Food and Eating Design Lab

Rick Schifferstein



TU Delft

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Delft Design Labs

- Theme-focused labs within TU Delft, Faculty of Industrial Design Engineering
- Integrates research, education, and valorization



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Switch Lab

What is Food & Eating Design?

The Food & Eating Design Lab brings together designers and researchers with stakeholders in agriculture, the food industry, the hospitality sector, health professionals and any others who try to improve people's interactions with their daily foods.

Our aim is to provide design solutions that promote people's health and subjective wellbeing, while at the same time keeping an eye on the profitability for commercial parties involved, the designs' impact on the physical environment and on processes in society at large.

Eating food is part of everyone's everyday life. Nonetheless, the agricultural and food production sector is facing many challenges in order to provide the world population with a safe, wholesome, and sustainable food supply. Restaurants try to offer good

Team

Switch Lab

Lab Director



Dr. Rick Schifferstein

Assistant professor



Dr. Hannah Goss
View profile

Alumnus

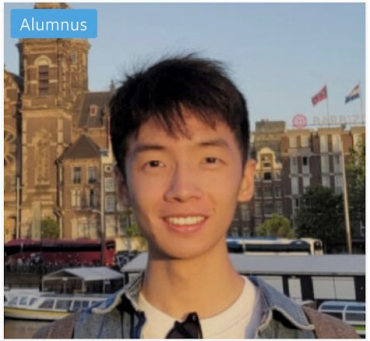


MSc Saipreethi Durairaman

Alumnus



Alumnus



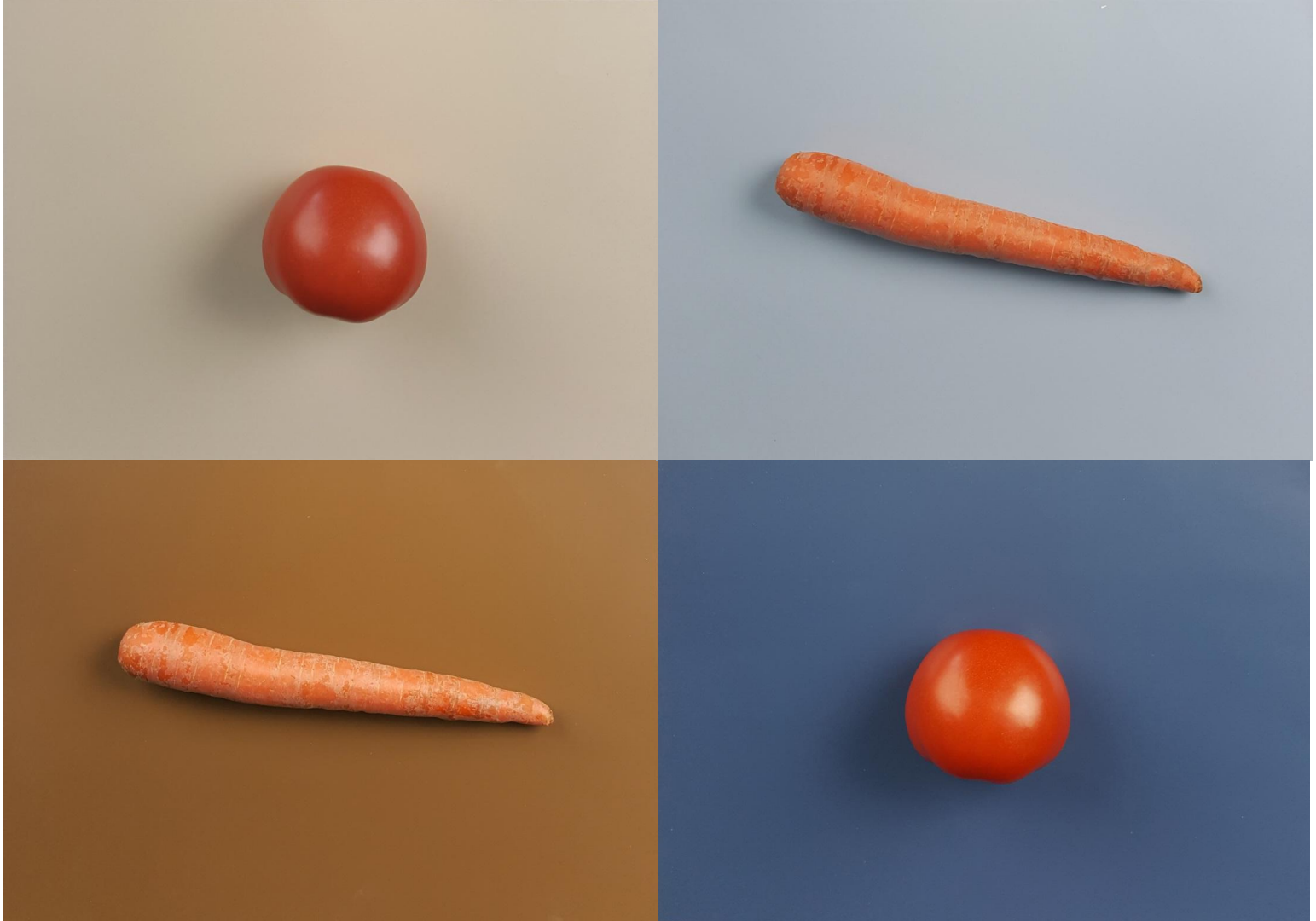
Alumnus





Rick Schifferstein

- Sensory perception
- Food aesthetics
- Misleading packaging
- Food-related emotions












Mindful spoon – Carola Breuer

HOW CONVINCE CONSUMERS TO EAT LESS MEAT? - SOURCE





with Anne Kranzbuhler

HOW PRESENT VEGETABLE MEAT?

WHAT INFORMATION CONFUSES PEOPLE?



Baptista & Schifferstein, FQAP, 2023

HOW CAN WE CONVINCE CONSUMERS TO EAT LESS MEAT?





with Anne Kranzbuhler

HOW CAN WE CONVINCE CONSUMERS TO EAT LESS MEAT?



with Giulia Granato



Hannah Goss

- Food waste
- Food system design

VISIONS & SCENARIOS OF FUTURE FOOD SYSTEMS

with Nynke Tromp



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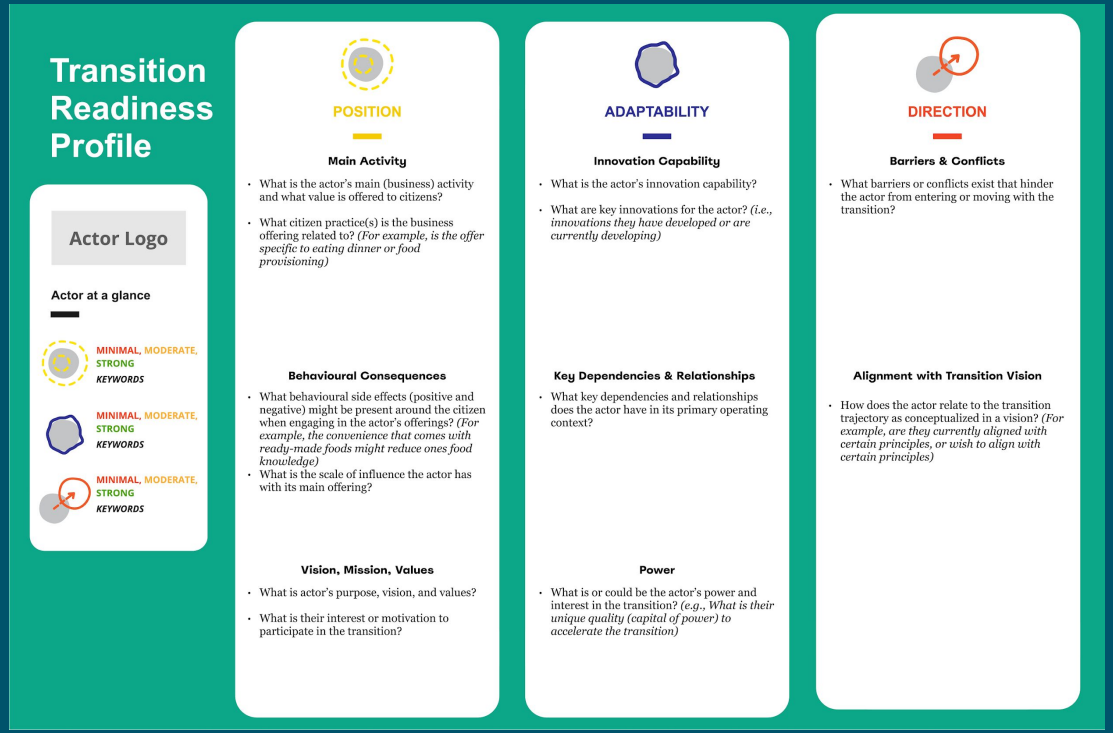
VISIONS & SCENARIOS OF FUTURE FOOD SYSTEMS

with Nynke Tromp



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REPOSITIONING ACTORS TO INNOVATE IN TRANSITIONS

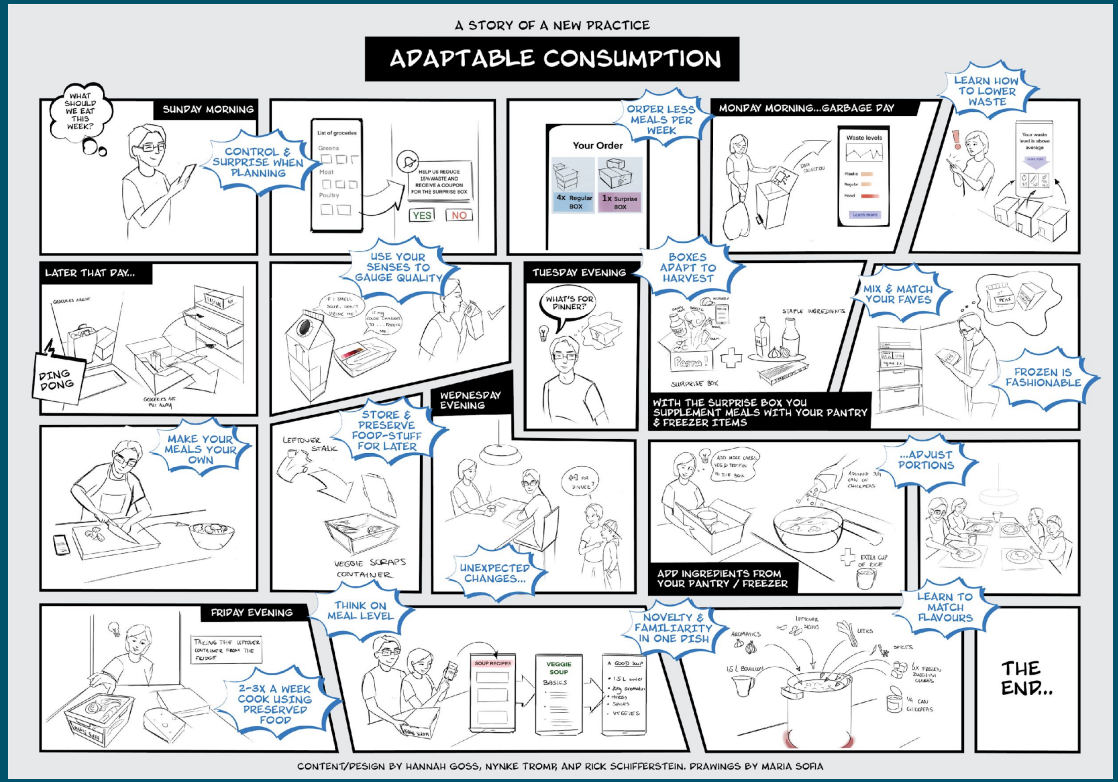


with Nynke Tromp

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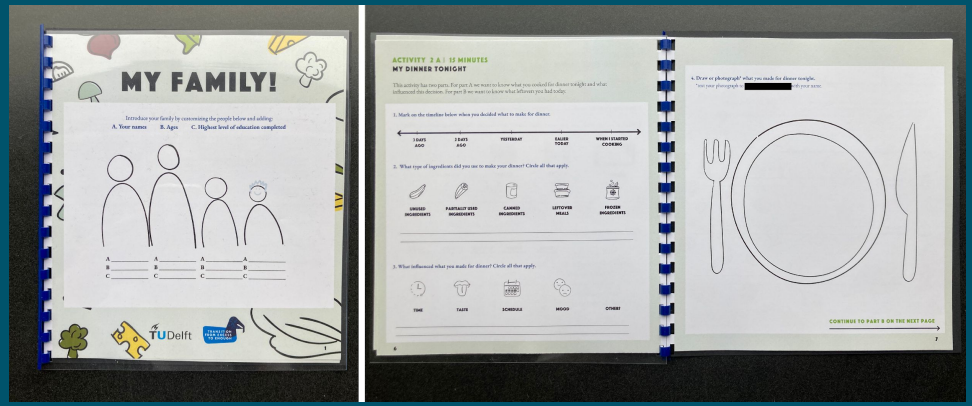
VISIONS & SCENARIOS OF FUTURE FOOD SYSTEMS

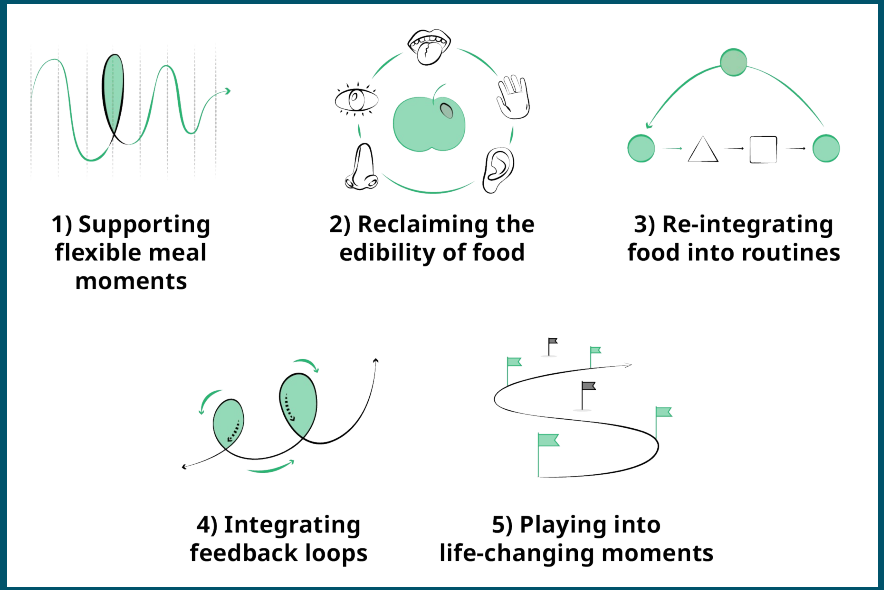
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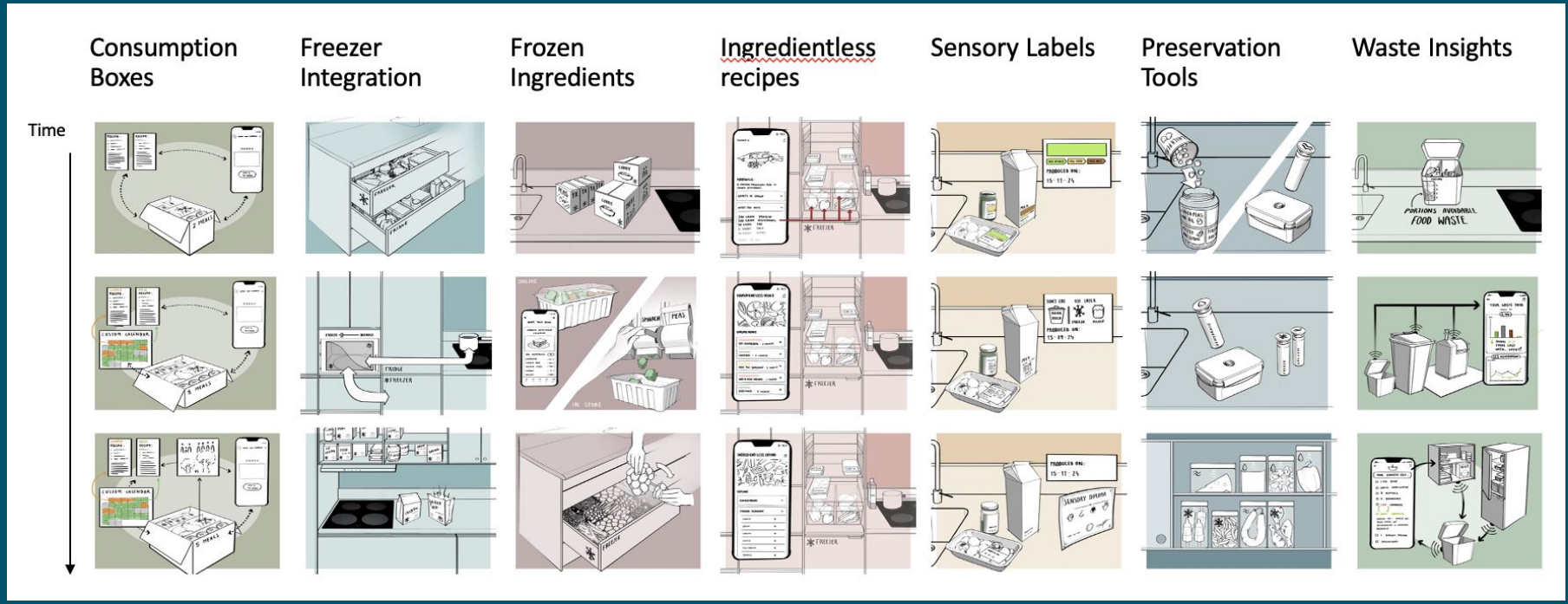
ADAPTABLE CONSUMPTION OPPORTUNITIES WITHIN HOUSEHOLDS





with Jotte de Koning & Nynke Tromp

PORTFOLIOS OF INTERVENTIONS



with Jotte de Koning & Nynke Tromp

Summary

- Themes: Sustainability, healthy eating & pleasant experience
- Part of the chain: Food purchase, consumption & waste
- Disciplines: Design, Psychology, Nutrition
- Key methodologies: Understanding behavior, co-creation, visioning
- Facilities: Makerspace, 3D non-food printing, laser cutting
- Expertise: Editing books and journals