

DESIGN BRIEF

CAPRICIOUS EXPERIENCE

Building on the polarized theme of positive & negative lead me to think about order/disorder, control/randomness, mass production/unicity, fast/slow, all of which I believe are relevant themes in the design process for the dining experience.

I was also previously looking at a system of material packaging, whereby each component in the service would be manufactured in numerous different materials (while maintaining a consistent form). Diners would receive an assortment of service components/packages, each with unique material properties to further contribute to the dynamic character of the meal experience.

Such an intervention attempts to leverage the limited useful life of the

packaging into an opportunity to inject a unique aspect to the fast-food dining experience. (And thus reflect the unicity of greater experience in mass produced dining packaging.) The limited life of the packaging can be attributed to the transience of the dining experience and this transience should perhaps be reflected through the design process. Instead of authoring a mass produced experience, forfeit such authorship to unique and/or random occurrences. Invite an organic capriciousness perhaps by reflecting external circumstances whether: personal to the diner, relating to specific qualities of the meal or the materiality or manufacturing of the packages.

Variable material packaging is one means within this direction. Another avenue of material exploration could include the examination of alternative materials, perhaps

those with malleable properties or qualities that react with the aspects of scent, heat or weight of food. Or perhaps aspects of the design need to remain unfinished so to be completed by the user...

1) k.. so fast food packaging has an extremely short lifecycle but is required in massive quantities.. (i am not addressing a sustainable issue, it is just an observation -- the mass production of packaging is like that of the food)

2) different materials can be formed using the same process. styrofoam (expanded polystyrene), plastic (abs and pet are food safe), ceramic and silicone can all be injection molded.. some materials are cheaper to form because of the energy it consumes to form them but material costs a relatively similar.. er.. plastics and glass can both be roto-molded and blow molded. you can punch: metals, woods, plastics and if you were to get creative you could combine materials -- (water based) epoxy coat wood.. and similar to punching you have die cutting which can be used for card, foil and films.

3) each material has its own (specific) properties: weight, feel (texture), look, insulating & heat transfer qualities.. etc..

I think all of the above can be leveraged into a system where packaging components are made from multiple materials. eg. bags for the naan bread are

made from foil and paper and film; utensils are thin (2mm) metal, wood, plastic, etc.. and thus when a meal is packaged at the restaurant the kitchen and service staff will be randomly selecting components (trays, bags, utensils, cups) to put that meal together and the diner will leave with a random combination of packaging materials. i think this would give each (mass produced) meal it's own character (because of point #3 above)..

(how does eating out of styrofoam with a metal fork and wood spoon differ from silicone with plastic? -- also i think experimenting with materials themselves may offer an avenue to question perceptions.. the translucent epoxy coated wood: the colour and texture contrasts the expectation of the wood grain ---. may be that's just too much rhetoric tho..?)

then throughout a series of meals (at an oft frequented fast food restaurant) that progression of meals will differ due to the material nature of the packaging and thus build an ongoing story in the fast-food dining habit..