

A close-up photograph of several pink macarons with dark red speckles, arranged on a white plate. The macarons are the central focus, with some in sharp focus and others blurred in the background. The lighting is soft and even, highlighting the texture of the macarons.

Connecting Creative Potential

- Nordic food & creative industries

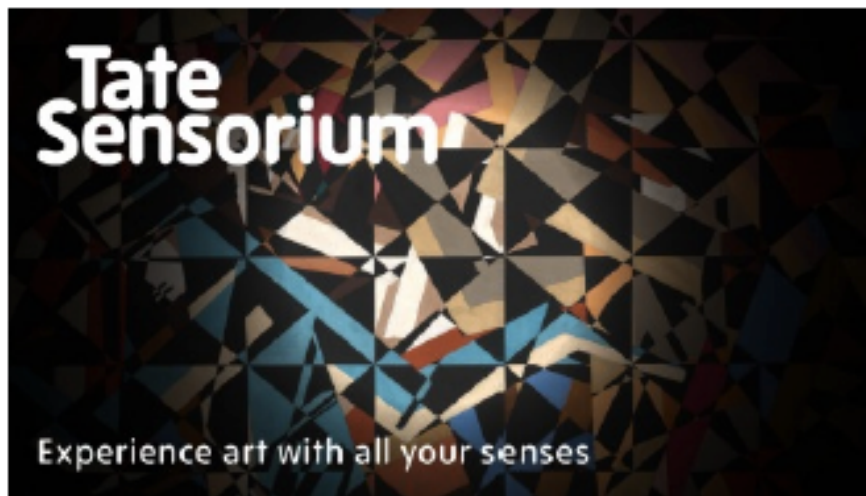
RASK 2015
Læsø Kunsthø
Elisabet Skylare
@elisabetskylare

We have within the area of Food and Creative Industries dedicated some time and effort to explore food as a creative tool to investigate what would come up if we imagined it as being an art form equal to architecture, music and fine arts.

We have explored how food can engage with questions such as the shared, the sense of belonging, the shared moment for example between the audience and the band.

How can food and collaborate create value made for the future.

Stimulate your sense of taste, touch, smell and hearing in this immersive art experience at Tate Britain.



Galleries are overwhelmingly visual. But people are not – the brain understands the world by combining what it receives from all five senses. Can taste, touch, smell and sound change the way we 'see' art?

Tate Sensorium is an immersive display featuring four paintings from the Tate collection. You can experience sounds, smells, tastes and physical forms inspired by the artworks, and record and review your physiological responses through sophisticated measurement devices.

The experience encourages a new approach to interpreting artworks, using technology to stimulate the senses, triggering both memory and imagination.



Nordic Sound Bite



Link: <https://youtu.be/wwWF2GY4Eu4>

NORDICTM
SOUND
BITE

WHAT IS A NSB?

Recipe

5 bands
5 pieces of DNA sound /each 20 sec.
1 curator
3 young food designers invited through open call
1 workshop- 12 hour studio session workshop
Pilot project - in real time
1 iconic venue
5000 servings - 2 day Nordic cultural festival


Ask a band to provide 20 seconds of its musical DNA.

Invite the best food designers around to interpret it by constructing an edible bite from local ingredients, capturing the essence of the music.

Serve it as an integrated part of a live performance.



NORDICTM
SOUND
BITE



EMOTIONAL IDENTIFICATION

First finding

Through nudging of the senses creating conversations about food - different food!

Introducing new flavours to a suspicious and picky audience by connecting with the music

Creating an opportunity to educate a generation that never had been taught

Bringing complex culinary experience into pop culture

BEHAVIORAL DESIGN

Second finding

Creating new visible communities in an instant

strengthen the value of sharing and belonging

Using the democratic approach

Telling young people communicate with young people
Talking their language

Leaving human traces

- second screen
- Media

METHOD

THE CENTRAL ELEMENTS IN THE DESIGN PROCESS

Open Call. To artists & food designers from the relevant regional areas. In the announcement, we specify the skills and characteristics needed.

Recruitment. Based on the profile and description of qualifications, we select the group of food designers suitable for the task.

Musical DNA. The bands are asked to produce a 20 sec. sound piece of their musical identity - the sound they regard as their core sound.

Translation. The food designers are given the musical DNA from the bands and asked to sense and describe the bodily experience of the sound - one sense at a time.

Sensation. In a sensation lab that contains a wide range of aromas and tastes from the regional kitchen, the designers pick a maximum of 3 tastes that correspond with their subjective experience of the sound.

Shaping. The taste has to find its materiality. Visual identity. Designers decide how practicality and aesthetics can work together in a format suitable for a concert crowd.

Performance. Collaboration takes place between the venue, the concept developers and the food designers. A site specific performance plan is worked out.

Execution. Since there is no test possibility, the performers are thoroughly directed on how to execute the sound bite performance.

Communication. Marketing and press material is written and edited and placed to reach new target groups of foodies, hipsters and new audiences who are up for challenging experiences more than traditional concerts.

INTRODUCTION TO
NEW NORDIC FOOD II
CREATIVE INDUSTRIES

NEW NORDIC FOOD

Once upon a time..

Anders Luth
Anders Luth

Per Keldsen
Per Keldsen

Henrik Vibe
Henrik Vibe

Leif
Leif

Rune
Rune

Alf
Alf

Jonas
Jonas

Rasmus
Rasmus

Hans
Hans

Ernst
Ernst

Fredrik
Fredrik

Michael
Michael



NEW NORDIC FOOD I + II - THE NORDIC COUNCIL OF MINISTERS

Political initiative 2006-2014

Builds upon the Nordic Kitchen
Manifesto

Create awareness of the Nordic
cuisine abroad and at home

Regional qualities; pure,
simple, safe & ethical

Read more: www.nynordiskmad.org



nynordiskmad




norden



SOCIAL CHANGE

INSPIRATION FOR SOCIAL CHANGE

A photograph of three people at an outdoor food stall. On the left, a woman in a white chef's coat is focused on preparing food. In the center, a man in a blue striped shirt and dark apron is smiling at the camera while holding a bowl. On the right, another man with glasses and a beanie is smiling. The stall has a sign that says 'ALKOBURGER' and various food items are visible on the counter.

A global culinary phenomenon and a social and economic force in the Nordics

Criteria's for success:

- > Sympathetic values
- > Open label
- > Media coverage

Entrepreneurs should be granted freedom, while the activities still need to be anchored in knowledge, skilfulness and common values.

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PROJECT: FOOD & CREATIVE INDUSTRIES

Cultural & Creative industries



Branding tool





Cross-collaboration -
by staging pilot projects
with other creative
industries

Design of networks -
and examine the network's
productive capabilities



Kreatlab no 1
is not just another
conference
Participation is key
everyone is equally
involved
Lets go from talk
to action
We are here to write
the manifest for the
future of creative and
cultural enterprises

#kreatlab

METHODOLOGY & TOOLS

Medlem ▾ Del Notifikationer

Billeder Filer Søg i denne gruppe

Kreatlab & Pedersen are here to use plants, it's a festival

Joachim Vargh is there an update with the idea. Any feedback from your meeting yesterday? Can we make a drink? Or to use the alcohol? I suppose so? It goes from around? Probably I guess I will be able. There will still experimenting with the proportions of the ingredients. What kind of alcohol can we choose, do they have a house? Same something?

Michael DeLorenzo Dear Joachim and Michael

Michael DeLorenzo Good question! As far as an informed alcohol is, I think a spirit like is to experiment and to make work. I think that the idea of you allowing 100% vodka is a good idea. I would recommend to make a drink that is not too strong and not too sweet. I hope you like it.

Michael DeLorenzo Michael & Pedersen are we for Instagram...

Joachim Vargh Thanks for a plan. We'll comment more later. Have a meeting soon.

Michael DeLorenzo Concerning stages. I think that the normal is given the better reaction, and that it depends on the situation. I think that the idea of having that will get the quality up. So nice.

Joachim Vargh also like the normal in stages. I we go with that one and will give Pedersen could just order a lot bag from London. It would only cost 100 pkr.

*It has become evident that if
one does not systematically
produce compounds,
the so-called network
is just a collection of
individuals.*

HELSINKI TOOL

- DESIGNING PRODUCTIVE NETWORKS

- Step 1: Definition success criterias
- Step 2: Motivation factors
- Step 3: Strategic composition of the network
- Step 4: Context and hosting
- Step 5: Relevance
- Step 6: Managing serendipity
- Step 7: Results
- Step 8: Maintain the network

Future HUB's

CASES

Paper, The International Food Design Experience, New Zealand 2014

Staging Nordic Table 2024, Stockholm 2014

Scandinavian Light & Design Festival, Vienna 2014

Nordic Playlist Pop Up Radio Bar, Reykjavik 2014

Ja Ja Ja Festival, London 2014

NORTH Food festival, NYC 2014

Nordic Cool, Washington DC 2013

FOOSHION, Nordic Design Innovation Week, Shanghai 2013

Nordic Sound Bite, Ja Ja Ja Festival, London 2013

Krealab no 1, Stockholm 2013

New Nordic Computer Food, San Francisco 2012

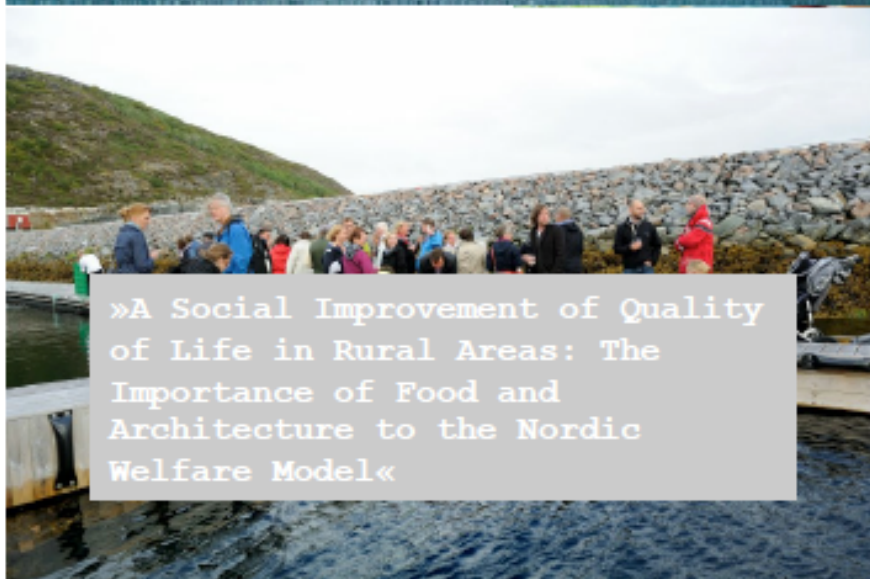
Nordic Kitchen Party, Cannes 2012

YAIC - a creative approach to NNF experiences, Reykjavik 2012

Food & Creative industries, Helsinki 2012

A social upgrade of quality of life in rural areas, Stokkøya 2012

Generator Konferensen 2012



FOOSHION
FOOD+FASHION
SHANGHAI 2013

KATASTROPHE
"THE SHOW"

APRIL 19TH 8PM - 10PM

Link: <https://youtu.be/eOdTVpyicgY>

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STAGING NORDIC TABLE 2024

IN 2024,
WHICH TASK WILL YOU
BE WORKING ON?
WITH WHOM?
TAKING ON WHICH
CHALLENGES?
ON WHOSE BEHALF?

link: https://youtu.be/hXu_hK_urug

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Thank you!

RASK 2015
Læsø Kunsthø
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@elisabetskylare
www.skylare.com