

Arkitekturens indflydelse på måltidsoplevelsen

Tenna Doktor Olsen Tvedebrink
17 Marts 2014

Introduction

Who am I?

- . PhD/Scientific Assistant
- . Aalborg University
- . Department of Civil Engineering
- . Research group Food+Design



FOOD+DESIGN
Center for Food Science, Design and Experience

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3

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Center for Food Science, Design and Experience

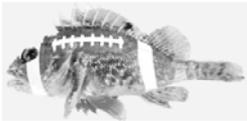
Kan man lave bukser af gulerødder?



Kan man lave bukser af gulerødder? Anna Marie Fisker var den 4. marts i TV2 Nord's program Tå Stågen, hvor hun blandt andet fik spørgsmålet om man kan anvende restfibre fra presning af gulerødder til juice. Sektionsleder for Food + Design, Anna Marie Fisker, fik lov at uddybe det forholdsvist nye forsknings- og innovationsfelt, mad og design. [...]

maj 03, 2012 | Kommenter »

Fisk er også en fantastisk SPISE



Centerleder Anna Marie Fisker fra Food+Design der blandt forsker i fisk i produktinnovation og fisk som oplevelse var den 31. januar i P1 Morgen for at udtale sig om fisk som fødevarer i anledning af Copenhagen Cooking festivalen, der finder sted denne uge. Her radioindslaget her!

feb 05, 2012 | Kommenter »

De Gode Rødder



De Gode Rødder Børnene er regionens fremtid og fremtidens børn skal være sunde. FOOD+DESIGN retter derfor fokus mod børn og unge når den 4. nov. åbnes for projektet De Gode Rødder i Nordkraft under madfestivalen Mad på Nordjysk. Områdningsmødet er børn og unges sundhed og rammerne bliver en bærebrydende designkonstruktion hvor gulerødder er ophængt [...]

okt 19, 2011 | Kommenter »

Konference: Ny Nordisk Mad 2011



nynordiskmad

Food+Design var repræsenteret med videnskabelig

Food+Design på Fødevarefestivalen IPRIMI D'ITALIA



Food+Design på IPRIMI D'ITALIA FOOD+DESIGN,

800 forskellige pasta



800 Forskellige pasta Tå forskningsdagen i Aalborg var

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4

MY BACKGROUND

EDUCATIONAL PROFILE

- . Architecture & Design, AAU
- . Sensory Science, KU
- . Consumer Preferences, KU
- . Food Sociology, KU
- . Culinary History, KU

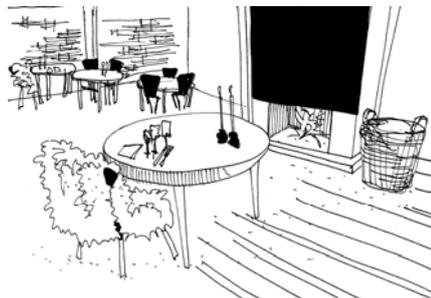


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"THE FEW"

EXCLUSIVE RESTAURANT
Master Thesis 2008



"THE MANY"

PUBLIC HOSPITAL
PhD Thesis 2009-2013



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6

PRESENTATION OF PHD

Architectural Theatricality

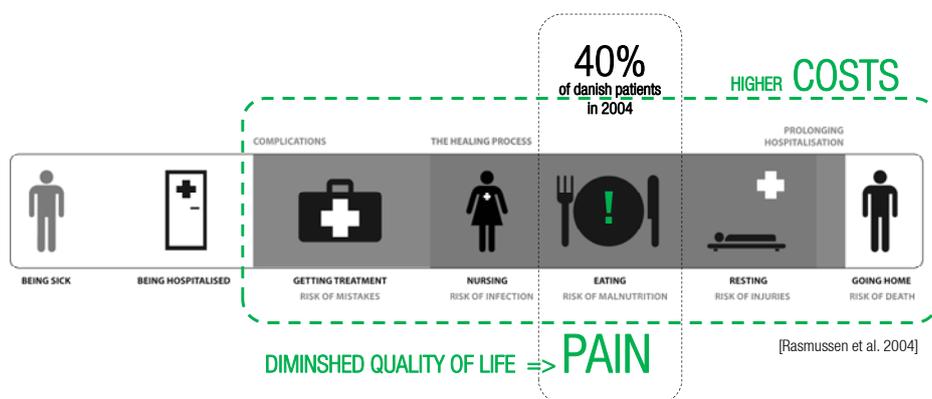
A Theoretical Discourse in Hospital Interiors
& Design of Patient Eating Environments



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the problem

the health and wellbeing of hospitalized patients



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Because undernutrition, today, is not only defined as low food intake, but can also be associated with medical complications and increased length of hospital stay, **researchers speculate that insights on how the built environment stimulates or hinders food intake** are important - but overlooked - aspects in patient treatments.



... This PhD thesis investigated **what knowledge exists linking perspectives of health, food and architecture** ...

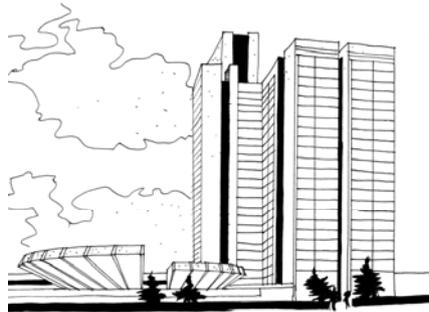


My idea was that the interior architectural qualities of eating environments influence food intake, health and well-being of patients.

THE RELEVANCE

THE FUTURE HEALTH PRACTICE

- . Danish **Super Hospitals**
- . Review of design proposals
- . Food as logistic task
- . A large knowledge-gap?
- . A large research-to-practice gap?
- . A lack of research-based knowledge?
- . **A last minute opportunity?**



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but what is **A MEAL?**

and how do we evaluate the context and experience of a meal
from a design perspective?



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12

WHAT I DID ...

MY RESEARCH

ESTABLISHING AN OVERVIEW

- . State-of-the-art research
- . Food + Architecture
- . Health + Architecture
- . Health + Architecture + Food
- . Architectural theory
- . Normativ + Polemical knowledge



WHAT I FOUND...



The word **'meal'** contains an enormous richness well beyond what we eat.
A meal is a complex phenomenon often involving interactions between many different persons, ideas, **spaces** and **objects** (natural as well as artificial).
A **meal experience** is therefore much more than the sensory input (taste, smell, sight, texture, sound, mouth feeling etc.) of eating a specific food item



...a meal experience is also about the **social, cultural and aesthetic** dimensions of a meal. About the **psychology, rituals, myths and design** of the **built environment** surrounding the meal...

food matters

state-of-being matters

identity matters

memory + expectation matters

culture matters

values matters

traditions matters

place matters

time + history matters

social relations matters

tableware matters

built environment matters₇

According to Gustafsson (2004):

... the starting point of evaluating a meal begins with entering the restaurant...

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18

... here you enter
the **'room'**...



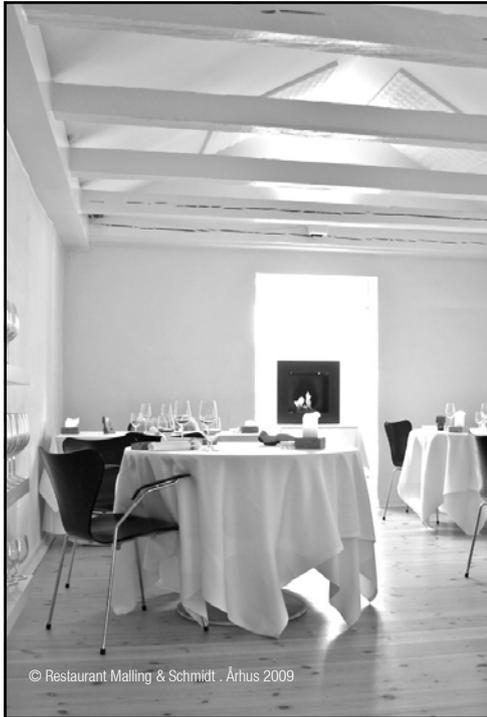
© Restaurant Malling & Schmidt . Århus 2009



© Restaurant Malling & Schmidt . Århus 2009

... **'meeting'**
waiters and co-
customers...

20



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**... you are placed
at the table...**

21



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**... seated on carefully
selected furniture...**

**... invited to drink
and eat by use of a
series of objects...**



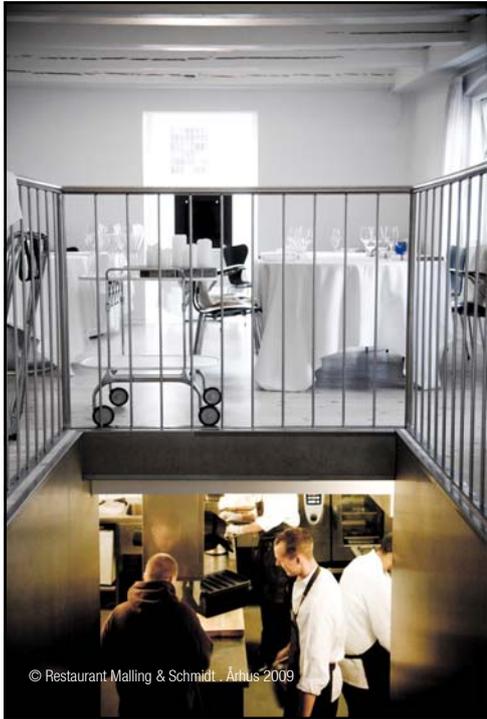
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**...you are also served
different food 'products' ...**



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... behind it all is
the 'management
control system' ...

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... the "backstage" ...

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26



**...and the logistics
providing the entire
meal...**



**...the chefs
carefully
preparing the
food...**



**...the manager
referring to
budgets,
accounts, laws
and regulations...**

© Restaurant Malling & Schmidt . Århus 2009

[Edwards & Gustafsson 2008b:8]

**...TOGETHER
those aspects stage the
'atmosphere' of the meal ...**



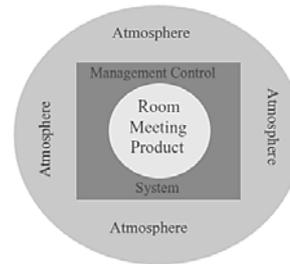
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30

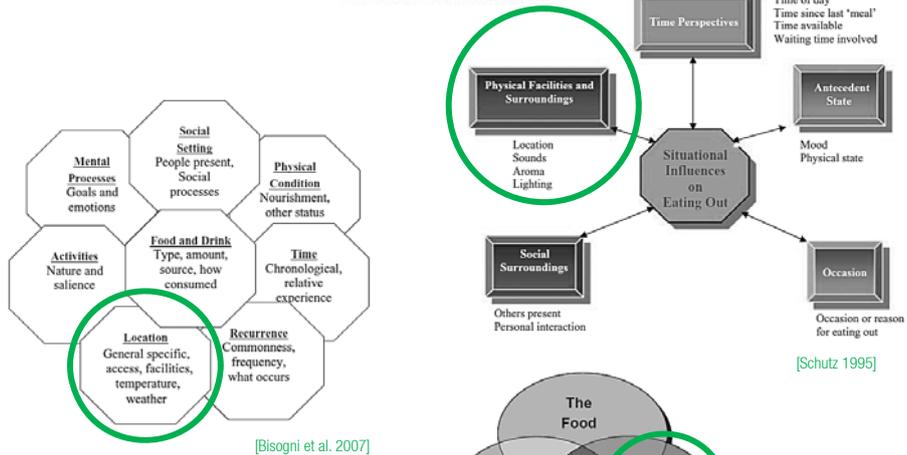
Culinary-model (FAMM)

Developed by Inga-Britt Gustafsson (2004)

- . Meal takes place in a 'room' (setting with objects)
- . Consumers 'meet(ing)' waiters and co-consumers
- . Dishes and drinks ('products') are served
- . Backstage there are rules, laws, economic and resources ('management control system')
- . In total - expressing an 'atmosphere'



[Edwards & Gustafsson 2008b]



[Bisogni et al. 2007]

[Schutz 1995]

Similar
Models exist in Food Science ...

[Gains 1994]

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built form spatial settings built environment

interior form frame

context **but, what define** idea

the ROOM?

what characterise the Interior Design for Food?

space place structure situation

atmosphere

scape location function


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From

A DESIGN

Perspective...


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built environments are multi-scalar, existing in larger and smaller units of analysis, ranging from the **macro-scale** of **landscapes** and **cities**; the **mid-scale** of **buildings, rooms** and **interiors**; to the **micro-scale** of **furniture, products** and **objects**.

macro-scale



mid-scale



micro-scale



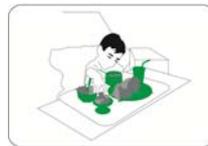
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micro-scale



food and drink

mid-scale



tableware and utensils



tray or table cloth



environment (light + temp.)



furniture and decor

macro-scale



building and interior

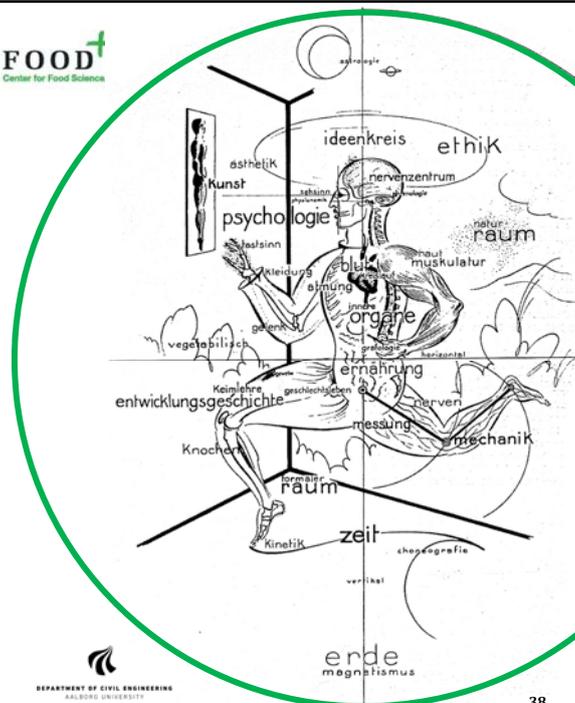
built environment/ meal context
(objects/products/spaces)

The built environment of a meal (**the meal context**) is not restricted to the physical setting of a specific dining room.

It is *more* than the physical setting, it involve the **interaction of people, objects and spaces**. Those objects and spaces are often designed in some way, whether it is the interior of some indoor setting, or the landscape of an outdoor setting.



... in that way a "space" has a **tangible** manifestation that can be sensed (heard, smelled, tasted, touched and seen), but it also has an **intangible** essence that can evoke affective responses, generate and stimulate memories, and spark imagination...



The importance of MEMORY and IMAGINATION...



["Ratatouille" by Walt Disney Pictures 2007]

IN CONCLUSION...

FOOD+ARCHITECTURE

THE WONDERS OF TASTE AND EXPERIENCE

. In general a lot of knowledge on:
 food intake, food choice, food
 behavior, food expectations, food
 experience and food satisfaction

. But sparse insights how 'atmosphere'
 and 'room' relate to the above



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41

HEALTH+ARCHITECTURE

THE WONDERS OF THE BUILT ENVIRONMENT

. Neuroscience since 1980's
 . Emotions and feelings affect our health
 . Healing Architecture
 . Evidence-based Design (EBD)
 . In general a lot of knowledge on: nature
 views, art, daylight, noise, ventilation etc.

. But sparse insights on eating environments
 and dining rooms



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42

HOLISTIC PERSPECTIVE

HEALTH + FOOD + ARCHITECTURE

- . A lot of knowledge in general
- . Many "clues" *indirectly* support hypothesis
- . But very few *directly* support hypothesis

- . Holm & Jacobsen (1990), DK
- . Hartwell (2004) & Shepherd (2011), UK
- . Vejle Hospital 2009, DK
- . MORE, Aalborg Hospital 2009, DK



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43

**THERE IS A
LACK OF KNOWLEDGE...**

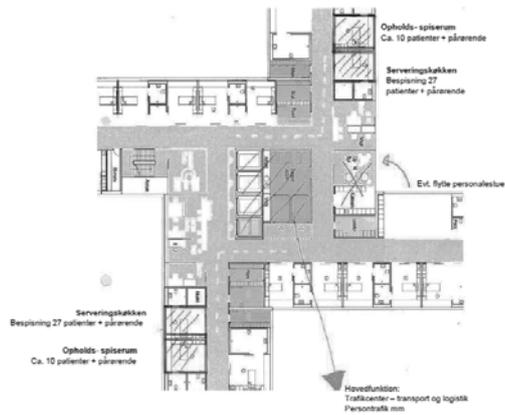
... combining the 3 perspectives ...
(health + food + architecture)



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So, what should the future look like... do we just repeat the past?



... the question is
how do we **describe** the architectural qualities
of the Interior Design for Food



LOOKING BACK

The polemical knowledge
rooted in *architectural history* shows...



ROMAN TRICLINIUM (c.25 BC - 118 AD)



SANTA MARIA NUOVA (c.1286)



SUGAR BANQUET (1574)



THE ANCIENT

THE MEDIEVAL

THE RENAISSANCE

THE 19th CENTURY

THE MODERN

HEALTH

THE CONTEMPORARY

ARCHITECTURE



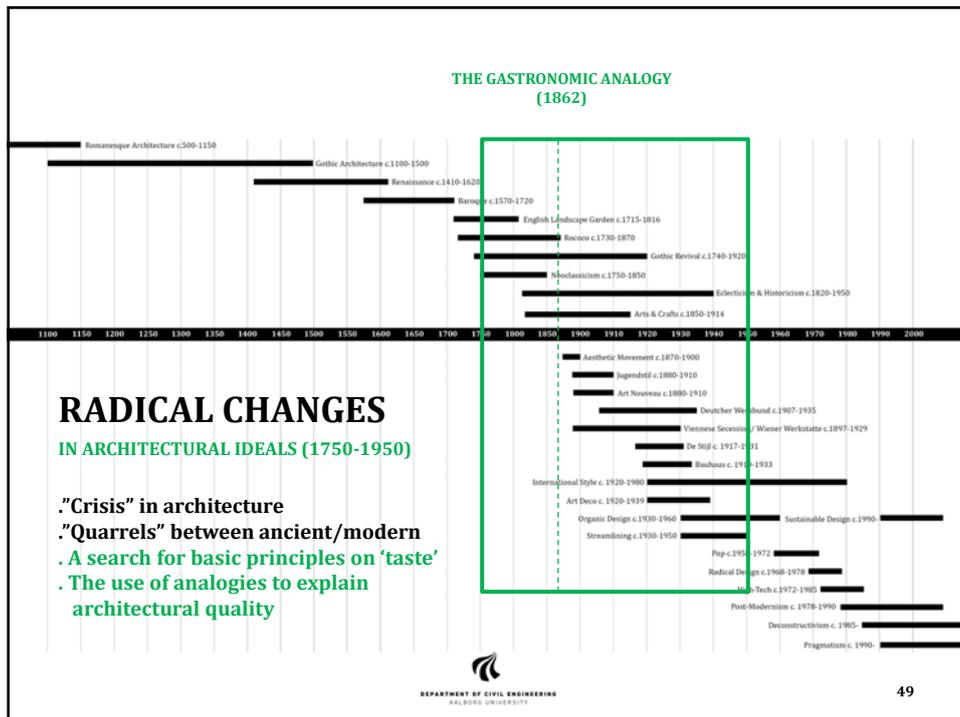
UNIVERSAL SYMPOSIUM (1851)



NIGHTINGALE WARD (c.1855)



HEALTH RESORT (c.1904)



In 1862 the Scottish-born architect James Fergusson presented the

GASTRONOMIC ANALOGY

(Peter Collins 1965, Changing Ideals in Modern Architecture, p.167)

50

GASTRONOMIC ANALOGY

THE MAGIC OF FOOD AND ARCHITECTURE

- . Marco Frascari (2011)
- . **The chef, architect and magician**
- . Re-establish link between Sciences and Arts
- . Symbolic thought, **mystery** and **poetry**
- . **In search for architectural quality beyond copying past 'styles'**
- . From Fergusson to Semper



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GOTTFRIED SEMPER

THE FOUR MOTIVES IN ARCHITECTURE

- . Beyond 'style' to context
- . **Hearth, Flooring, Walling & Roofing**
- . Social gathering point, spiritual anchor point, cultural focal point
- . **The Dressing** (enclosing space)
- . To cover, protect and enclose
- . Adornment and spiritual significance
- . **What makes the space inhabitable**



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THEATRICALITY

THE DOUBLENESS OF THE "MASK"

- . Not theatricalization
- . Human sentiment (to see/be seen)
- . A spectacular scenery
- . Both conceals and reveals
- . Private shelter/ public scene
- . Communicative significance
- . Long experiences/bridge in time



*... Interior architects have since the 19th century assumed that built environments have the power to seduce us ...
The point is architecture have a capacity to tell stories and stage behaviour through it's design ...*

DESIGN PRINCIPLES

A CONCEPTUAL MODEL

- . Proposal for theoretical framework
- . Architectural Theatricality
- . The 4 motives in architecture
- . The scenery staging experiences, through sensations, emotions, memories and imagination
- . The experience is important, that is what persists in time ...

HEARTH

Articulates social gathering point, spiritual anchor point and cultural focal point.

ENCLOSURE

Articulates flooring, walling and roofing.

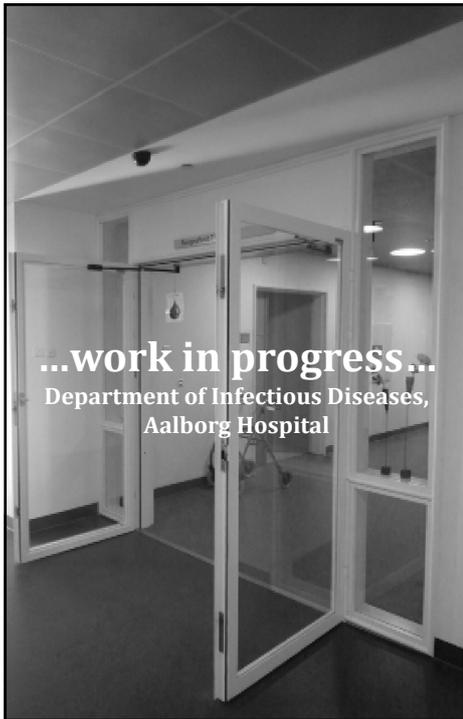
DRESSING

Articulates the architectural theatricality of the scenery.

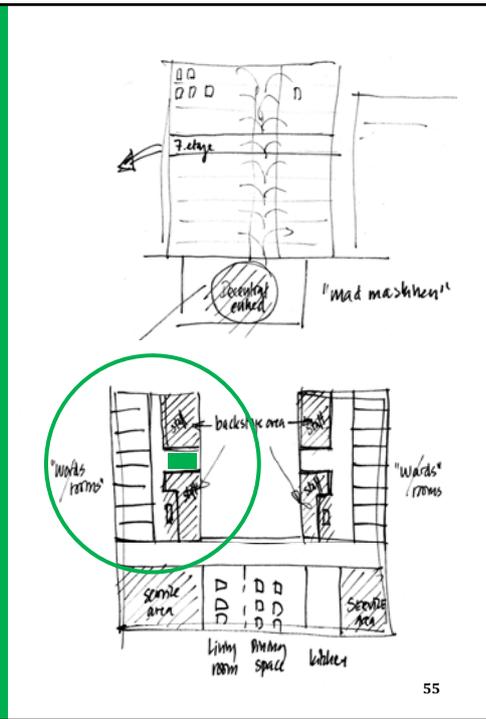
CONTEXT

Articulates the extrinsic and intrinsic values.





...work in progress...
 Department of Infectious Diseases,
 Aalborg Hospital



55



FOCUS
 on nurse station

"HEARTH"

No FOCUS on the meal experience
 No sense of meal COMMUNITY
 No sense of meal SPACE or meal PLACE



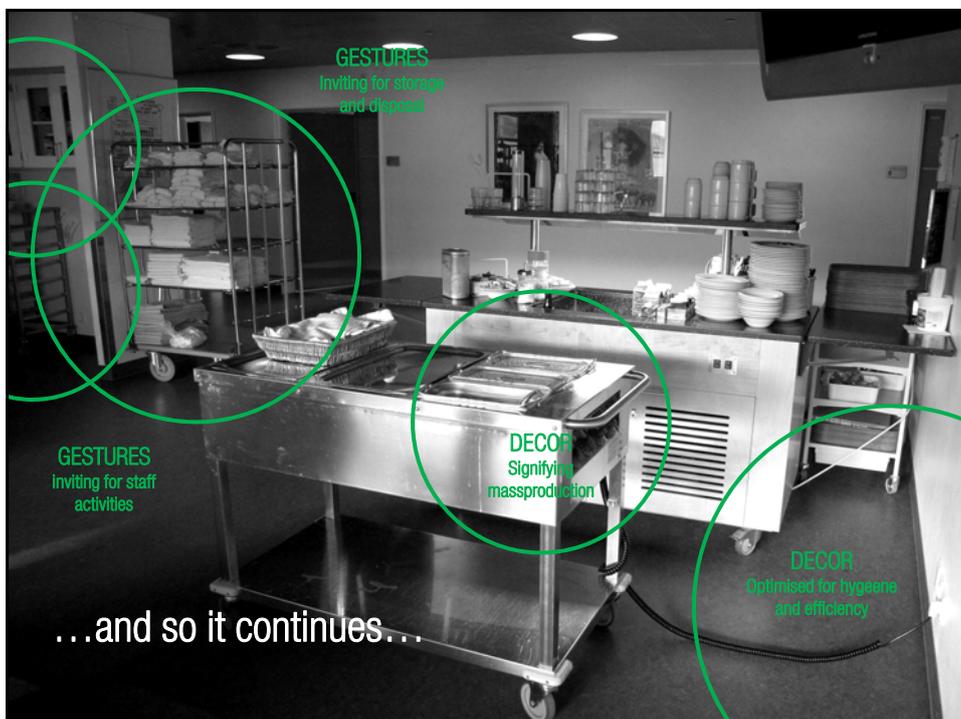
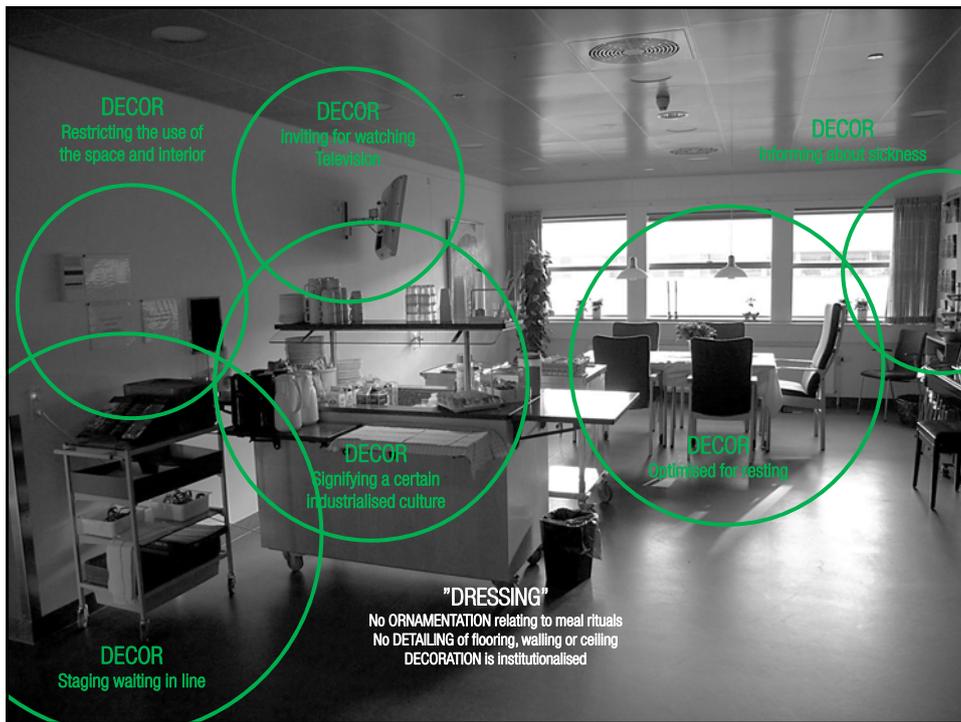
GESTURES
 inviting for technicians
 and institution

GESTURES
 inviting for walking
 and efficiency

GESTURES
 inviting for sickness
 and pain

"ENCLOSURE"

Institutionalised FLOORS, CEILINGS and WALLS
 No inviting GESTURES for enjoying a meal
 No RESPONSE to meal rituals



my claim is that
the mealscape is ignored
in hospital architecture today...

*...partly because we lack an architectural theory
describing and explaining the Interior Design for Food.
But also because we lack a model to predict future Interior Designs for Food...*



THE FUTURE

TAKING THE RESEARCH A STEP FURTHER

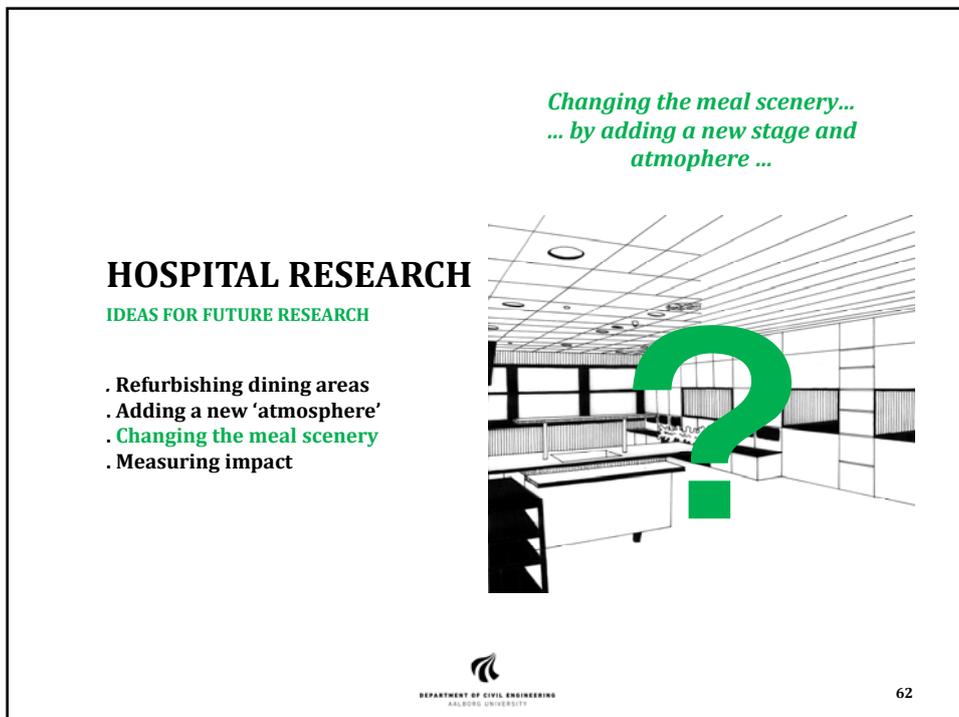
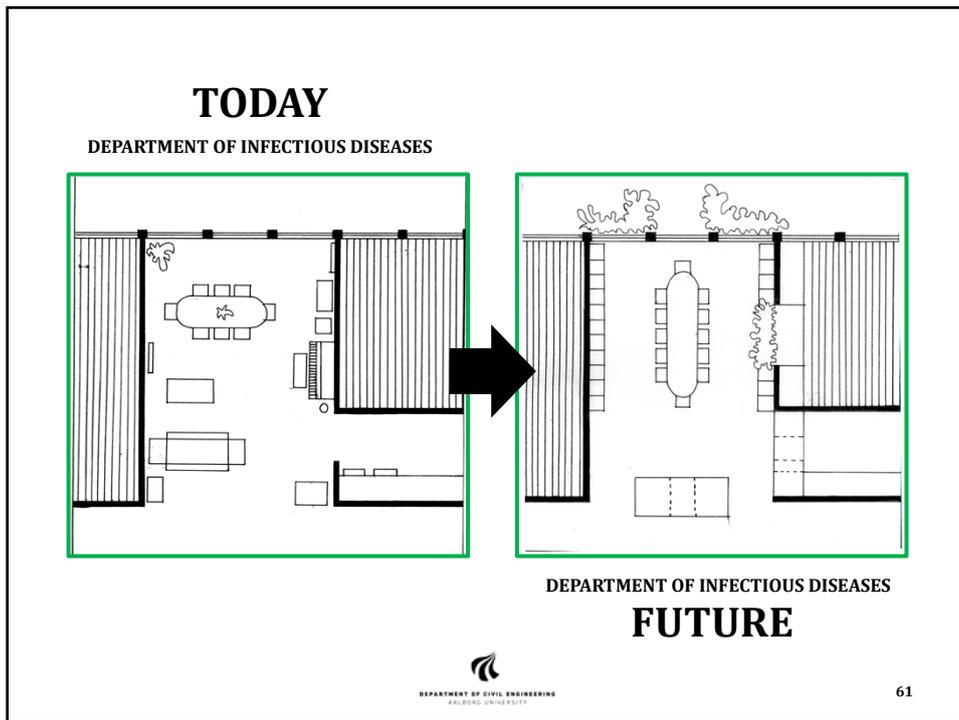
- . Unfold practice-based knowledge
- . Build on top of project MORE
- . With the goal to widen existing perspectives

- . But to be able to do that, we need more hospital based research, establishing evidence in a patient oriented context



Thinking across disciplines ...





WHY IS IT IMPORTANT...

... what can we use it for?



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63

*Making Danish Hospitals
the leading examples in both practice
and research ...*

THE VISION

BUILDING THE BEST HOSPITAL(S)

- . To better understand if/how much built environments stimulate or hinder food intake/ influence food choice
- . To innovate and improve hospital meals
- . To create best practice/state-of-the art both nationally and internationally
- . To make meals part of patient healthcare
- . To establish research based evidence
- . To develop design principles guiding future hospital practice



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64



Thank you



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