

Bloom Ware

Reflective Statement

Through observing all of the agents involved in the social and individual interactions around food rituals I was impressed by all the technological developments and projects that could bring new possibilities into this particular world. Understanding behaviors around food is a way of observing how humans interact within each other and their environment. At first I was too keen to develop a hyper technological scenario, but in the end, it still appeared to be very dystopian. I questioned this, because of the many trends reassuring this kind of paths, that led me to look at both ends, and dig deeper consulting farmers and eco conscious experts on the topic which seem skeptical about this hyper technological involvement with food, specially because of the high economic and ecological tolls of it. So seeking for a middle ground I then analyzed our current food experiences-

Encountering a huge gap on takeout, do we really only experience such brief contact with food we take to go? Are there no other ways of involvement? So I started researching the essence of this gap. I found out there was actually no gap, but a pretty dissolved activity.

FOOD EXPERIENCE MAP



The Picnic - This custom used to be an opportunity to escape the regular environment, it involved an explicit separation from food preparation and one of its most important elements was the special *toolbox* that was required. But how could we fit such experience within our fast paced environment and our 9 to 5 fixed schedules? Is there a way to still afford this kind of activities? And delight consumers through designed products that unfold the right set up that could form new unique realities within regular contexts?

Studying the different elements involved in food experiences led me to observe that our regular toolbox - forks, knives, spoons... Have not changed in hundreds, and in some cases thousands of years, how was this possible? We all eat everyday, we are biologically designed to encounter new flavors and new interpretations of foods, but why hasn't this desire evolved? After all the experience of eating is no longer just in the edible aspect of it, we are fortunate enough of being liberated from hunting and harvesting, that our meals are now also about the setting, sensations, companion... they involve. So why have these tools been silent for so many years? They are the exclusive mediators of the constant conversation between food and meals. What could happen if they had a voice of their own and triggered new sensations and experiences? This could lead to a new space for conversations, and awaken new possibilities of attention and involvement on everyday activities. Bloom Ware is a tool set designed precisely for this, opening a space for new rules and conversations with food, where the user can select the kind of interaction it wishes to experience, surpassing the status quo and finding delight on the simple gaps encountered on the act of eating.

