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Over the next decade, the landscape of food experiences will be transformed. Future forces will intersect with inspired design to reshape the entire cycle of food activity, from production, distribution, and manufacturing to shopping and eating. At this intersection, a great opportunity is ready for the community. The opportunity to combine futures thinking—which explores a range of possibilities, motivations, and aspirations for the future—with design tools to reinvent all our encounters with food and transform the food system. This map and companion toolkit will point the way.

**Process blending futures thinking + food design**

The future offers opportunities to invent new rituals, create new markets, pursue new goals, and even rewrite the rules that govern our food system. Food experiences offer a unique platform for incremental product innovation to transformation, whether that means re-creating a new market, reducing environmental footprints, or offering robust health outcomes. It can help you set ambitious goals and ground them in tangible plans and tactics that move from the short-term to the long-term. The design of the three core zones of innovation will help you frame and prioritize the intersection of the promises, risk, and changing contexts.

To chart your path to designing future food experiences, open the design aperture and take a bird’s eye view to take a broad view of the project they’re working on. We design food experiences and in the future, we design futures with and for the people we engage. We design food experiences and in the future, we design futures with and for the people we engage.

**Food experiences have three things in common:**

- **Human fulfillment:** Humans are complex beings. We’re constantly evolving and redefining what it means to be human, and it’s changing what it means to be food. In the next decade, we’ll expand the boundary of what meets our needs. Remembering who we are, how we feel, and how we look.

- **Food innovation:** Food from animal-free manufacturing options and 3D printed foods to preserve indigenous cuisines, our food systems and futures are in a period of rapid evolution. We can envision a suite of pathways for the transformation of how food is grown, how food is sourced, how food is transported, how it’s shared and how it’s consumed.

- **Resilience and sustainability:** Resilience is the ability to cultivate distinctive microbial communities will enable the ability to cultivate distinctive microbial communities will enable the future.

Food experiences will happen in very different contexts from today. We’ll design new experiences, new pathways and biozones for sourcing our food, and new strategies for ensuring safe, reliable food in a diverse environment.

**I’d like to suggest that with these overarching importance and power, designers also have much greater responsibility and in turn need to open the design aperture to take a broad view of the project they’re working on and in the future, we design futures with and for the people we engage.**

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**PROVOCATIONS**

Food experiences have three things in common: a human, food in a particular context, and a point of view.

Each of these zones of innovation is a core zone of innovation, driving the food experiences at the intersection of humans, food technology, and changing contexts.

<table>
<thead>
<tr>
<th>Zone Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human</td>
<td>Focuses on the human experience of food and the implicit assumptions we make about what food means to us.</td>
</tr>
<tr>
<td>Food</td>
<td>Focuses on the food system and the many ways food is transformed throughout the globe.</td>
</tr>
<tr>
<td>Context</td>
<td>Focuses on the broader environment in which food experiences happen, from social norms to economic conditions.</td>
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</tbody>
</table>

**PREFERENCES**

To guide your design choices.

**PRAGMATIC FUTURES**

Value precision, efficiency, and scale.

They work within constraints and repurpose existing assets. They’re comfortable to disruption, especially if it focuses on instrumental innovation and current metrics.

**UTOPIAN FUTURES**

Value community, ingenuity, and social justice.

They work outside of systems but require scale. They can’t realize these aims without making a difference in the world.

**SPECULATIVE FUTURES**

Value adventure, creativity, and mystery.

They work outside of systems and make the rule book.

12 **PROVOCATIONS**

Food experiences at the intersection of humans, food technology, and changing contexts.

<table>
<thead>
<tr>
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</tr>
<tr>
<td>FOOD SCALABILITY</td>
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</tr>
<tr>
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**SCALABLE FOOD JUSTICE**

Toward more resilient food systems. How can we create food systems that are more resilient and just? How can we design food systems that are more adaptable and sustainable? How can we create food systems that are more equitable and just? How can we design food systems that are more innovative and resilient?

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Blend futures thinking + food design

The future offers opportunities to invent new rituals, create new markets, pursue new goals, and even rewire the rules that govern our food system. Future forces are changing the way we think about food—how we grow it, harvest it, store it, cook it, and eat it. This has profound implications for how we design future food experiences.

As you plunge into designing future food experiences, open the design spectrum and take a fresh look at the food systems you view by considering how your diet fits into the full cycle of food experiences—production, distribution, manufacturing, and eating. How could these areas enable and amplify your design? What are the impacts of your project's design, and specialized design choices across the full cycle of food experience?

PROVOCATIONS from core zones of innovation

Food experiences have three things in common: a human, food, and a particular context.

Each in a zone of innovation, design unexplored futures that emerge as provocations for food design. Combining these zones to explore future food experiences in a co-design process as zones of innovation will help provide the context of the intersections of human, food, and changing contexts.

Food

Food from animal-free meat options and AI-enhanced foods efforts to preserve indigenous cuisines, our food and food systems are in a period of rapid transformation. We can expect a plethora of approaches to the concept of resilience across the entire food system—including food generation from termites, adorable agricultural insects, and butterfly larvae. We’re exploring the boundedness of our food experiences and seeking to expand your understanding of resilience through the core institutions and communities driving food systems change.

Context

Contemporary attitudes and issues in our food system. Our physiologies respond to context—stone or steel, in food interacts with food. Context is everywhere, from food wrappers and packaging to the aura of digital information that surrounds us into new forms of expression.

Human

Humans are complex beings. We’re constantly evolving our experiences of food, new flavors, and new flavors that optimize the neural processes of flavor perception and can be shared with others and even experienced across distances.

FUTURES

They aren’t afraid to challenge the status quo and break through barriers that we consider alienating, risky, or impractical.

UTOPIAN

As you define your path for designing food experiences, innovations in technology in their own right to revolutionize the food system, they can be difficult to scale and may require uncommon approaches.

PRAGMATIC FUTURES

They seek challenges the status quo and take bold steps. However, their experimental nature can make them seem alienating, risky, or impractical.

SPECULATIVE FUTURES

As social structures transform due to urbanization and the growth of global mobility, how can we connect people to these services, the technologies will get smarter, more efficient, and more personal.

FOOD IDENTITIES

To toward food experiences that expand human connections to nature and the soil. Humans are driven by a desire to be part of something larger than themselves. Food is a marker of both our belonging and our identity.

AUGMENTED SENSORIUM

With ubiquitous sensoriums and embedded streaming capabilities and virtual avatars will enable us to create a future that is more connected with our roots as we venture into new territories.

WEARABLES

Toward a body as data for food information & expression. From body data from the logbook in food design, we can see how this data and the data that moves around us are two critical aspects of designing food experiences. Wearable technologies, mobile and wearable, provide insights into the way we move, our health, and our food. With the help of these technologies, we can design food experiences that are more engaging, personal, and interactive.

FOOD ENVIRONMENTS

To toward a holistic food production systems. Climate change is already having a profound impact on our food system. Whether you’re a food scientist or a farmer, a chef or a product designer, this map and companion toolkit will guide you through forward-thinking processes to design good food in the 21st century. Use this map in this process and the companion toolkit to blend futures thinking and design into a supercharged platform for food innovation.

EXPLORE the 12 design provocations and the signs that illustrate an imagination about what’s possible in the coming decades.

Each provocative is a forecast of what you can design to take you beyond new food experiences.

What new possibilities can you design in the future?

REVEAL unexpected possibilities by combining provocations across the three core zones of innovation to uncover possible new food experiences at the intersection of human, food, and context.

IMMERSE in the three preferences—pragmatic, utopian, and speculative.

You might initially favor one preference, but the most resilient futures will balance all three. Consider each preference’s design principles to help you achieve the balance and accelerate the rate of change you want to see in the food system.

What can you call these provocations? New food experiences or new ideas about what food experiences might be? What role will these provocations play in your design thinking?

PROTOTYPE a flavor food experience that balances the alternative preferences, keeping the larger system in mind. What would it take for you to make this future real?

Ambitious future-making often requires reaching across boundaries of teams, organizations, of cultures.

What would it take to scale these provocations to a future food experience?

FOOD EXPERIENCES

Future food experiences

PRAGMATIC

Innovations and emergent technologies will transform the way food experiences are designed.

LEVERAGING TECHNOLOGICAL ADVANCEMENTS

Agriculture and food system technologies will transform the way food experiences are designed.

AUTOMATED FARMING

From vertical farming to precision agriculture, new technologies will enable food designers to encode efficiency, personalization, and resilience across the food system.

FOOD ENVIRONMENTS

Innovations and emergent technologies will transform the way food experiences are designed.

TOUROPEXHISEM

The process of embedding intelligent systems into devices in, on, and around our bodies to connect people to these services, the technologies will get smarter, more efficient, and more personal.

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Food experiences have three things in common: a human context, a food context, and an interactive context. Each is a zone of innovation, driving unexpected futures that emerge as provocations for food design. Combining the three zones of innovation, designers can twist the future food experiences of the new century.

### PROGRAMMABLE PHYSIOLOGY

**Food to Nutrition**

The provocations point to new possibilities, but our understanding and command of systems engineering is incomplete. Whether we are a food scientist or a farmer, a chef or a product designer, this map and companion toolkit will guide you through forward-thinking processes to design good food in the 21st century. Use the food process in this map and the companion toolkit to blend futures and design into a new platform for food innovation.

**Human interactions**

Humans are complex beings. We’re constantly evolving environments, and food environments, and income inequality form a global ecosystem of social and political processes that reinforce and maintain social and political processes that form food environments and reinforce how we think of food. As food systems will lower the barriers to meeting local quality standards, and will be a part of our connected world, innovations and improvisations will create more resilient, sustainable food webs worldwide.

**Food production**

Climate volatility, conflict-induced migration, toxic roads, while driving design. Improvisations may be driven by unexpected methods. Improvisations will create more resilient, sustainable food webs worldwide.

**Food consumption**

A future of food experiences is the primary design output of a future food system. Whether you’re a food scientist or a farmer, a chef or a product designer, this map and companion toolkit will guide you through forward-thinking processes to design good food in the 21st century. Use the food process in this map and the companion toolkit to blend futures and design into a new platform for food innovation.

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What can you do to shape futurethinking and transform the food system? This map and companion toolkit will point the way.

Food experiences have three things in common: a human, food, and a particular context.

Each is a zone of innovation, driving unexpected futures that enable provocations for food design. Combining these zones of innovation, the zone of human, food, and context of innovation will help you ask big questions about the experiences of interaction at the intersection of healthy, food, and changing contexts.

Food
Food experiences are human and complex. We’re constantly evolving with our food experiences, our environment, and our context. Beyond the human food system, we expand the boundaries of what it means to be human, recognizing that we are social beings with a variety of food experiences at a time.

Each decade, we’ll see an expansion of what it means to be human, recognizing that we are social beings with a variety of food experiences at a time.

From animal-free meal options and an enhanced food system to preserve indigenous cuisines, our food and food systems are a part of a new reality where the human food system must adapt to changing global trends. Food as an act of kindness, shifting the concept of food experience, and new closed-loop ecosystems for food production.

Context
Context shapes all of our food experiences. Our food systems respond to context: social or shared, in food evolution or food seeking. How people share and adapt as they move through life’s stages and respond to rapid changes can help you define your preferred future, and the preferred futures of others who are involved in the food experience you’re designing.

Speculative Futures
Speculative futures are utopian, and the speculative. Each approach shapes the drivers of this rhythm remix. As people split workdays across multiple locations, we’ll see food experiences in very different contexts from today. We’ll create new experiences that will impact our health, our food, and our new experiences will happen in very different contexts from today.

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The future offers opportunities to invent new rituals, create new markets, pursue new goals, and even rewrite the rules that govern our food system. This map gives 12 provocations for designing food futures across three zones of innovation—

**Human**

**Zones of innovation**

**FOOD**

- **Toward personalized approaches to nutrition & health**
  - Commercializing epigenetic sequencing tools
  - Programming human development with diet
  - Designing synthetic epigenetic interactions
  - Optimizing flavor perception through neurogastroscopy
  - Training the senses with video games
  - Transmitting senses directly to the brain

**Human**

- **Zones of innovation**
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  - Programming human development with diet
  - Designing synthetic epigenetic interactions

**Context**

- **Toward artificial intelligence for every food designer**
  - Building biomarkers at scale
  - Growing a generation of indoor farmers
  - Simulating effects of variables on agriculture

**Food**

- **Toward anchor institutions as hubs of food system reform**
  - Farming for the city and an education
  - Connecting smallholder farms to feed schools
  - Developing climate-positive dishes

- **Toward self-managing food services**
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