

DESIGNING NEW TOOLS AND SERVICE FOR AGRO-ECOLOGY SYSTEMS FROM EDUCATION TO INNOVATION

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IT IS NOT NECESSARY FOR FOOD STUDIES STUDENTS TO DESIGN INTUITIVE AND IMMEDIATE ANSWERS TO PROBLEMS, BUT INSTEAD TO FIND SOLUTIONS THAT ALLOW THE USERS TO CREATE THEIR OWN ROUTES, AND GENERATE NEW KNOWLEDGE AND CULTURE. DESIGN COURSES IN THE FOOD AREA CAN ALLOW STUDENTS TO OBSERVE THE FIELD AND REALIZE HOW TECHNOLOGY IS USED IN A GIVEN CONTEXT AND CAN HELP THE STUDENTS TO UNDERSTAND, AND PAY PARTICULAR ATTENTION TO, THE NEEDS OF THE USER TO BE ABLE TO EXPLORE NEW DESIGN IDEAS. THERE WILL BE VARYING DEGREES OF MONITORING AND EVALUATION, WITH AN INTERVENTION AND DIRECT INVOLVEMENT OF STAKEHOLDERS AND END-USERS. THE CO-PARTICIPATORY APPROACH COMBINED WITH THE DEFINITION OF A THEORETICAL FRAMEWORK AND DEVELOPMENT OF ETHNOGRAPHIC RESEARCH, WILL BE CONTEMPORARY AND WILL ALTERNATE; BOTH METHODOLOGIES WILL COMPENSATE EACH OTHER

THROUGHOUT THE DURATION OF THE DESIGN PROCESS - BOTH IN THE ANALYSIS PHASE AND IN THAT OF ENVISIONING. IT IS ALWAYS MORE EVIDENT THAT THERE IS A NEED FOR A CONVERGENCE OF RESPONSIBILITY ON THE PART OF THE INDUSTRIAL SECTOR AND UNIVERSITIES ALIKE. NEW STRUCTURES AND MODELS OF INNOVATION-FORMATION-DEVELOPMENT ARE NECESSARY FOR A COMPETITIVE GROWTH THAT IS LOCALLY SUSTAINABLE. THE SOLUTION MIGHT BE THAT OF ESTABLISHING NEW RESPONSIBILITIES CAPABLE OF SUSTAINING PROCESSES OF DEVELOPMENT AND CHANGE. FURTHER RESEARCH IS NEEDED TO UNDERSTAND HOW DESIGN THINKING AND LEARNING CAN HAVE AN IMPACT ON THE EFFECTIVENESS OF FOOD STUDIES BASED LEARNING PROGRAMS. DESIGNING THROUGH FOOD EXPERIENCE DESIGN SHOWS HOW IT IS POSSIBLE TO CONNECT PEOPLE TO OTHERS BY AVAILING OF TECHNOLOGICAL PRODUCTS AND SERVICES

NOW A COMMON FEATURE OF OUR LIVES. IT MEANS STARTING FROM A PROJECT OF CULTURE AND CREATING UNLIMITED CONNECTIONS BETWEEN USERS, MACHINES, INTERFACES AND OTHER USERS. AND NOT ONLY THAT. IMPLEMENTING DESIGN IN THE FOOD FIELD MEANS NOT ONLY MAKING TECHNOLOGY EASIER AND MORE FUN TO USE BUT, MOST OF ALL, ENABLES THE STUDY OF HUMAN BEHAVIOR WITH THE AIM OF EVALUATING HOW TO HIGHLIGHT AND RE-STRUCTURE IT. TOMORROW'S COMMUNITIES NEED NEW, FLEXIBLE AND DIFFERENT MODES OF CULTURAL MEDIATION, LIKE RESEARCH AND IMPLEMENTATION METHODS THAT DESIGN ITSELF CAN OUTLINE. INTRODUCING DESIGN COURSES IN THE FOOD STUDIES CURRICULUM CAN PROVIDE THE STUDENTS THE OPPORTUNITY TO BE MODERATORS OF EXPLORATORY SESSIONS, USERS DURING THE PHASE DEVOTED TO COLLECTING COMMENTS AND OPINIONS, AS WELL AS DESIGNERS DURING THE C CREATION AND EXAMINATION OF THE DIFFERENT SCENARIOS STUDIED.

WINNING CASES WHERE DESIGN APPROACHES AND METHODS WERE APPLIED BY UNDERGRADUATE AND GRADUATE STUDENTS TO INNOVATE NEW AGRO-ECOLOGY SYSTEMS

YOUNG BRIGHT IDEAS WANTED TO FEED OUR PLANET

If you're a student, under 35 years and you think out of the box, sign up to YES! Young Earth Solutions of the Barilla Center for Food & Nutrition Foundation (BCFN).

THE CHALLENGE?

- Promote healthy lifestyles
- Create a sustainable agriculture
- End food waste

REGISTER NOW TO PARTICIPATE WWW.BCFNYES.COM

THE FUTURE OF FOOD IS GROWING WITH US

THE BCFN FOUNDATION STRONGLY BELIEVES IN THE POWER OF YOUNG PEOPLE'S IDEAS TO CHANGE OUR FOOD SYSTEM.

OPPORTUNITY FOR YOUNG RESEARCHERS AND STUDENTS THE 2014 CALL TO ACTION INVITES THEM TO PRESENT THEIR IDEAS

ON THE THREE BCFN PARADOXES BY SUBMITTING PROJECTS LINKED TO THE MILAN PROTOCOL:

- HEALTHY LIFESTYLES
- SUSTAINABLE AGRICULTURE
- THE END OF FOOD WASTE

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THE YOUNG DESIGNERS THINK ABOUT SUSTAINABILITY AND NEED TO IMAGINE UNEXPLORED AND EMERGING SCENARIOS. SCIENTIFIC FINDINGS SHOW THAT IT IS POSSIBLE TO ADOPT EATING HABITS THAT ARE BOTH HEALTHY FOR US AND SUSTAINABLE FOR THE PLANET. HOWEVER, HOW WE EAT (ESPECIALLY IN INDUSTRIALIZED COUNTRIES) IS ALSO INFLUENCED BY OTHER FACTORS, SUCH AS SELF AWARENESS AND ABOUT THE OTHERS, EDUCATION ABOUT PORTIONS AND INGREDIENTS, AND – LAST BUT NOT LEAST – COST AND ECONOMICAL RESOURCES. ABOUT THE ENVIRONMENTAL IMPACTS OF OUR FOOD CHOICES. SOMETIMES SIMPLE EDUCATIONAL TOOLS CAN EXPLAIN COMPLEX CONCEPTS.

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