

DESIGN BRIEF

PUZZLE SERVICEWEAR

The aim of the design project will revolve around the creation of servicewear to establish food as an object of contemplative pursuit. Contemplation through planning of the object's consumption (destruction) will promote respect for the object of desire, similar to how certain cultures pause to say grace before a meal or other cultures pray prior to killing game as a source of nourishment. The ritual of interruption is one which promotes anticipation for the sensory act even if the understanding of the tradition is lost amongst members of such cultures.

A cursory example of this direction is that of a bowl of soup served with chopsticks. Holes have been drilled in the perimeter of the rim of the bowl preventing

the diner from drinking directly from it and furthering the difficulty of the situation. The diner in such a situation would be forced to apply some ingenuity to achieve the object of pleasure and nourishment. This somewhat echoes the primitive procurement of food objects from natural service packaging like that of milk from a coconut or meat from within a crayfish shell.

An aim of this exercise is not to cause discomfort or frustration to the diner but to engage him/her like a sexual tease to promote further satisfaction and savouring of the meal once the act of consumption occurs. It is thus a means to get diners to actively engage their meal.

Other sources of purpose and inspiration will have to be decided. For example if it was chosen to recall a meal's socializing nature, perhaps a more appropriate sphere

for the design intervention would be the entire tabletop context including furniture and not only the personal place setting. Alternatively, a menu, its food items and the rituals associated with those food items may be established as a source of inspiration and appropriate service items may be arrived at through the deconstruction of such a menu. The application of deconstruction could be used to raise questions on the role of the course within the context of the meal or the role of ingredients in the composition of flavour.