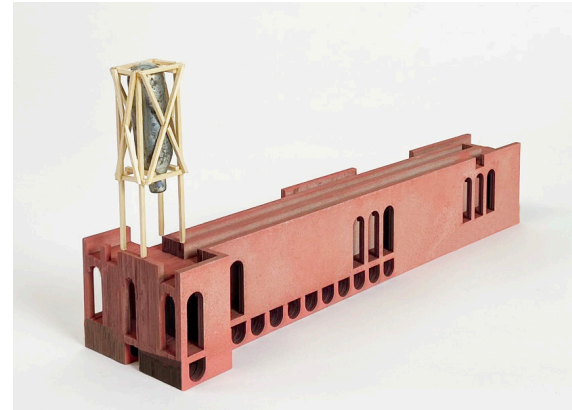


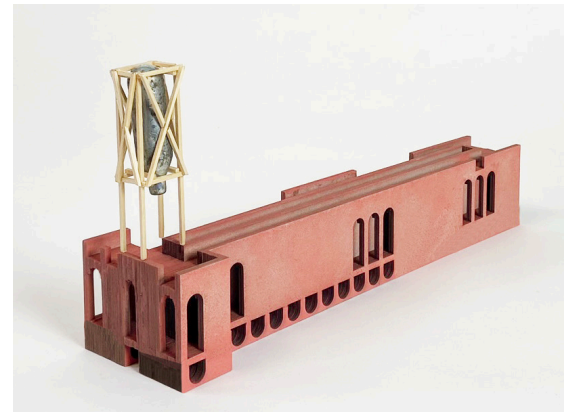
FUNCTIONS



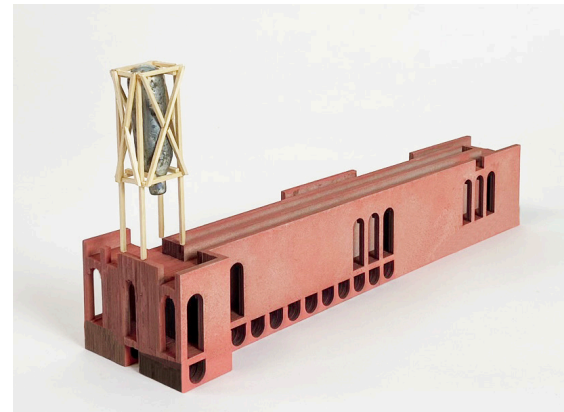
NEW FOUNDATION + FUNCTION

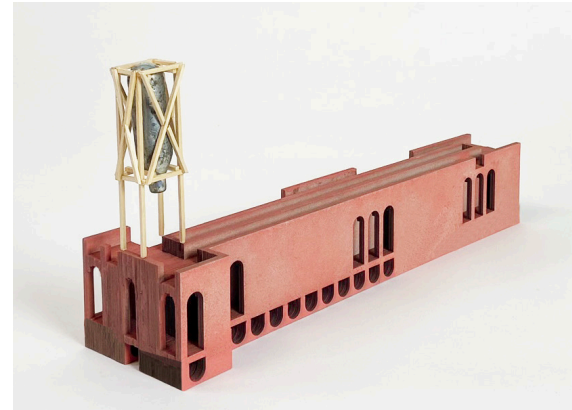
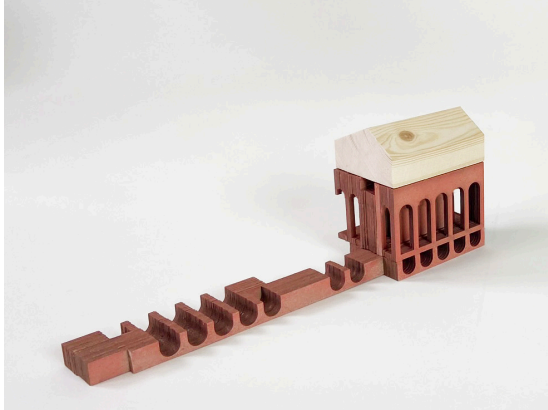


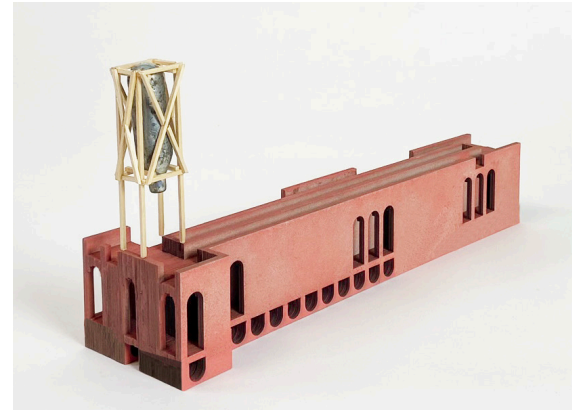
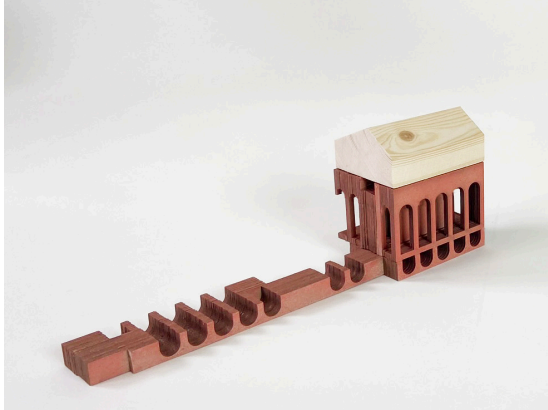


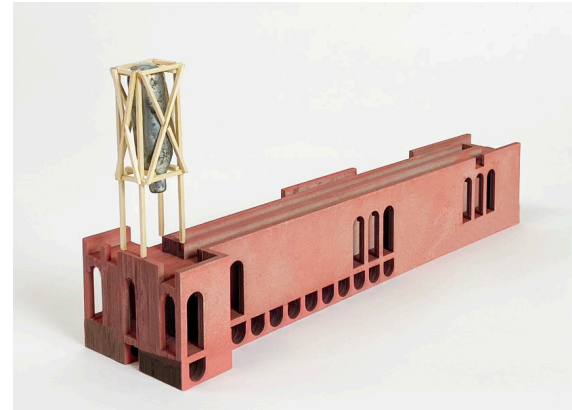
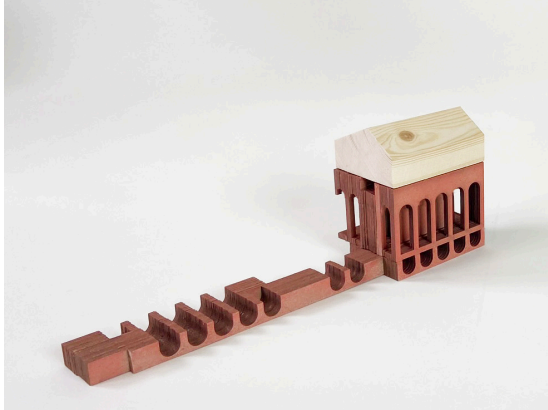


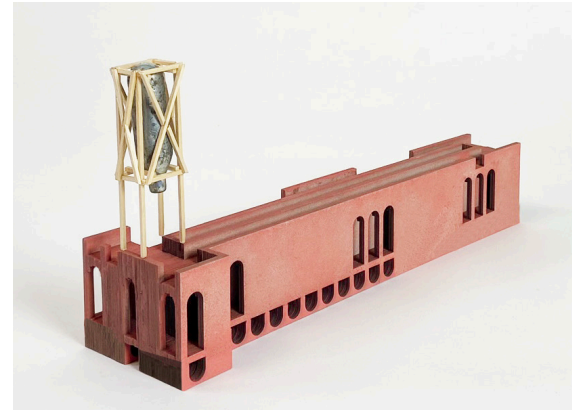
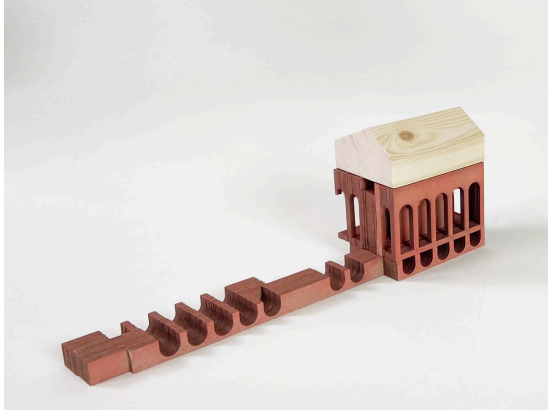


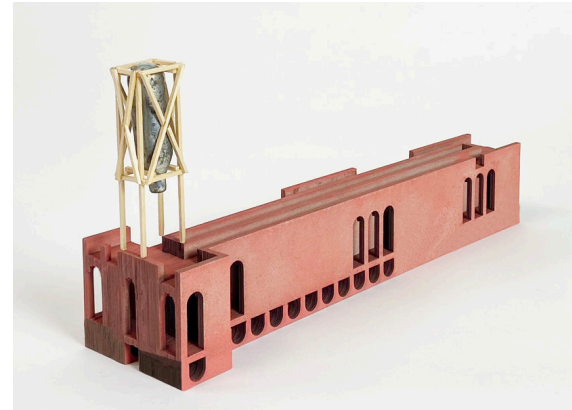
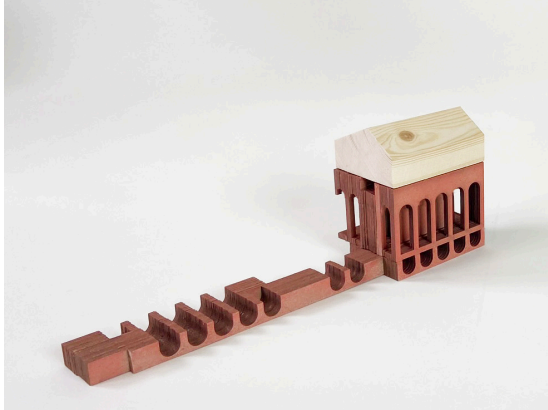


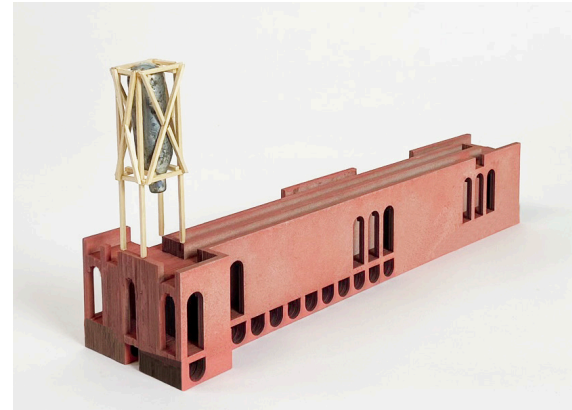
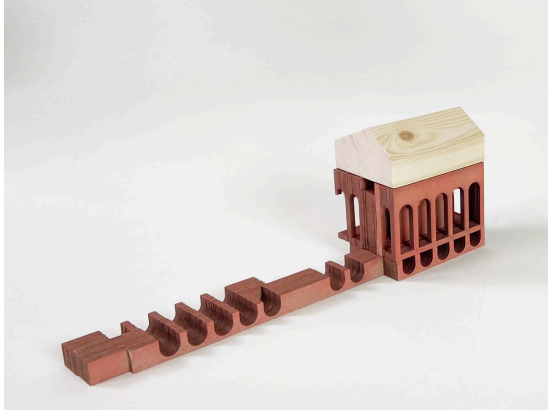


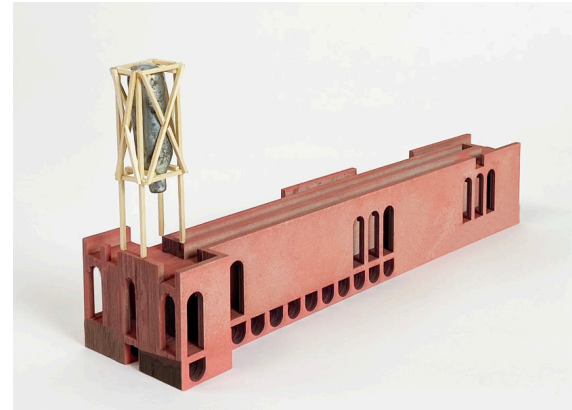
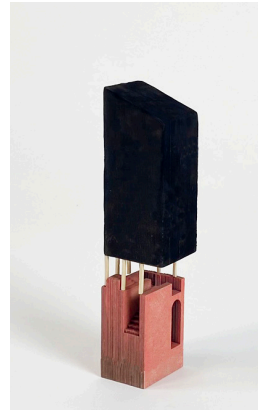
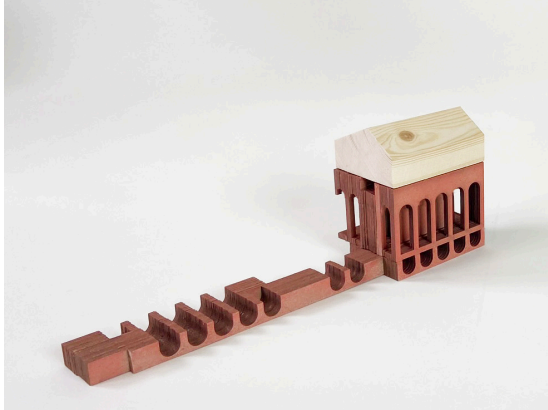


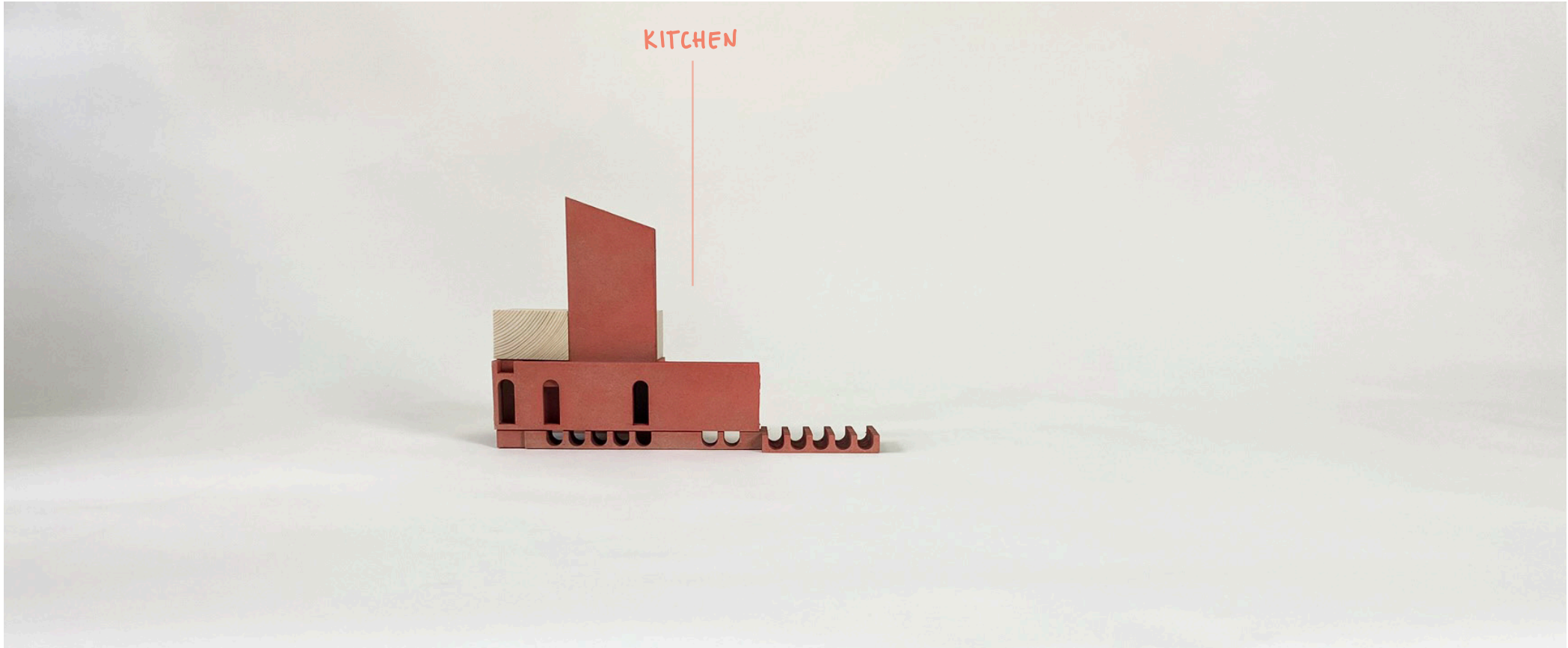


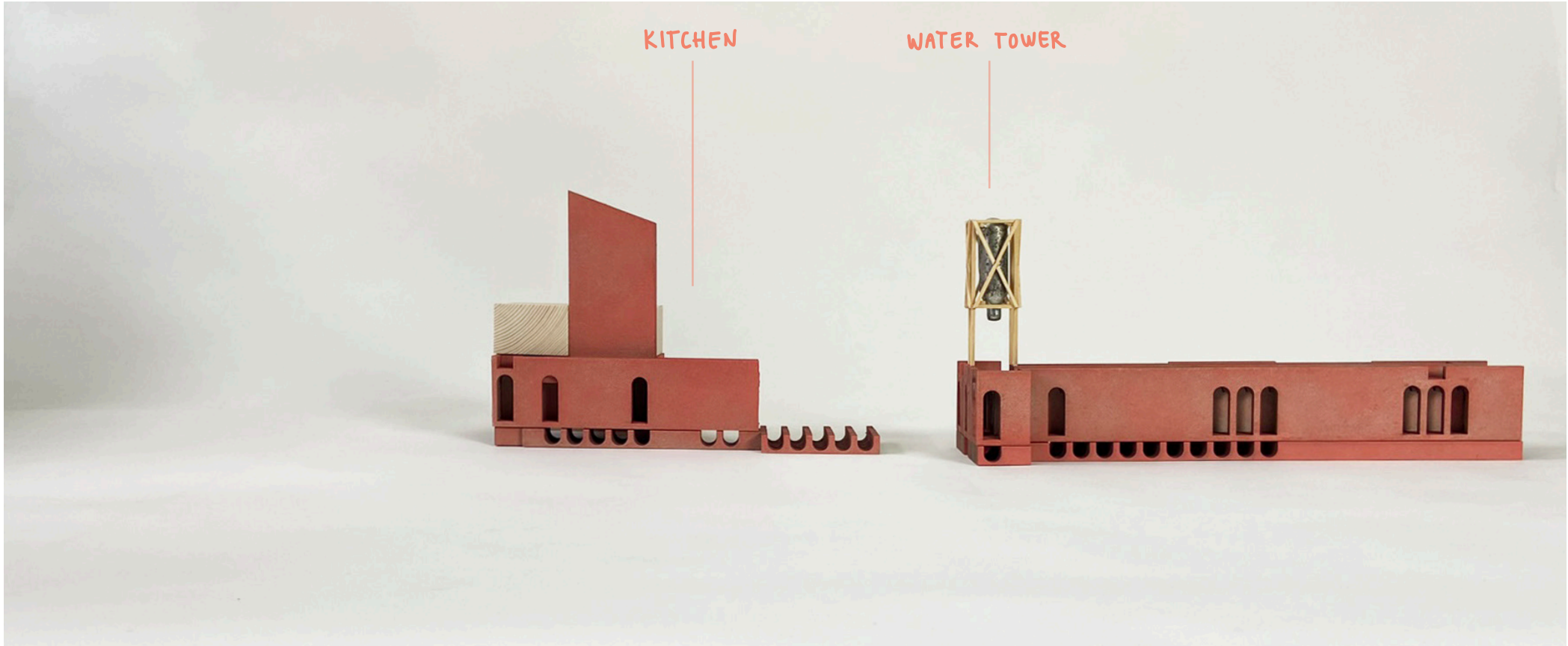


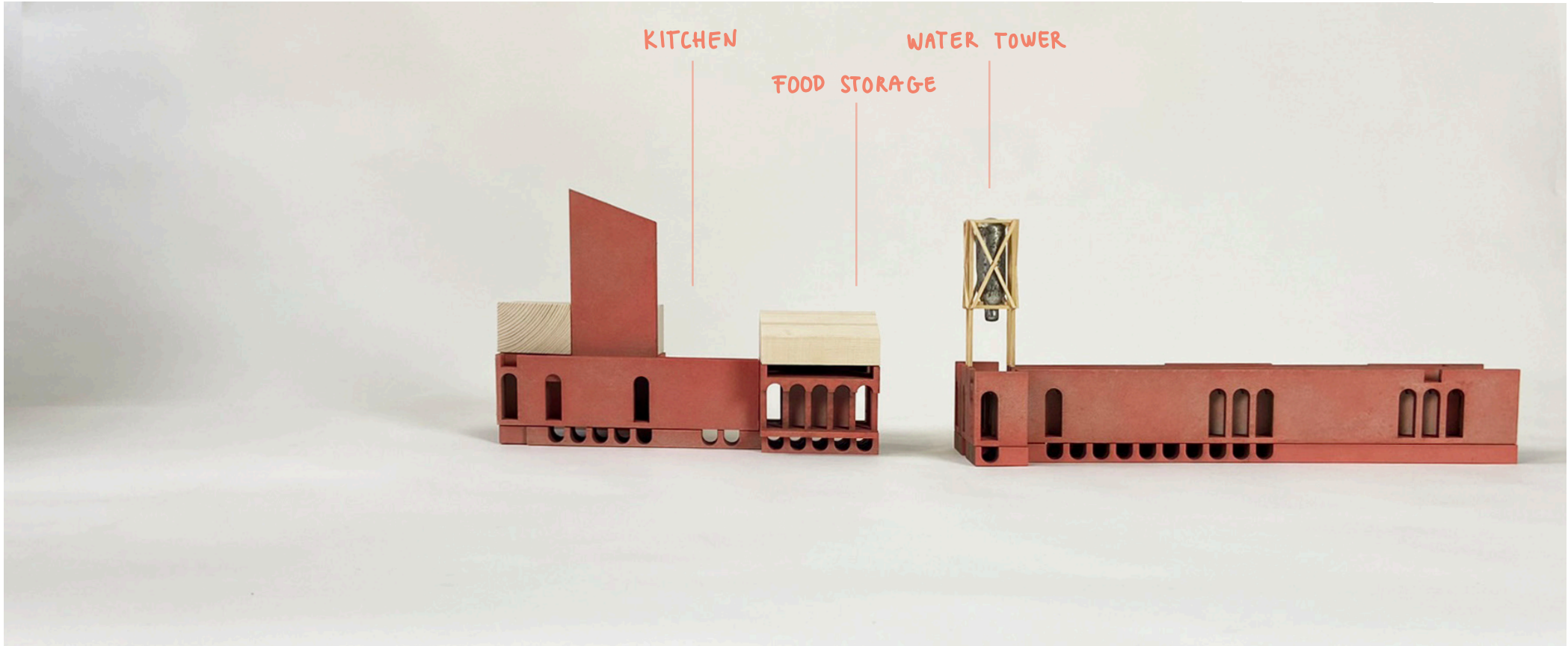


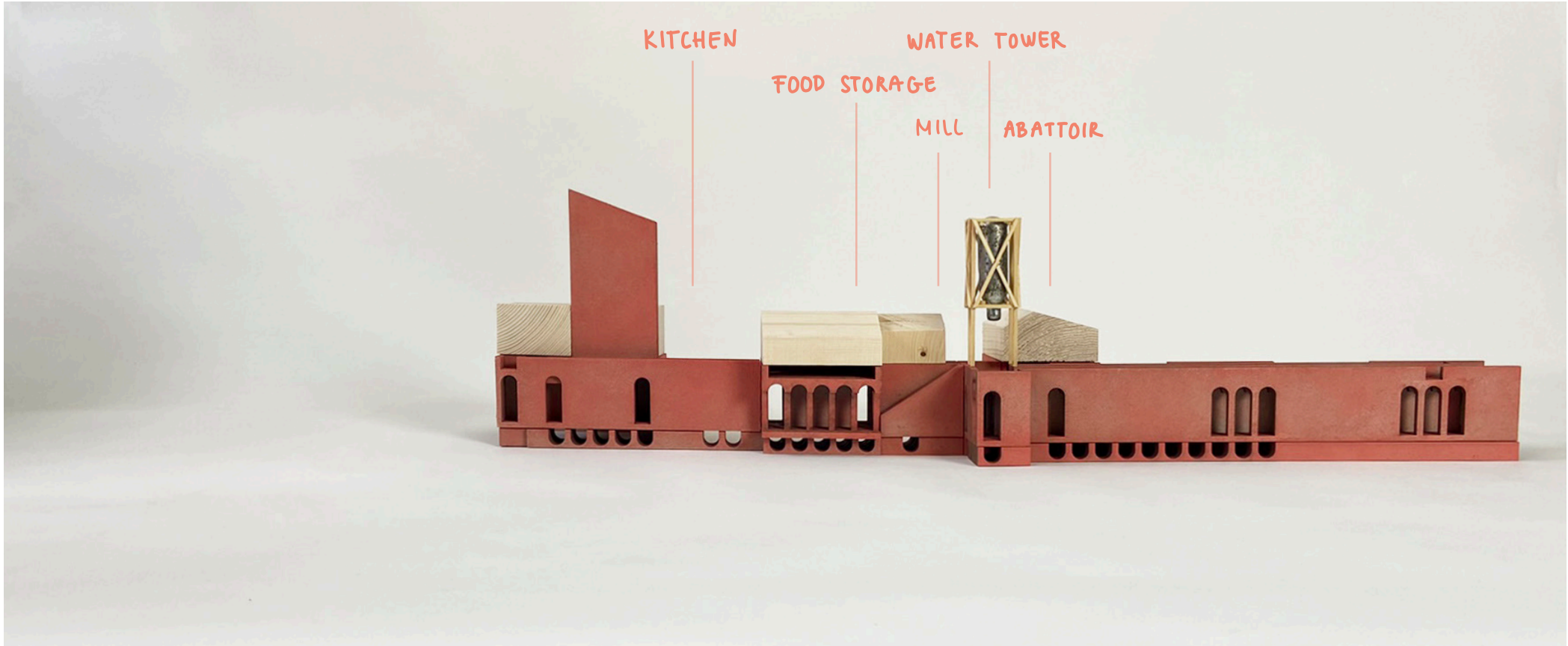


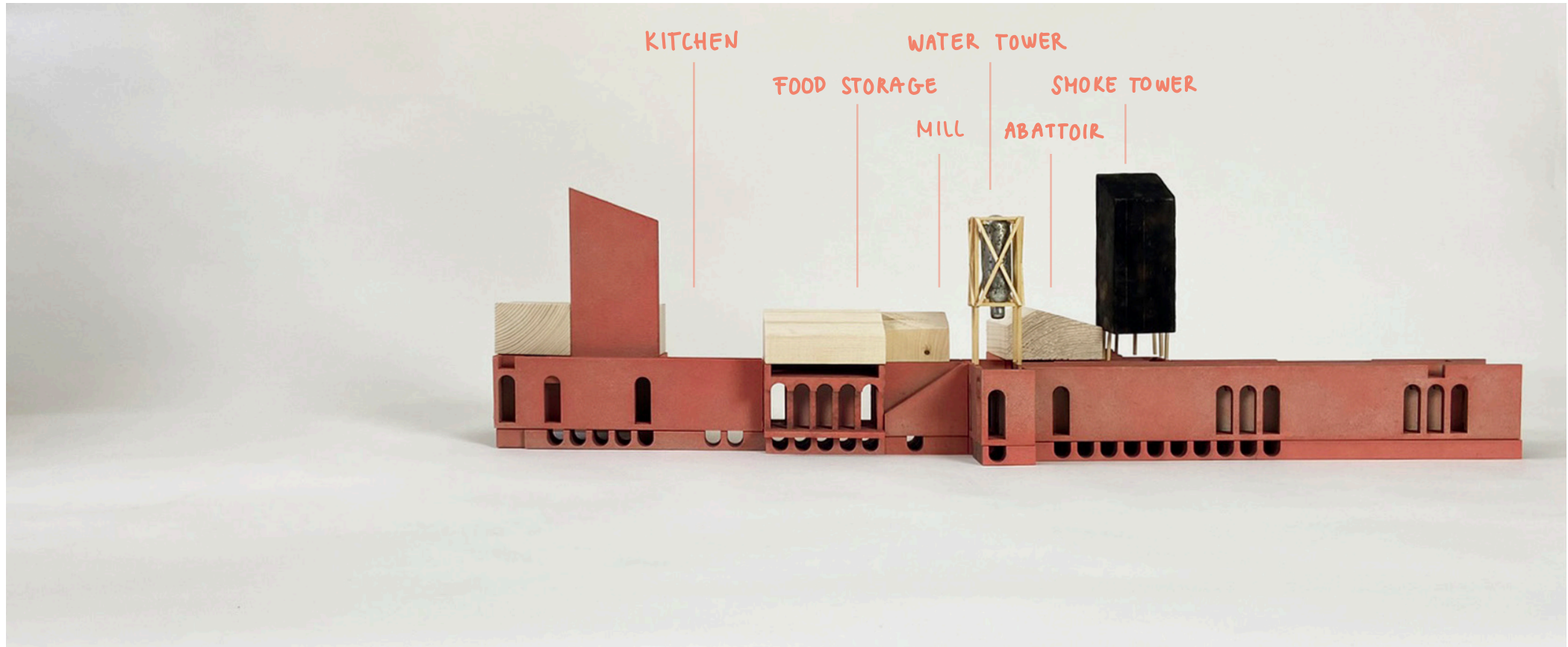


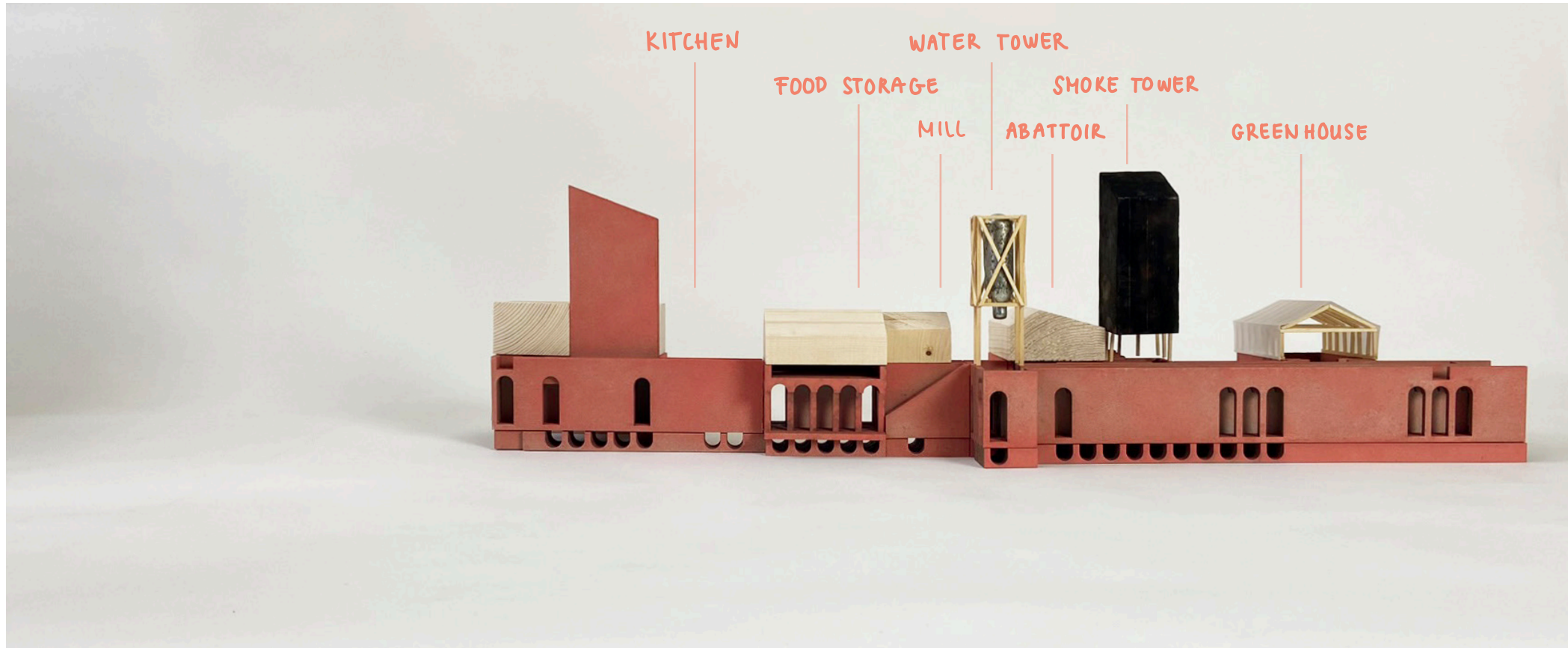


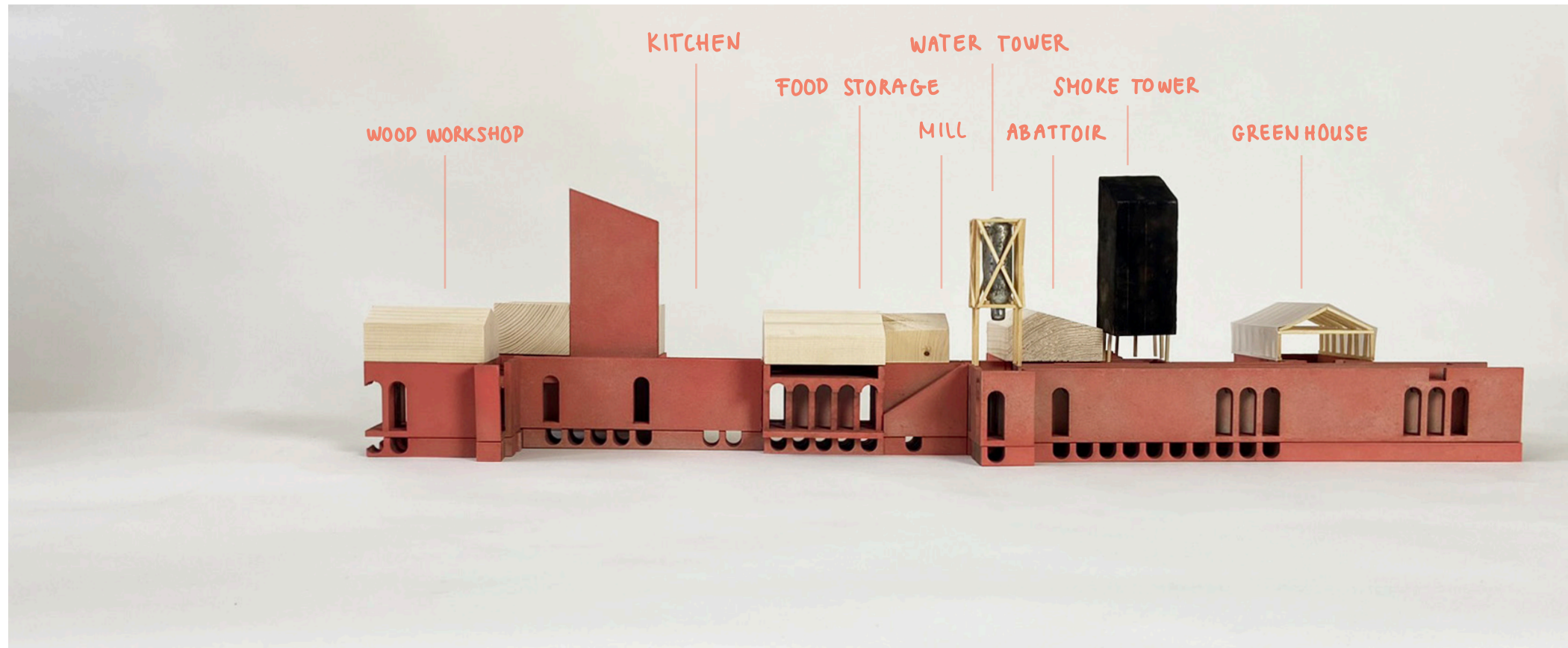


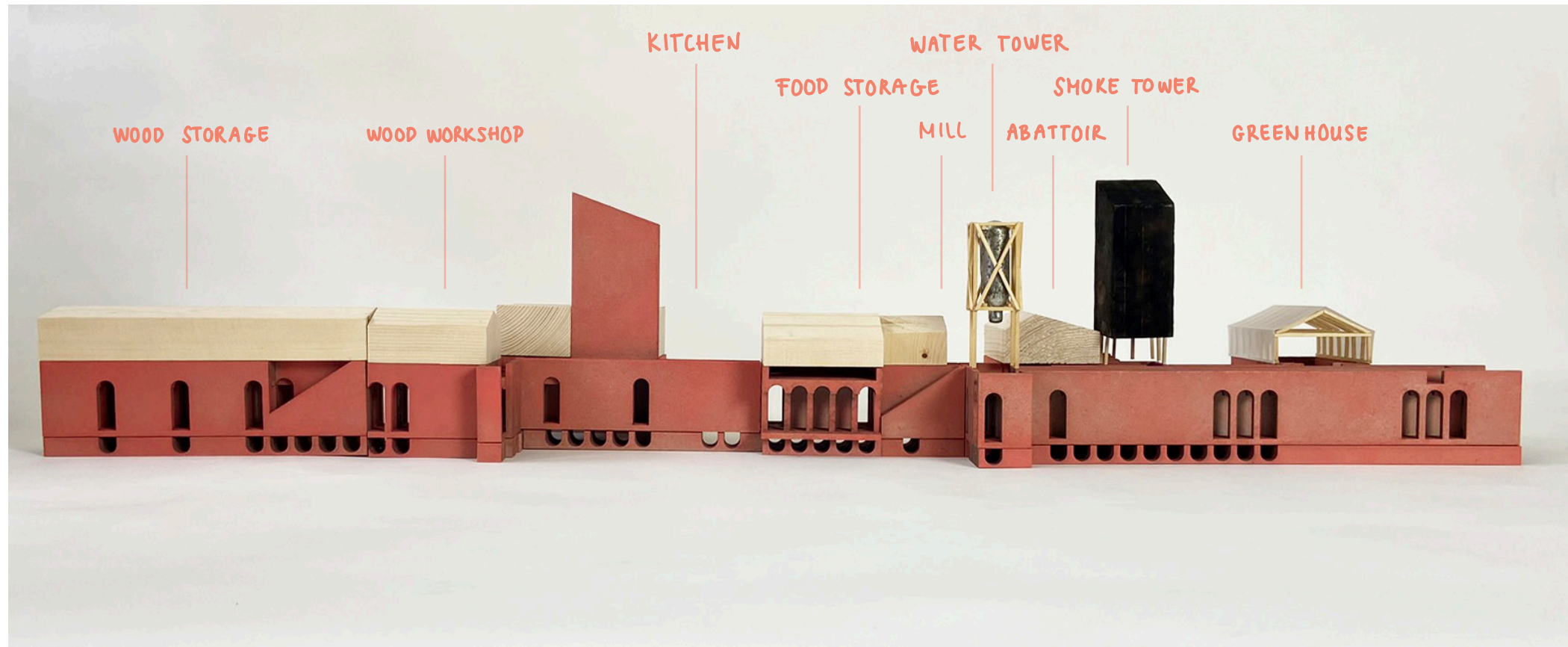


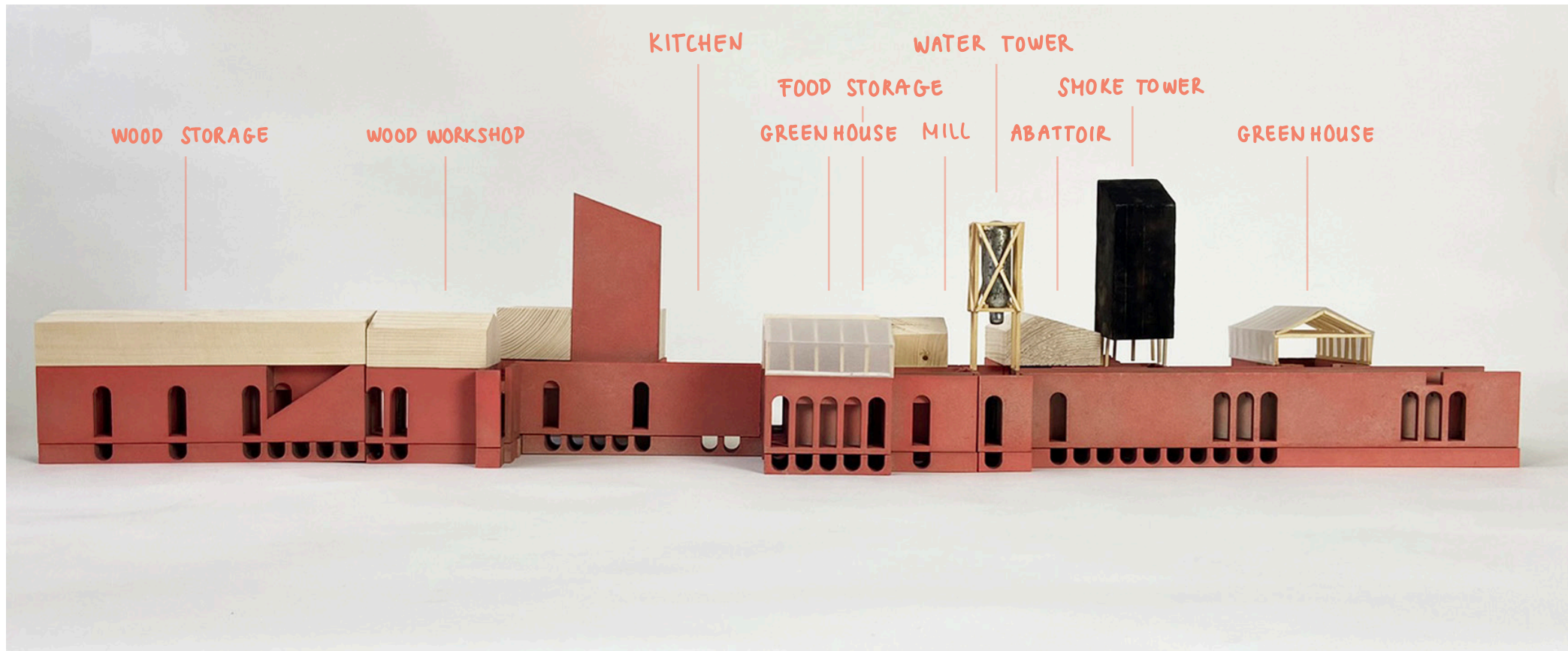


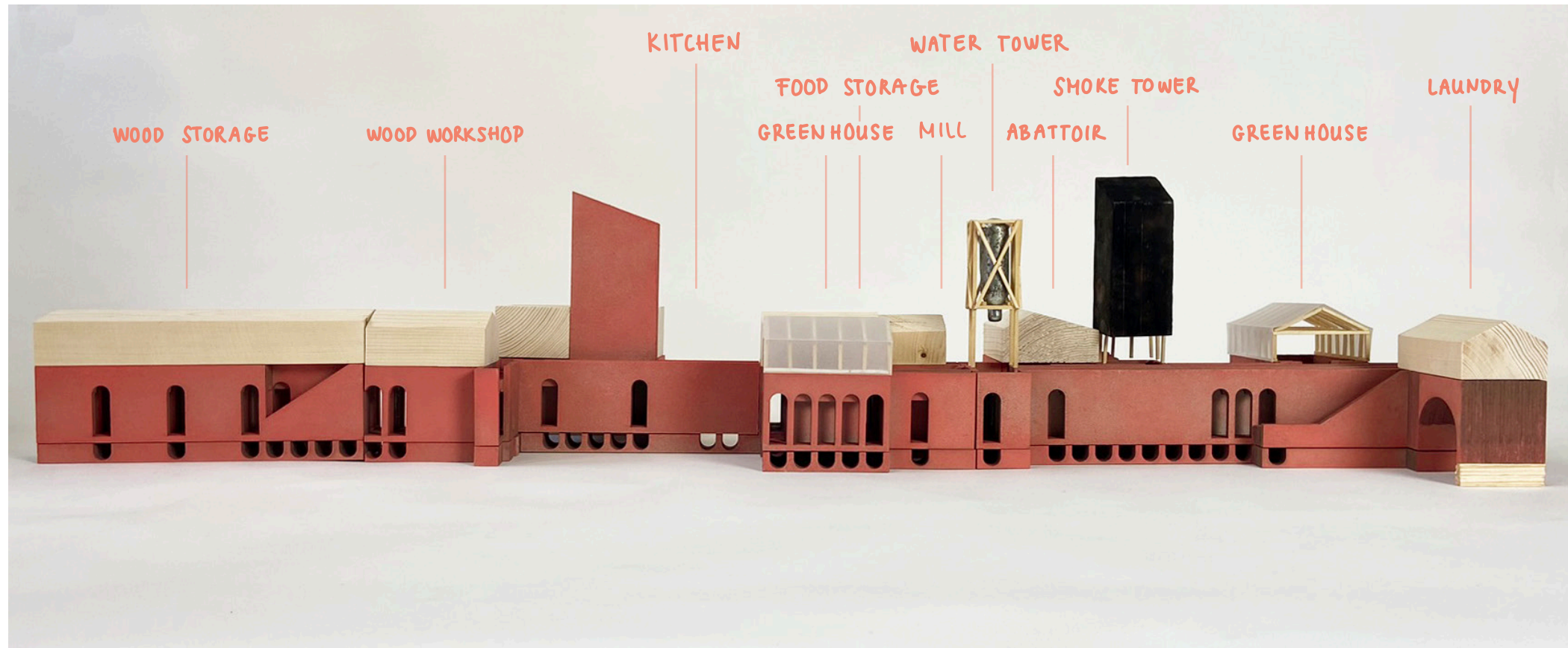


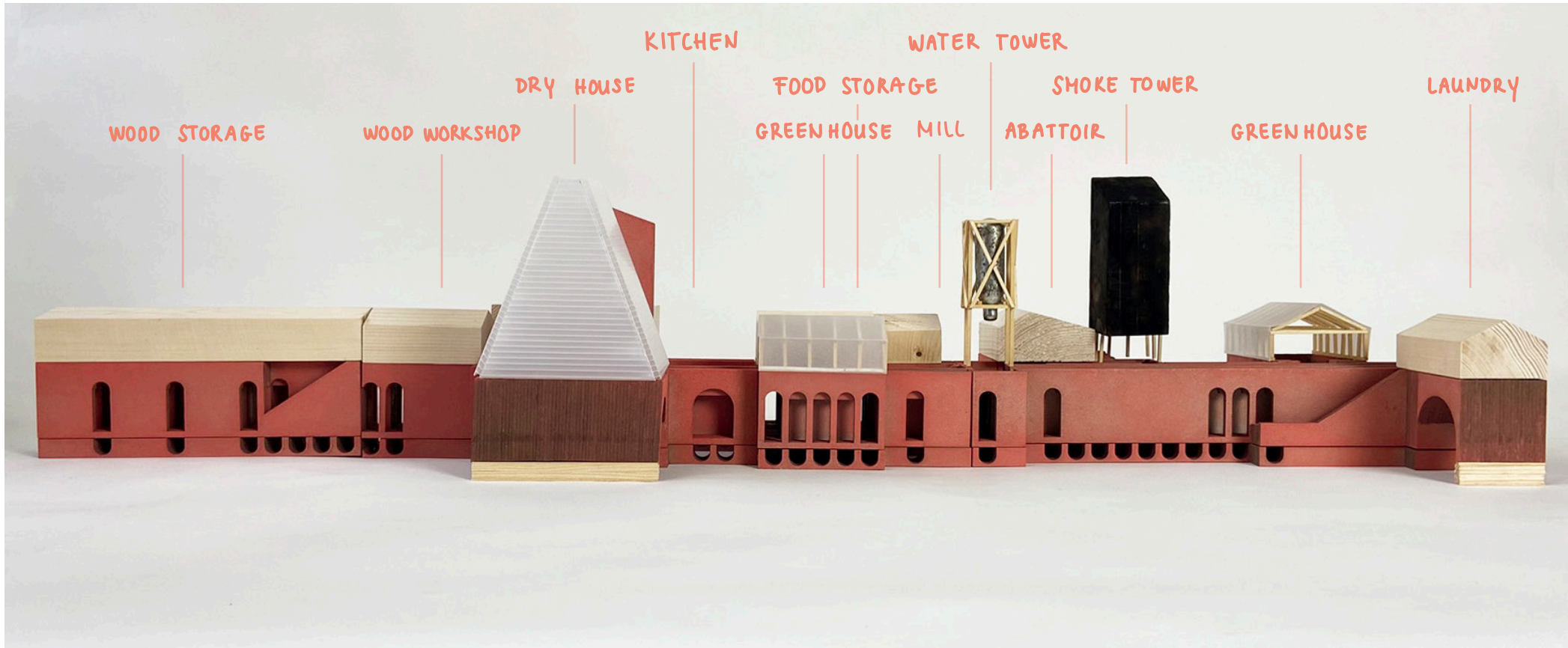


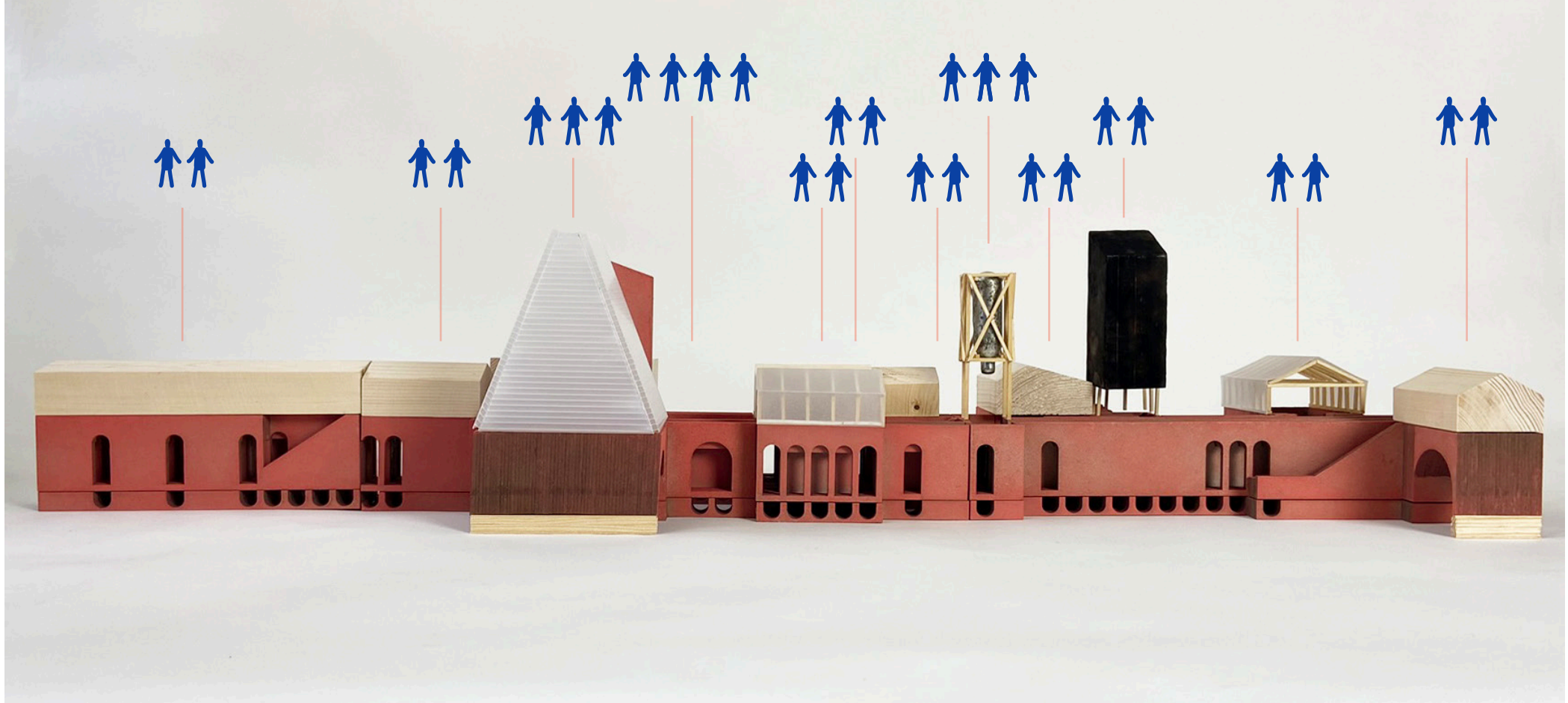


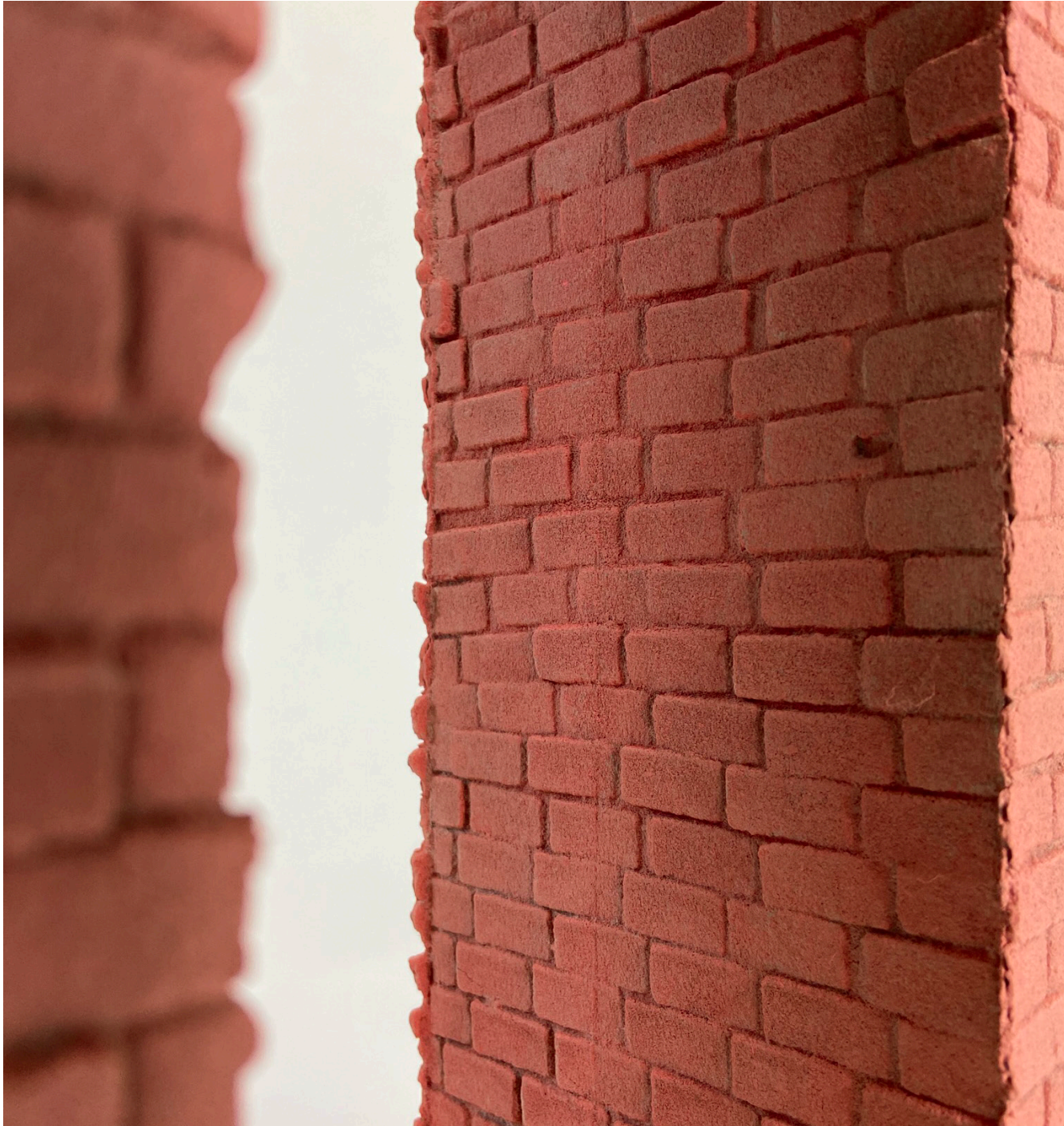


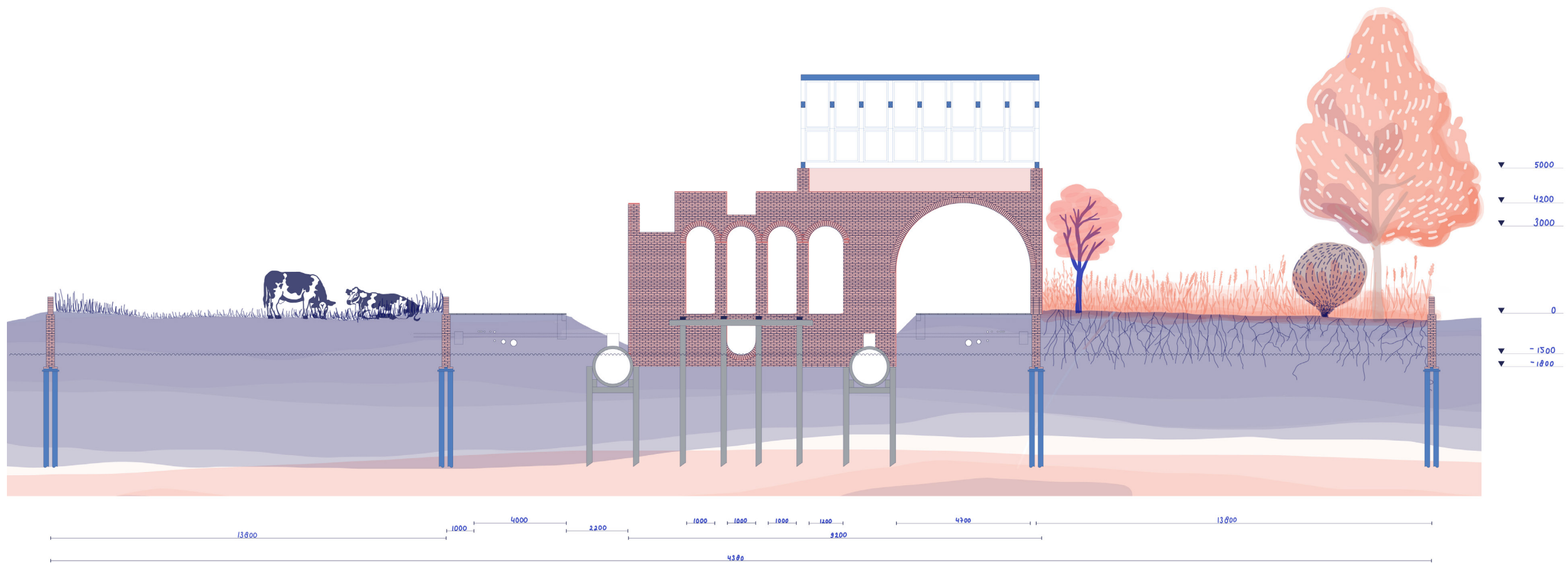












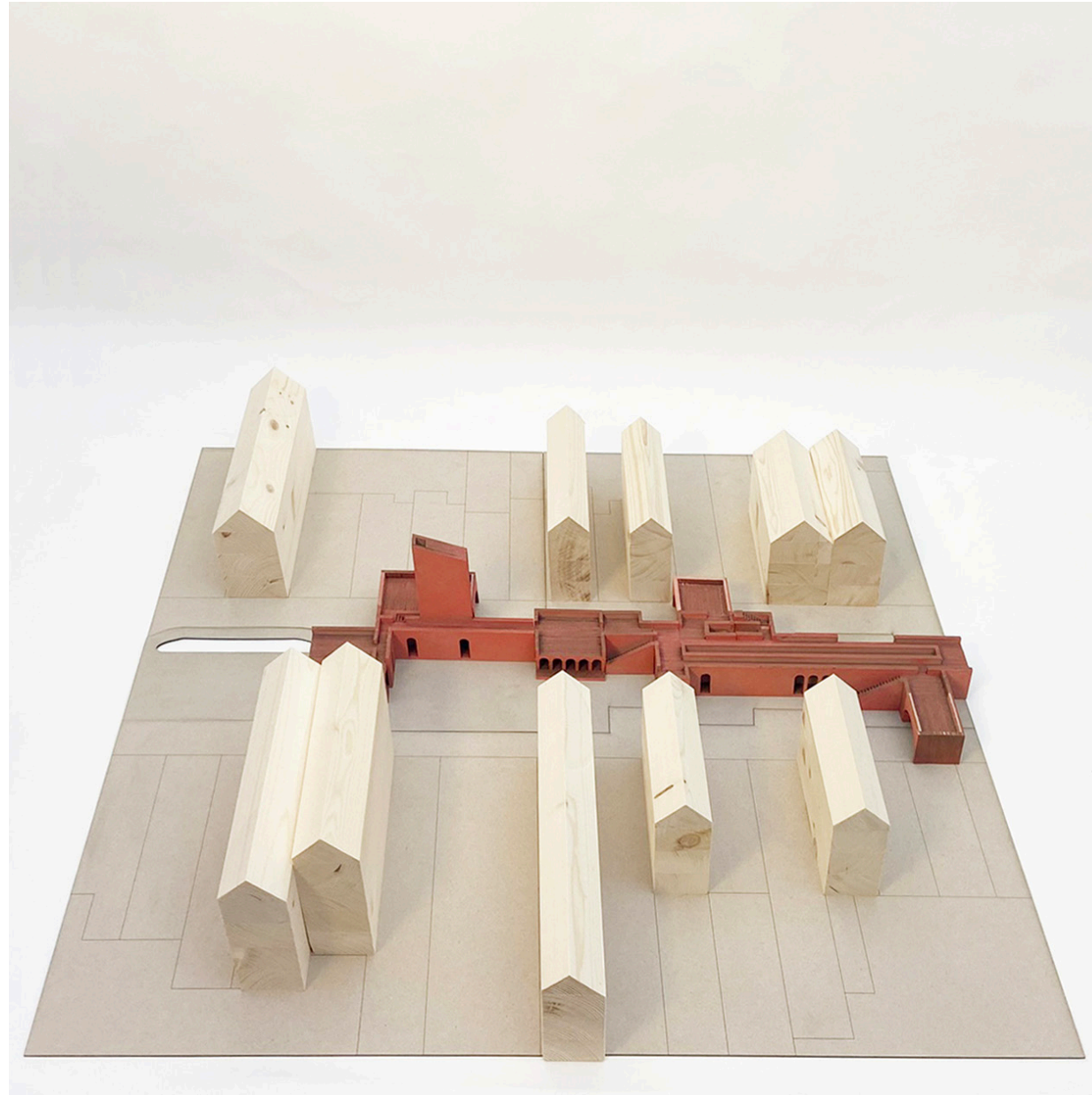


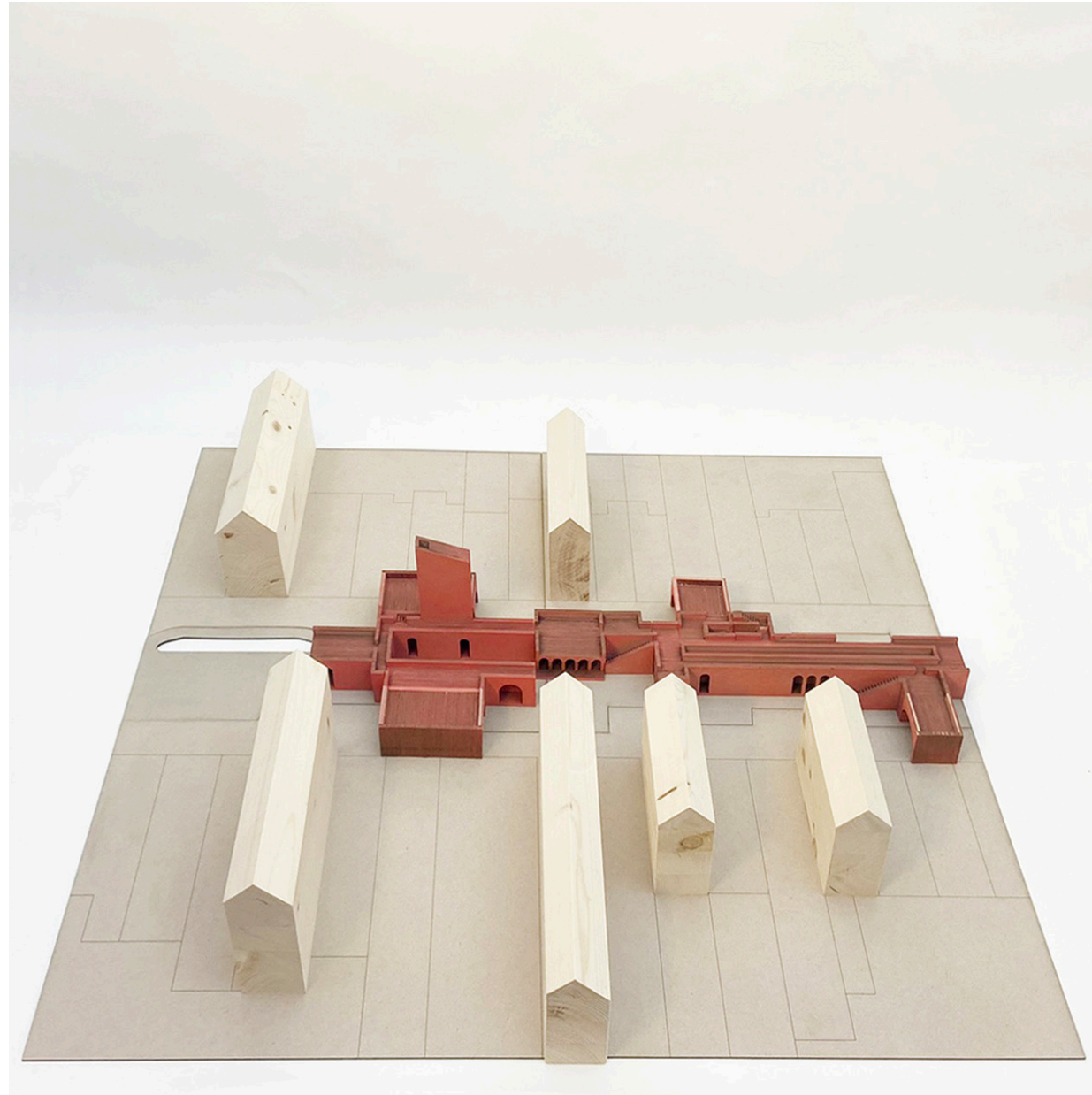
DEMOLITION + CONSTRUCTION







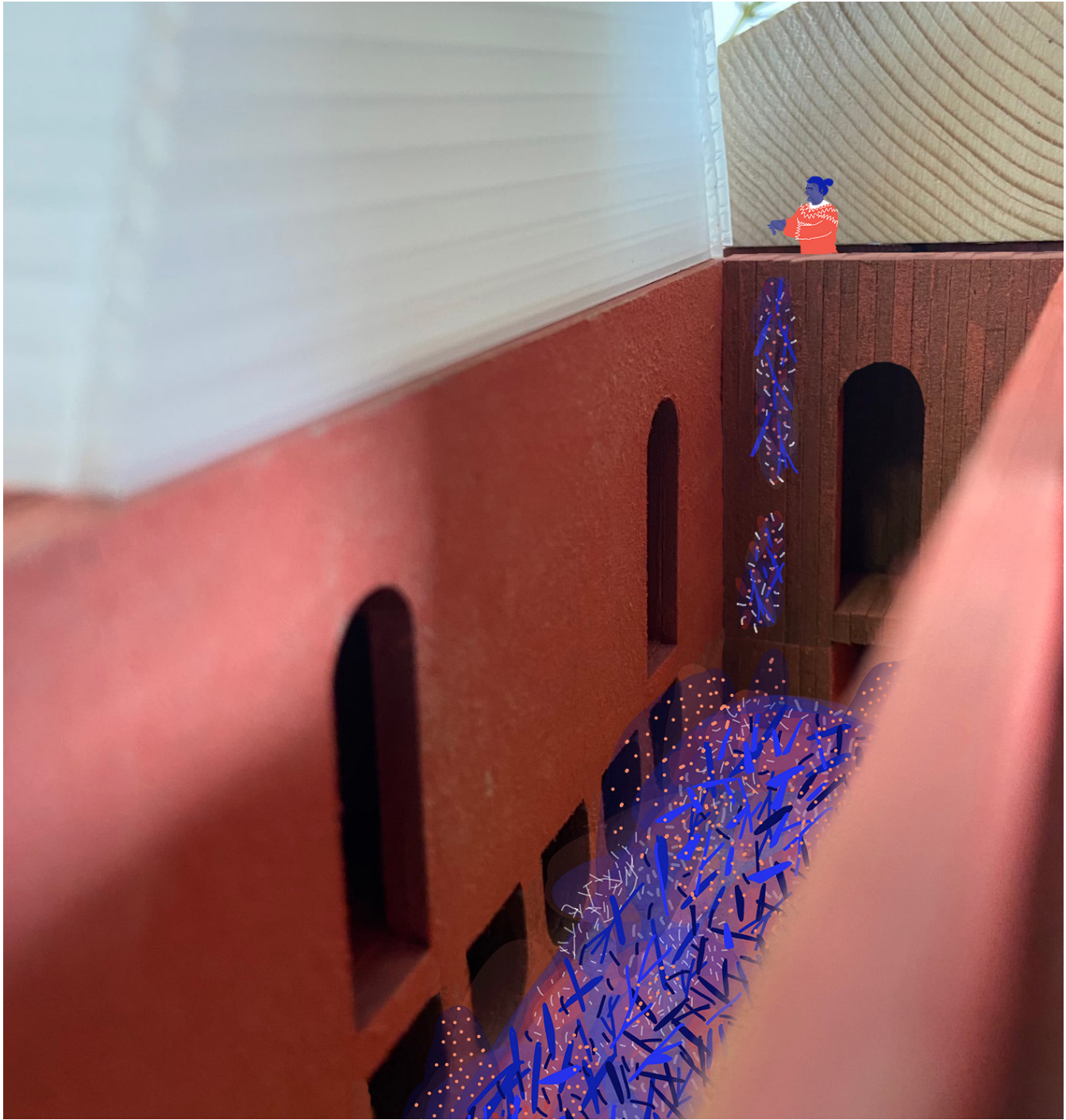










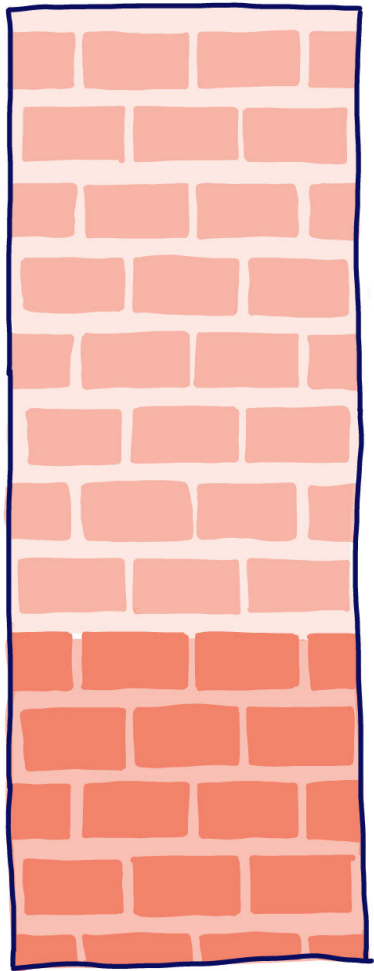




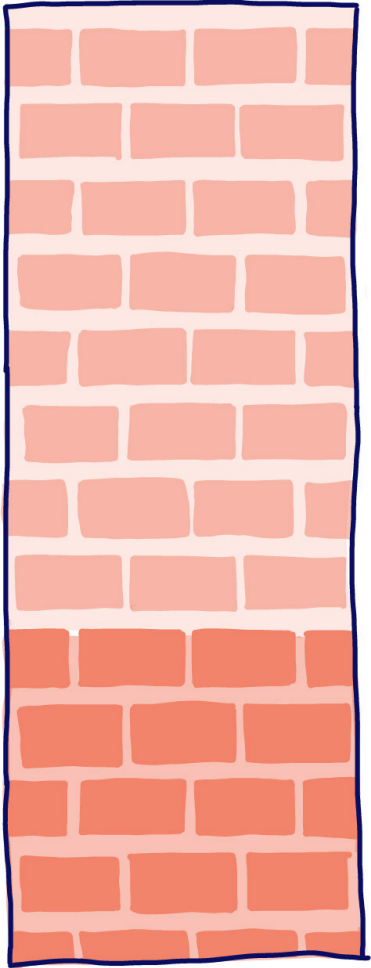




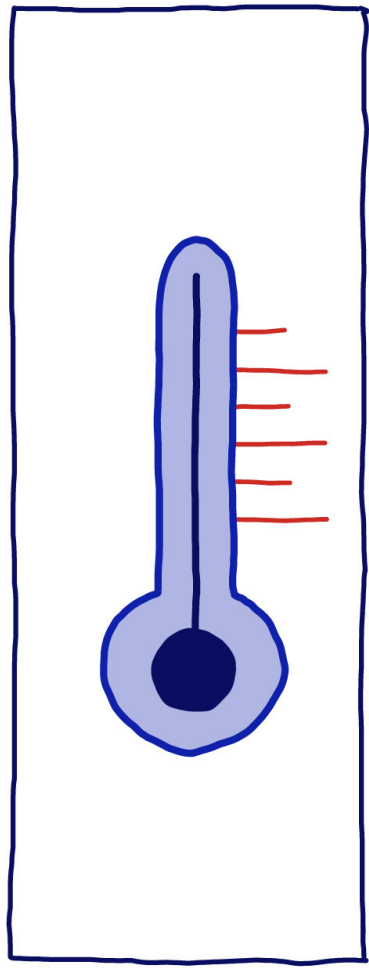




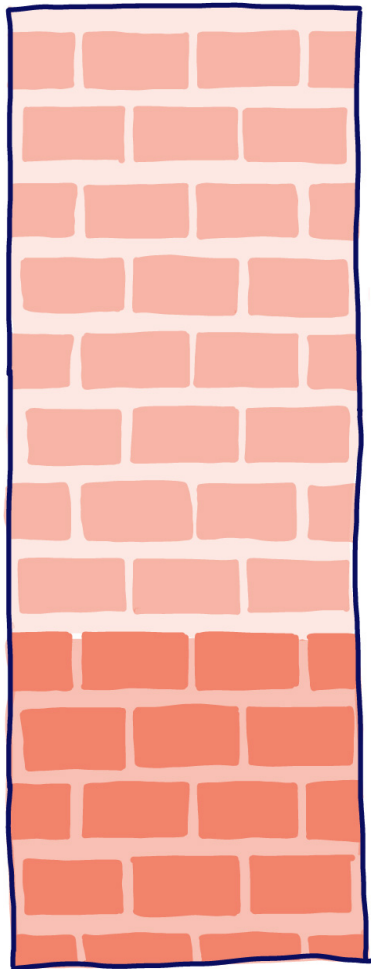
REDUSING SURFACE



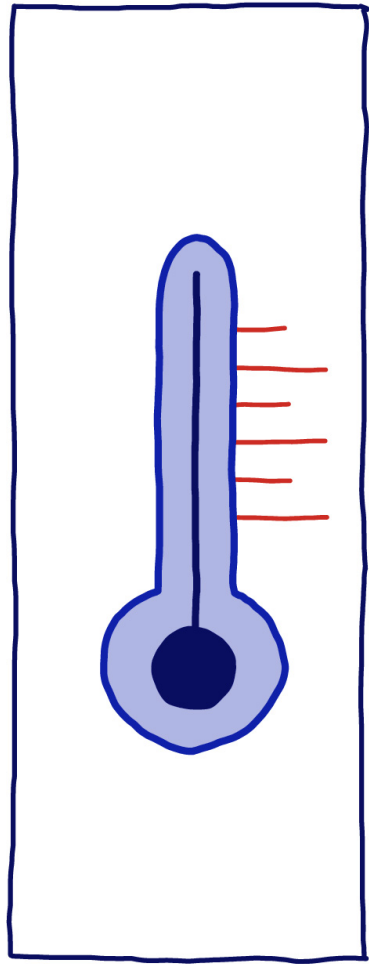
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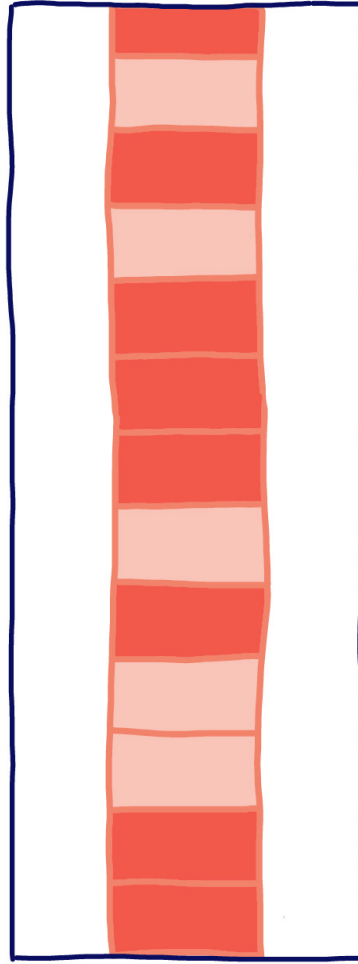
DECREASING TEMPERATURE



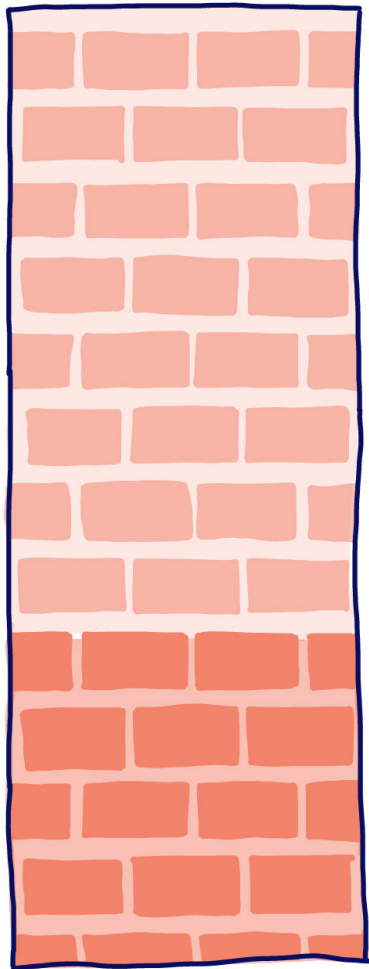
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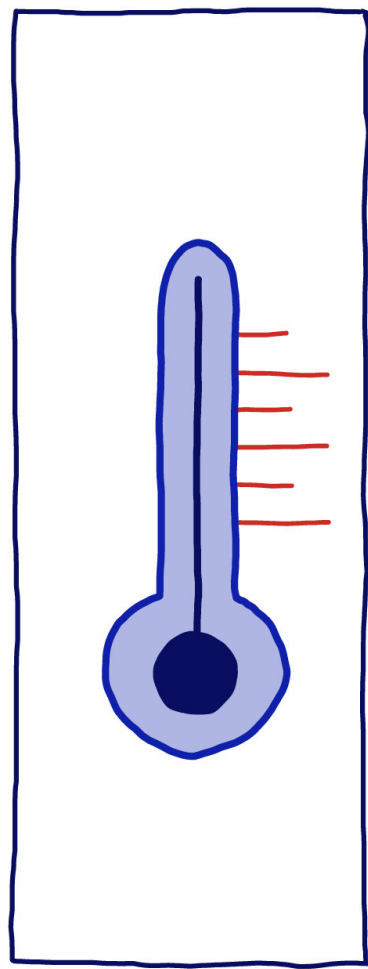
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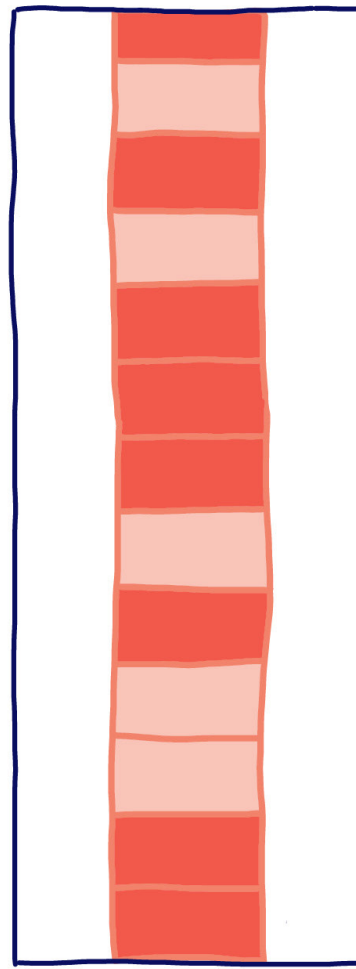
OPEN LOTS



REDUSING SURFACE



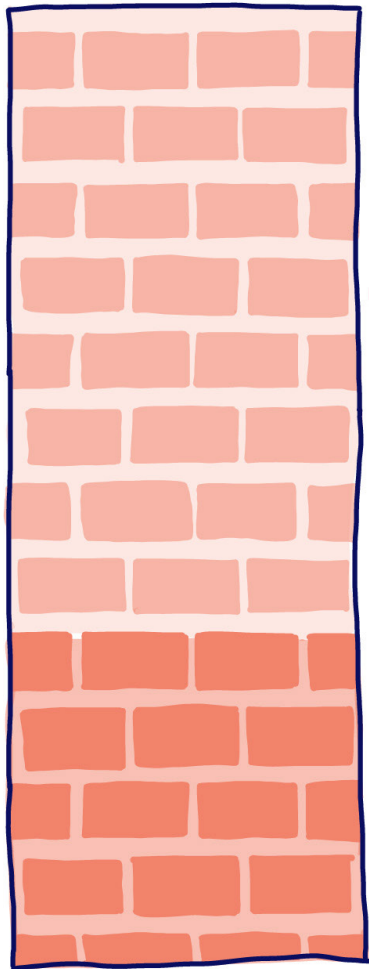
DECREASING TEMPERATURE



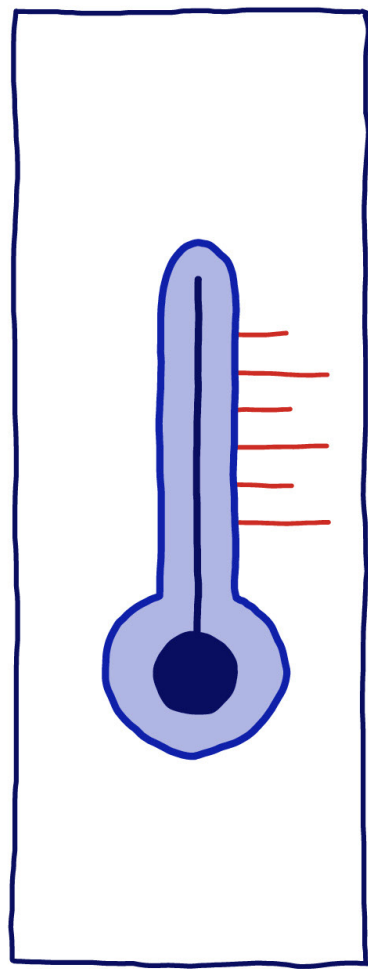
OPEN LOTS



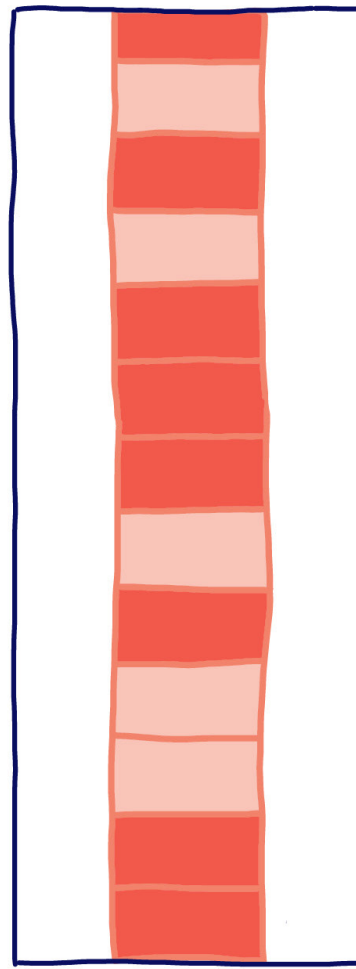
MORE SOIL



REDUSING SURFACE



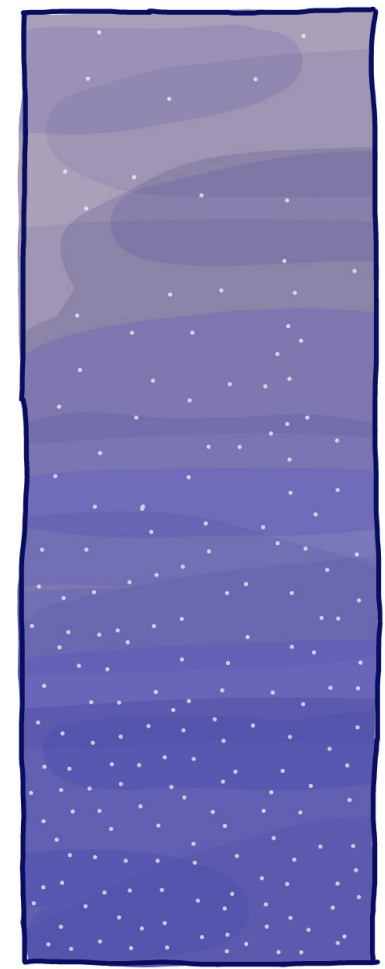
DECREASING TEMPERATURE



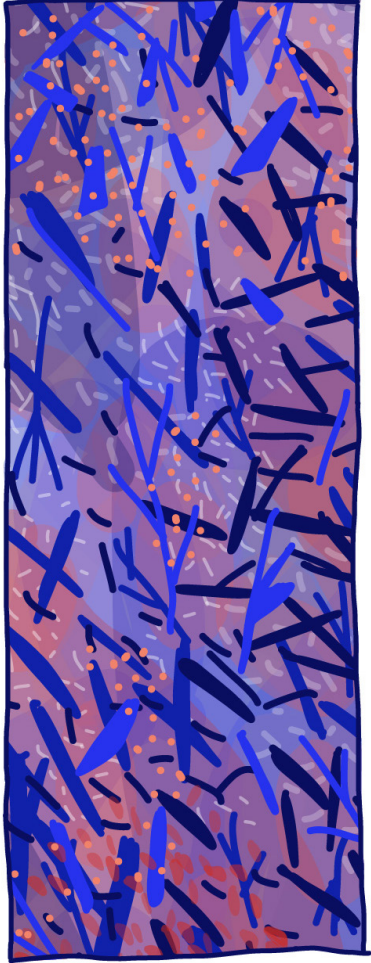
OPEN LOTS



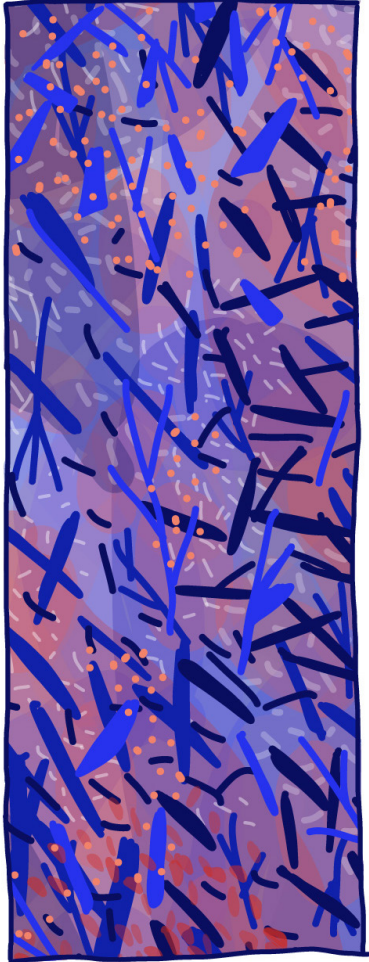
MORE SOIL



WATER STORAGE



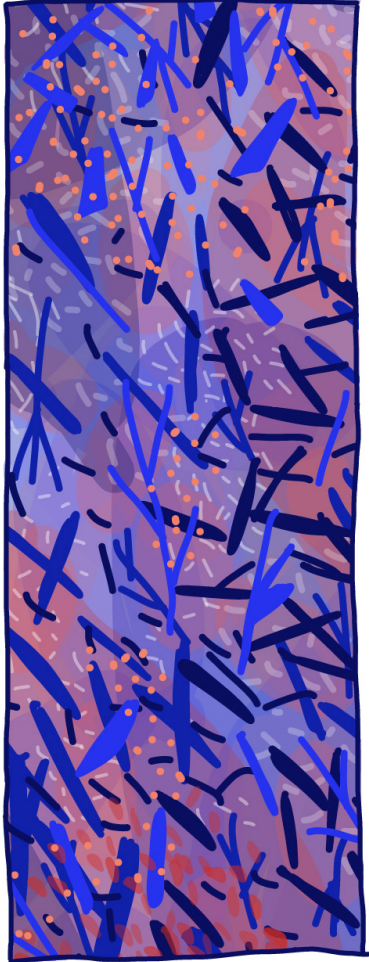
COMPOST



COMPOST



ANIMAL ACTIVITY



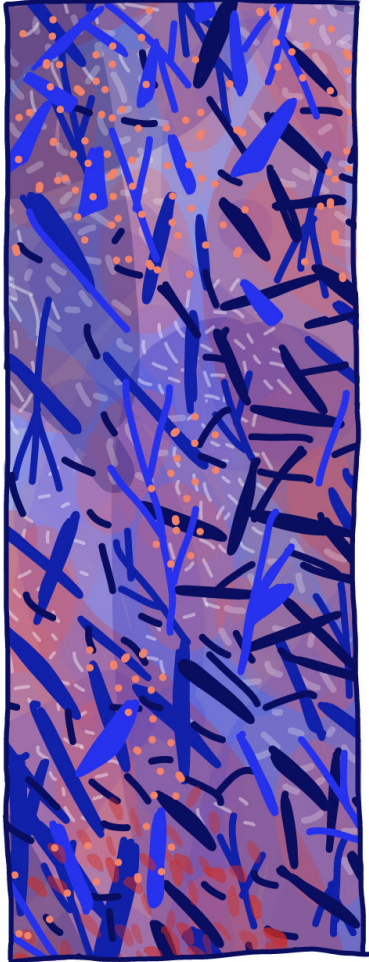
COMPOST



ANIMAL ACTIVITY



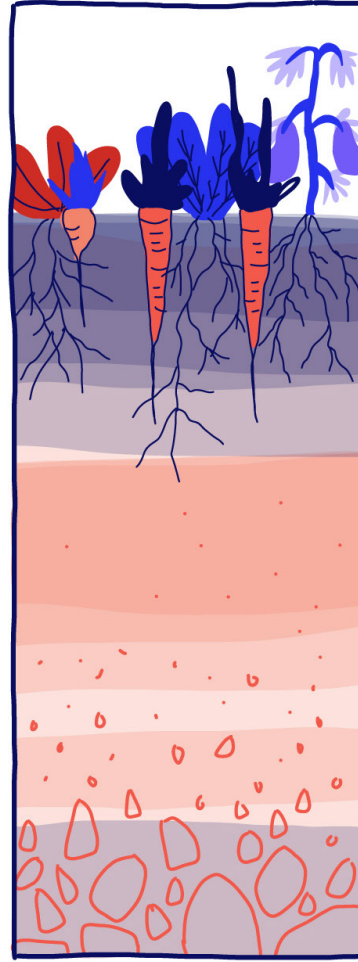
IMPROVING SOIL



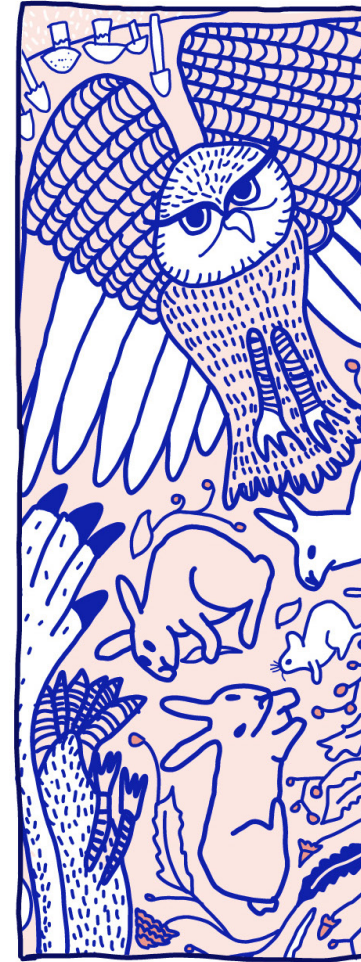
COMPOST



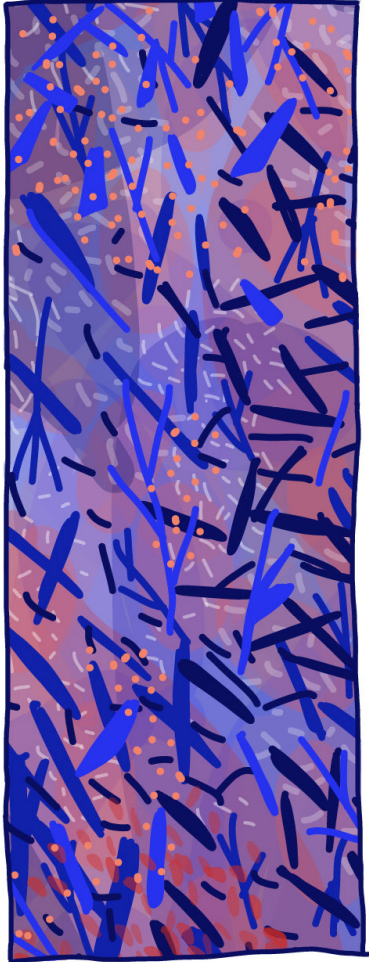
ANIMAL ACTIVITY



IMPROVING SOIL



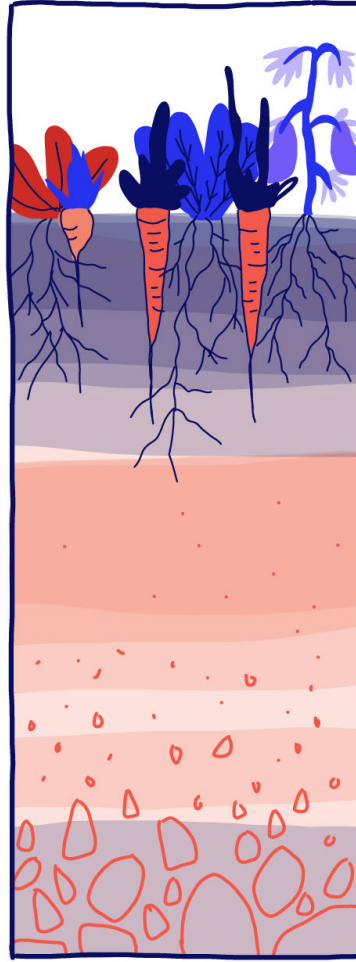
INCREASING BIODIVERSITY



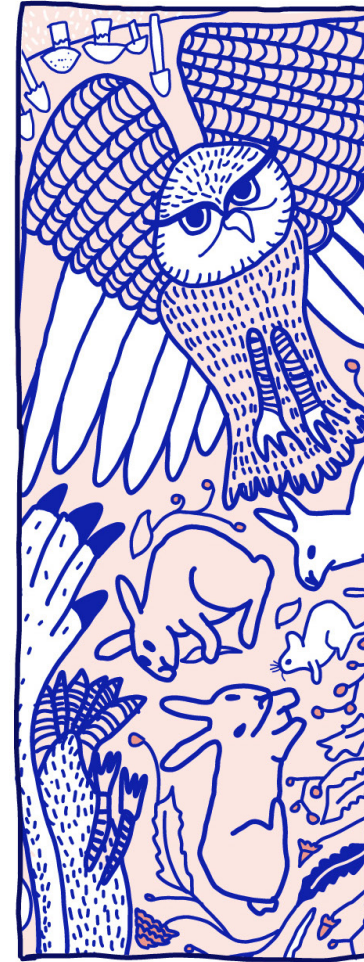
COMPOST



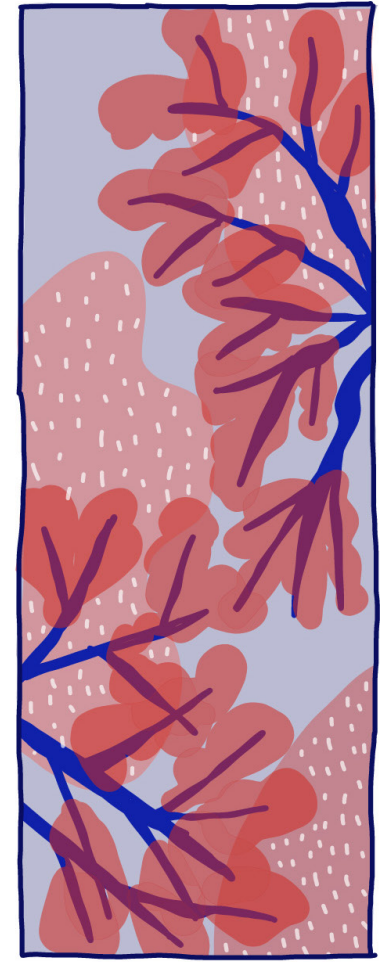
ANIMAL ACTIVITY



IMPROVING SOIL



INCREASING BIODIVERSITY



PERMACULTURE

