@fooddesignlab.lisbon

Food Design Lab



QUINTA DA PIMENTEIRA
Estrada da Pimenteira, 1300-125 Lisbon - Portugal

www.fooddesignlab.pt
info@fooddesignlab.pt

FOOD DESIGN LAB
É MEMBRO
IS A MEMBER OF
FORK

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What we are?

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A studio of food innovation

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A lab for food experimentation

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A team of creatives and storytellers

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Who we are?

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André Gerardo

@fooddesignlab.lisbon

Partner, Cofounder & Executive Chef

André Gerardo is the executive chef at Imppacto, Catering & Eventos, one of Portugal's leading catering and events companies, and the Food Design Lab Lisbon cofounder.
His passion for cooking began in childhood, spending time in his parents' kitchens, where he helped with small tasks like peeling potatoes and making toast. This early exposure ignited his love for the gastronomic world and set him on a path to professional success. Guided by a philosophy of letting life lead him "like the wind," Gerardo has built a career of adaptability and creativity. At Imppacto, he oversees menu planning, food preparation, and the delivery of exceptional gastronomic experiences for events of all scales. Recognized for his expertise, he has a Master's Degree in Innovation in Culinary Arts. With a deep passion for gastronomy, André Gerardo continues to shape Portugal's catering scene through innovation and dedication to his craft.

André Gerardo é o chef executivo da Imppacto, Catering & Eventos, uma das maiores empresas de catering e eventos em Portugal, e cofundador do Food Design Lab Lisbon. A sua paixão pela cozinha começou na infância, entre tachos e panelas nas cozinhas dos pais, onde ajudava em pequenas tarefas como descascar batatas ou preparar torradas. Este contacto precoce despertou-lhe o gosto pelo mundo gastronómico e traçou-lhe o caminho para o sucesso profissional. Guiado por uma filosofia de vida onde se deixa levar "como o vento", Gerardo construiu uma carreira marcada pela adaptabilidade e criatividade. Na Imppacto, é responsável pela criação de menus, preparação dos alimentos e entrega de experiências gastronómicas excecionais para eventos de todas as dimensões. Reconhecido pela sua especialização, possui um Mestrado em Inovação nas Artes Culinárias. Com uma paixão profunda pela gastronomia, André Gerardo continua a moldar o panorama do catering em Portugal com inovação e dedicação ao seu ofício.

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Lucinda Pinto

Partner, Cofounder & General Manager

Lucinda Pinto is a leading figure in the Portuguese catering and events sector, with over three decades of experience shaping unforgettable gastronomic experiences. As a co-founder and partner at Imppacto, Catering & Eventos, one of Portugal's most prominent catering companies, she has played a pivotal role in transforming the sector through innovation, creativity, and a deep commitment to excellence. Her passion for food and event organization led her to expand her expertise beyond catering, cofounding the Food Design Lab – Lisbon. This initiative is dedicated to rethinking gastronomic experiences through design and fostering innovation in food products, services, and culinary concepts. At the core of her work is a philosophy that blends quality, creativity, and sustainability. She constantly evolves to meet client expectations and remains committed to delivering memorable, immersive, and forward-thinking culinary experiences.

Lucinda Pinto é uma figura de referência no setor do catering e eventos em Portugal, com mais de três décadas de experiência a criar experiências gastronómicas memoráveis. Como cofundadora e partner da Imppacto, Catering & Eventos – uma das empresas de catering mais prestigiadas do país – teve um papel determinante na transformação do setor, através da inovação, criatividade e de um compromisso inabalável com a excelência. A sua paixão pela gastronomia e pela organização de eventos levou-a a expandir horizontes para além do catering, cofundando o Food Design Lab Lisbon.. Esta iniciativa dedica-se a repensar as experiências gastronómicas através do design, promovendo a inovação em produtos alimentares, serviços e conceitos culinários. No centro do seu trabalho está uma filosofia que alia qualidade, criatividade e sustentabilidade. Lucinda Pinto está em constante evolução para responder às expectativas dos clientes e continua empenhada em proporcionar experiências culinárias imersivas, memoráveis e orientadas para o futuro.



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PhD Ricardo Bonacho

Partner, Cofounder & Food Designer

Ricardo is a university professor, researcher, food designer, and speaker in Food, Gastronomy, and Food Design. He holds a degree in Communication Design and a PhD in Design from the Faculty of Architecture at the University of Lisbon, specializing in Food Design. Currently, he is an assistant professor at Universidade Europeia, where he coordinates the Bachelor's program in Hospitality Management, and at ELISAVA Barcelona, where he contributes to the Bachelor's program in Design for Food Systems. Additionally, he teaches as a guest lecturer at the University of Coimbra. With over ten years of experience in institutions such as the Estoril Higher School of Hospitality and Tourism, he collaborates on research projects. He serves as a peer reviewer for specialised journals. In parallel, he co-founded The FORK Organisation and the Food Design Lab in Lisbon. He is now the Director of Innovation, Marketing, and Communication at Imppacto, where he consults on various national and international projects.

Ricardo é professor universitário, investigador, food designer e orador nas áreas da Alimentação, Gastronomia e Food Design. Licenciado em Design de Comunicação e Doutorado em Design pela Faculdade de Arquitetura da Universidade de Lisboa, especializou-se em Food Design. Atualmente, é professor auxiliar na Universidade Europeia, onde coordena a licenciatura em Gestão Hoteleira, e na ELISAVA Barcelona, onde contribui para a licenciatura em Design for Food Systems. Leciona também como professor convidado na Universidade de Coimbra. Com mais de uma década de experiência em instituições como a Escola Superior de Hotelaria e Turismo do Estoril, colabora em projetos de investigação e atua como revisor científico em revistas especializadas. Paralelamente, é cofundador da The FORK Organisation e do Food Design Lab, em Lisboa. Atualmente, é Diretor de Inovação, Marketing e Comunicação da Imppacto, onde presta consultoria em diversos projetos nacionais e internacionais.



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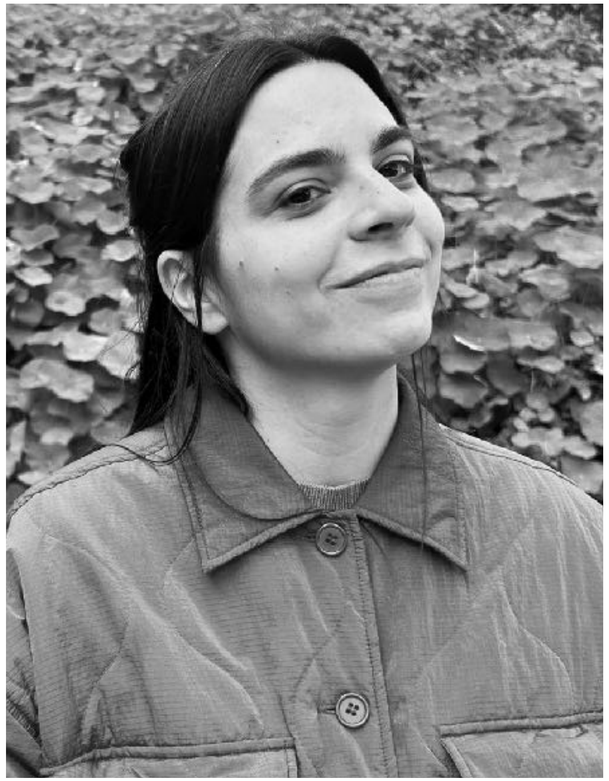
Our Team



Maria João Leite
Food Designer



Rafael Pinto
Development Chef



Ana Torres
Development Chef

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Where we are

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Where we are?



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What we do?

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FOOD AS A FORM OF ENTERTAINMENT — OR/AND FOOD AS A PURPOSE

ONE BRAND TWO TERRITORIES

FDL
FOOD DESIGN
LAB

A comida como uma forma de entretenimento
- ou/e a comida como propósito.

Uma marca
Dois Territórios

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Immersive Dining Experiences
Fine Dining Concept Development
Interactive and Experimental Food Events
Sensorial Gastronomy & Food Pairing
Bespoke Culinary Performances

Experiências Gastronómicas Imersivas
Desenvolvimento de Conceitos de Fine Dining
Eventos Gastronómicos Interactivos e Experimentais
Gastronomia Sensorial e Harmonização
Performances Culinárias

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Desenvolvimento de Produtos Alimentares
Embalagem e Branding
Investigação e Análise de Tendências
Soluções Culinárias Customizadas
Serviços de Consultoria e Formação

Food Product Development
Packaging and Branding
Food Research and Trend Analysis
Customised Culinary Solutions
Education and Consulting Services

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Crafting the Future of Gastronomy through Creativity and Innovation

Situated in the heart of Lisbon's green lung, Monsanto - Quinta da Pimenteira, the Food Design Lab Lisbon is a creative lab and studio where gastronomy, design, and sustainability converge to shape the future of food. Here, innovative chefs, creative food designers, and visionary partners collaborate to create exciting new flavours, reimagine culinary traditions, and craft unforgettable dining experiences that honor local heritage while creating a more sustainable tomorrow. With each dish, product, and concept, the creative studio and experimental lab transform food into an art form that nourishes people and the planet.

A MOLDAR O FUTURO DA GASTRONOMIA ATRAVÉS DA CRIATIVIDADE E INOVAÇÃO

Situado no coração do pulmão verde de Lisboa, em Monsanto – Quinta da Pimenteira, o Food Design Lab Lisbon é um laboratório criativo e estúdio onde a gastronomia, o design e a sustentabilidade convergem para moldar o futuro da alimentação. Aqui, chefs inovadores, designers alimentares criativos e parceiros visionários colaboram na criação de novos sabores, na reinvenção de tradições culinárias e na conceção de experiências gastronómicas memoráveis que honram o património local e promovem um amanhã mais sustentável. Com cada prato, produto e conceito, o estúdio criativo e laboratório experimental transforma a alimentação numa forma de arte que nutre as pessoas e o planeta.



2023
In Touch with Nature Project by Helena Costa
In partnership with Estoril Higher Institute for Tourism and Hotel Studies and Imppacto, Catering & Events

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How do we do it?

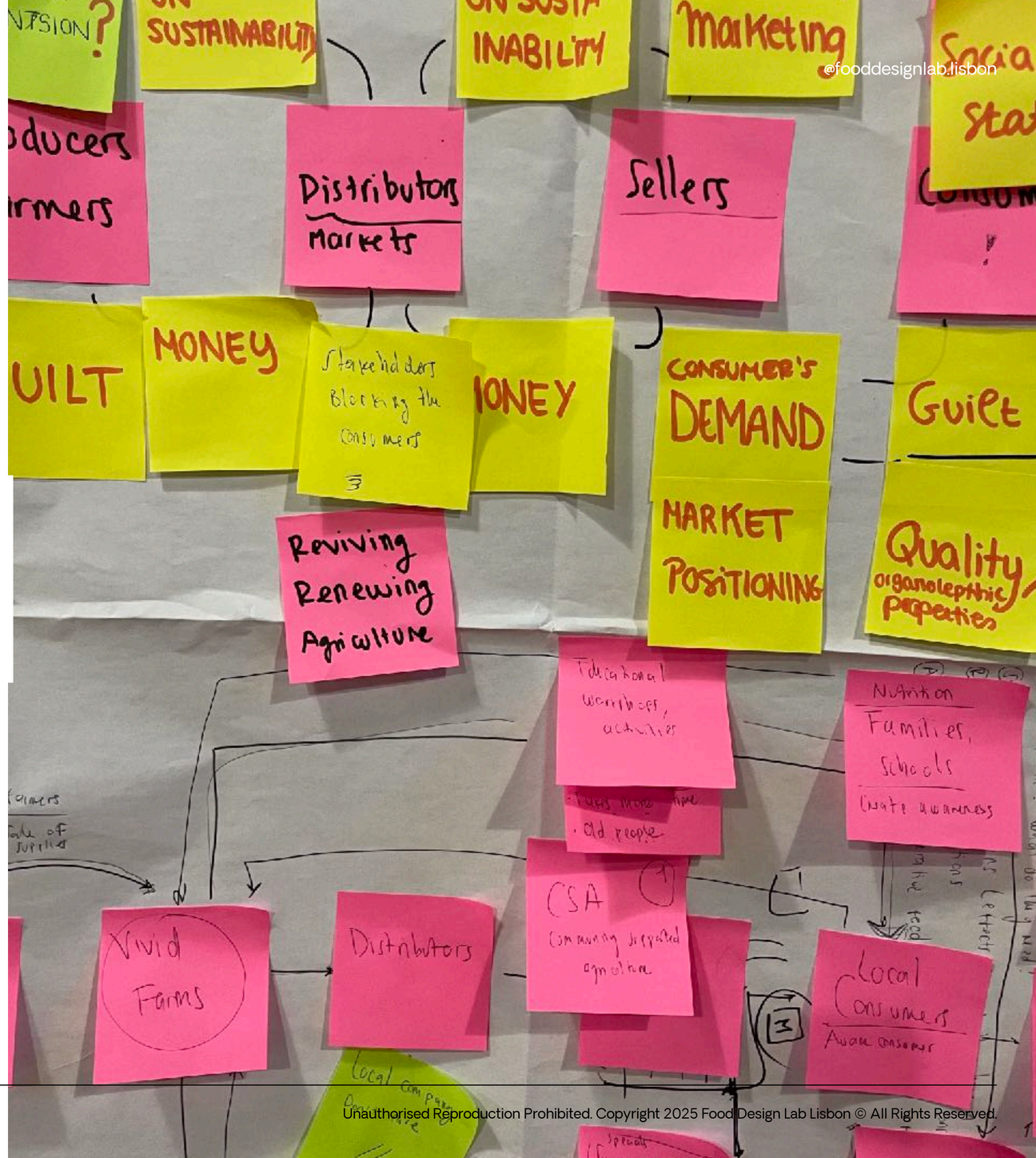
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Process

At Food Design Lab Lisbon, our process is grounded in a systemic and human-centred approach to food innovation. We begin by exploring the ecosystem—analysing ingredients, cultural practices, and consumer behaviour—before identifying opportunities or challenges within the food system. Through collaborative ideation and concept development, we create original recipes and experiences, validating them through sensory analysis, nutritional evaluation, and sustainability assessments. Our work emphasizes local resources, well-being, and cultural integration, ensuring that each creation aligns with community values. Once developed, we support the communication and positioning of the product, providing straightforward storytelling and visual identity, while collecting feedback for continuous refinement. While we don't handle industrial scaling, we partner with collaborators to bring these concepts closer to market reality.

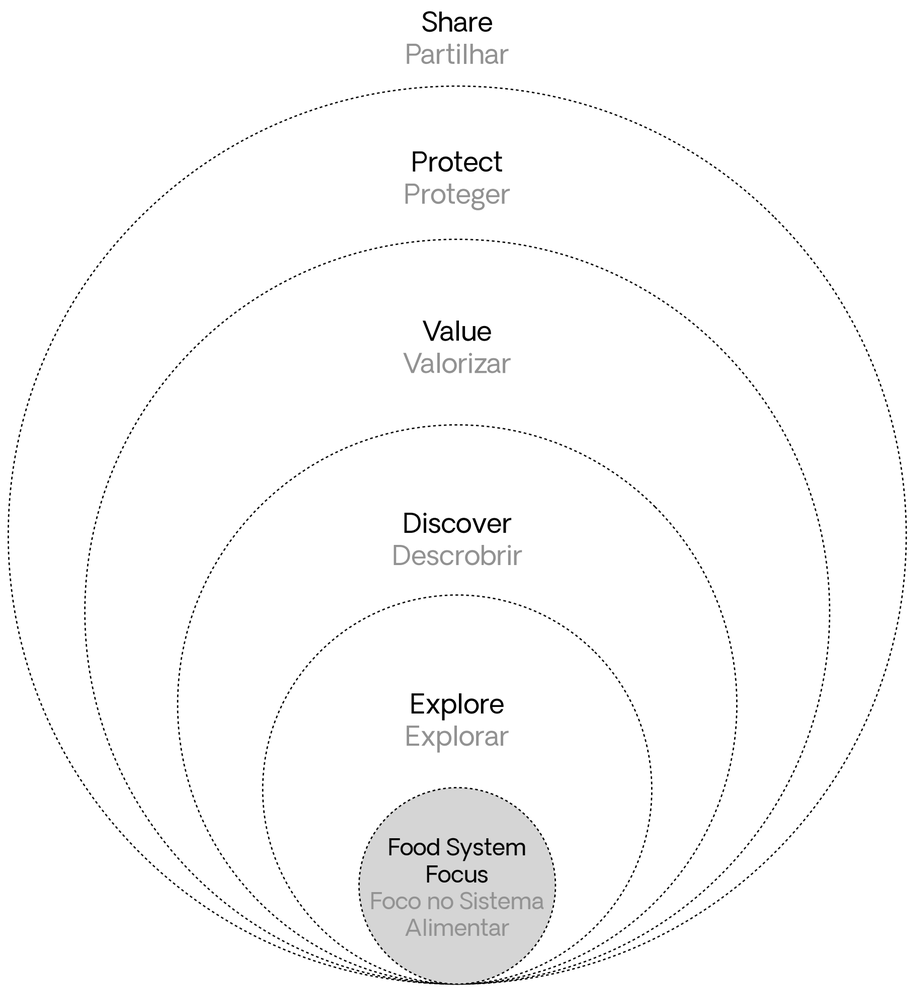
PROCESSO

No Food Design Lab Lisbon, o nosso processo baseia-se numa abordagem sistémica e centrada nas pessoas para a inovação alimentar. Começamos por explorar o ecossistema — analisando ingredientes, práticas culturais e comportamentos dos consumidores — antes de identificar oportunidades ou desafios dentro do sistema alimentar. Através da inovação e criatividade colaborativa e do desenvolvimento de conceitos, criamos receitas e experiências originais, que validamos através de análises sensoriais e nutricionais, e critérios de sustentabilidade. O nosso trabalho dá ênfase aos recursos locais, ao bem-estar e à integração cultural, assegurando que cada projeto está alinhado com os valores dos nossos clientes.. Uma vez desenvolvido, apoiamos a comunicação e o posicionamento do produto, através de uma narrativa clara e de uma identidade visual consistente, recolhendo também feedback para uma melhoria contínua. Embora não tratemos da escalabilidade industrial, colaboramos com parceiros para aproximar os conceitos da realidade do mercado.



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Process

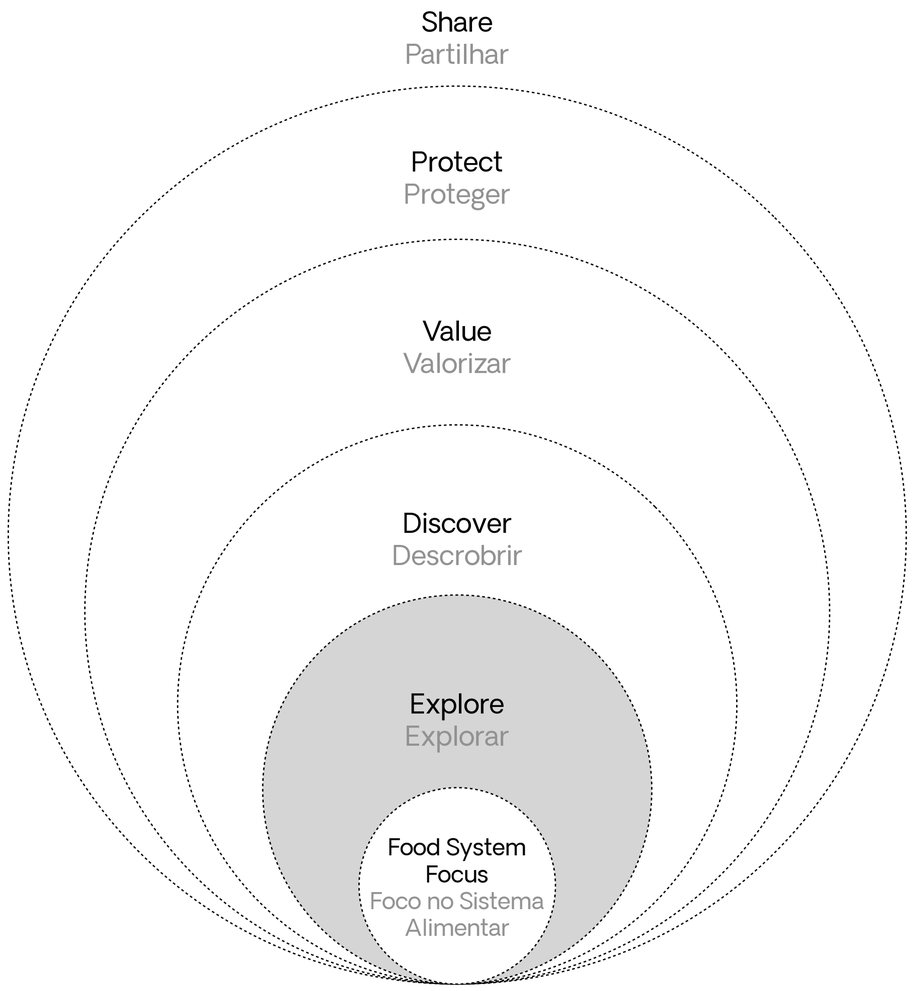


Sense of Belonging and Identity
Eating as a Social and Cultural Practice
Promote Healthy Food
Decentralised Models
Local Production

Sentido de Pertença e Identidade
Comer como Prática Social e Cultural
Promover Alimentação Saudável
Modelos Descentralizados
Produção Local

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Define the Problem





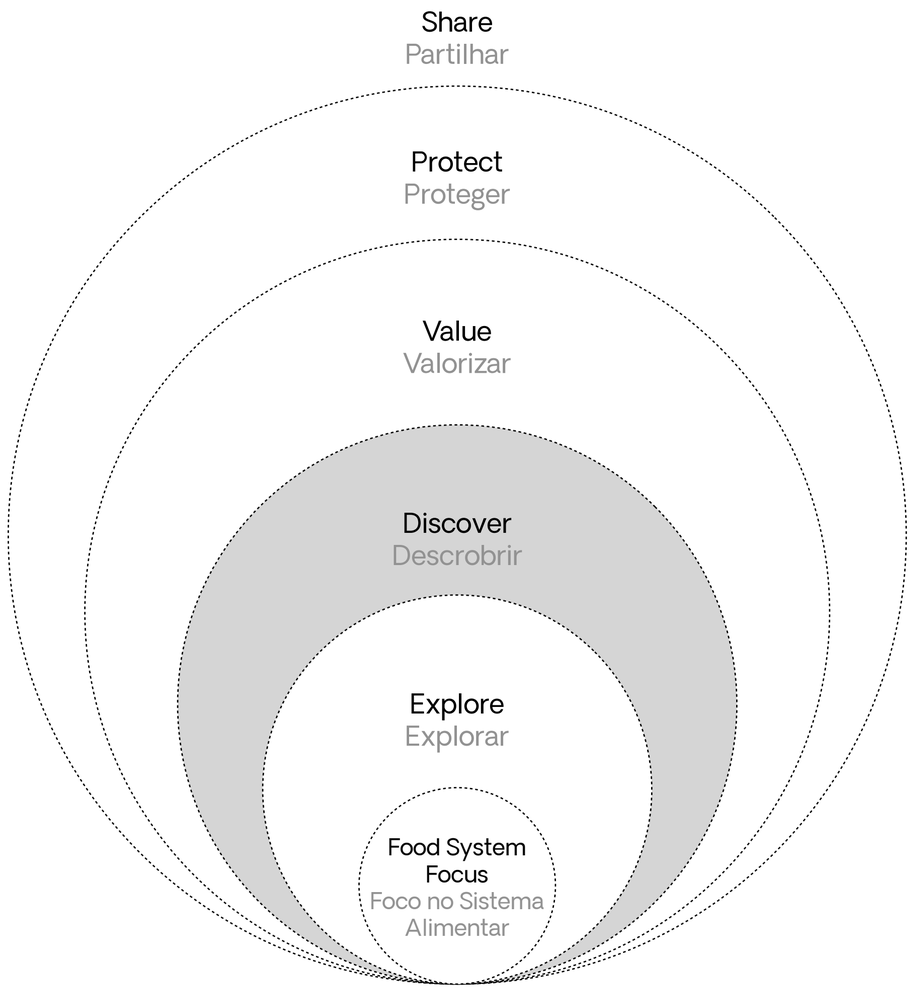
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Technology and Innovation
Cultural Research
Ingredient Exploration
Consumer Analysis
Ecosystem Analysis

Tecnologia e Inovação
Investigação Cultural
Exploração de Ingredientes
Análise do Consumidor
Análise do Ecossistema

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Define the Concept



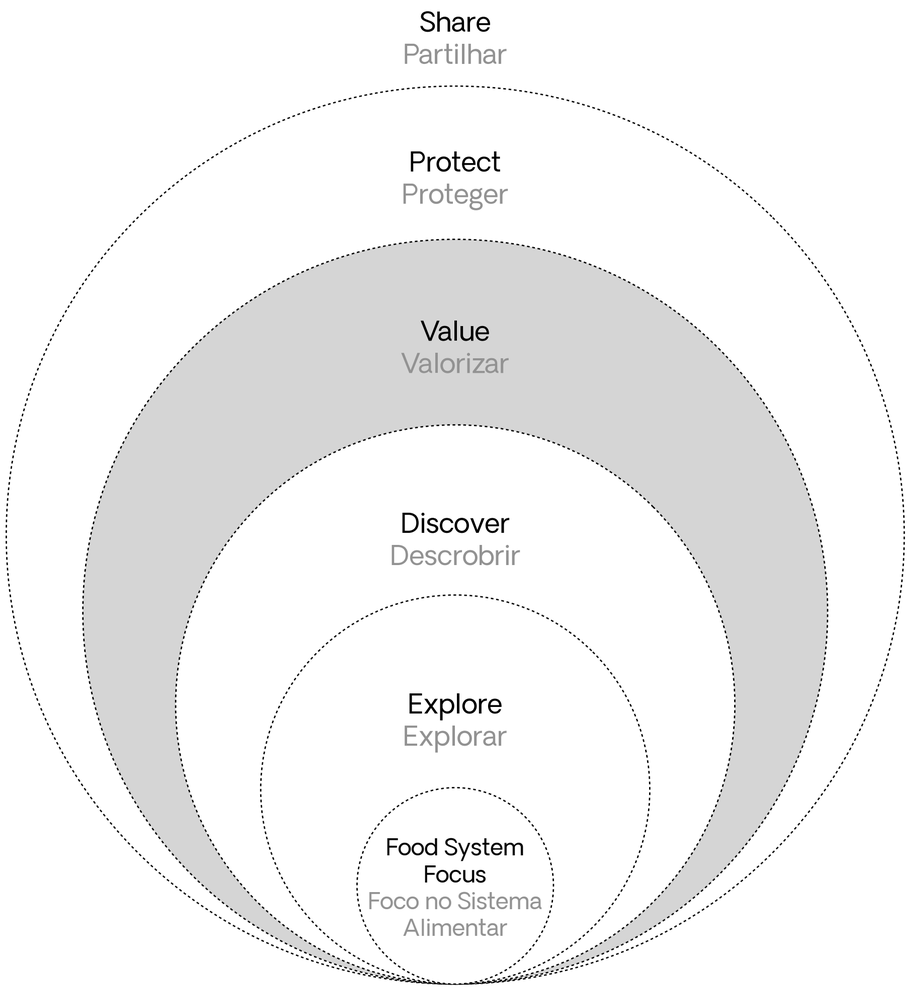


- Sustainable Viability
- Nutritional Analysis
- Experimentation & Development
- Ideate & Brainstorm
- Sensorial Analysis

Viabilidade da Sustentabilidade
Análise Nutricional
Experimentação e Desenvolvimento
Idealização e Brainstorming
Análise Sensorial

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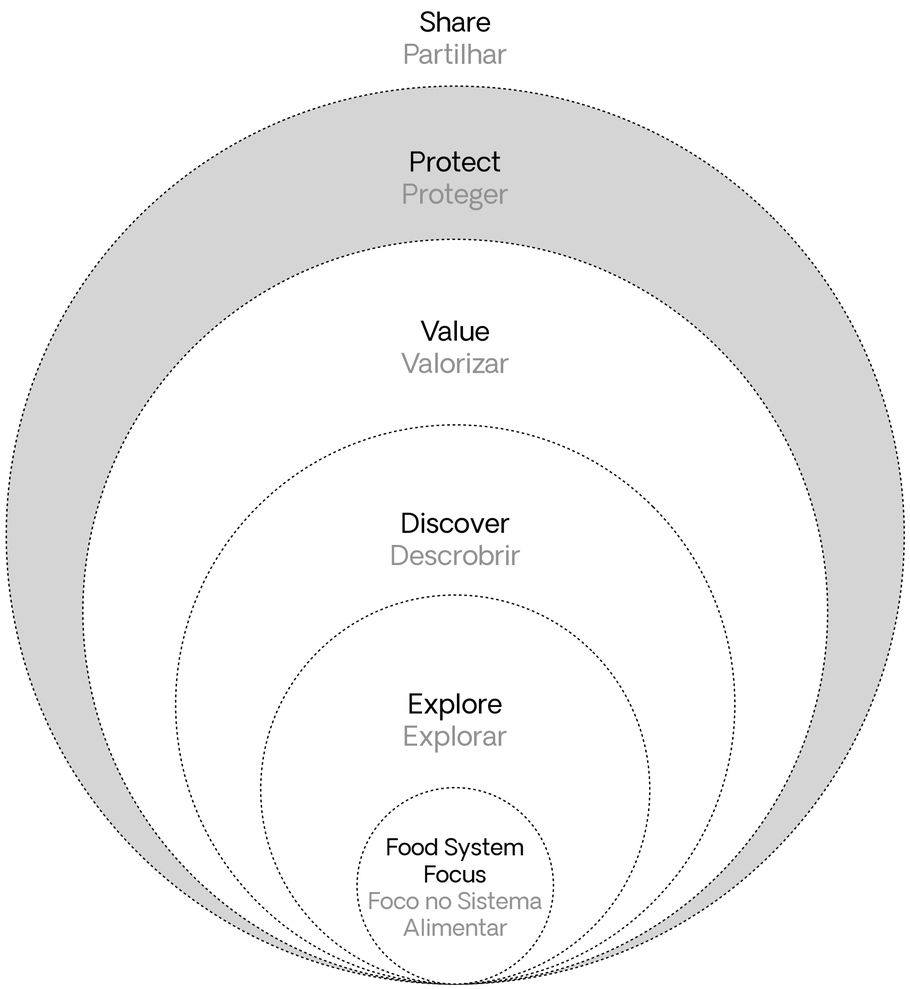
Define the Solution





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The Solution

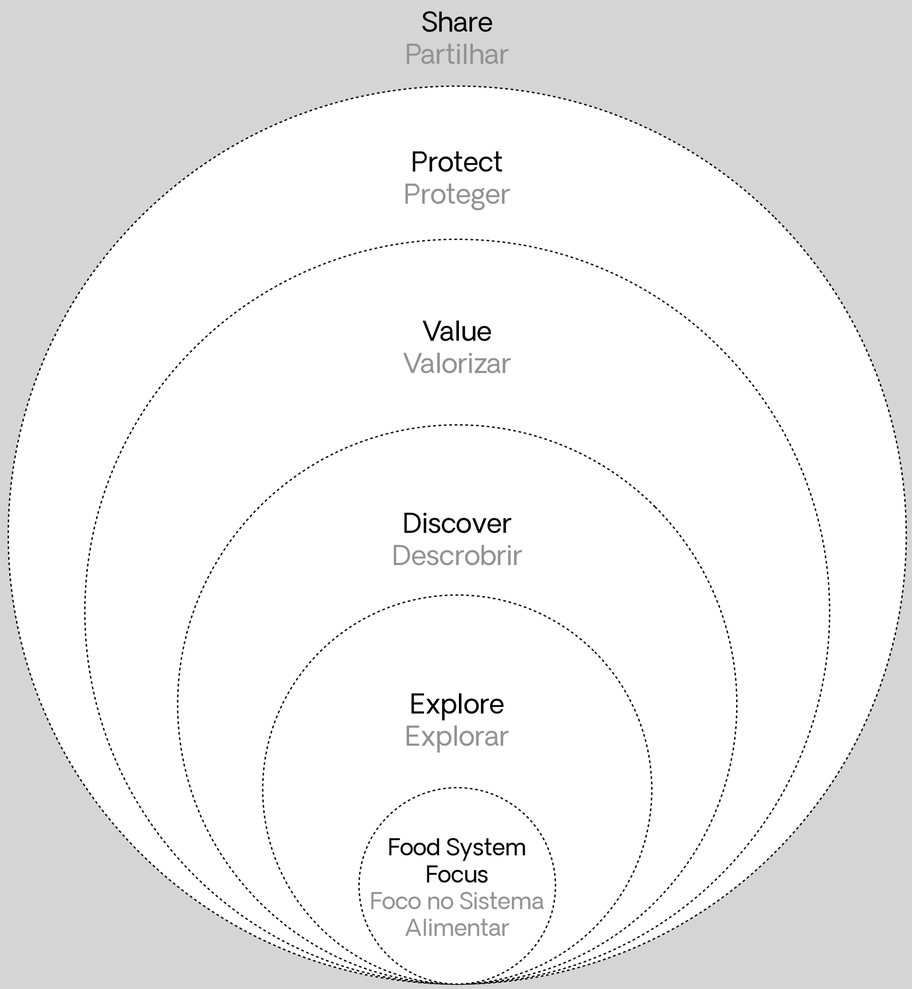


Production Practices
Waste Management
Circular Economy
Hygiene and Food Safety
Transparency
Sustainability Principles

Práticas de Produção
Gestão de Desperdício
Economia Circular
Higiene e Segurança Alimentar
Transparência
Princípios de Sustentabilidade

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Alternative Models



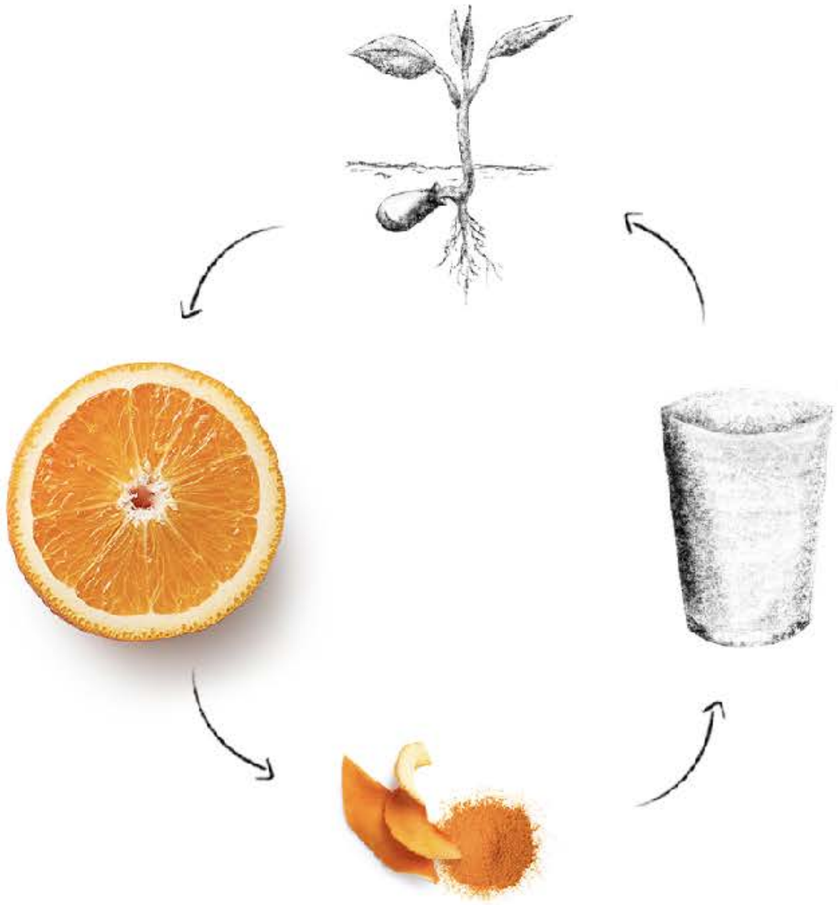


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What is Food Design?

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What is Food Design?



FOOD DESIGN

It’s not



FOOD STYLING

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“Food design isn’t just about food—it’s about shaping how we eat, think, and live”.

O food design não se trata apenas de comida — trata-se de moldar a forma como comemos, pensamos e vivemos.

Cofounder Ricardo Bonacho, 2025

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A cross-disciplinary tool that combines food, science, design, and sustainability.

Uma ferramenta transdisciplinar que combina alimentação, ciência, design e sustentabilidade.



2024
A Qué Sabe Portugal Project by Nara Pascuet
In partnership with ELISAVA School of Design and Engineering of Barcelona and Imppacto, Catering & Events

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It changes how food is produced, processed, distributed, consumed, perceived, and wasted.

Muda a forma como os alimentos são produzidos, processados, distribuídos, consumidos, percebidos e desperdiçados.



2024
Nudo Project by Lucía Sanchis
In partnership with ELISAVA School of Design and Engineering of Barcelona and Imppacto. Catering & Events

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A hub of interactions between design, sustainability, and food.

Um hub de interações entre o design, a sustentabilidade e a alimentação.



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Food as a Purpose

O|O

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IS A MEMBER OF

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We innovate where food, design, and sustainability meet — crafting unique products, services, and experiences that elevate modern lifestyles while nurturing a deeper, more conscious connection with the planet. It’s all about delicious living done responsibly.

Inovamos onde a alimentação, o design e a sustentabilidade se encontram — desenvolvendo produtos, serviços e experiências únicas que valorizam os estilos de vida contemporâneos, ao mesmo tempo que promovem uma ligação mais profunda e consciente com o planeta. Trata-se de viver com sabor e de forma responsável.

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FOOD AS A PURPOSE



At Food Design Lab Lisbon, every bite tells a story of innovation and purpose. Here, food goes beyond mere sustenance—a thoughtfully crafted experience driven by a design-centric approach that turns bold ideas into concrete products and services. Our multidisciplinary team investigates new food solutions, from concept to final creation, developing progressive food products that blend innovation with functionality. Whether reimagining a new food product, designing sustainable packaging, or crafting distinctive branding and narratives, we translate visionary concepts into market-ready solutions that enhance how we eat, connect, and nourish the world.

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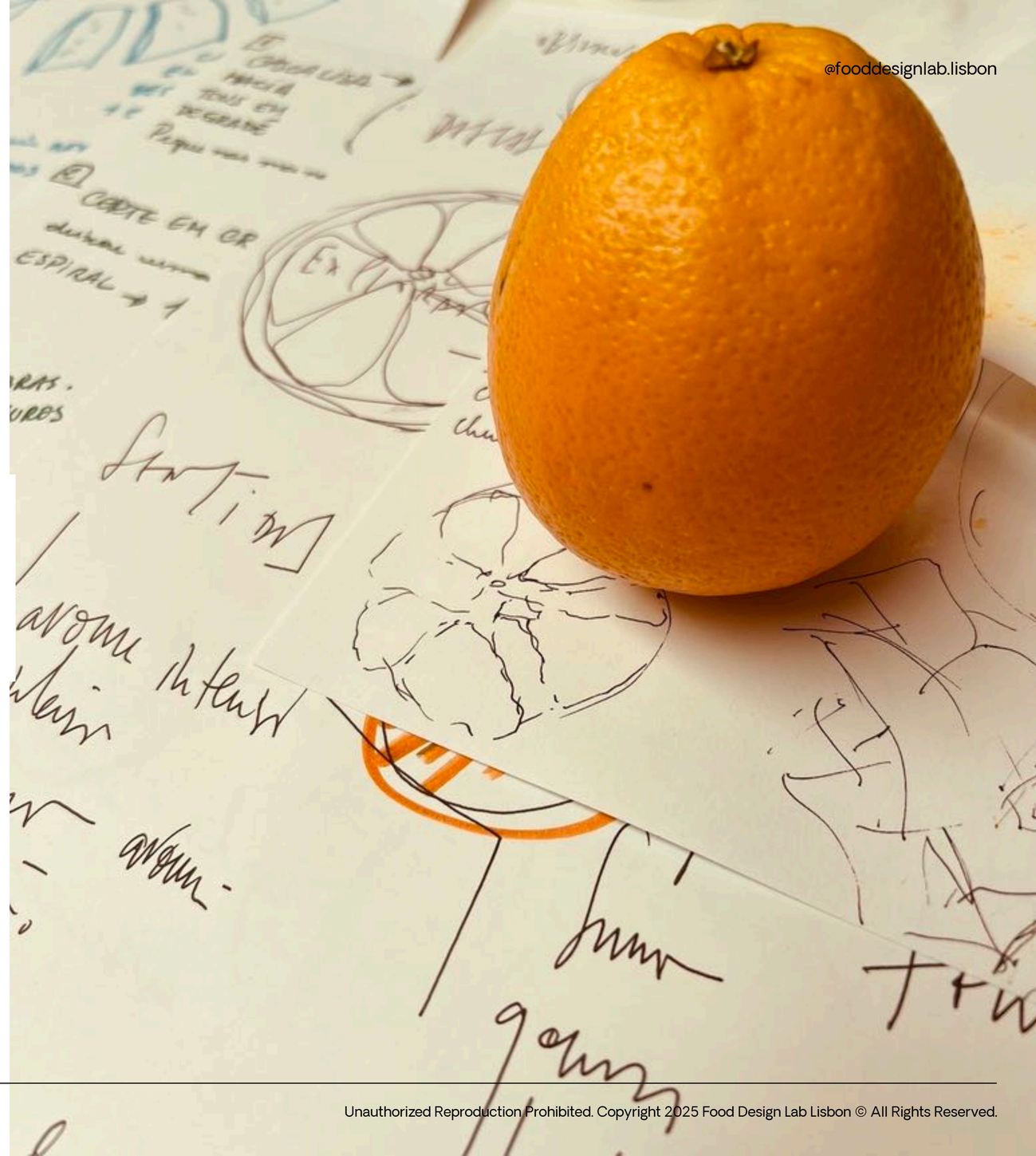
FOOD DESIGN LAB

FEEDING
CREATIVE
INNOVATION

SERVICES
FOOD PRODUCT DEVELOPMENT
PACKAGING AND BRANDING
FOOD RESEARCH AND TREND ANALYSIS
CUSTOMISED CULINARY SOLUTIONS
EDUCATIONAL AND CONSULTING SERVICES

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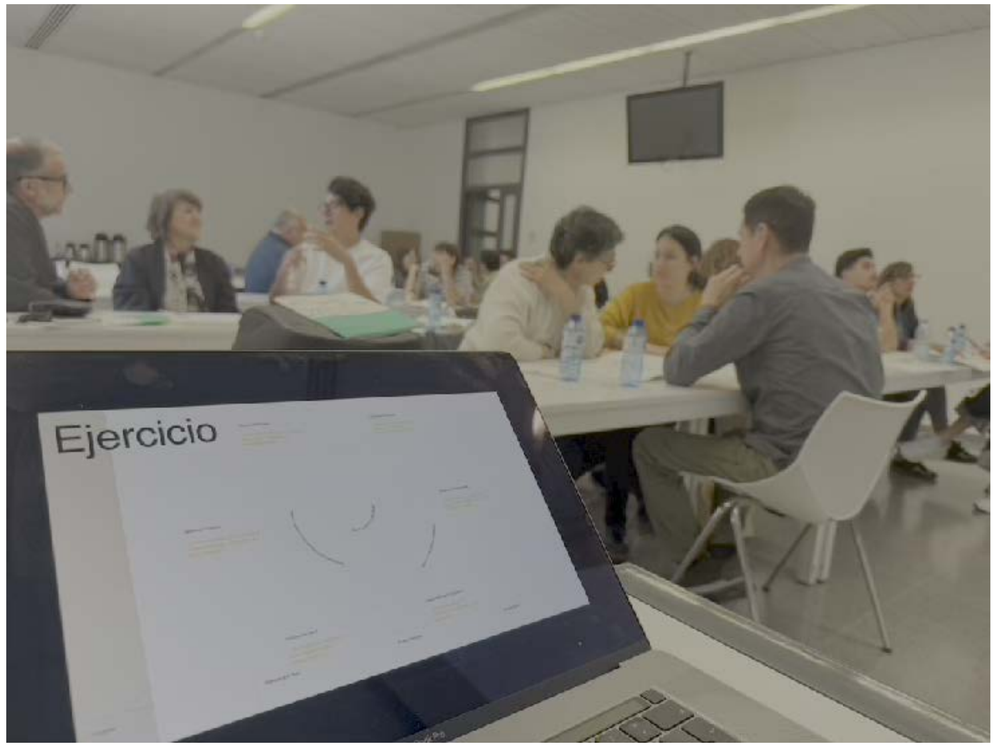
WORKSHOPS, MASTERCLASSES, TALKS AND, SHORT COURSES IN FOOD DESIGN



At Food Design Lab Lisbon, we provide hands-on learning experiences that connect gastronomy, design, and innovation. Whether you are a chef, designer, entrepreneur, or food enthusiast, our programs furnish the tools to explore food for both purpose and entertainment. Through engaging and thought-provoking formats, our workshops, masterclasses, and short courses inspire participants to reconsider the future of food.

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WORKSHOP DESIGN FOR THE FOOD SYSTEMS



2025
Workshop for Professors of the New Degree in Design for the Food Systems of Elisava
Elisava Barcelona School School of Design and Engineering



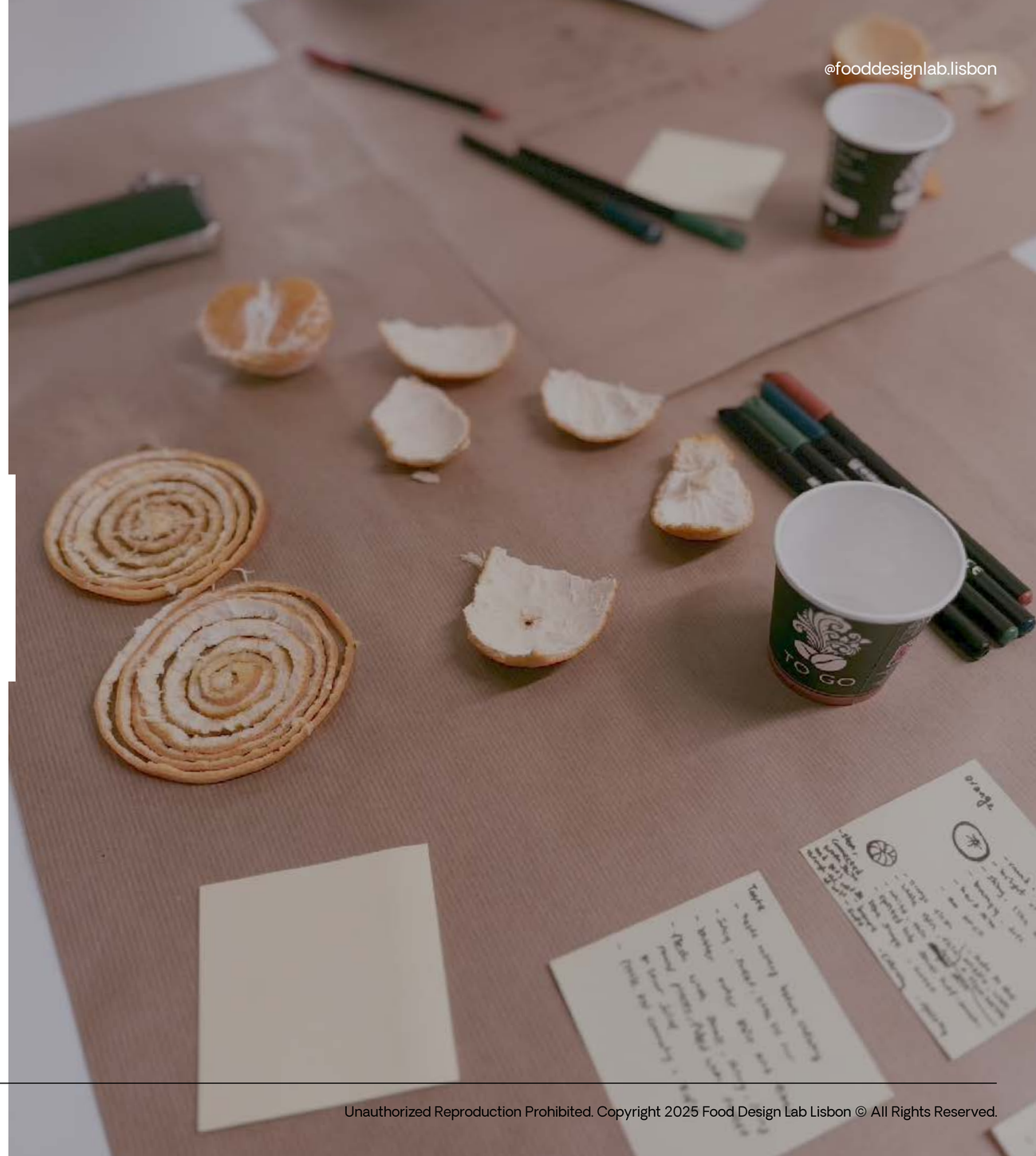
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GASTRONOMIC TRENDS WORKSHOP

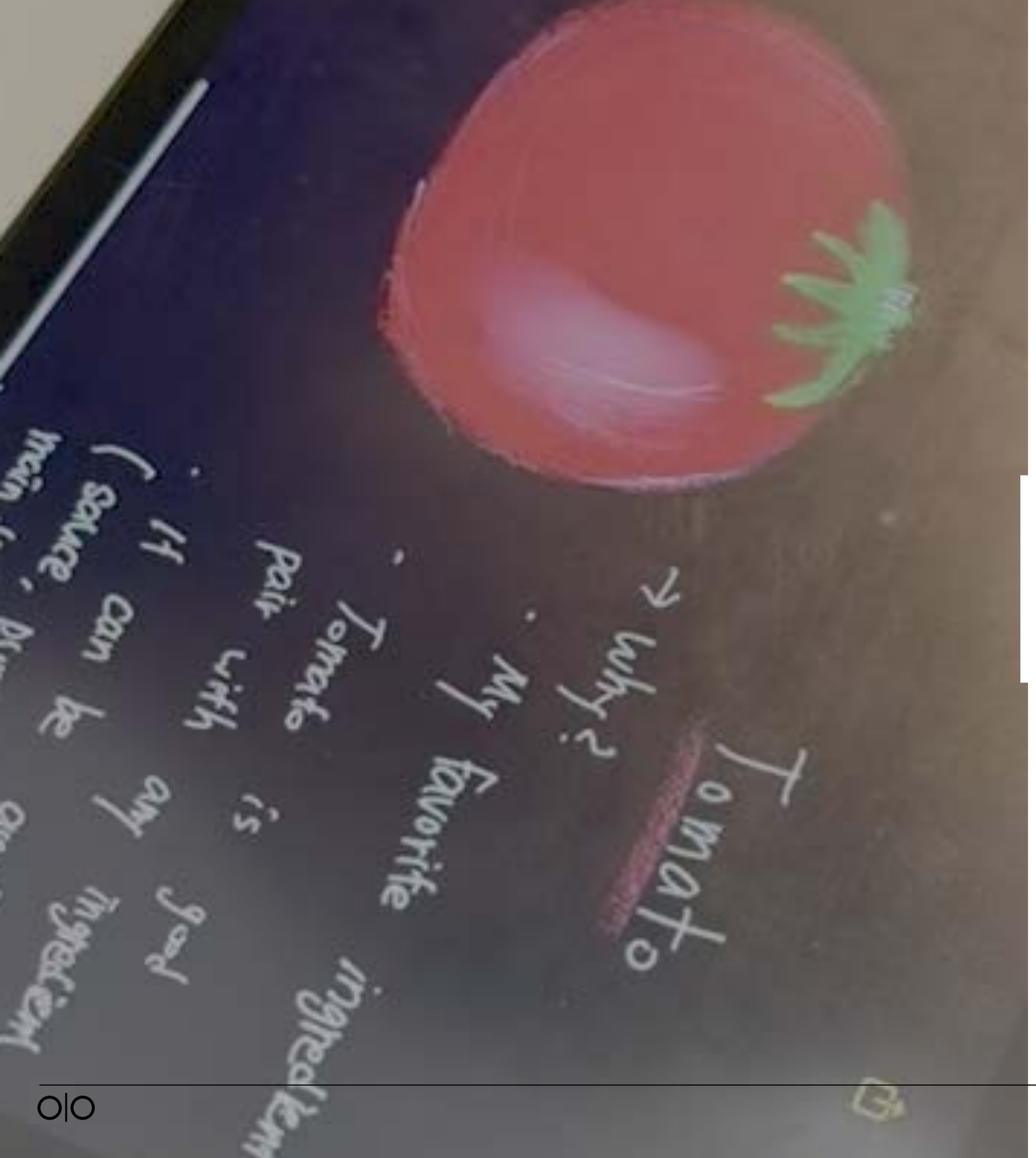




2025
Gastronomic Trends
Client: CETT School of Tourism and Gastronomy, University of Barcelona
Venue: Barcelona Food Design Lab by ELISAVA School of Design and Engineering

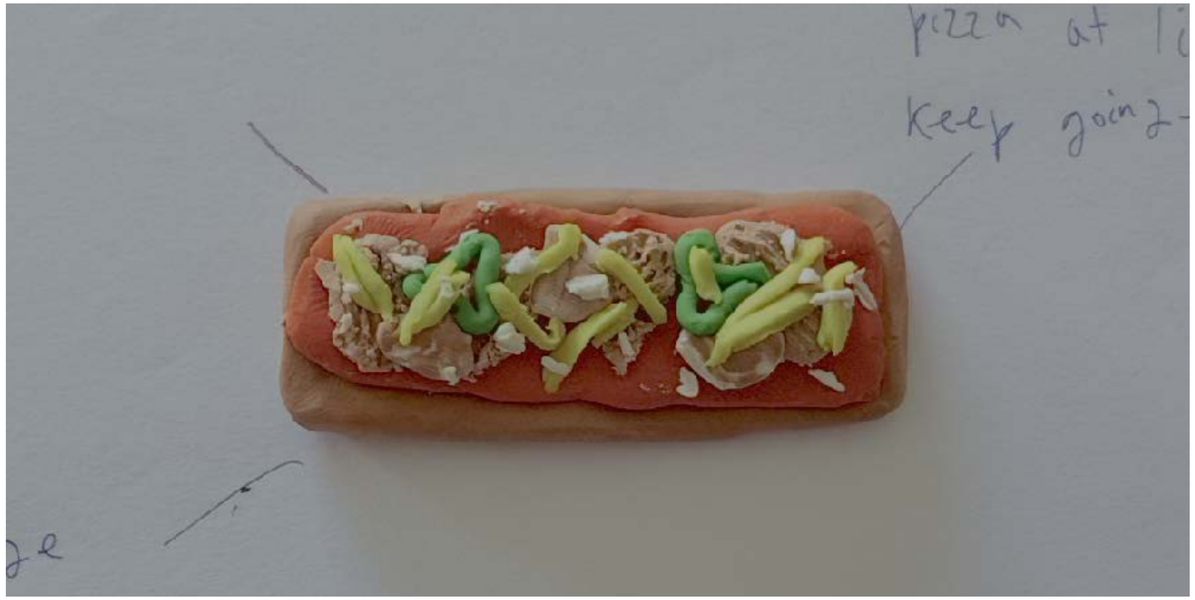


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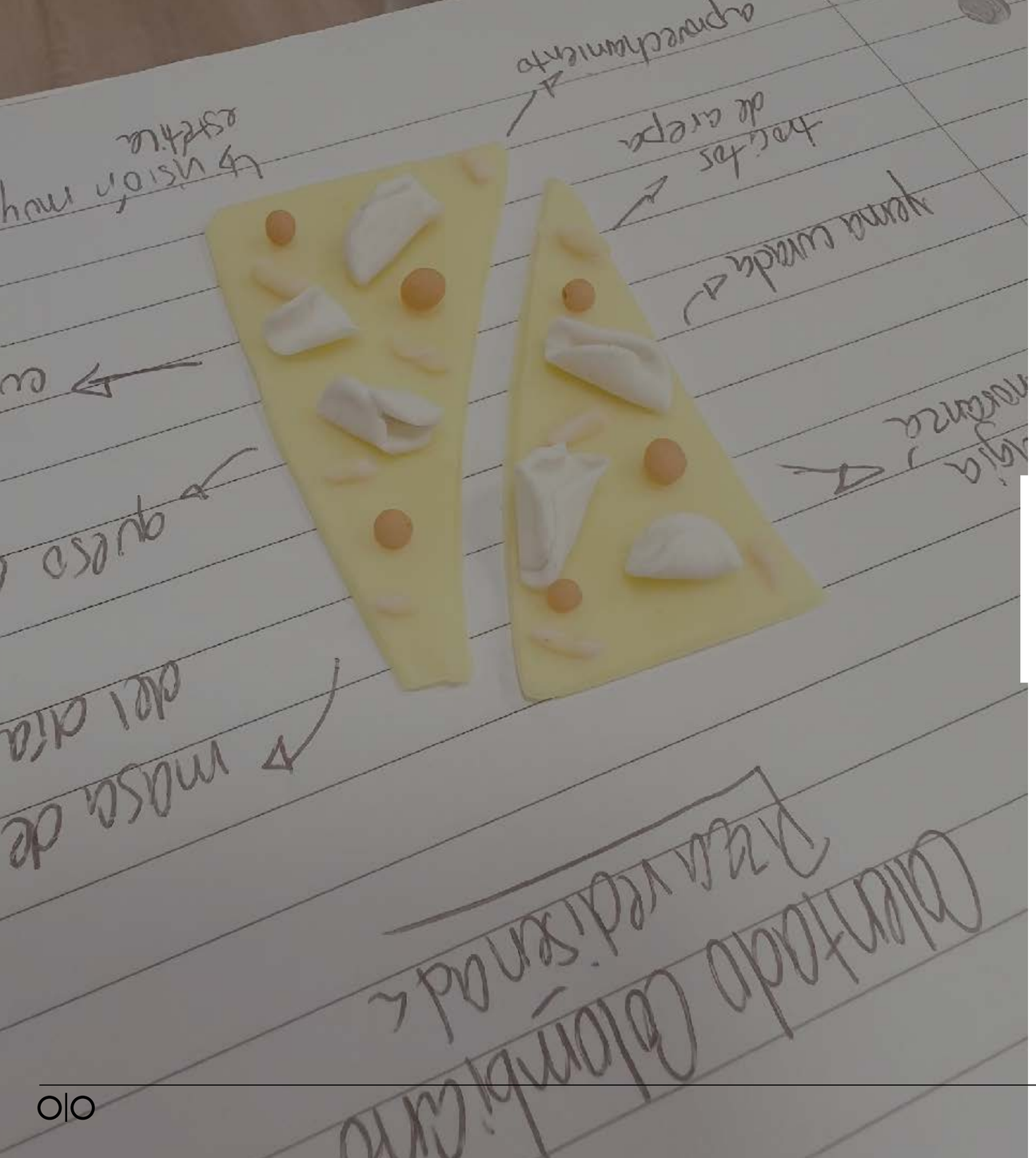


EDIBLE METHODOLOGIES COURSE - CETT

2025
Edible Methodologies
Venue: CETT School of Tourism and Gastronomy, Barcelona University



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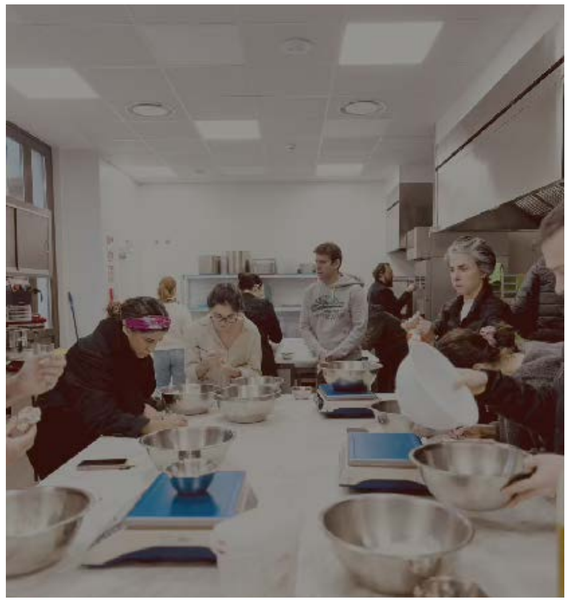


EDIBLE METHODOLOGIES COURSE - MUGARITZ

mugaritz

MAC madrid culinary campus
COMILLAS UNIVERSIDAD PONTIFICIA
vocento

2024
Madrid
Venue: Madrid Culinary Center, Spain





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SHORT COURSE IN FOOD DESIGN LEVEL I





2024
Workshop on Food Design Level I (24 hours)
Client: ESAD Matosinhos
Venue: Exploratório da ESAD—idea



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SHORT COURSE IN FOOD DESIGN LEVEL I





2024
Workshop on Food Design Level I (24 hours)
Client: ESAD Matosinhos
Venue: Oporto School of Tourism and Hospitality



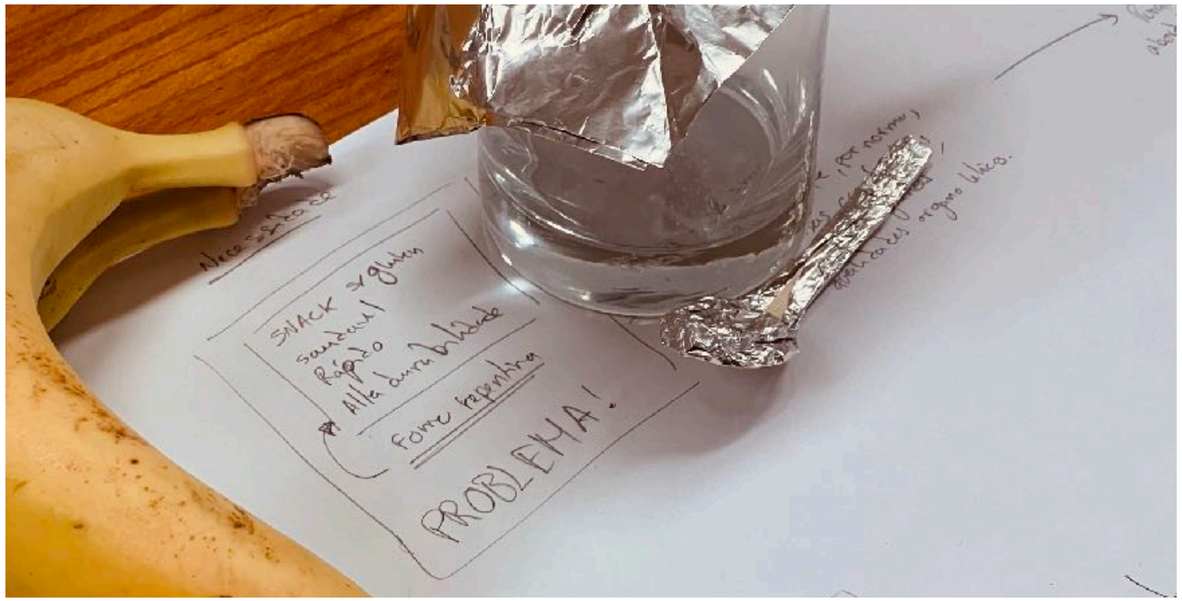
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WORKSHOP FOOD DESIGN LEVEL I

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2024
Workshop on Food Design Level I (4 hours)
Venue: Food Design Lab Lisbon



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MASTERCLASS SUSTAINABILITY & INNOVATION

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2024
Matosinhos
Venue: Matosinhos





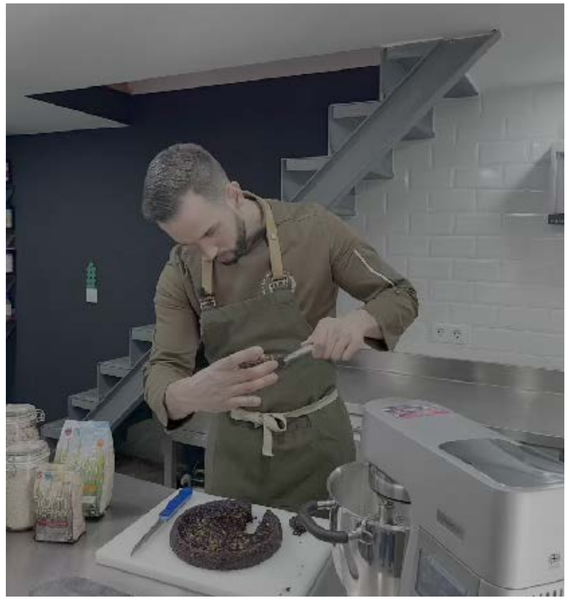
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TASTE PORTUGAL AHRESP

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2023
Portugal
Venue: Portuguese restaurants - Tasca da Esquina, Noélia, Taberna Albricoque





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CÂMARA MUNICIPAL DE SINTRA

2024
Núcleo de Educação e Qualidade Alimentar da CM Sintra
Venue: Escola Básica Visconde Juromenha



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LOCALS ASSOCIATION

2024
Locals Association
Venue: Locals Association, Ajuda Local Market





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MOLECULAR CUISINE LEVEL I, II & III WITH CHEF RUI MOTA

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2024
Food Design Lab
Venue: Food Design Lab



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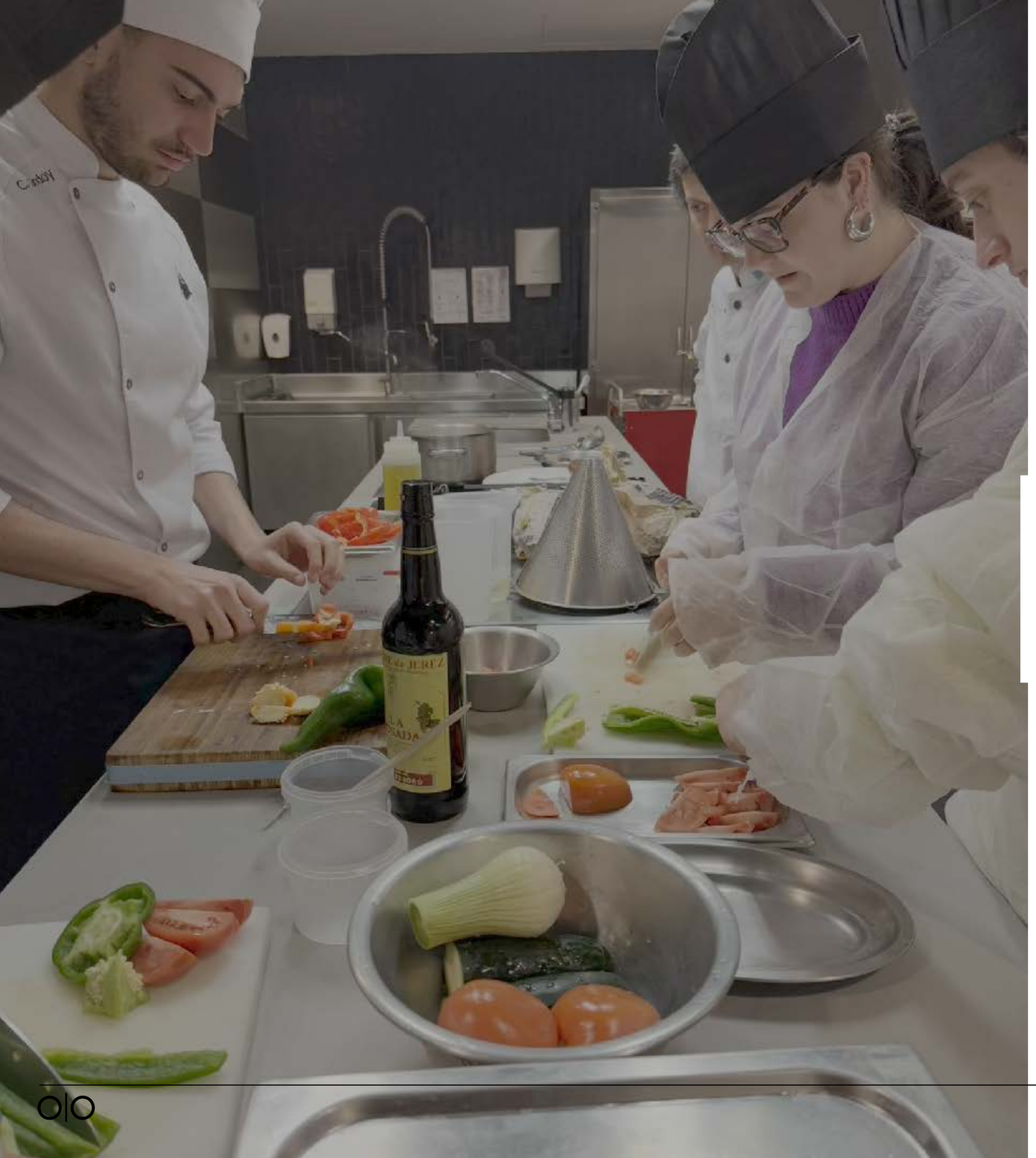


FISH WITH CHEF FILIPE RODRIGUES

2024
Food Design Lab
Venue: Food Design Lab



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PAN CON TOMATE CETT, BARCELONA

2024
Pan con Tomate con el Chef Felipe Celi
Venue: CETT School of Tourism and Gastronomy, Barcelona University



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TALKS & MASTERCLASSES

2025

Food Design Forward Madrid
Presentation of the Degree in Design for Food Systems at Elisava Madrid.

1st International Conference in Food & Gastronomy
Egas Moniz School of Health and Science, Portugal.

Más Allá del Plato, Elisava School of Design and Engineering
Presentation of the Degree in Design for Food Systems at Elisava and workshop for professors of the degree.

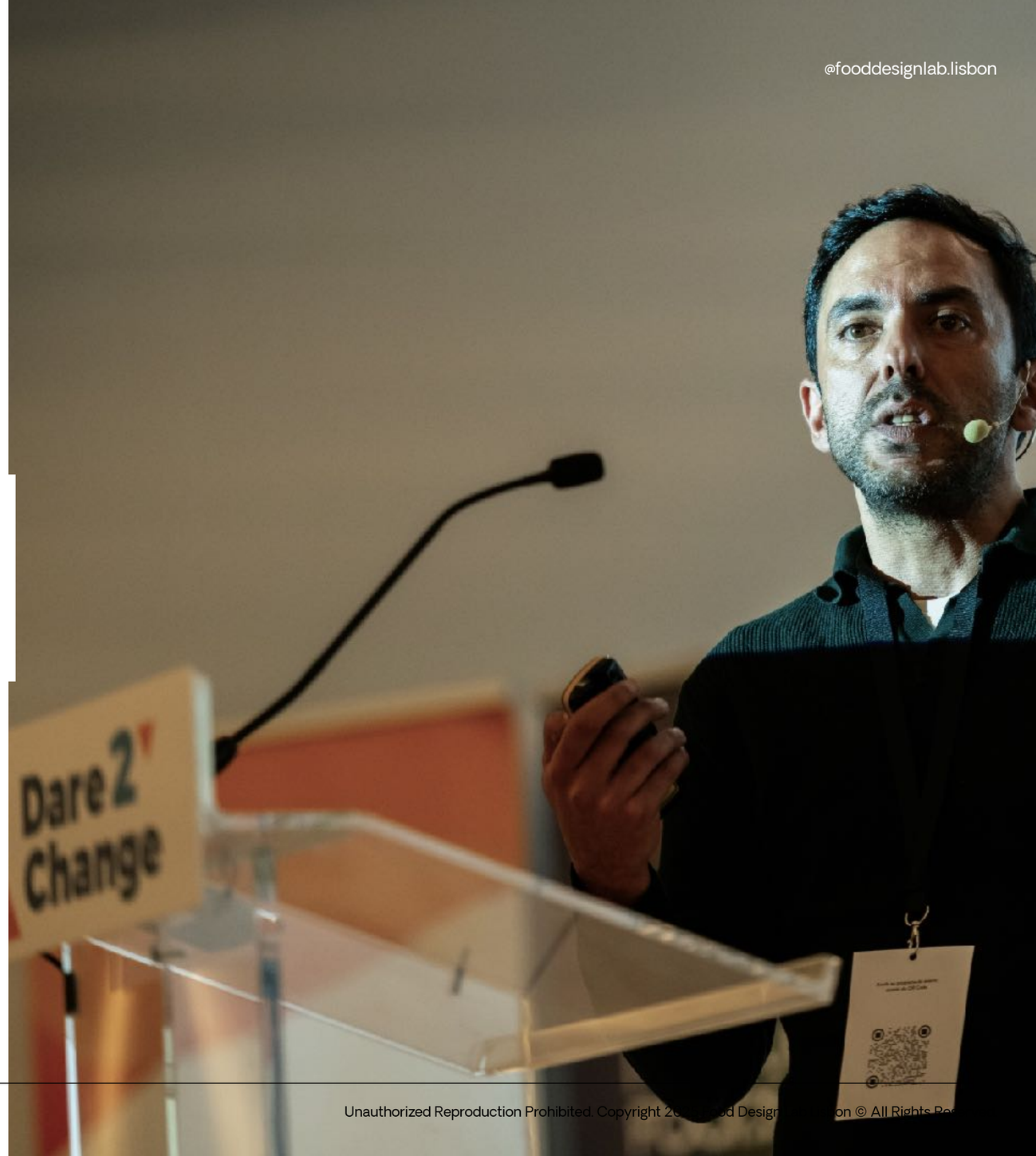
Tasting Tomorrow: Innovation, Creativity, and Food Design
International Conference Dare2Change, Super Bock Arena, Porto, Portugal.

The Blue Ingredient: Designing the Future Food Systems
Water Design Views 2025, Blue Design Alliance, ESAD - Matosinhos, Portugal.

Innovation in Confectionery: Tradition and New Flavours
Portuguese Gastronomy Conference, "Portuguese Confectionery: past, present and future", Cascais, Portugal

2024

Tasting Tomorrow: Innovation, Creativity, and Food Design
International Conference Dare2Change, Super Bock Arena, Porto, Portugal.



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STORYTELLING
BRANDING
COMMUNICATION
PACKAGING

At Food Design Lab Lisbon, we believe food means more than just taste—it represents a story, an identity, and an experience. We create compelling narratives and design strategies that enhance food brands, transforming them from mere products into memorable experiences. By combining design, sustainability, and emotion, we assist food brands in building meaningful identities that leave a lasting impression.



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SOUL FOOD

Soul Food

ONE HEALTH APPROACH

2024
Concept, Branding, Storytelling and Communication

Sou(i)l Food is a holistic food branding, packaging, and recipe development project rooted in the One Health approach, recognising the interconnected well-being of people, animals, and the planet. Centred around the fusion of soulful nourishment and mindful design, the brand reflects a deep connection between identity, culture, and sustainability. Recipes are crafted to be as healing as they are flavourful—prioritising local, seasonal, and nutritionally balanced ingredients. Packaging merges aesthetic elegance with environmental responsibility, using materials and visuals that reflect care, authenticity, and intention. From visual identity to taste experience, Sou(i)l Food invites consumers to engage with food as a powerful tool for personal and planetary wellness.

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SOUL FOOD

2024
Concept, Branding, Storytelling and Communication







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EDIBLE SEAWEED MUSEUM

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HOSPITALITY EDUCATION AWARDS

Winner of Best Educational Project, 2023

2023
Concept, Branding, Storytelling and Communication

Developed within the Master's in Innovation, Arts, and Culinary Sciences at ESHTE, this project by Food Design Lab explores seaweed as a sustainable and underutilized food resource in Portugal. With a mission to bridge urban and rural communities with ocean ecosystems, the initiative envisions a museum as a hub for education, awareness, and gastronomic innovation. By integrating food design methodologies, it aims to enhance public literacy on seaweed consumption, its nutritional value, and its role in environmental sustainability. The project embodies a sensory, immersive experience, reinforcing the importance of knowledge, culture, and food tech in shaping future diets.

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EDIBLE SEAWEED MUSEUM

HOSPITALITY EDUCATION AWARDS

Winner of Best Educational Project, 2023

2023
Concept, Branding, Storytelling and Communication







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MEDDIET
MENUS 4 CAMPUS



2024
Concept, Branding, Storytelling and Communication

Redefining Healthy Eating for the Next Generation: MediDiet4Campus is a project that promotes the Mediterranean diet as a sustainable, nutritious, and appealing choice for university canteens. Designed with a young, dynamic, and engaging identity, the project seeks to demystify traditional dietary perceptions, making healthy eating accessible, diverse, and exciting. By integrating food design methodologies, it aligns nutrition, visual communication, and food experience to inspire students to adopt balanced, seasonal, and plant-based choices. MediDiet4Campus not only enhances dietary awareness but also strengthens the connection between health, sustainability, and everyday food habits.

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MEDDIET
MENUS 4 CAMPUS

2024
Concept, Branding, Storytelling and Communication





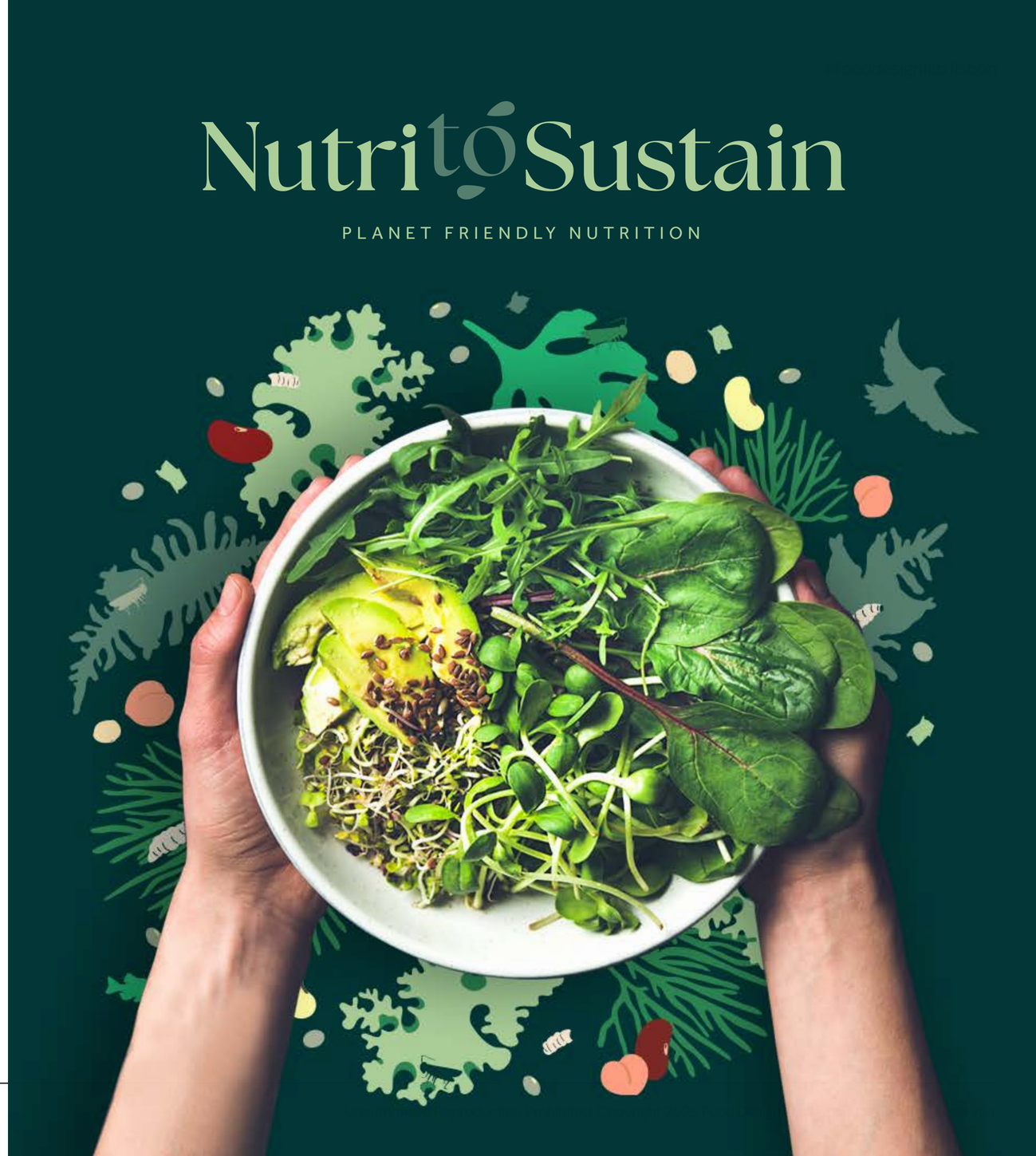
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NUTRITOSUSTAIN
PLANET FRIENDLY NUTRITION

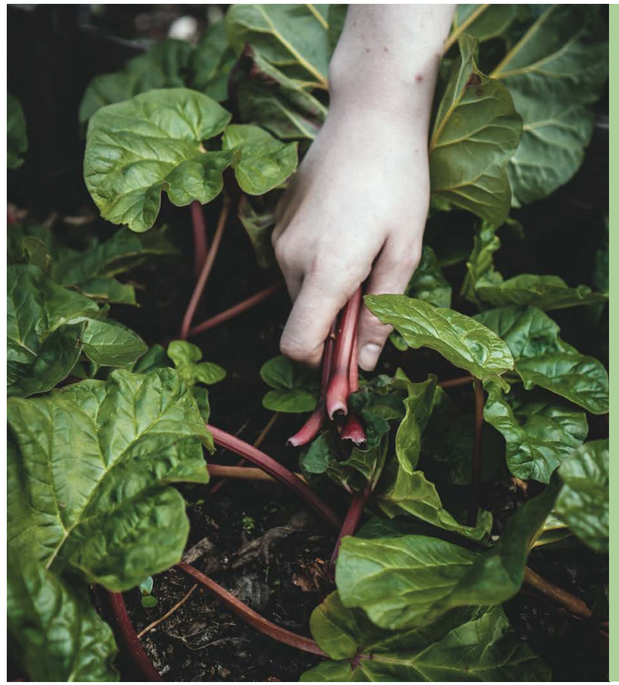
2023
Concept, Research, Strategy, Branding, Storytelling and Communication

Nutri2Sustain is a forward-thinking initiative that redefines nutrition through sustainability, offering ready-to-eat meals made with alternative proteins such as insects, seaweed, and legumes. This project embodies a holistic food design approach, integrating culinary innovation, environmental responsibility, and lifestyle adaptation. By considering the entire food system—from ingredient sourcing and production to packaging and consumer experience—Nutri2Sustain ensures coherence across every touchpoint. More than a product line, it is a strategic response to the challenges of global food security, proving that nutrition, sustainability, and modern living can coexist in a balanced and accessible way.



NUTRITOSUSTAIN
PLANET FRIENDLY NUTRITION

2023
Concept, Research, Strategy, Branding, Storytelling and Communication



PLANET FRIENDLY NUTRITION

Nutrition to sustain the planet, to sustain people, to sustain life

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MADALENA COOKING

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2023
Concept, Product Development, Strategy, Branding, Storytelling and Packaging

Madalena Cooking is a brand that redefines ready-made meals, offering frozen, high-quality, homemade-style dishes that honor traditional Portuguese cuisine. More than just convenience, the project is built around the importance of time—time spent with family, time saved from cooking, and time invested in crafting meals that respect tradition, quality, and authenticity. By merging culinary heritage with modern lifestyles, Madalena Cooking provides an effortless way to enjoy comforting, nutritious meals, preserving the essence of home-cooked food while giving people more time to savor life's moments.

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MADALENA COOKING

2023
Concept, Product Development, Strategy, Branding, Storytelling and Packaging

Tempo para
SABOREAR
PASSEAR
ESTAR
SORRIR
DESCANSAR
DORMIR
AMAR

Madalena
COZINHA COM TEMPO





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WEVENT

2024
Concept, Branding, Storytelling and Communication





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WORLD TOURISM DAY 2023, 2024

2024
Concept, Branding, Storytelling and Communication for Universidade Europeia





DIA MUNDIAL
DO TURISMO
2024

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WORLD TOURISM DAY 2023, 2024











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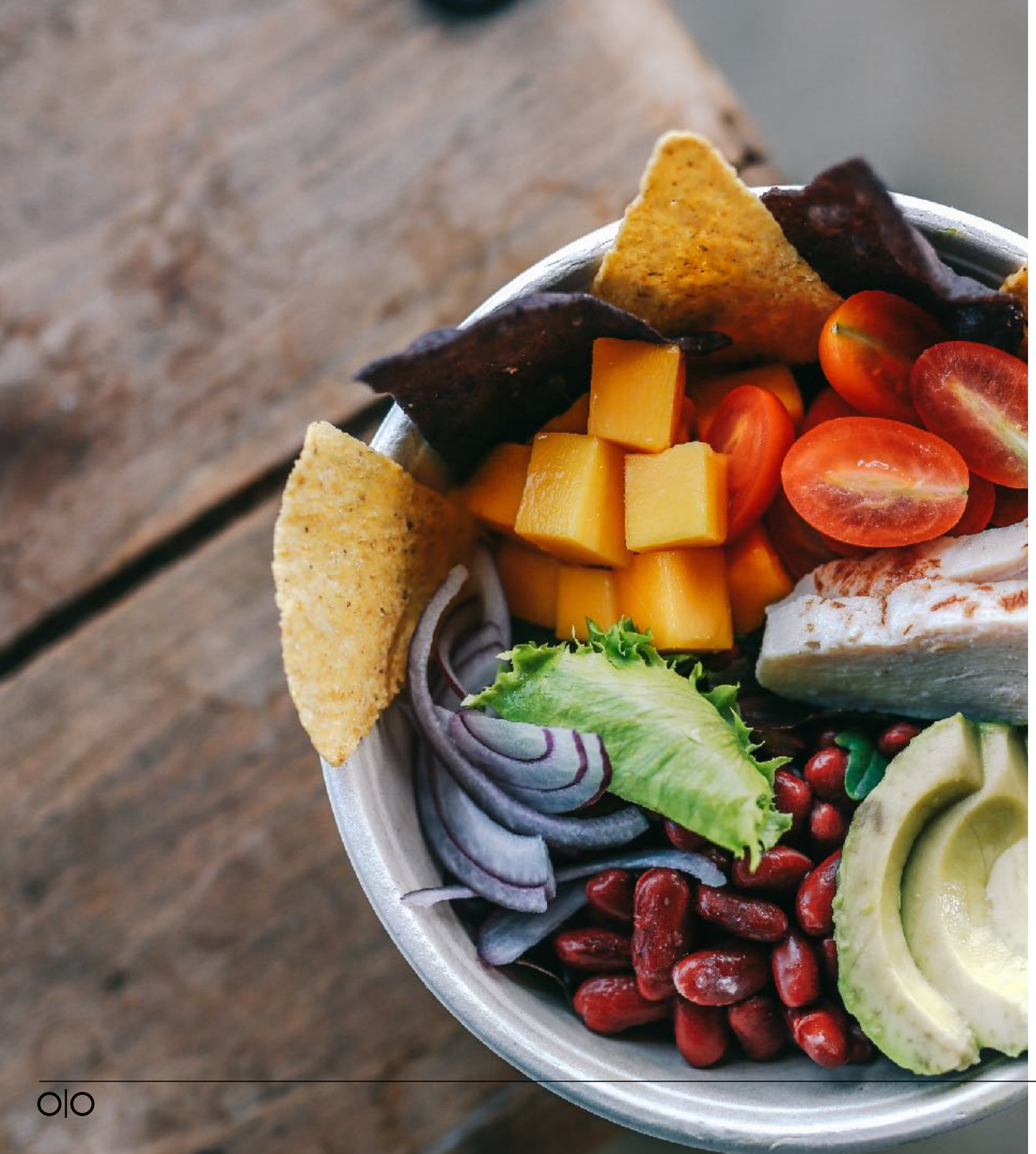


FOOD PRODUCT DEVELOPMENT

Food Design Lab Lisbon is not only a space for learning and exploration, but also a creative studio with the expertise to develop innovative food concepts and original recipes with market potential. Combining gastronomy, design, and strategic thinking, we collaborate with brands and entrepreneurs to craft unique food experiences tailored for today's consumers. While we focus on concept creation and recipe development, we work alongside partners to scale these ideas for industry production and commercial launch.



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REDES SPACE

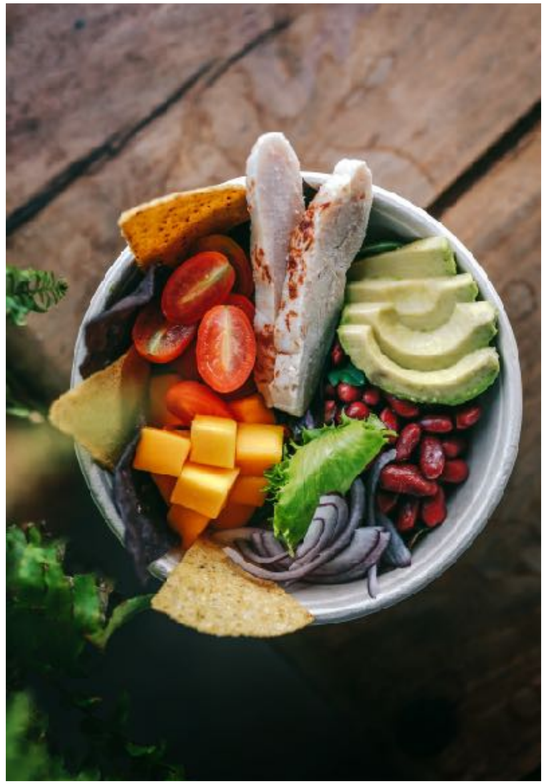
2022
Product and recipe development, styling and photography

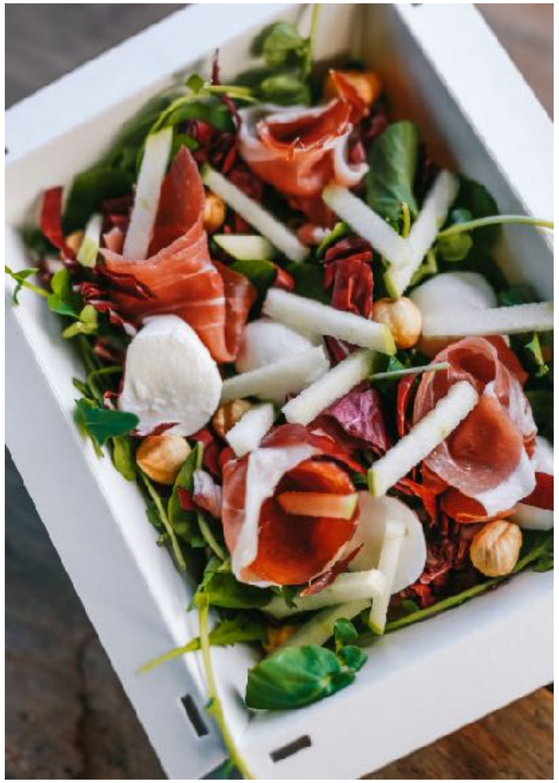
Developed by Food Design Lab, this project embodies the synergy between chefs and designers, utilising food design methodologies to create a healthy, visually enticing grab-and-go concept. With an emphasis on nutritional balance and appetite appeal, it transforms everyday eating into a sensorial experience that is both convenient and indulgent. By integrating culinary creativity with design precision, this initiative redefines fast, healthy food, ensuring that aesthetic presentation, taste, and practicality harmonize seamlessly. The result is an accessible yet sophisticated food experience, proving that well-being and pleasure can coexist in every bite.

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REDES SPACE

2022
Product and recipe development, styling and photography







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M3X

2022
Concept, menu, Recipes, Team Training, Branding, Storytelling and Communication

M3X is a fully immersive Mexican restaurant concept where food design shaped every aspect—from menu and recipes, and team training to branding and communication. As a 360+ project, the design team's continuous involvement ensured a cohesive identity, optimising both culinary and operational elements. This holistic approach highlights the added value of food design, where deep insight, strategic coherence, and innovation create an authentic and engaging dining experience.



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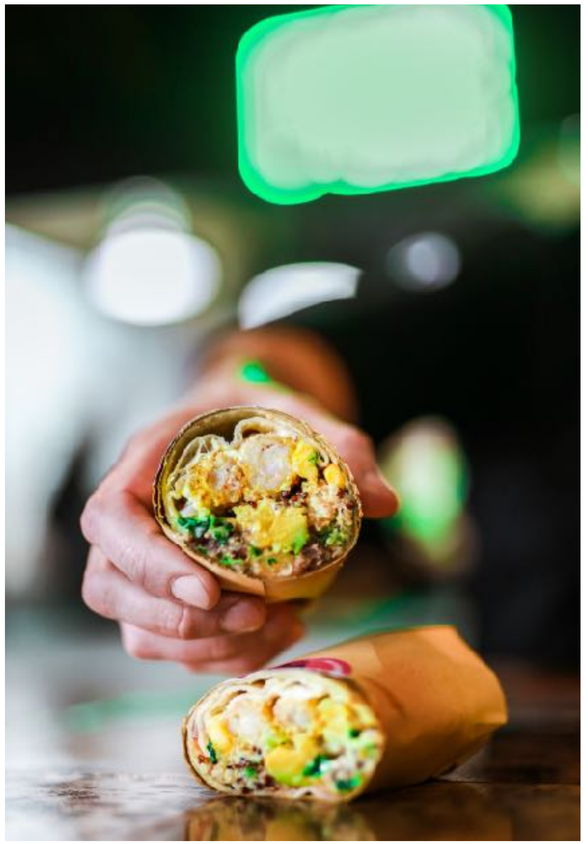


M3X

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2022

Concept, menu, Recipes, Team Training, Branding, Storytelling and Communication





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VIVID FARMS

2024
Product and recipe development, styling and photography

This project outlines a collaborative project between Vivid Foods and the Food Design Lab (FDLab), focused on developing sustainable, innovative, and high-quality food products aligned with conscious consumer trends. The initiative is built on key pillars such as sustainability, innovation, holistic health (One Health), and circular economy. It aims to create a positive social impact through regenerative design, food education, and community engagement. This collaboration led to the creation of unique recipes that highlight the organic product baskets from Vivid Farms. These recipes serve not only to promote the use of locally sourced, high-quality ingredients but also to illustrate and communicate the principles of regenerative agriculture. By integrating storytelling with culinary creativity, the initiative helps consumers better understand the environmental and social value of sustainable farming practices.

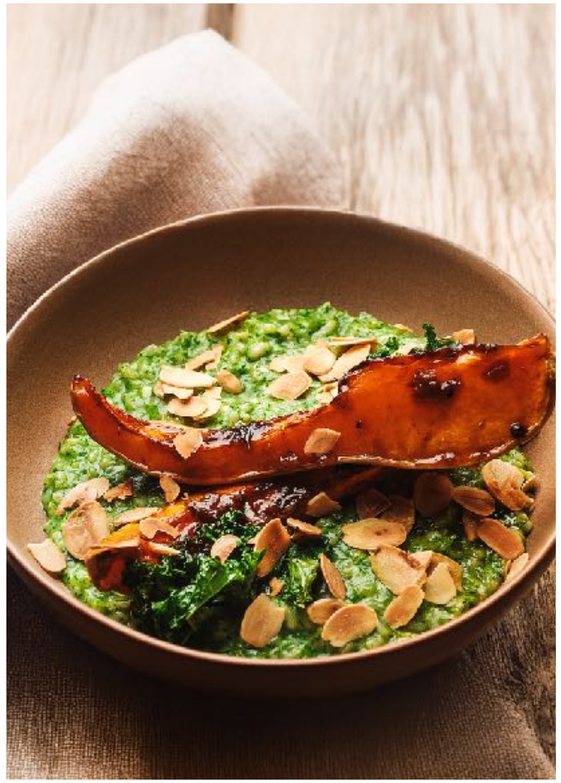
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VIVID FARMS

2024

Product and recipe development, styling and photography







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ARROZ SALUDÃES

2024

Product and recipe development, styling and photography and video for social media







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APOLÓNIA SUPERMARKET

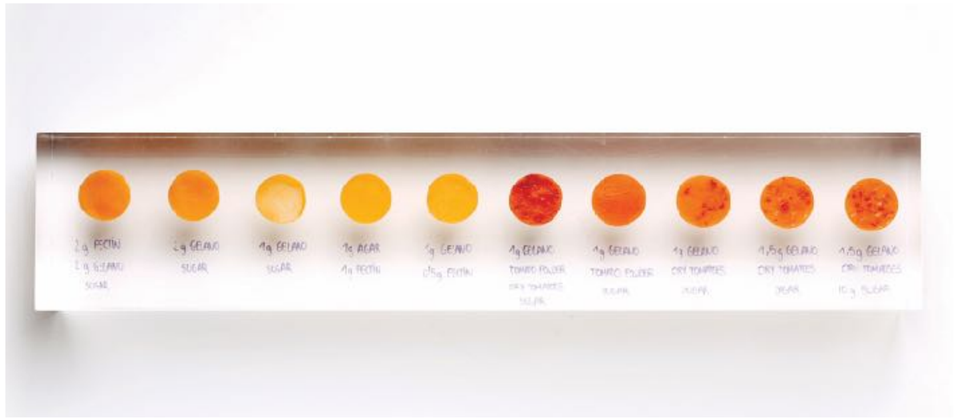


2025

Product and recipe development, styling and photography and video for social media

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TOMÀQUET



2024

Product and recipe development, styling and photography and video for social media

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Food as an Entertainment

QUINTA DA PIMENTEIRA
Estrada da Pimenteira, 1300-125 Lisbon - Portugal

www.fooddesignlab.pt
info@fooddesignlab.pt

FOOD DESIGN LAB
IS A MEMBER OF

FORK

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At the crossroads of gastronomy, design, and sustainability, we curate exceptional experiences that redefine contemporary living. Thoughtfully crafted to delight the senses and honor the planet, our creations embody elegance, purpose, and lasting impact.

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FOOD AS AN *ENTERTAINMENT*



At Food Design Lab Lisbon, food is more than just a meal—it's a playground of flavors, textures, and emotions. We create immersive gastronomic experiences that blur the boundaries between fine dining, art, and storytelling, turning every bite into a multisensory journey. From interactive tasting menus to theatrical dining encounters, we invite guests to explore food unexpectedly—where sight, sound, touch, and emotion enhance the experience. Whether it's a playful twist on a classic dish or a fully immersive culinary performance, we transform dining into an unforgettable adventure, demonstrating that food is meant to be tasted, felt, and experienced.

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FOOD DESIGN LAB

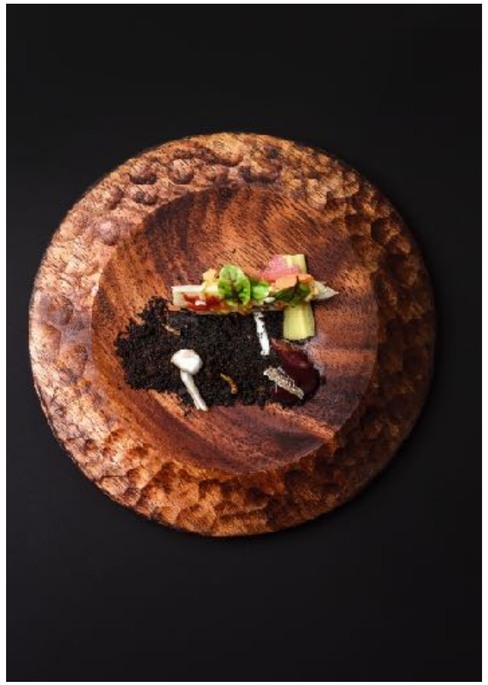
DESIGNING
MEANINGFUL
EXPERIENCES

SERVICES
IMMERSIVE DINING EXPERIENCES
FINE DINING CONCEPT DEVELOPMENT
INTERACTIVE AND EXPERIMENTAL FOOD EVENTS
SENSORIAL GASTRONOMY & WINE PAIRING
BESPOKE CULINARY PERFORMANCES

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BECAUSE IT'S NOT JUST ABOUT THE FOOD





Collaboration with Studio Rival Design Maker



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BECAUSE IT'S NOT JUST ABOUT THE FOOD







Collaboration with Studio Neves

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BECAUSE IT'S NOT JUST ABOUT THE FOOD







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Collaboration with designer Wilson Esperança

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EXPERIENCE
GIRA'S SECRET TASTE EXPERIENCE

2025
Gastronomic Experience Gira's Secret Taste Experience
Client: Cristina Ferreira's Brand #eusouGIRA

The Gira gastronomic experience, crafted by Food Design Lab Lisboa, invites you on a sensory journey that mirrors the brand's core: endless transformation, inclusive beauty, and empowering self-care. Each moment in this adventure draws inspiration from life's natural cycles, awakening all your senses and creating a connection between body, mind, and what we eat. A seasonal, locally-sourced menu evolves with life's rhythms, showcasing cutting-edge culinary techniques and elegant, meaningful presentations that reflect the ever-changing beauty of existence.

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EXPERIENCE
GIRA'S SECRET TASTE EXPERIENCE



2025
Gastronomic Experience Gira's Secret Taste Experience
Client: Cristina Ferreira's Brand #eusouGIRA
Venue: Gomes Freire Palace, Lisbon - Portugal

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EXPERIENCE
GIRA'S SECRET TASTE EXPERIENCE





2025
Gastronomic Experience Gira's Secret Taste Experience
Client: Cristina Ferreira's Brand #eusouGIRA
Venue: Gomes Freire Palace, Lisbon - Portugal



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EXPERIENCE
THE GILDED BITE

ROSEKEY
JEWELLERY



2025
Gastronomic Experience The Gilded Bite by Rosekey
Client: Rose Key

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EXPERIENCE
THE GILDED BITE

ROSEKEY

JEWELLERY



2025

Gastronomic Experience The Gilded Bite by Rosekey

Client: Rose Key

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EXPERIENCE
SALUS PER AQUAM

2024
Gastronomic Experience Salus Per Aquam
Client: Grohe Spa

Inspired by the timeless wisdom of “Salus per Aquam” and “Mens sana in Corpore Sano,” our vision unfolds as an immersive multisensory journey—a true celebration of life’s natural harmony. Imagine “Ritual Sensory,” where every aspect of your experience is a carefully choreographed ritual, awakening all five of your senses and deeply connecting you with nature’s healing force. In this transformative culinary journey, water serves as the sacred thread connecting mind, body, and spirit. Each course is a meditative ritual, encouraging you to savour flavours that are nutritionally balanced and reflect organic, local, and seasonal integrity. Here, the act of dining transforms into a soulful celebration of wellness, sustainability, and the art of living vibrantly.

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EXPERIENCE
SALUS PER AQUAM



2024
Gastronomic Experience Salus Per Aquam
Client: Grohe Spa

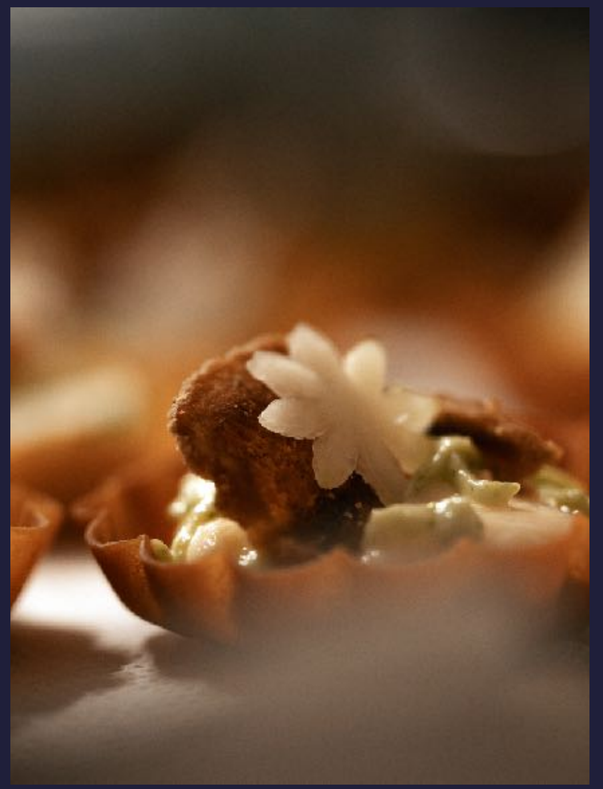


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EXPERIENCE
SALUS PER AQUAM

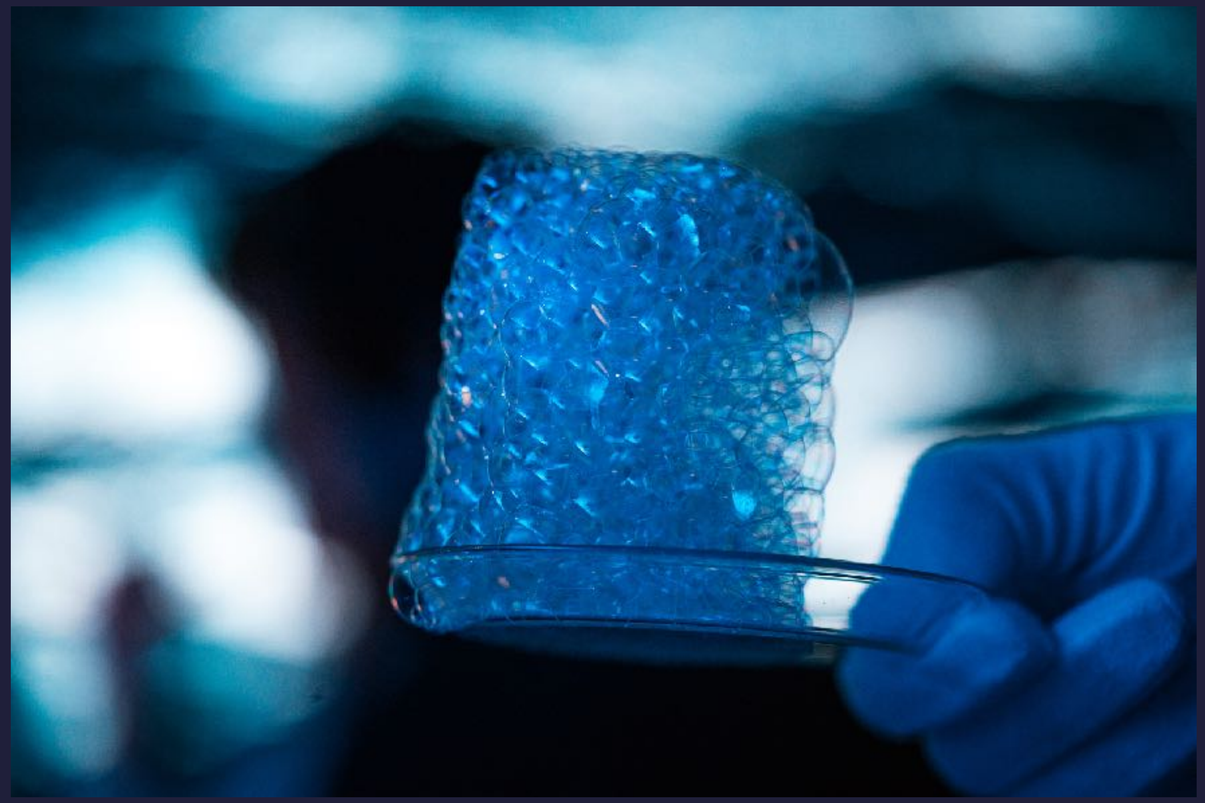
2024
Gastronomic Experience Salus Per Aquam
Client: Grohe Spa





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EXPERIENCE
SALUS PER AQUAM



2024
Gastronomic Experience Salus Per Aquam
Client: Grohe Spa



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EXPERIENCE
SALUS PER AQUAM

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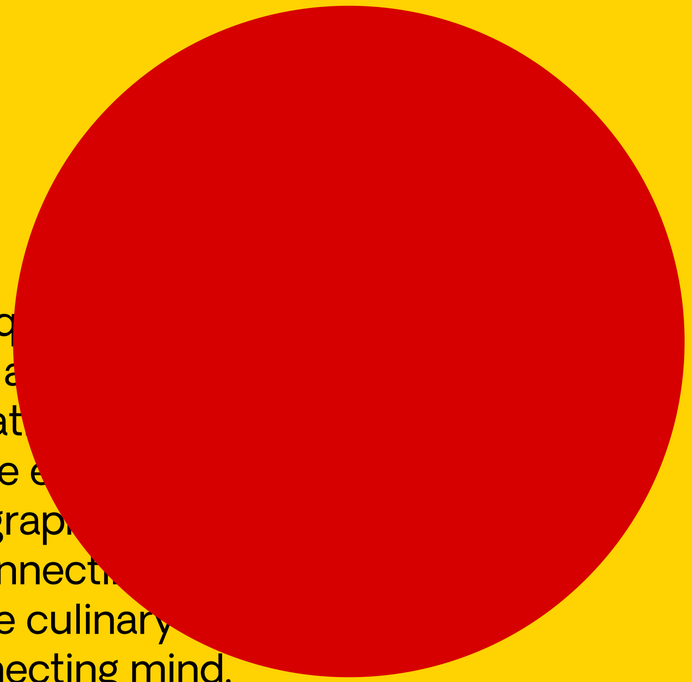


2024
Gastronomic Experience Salus Per Aquam
Client: Grohe Spa

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EXPERIENCE THE CRITICAL SESSIONS

2024
Gastronomic Experience The Critical Sessions
Client: Axians + Expresso Newspaper



Inspired by the timeless wisdom of “Salus per Aq
“Mens sana in Corpore Sano,” our vision unfolds a
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EXPERIENCE THE CRITICAL SESSIONS



2024
Gastronomic Experience The Critical Sessions
Client: Axians + Expresso Newspaper

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EXPERIENCE THE CRITICAL SESSIONS





2024
Gastronomic Experience The Critical Sessions
Client: Axians + Expresso Newspaper

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EXPERIENCE SPRING HAS SPRUNG

2024
Gastronomic Experience Spring Has Sprung
Client: Imppacto Catering e Eventos

Developed to Imppacto Catering e Eventos, Spring has Sprung is a multisensory dining experience inspired by the arrival of spring. Blending gastronomy, seasonality, and creativity, the project transforms ingredients, colors, textures, and aromas into a vibrant culinary journey. With an immersive and exploratory approach, it celebrates the infinite possibilities of spring-inspired cuisine, crafting dishes that evoke renewal, freshness, and connection to nature. This experience showcases how food can be a medium for artistic expression, emotion, and storytelling, engaging diners beyond taste and turning each meal into a celebration of the season's awakening.

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EXPERIENCE SPRING HAS SPRUNG



2024
Gastronomic Experience Spring Has Sprung
Client: Imppacto Catering e Eventos

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EXPERIENCE
SALUS PER AQUAM



2024
Gastronomic Experience Spring Has Sprung
Client: Imppacto Catering e Eventos



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2024
Gastronomic Experience Spring Has Sprung
Client: Imppacto Catering e Eventos

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EXPERIENCE
EDIBLE LANDSCAPE
IADE

2025
Client: IADE
Venue: IADE, Lisbon - Portugal

A Multisensory Coffee Break Experience designed for IADE, Future Bites is a sensory-driven coffee break designed to stimulate creativity and reflection on the future of food. The experience is structured around five themed acrylic boxes, each representing a different sense—vision, hearing, smell, touch, and taste—through innovative food presentations. From edible terrariums to interactive aromas and textural contrasts, this immersive break engages participants beyond traditional catering. Rooted in sustainability, the menu features seasonal, locally sourced ingredients, reinforcing a connection between gastronomy, design, and sensory exploration.

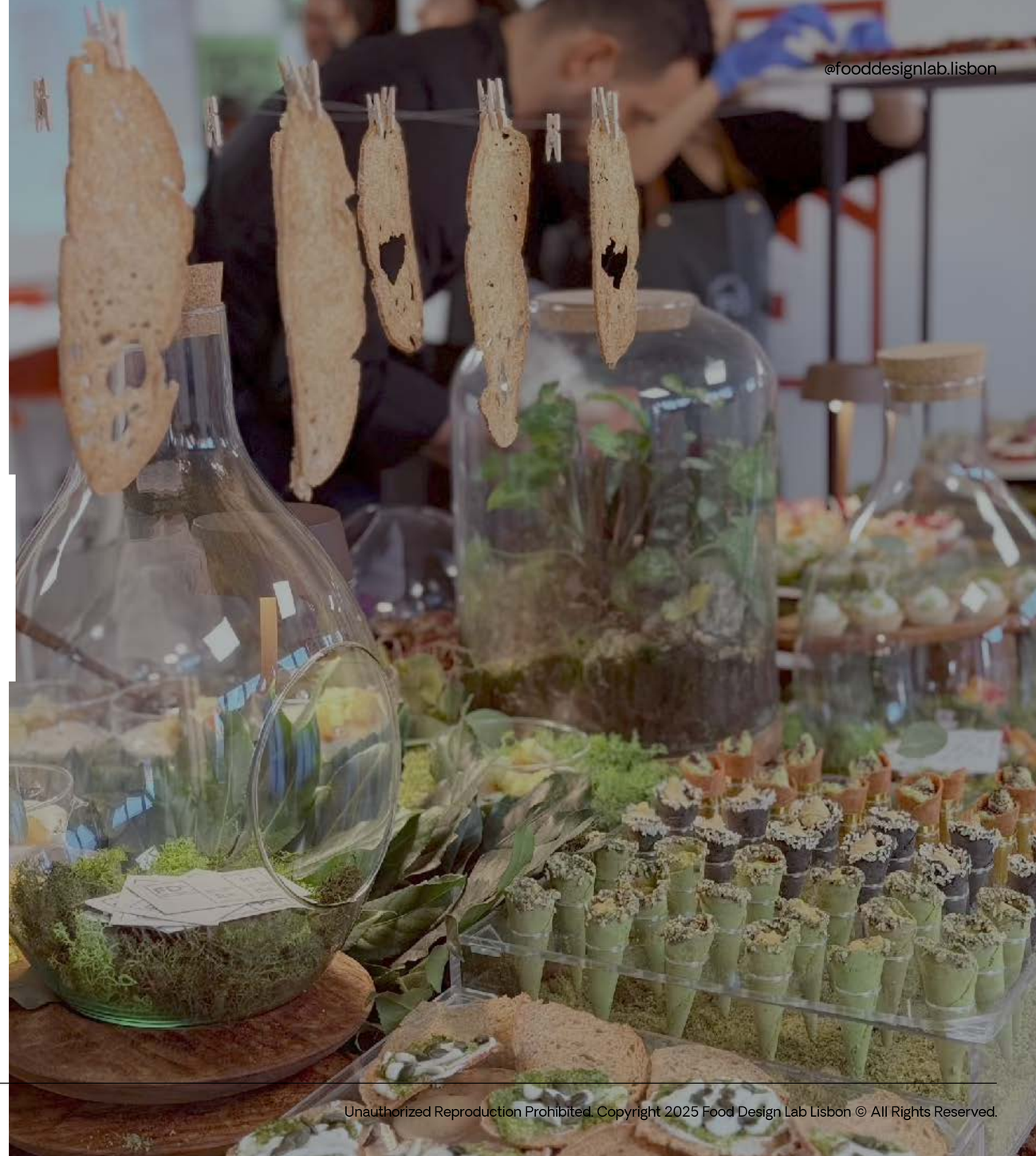
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EXPERIENCE
EDIBLE LANDSCAPE
IADE



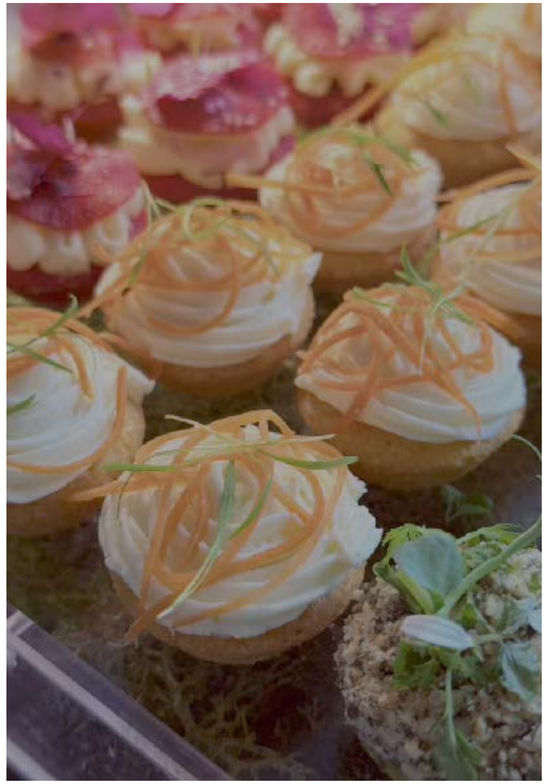


2025
Client: IADE
Venue: IADE, Lisbon - Portugal



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EXPERIENCE
EDIBLE LANDSCAPE
IADE





2025
Client: IADE
Venue: IADE, Lisbon - Portugal



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EXPERIENCE
ESSENTIA - SENTIR QUEM SOMOS

2023
Gastronomic Experience Essentia
Client: Imppacto Catering e Eventos

Esssentia is a sensory-driven project by FoodDesignLAB that explores the deep connection between food, nature, tradition, and innovation. Rooted in the essence of Portuguese heritage, it blends foraging, sustainability, and creativity to craft memorable gastronomic experiences. The project emphasizes the emotional and sensory impact of food, engaging participants through a multi-sensory journey that highlights family, cultural identity, and the environment. With a focus on authenticity, innovation, and storytelling, Esssentia invites people to rediscover the core of their food experiences while fostering a deep respect for nature and culinary traditions.

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2023
Gastronomic Experience Essentia
Client: Imppacto Catering e Eventos

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EXPERIENCE ESSENTIA - SENTIR QUEM SOMOS

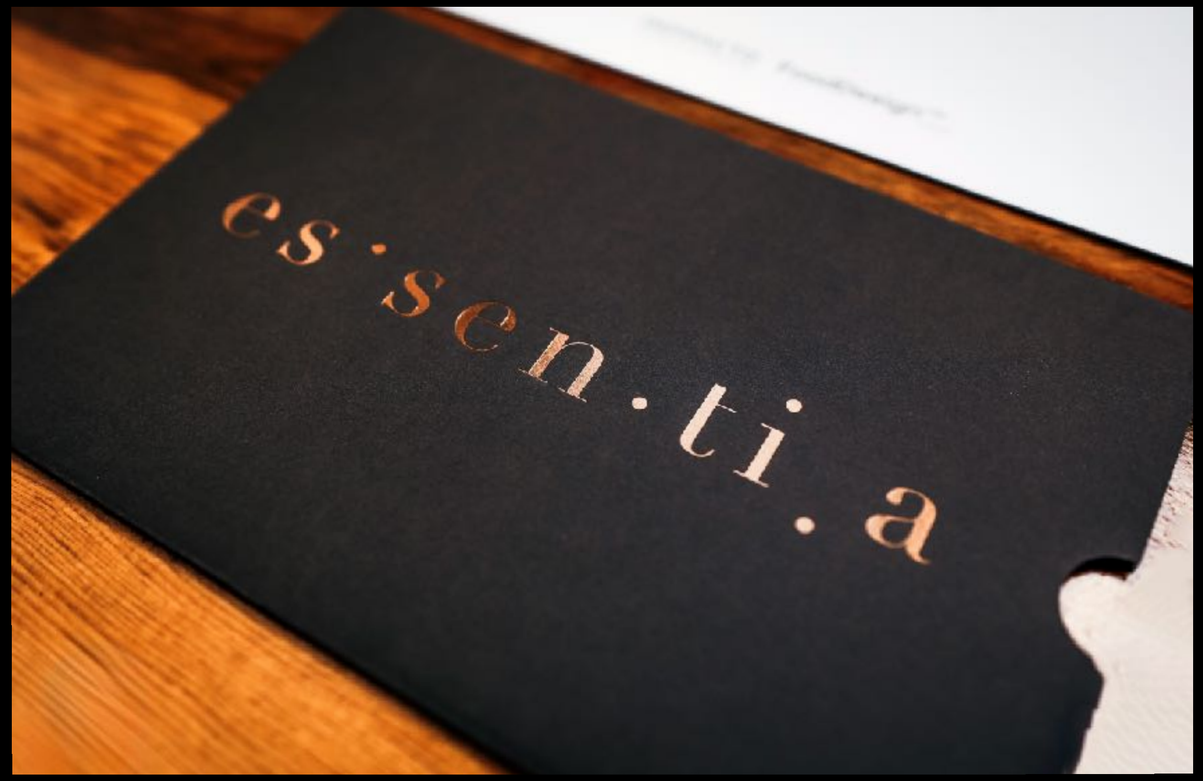


2023
Gastronomic Experience Essentia
Client: Imppacto Catering e Eventos

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EXPERIENCE ESSENTIA - SENTIR QUEM SOMOS



2023
Gastronomic Experience Essentia
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EXPERIENCE WHAT DOES JEWELLERY SMELL LIKE?

2023
Client: Laurel Association and Ousia Clinic
Venue: Ousia Clinic

Imagine an experience where each element is crafted like an exquisite piece of jewellery—delicate, rare, and precious. Like a velvet-lined jewellery box, the aromas unfold layer by layer—glazed fruits shimmering like gemstones, smoked salts with an air of aged opulence, and edible gold leaf catching the light and scent of citrus mist. Each bite is a treasure, a fusion of artistry and flavour, transforming food into a sensory masterpiece as valuable as the finest jewels.

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EXPERIENCE WHAT DOES JEWELLERY SMELL LIKE?

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2023
Client: Laurel Association and Ousia Clinic
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EXPERIENCE WHAT DOES JEWELLERY SMELL LIKE?

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EXPERIENCE IN TOUCH WITH NATURE

2023
Client: Self-Project with Helena Costa
Venue: Monsanto, Lisbon - Portugal

The Foraging project, explores how to reconnect urban centres with surrounding rural landscapes through foraging experiences. The project aims to create a sensory and educational journey, blending nature, food, and community. It proposes activities like foraging in Monsanto, culinary workshops, and communal dining experiences, fostering a deeper understanding of local, wild ingredients. The initiative highlights the importance of food literacy, sustainable practices, and the need for better policies to support foraging near cities. It envisions a collaborative effort involving designers, artisans, biologists, and educators to make foraging an accessible and enriching practice.

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EXPERIENCE IN TOUCH WITH NATURE

2023
Client: Self-Project with Helena Costa
Venue: Monsanto, Lisbon - Portugal



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EXPERIENCE IN TOUCH WITH NATURE

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EXPERIENCE ENO-LABEL-GASTRONOMIC

2025
Client: Fine Arts Faculty, University of Lisbon and Mutante Magazine
Venue: Faculty of Fine Arts, Lisbon - Portugal

Developed for the Faculdade de Belas-Artes da Universidade de Lisboa, this exclusive cocktail experience is designed to engage all five senses through carefully curated food and wine pairings. Each element—vision, taste, aroma, touch, and hearing—is represented by a unique combination of ingredients, such as lobster with ginger for vision and goat cheese with cranberries for hearing. This event - a multisensory cocktail experience - not only enhances the gastronomic experience but also highlights the artistic and conceptual synergy between food, wine, and sensory perception, making it a refined and interactive culinary journey.

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EXPERIENCE ENO-LABEL-GASTRONOMIC

2025
Client: Fine Arts Faculty, University of Lisbon and Mutante Magazine
Venue: Faculty of Fine Arts, Lisbon - Portugal





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EXPERIENCE EFOOD 2022

2022
3.º International Conference of Food Design and Food Studies
Client: EFood

Developed to Imppacto Catering e Eventos, Spring has Sprung is a multisensory dining experience inspired by the arrival of spring. Blending gastronomy, seasonality, and creativity, the project transforms ingredients, colors, textures, and aromas into a vibrant culinary journey. With an immersive and exploratory approach, it celebrates the infinite possibilities of spring-inspired cuisine, crafting dishes that evoke renewal, freshness, and connection to nature. This experience showcases how food can be a medium for artistic expression, emotion, and storytelling, engaging diners beyond taste and turning each meal into a celebration of the season's awakening.

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EXPERIENCE EFOOD 2022



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2022
3.º International Conference of Food Design and Food Studies
Client: EFood

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EXPERIENCE EFOOD 2022

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2022
3.º International Conference of Food Design and Food Studies
Client: EFood

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EXPERIENCE BLUE KLEIN

2023
Client: Private
Venue: Algarve

Step into a dining experience where food transcends taste and becomes a living canvas of Blue Klein—intense, bold, and hypnotic. The plates mirrors a painter's palette, where electric blue cocktails, and sapphire-hued desserts challenge perception and awaken the senses. Inspired by the depth and vibrancy of Yves Klein's iconic blue, each dish is not just a flavour but an immersive journey—where color, texture, and taste dissolve into an unforgettable, almost surreal, gastronomic masterpiece.

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EXPERIENCE BLUE KLEIN

2023
Client: Private
Venue: Algarve, Portugal



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EXPERIENCE LUMINESCENCE

2023
Students from the Master's in Innovation and in Science in Culinary Arts
Estoril Higher Institute for Tourism and Hotel Studies





EXPERIENCE LUMINESCENCE

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EXPERIENCE MEN'S ACTION

2023
Students from the Master's in Innovation and in Science in Culinary Arts
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EXPERIENCE MEN'S ACTION

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Cultura à Mesa

Burn's Night

Em parceria com a Câmara Municipal de Cascais
e o Cascais Food Lab

Casa de Santa Maria, Cascais

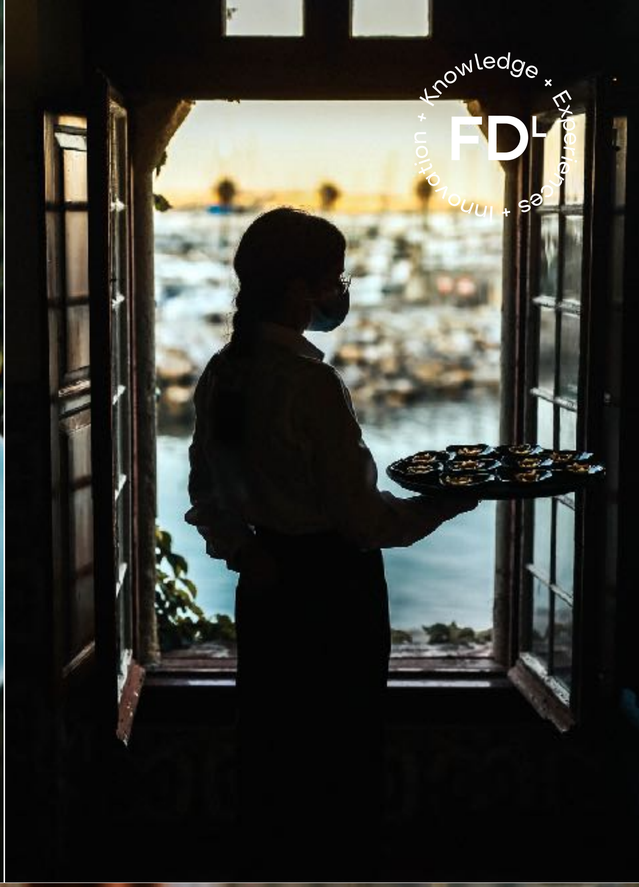


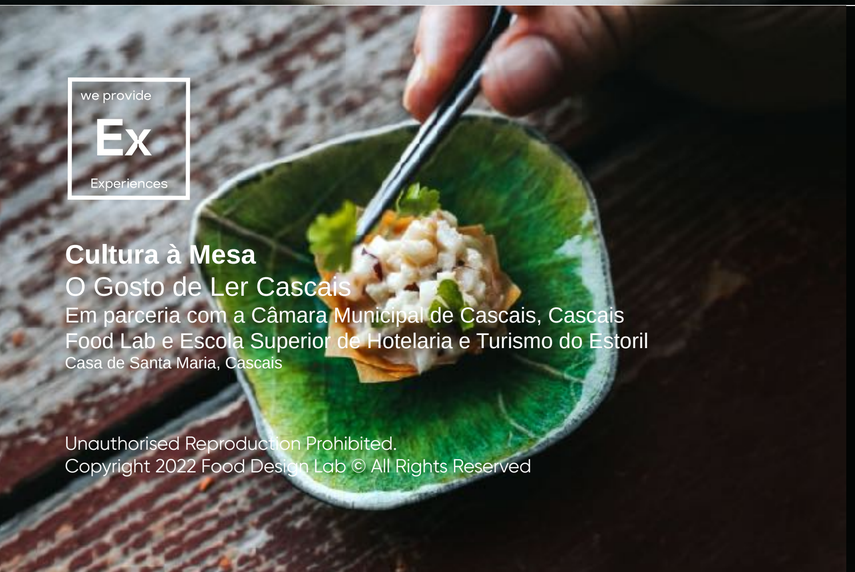












we provide
Ex
Experiences

Cultura à Mesa
O Gosto de Ler Cascais
Em parceria com a Câmara Municipal de Cascais, Cascais Food Lab e Escola Superior de Hotelaria e Turismo do Estoril
Casa de Santa Maria, Cascais

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we provide
Ex
Experiences

Da Floresta ao Prato I

Quinta da Ribafria, Sintra
Jantar de Comemoração do 10.º Aniversário da Associação
Plantar uma Árvore

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FESTIVAL DA COMIDA ESQUECIDA
FORGOTTEN FOOD FESTIVAL

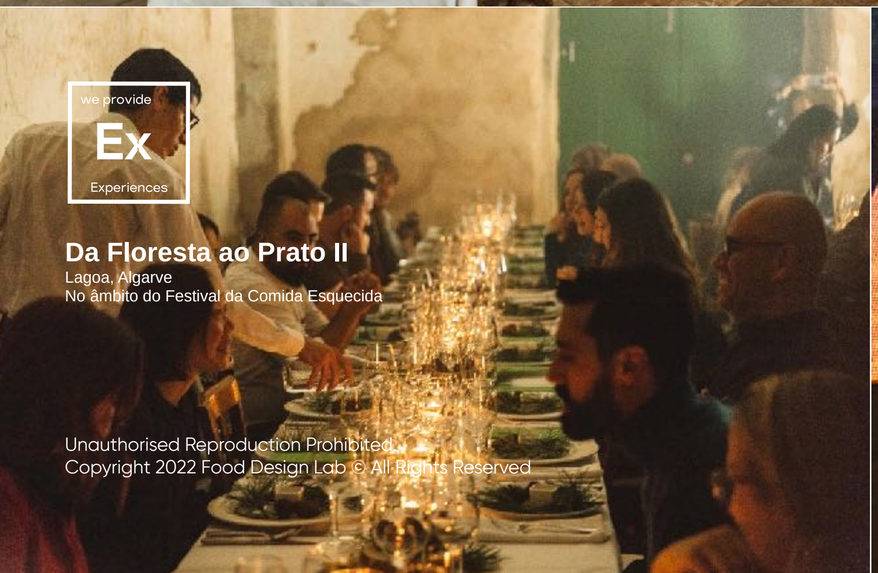


we provide Ex Experiences

Da Floresta ao Prato II

Lagoa, Algarve
No âmbito do Festival da Comida Esquecida

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Da Floresta ao Prato III
São Brás de Alportel, Algarve
Festival da Comida Esquecida

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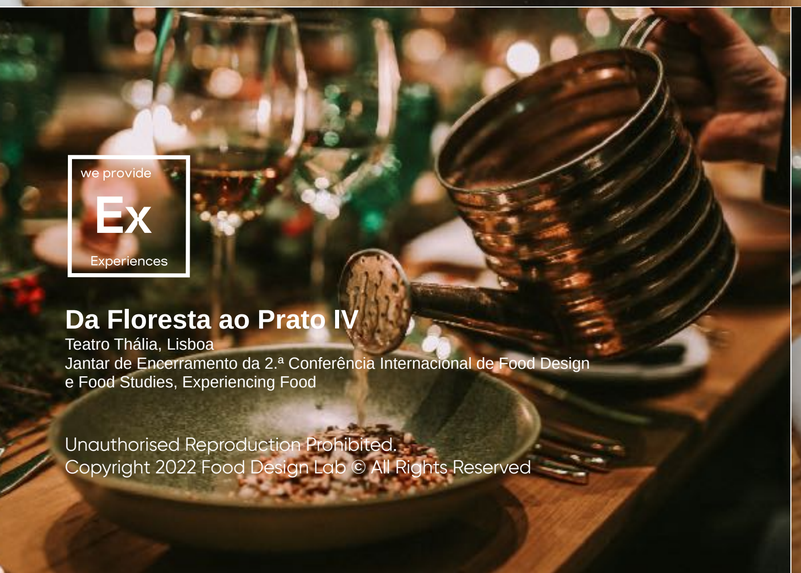












we provide
Ex
Experiences

Da Floresta ao Prato IV
Teatro Thália, Lisboa
Jantar de Encerramento da 2.ª Conferência Internacional de Food Design
e Food Studies, Experiencing Food

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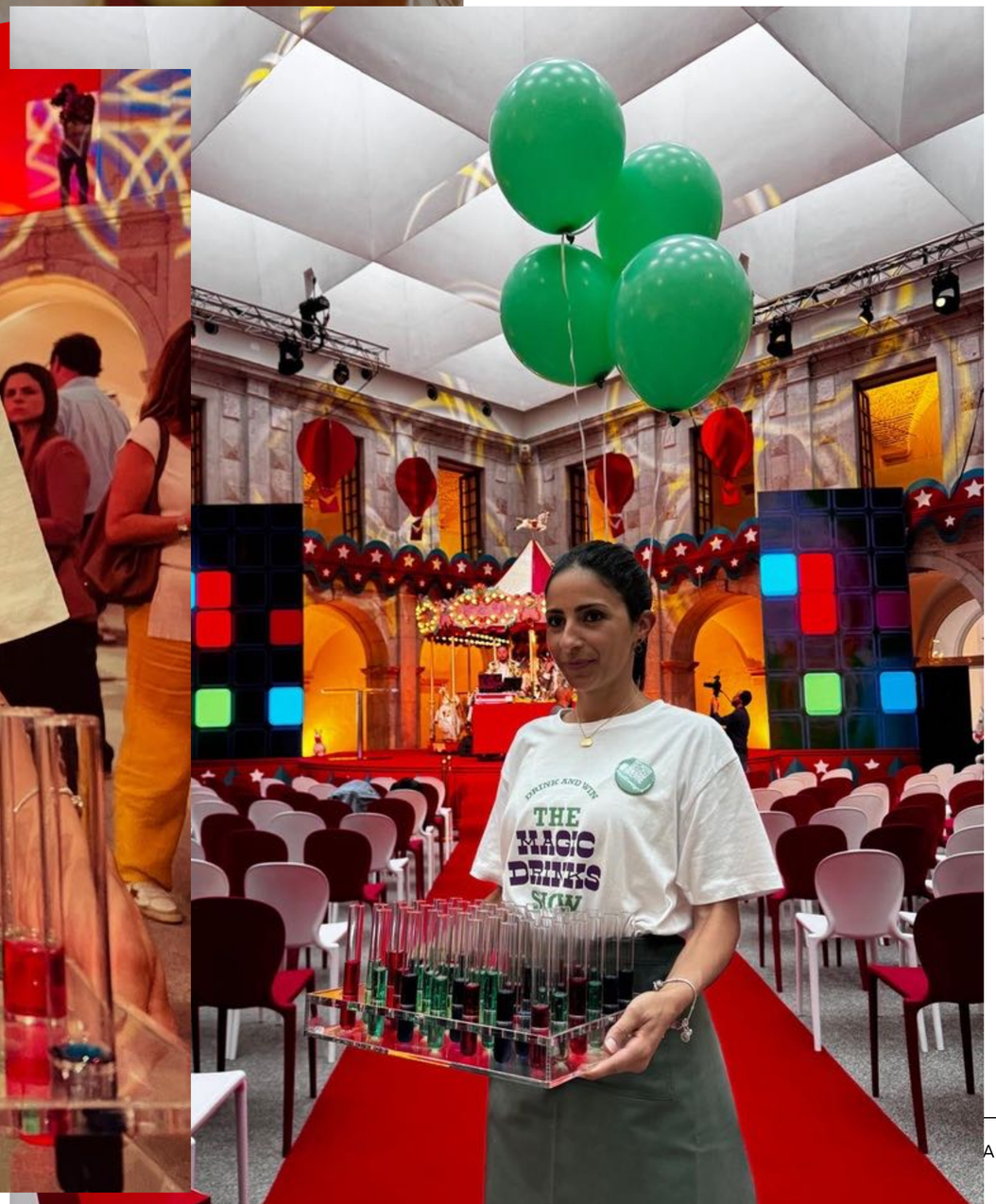


Brand Activation & Self-Projects

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FOOD (EN)VISION THINKING THE FUTURE OF DESIGN IN FOOD

2023
Client: Self-Project
Venue: Bite Club

The Food (En)vision project explores the role of food design as a tool for education, sustainability, and social change. It aims to make food design more tangible, accessible, and engaging by fostering discussions on food systems, habits, and sustainability through interactive experiences. A key feature is the Jefferson's Dinner, where multidisciplinary stakeholders engage in dialogue over a plant-based menu, using design thinking to address food-related challenges. The project emphasises gastronomy as a driver for education, culture, and sustainability, aiming for a more responsible and regenerative food system.



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FOOD (EN)VISION THINKING THE FUTURE OF DESIGN IN FOOD

2023
Client: Self-Project
Venue: Bite Club







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O
F LAB

2023
Client: Self-Project
Quinta da Pimenteira





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OPENING
FOOD DESIGN LAB

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2023
Client: Self-Project
Quinta da Pimenteira



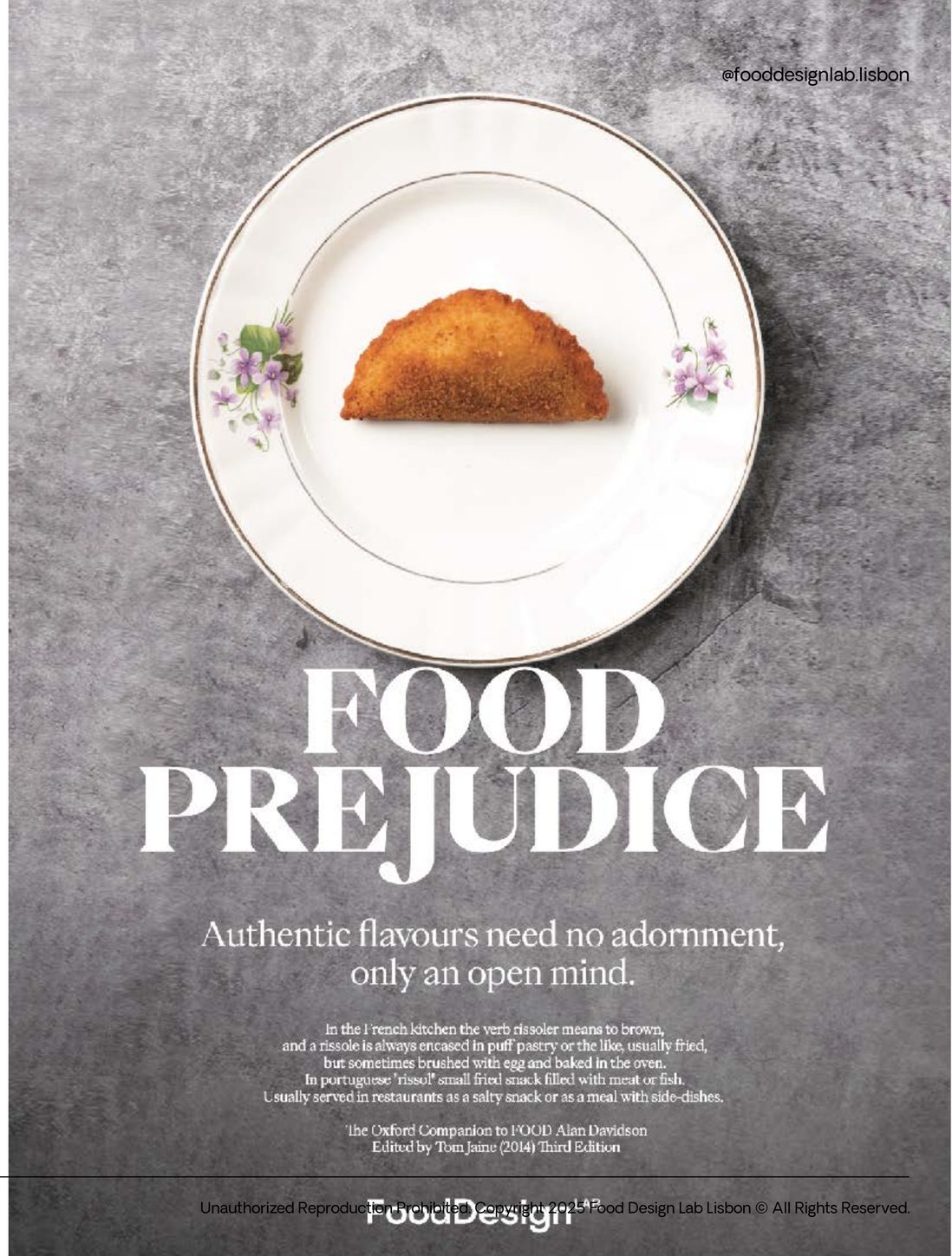


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FOOD PREJUDICE

2024
The Prejudice of Food, Tastes of Identity
Ricardo Bonacho

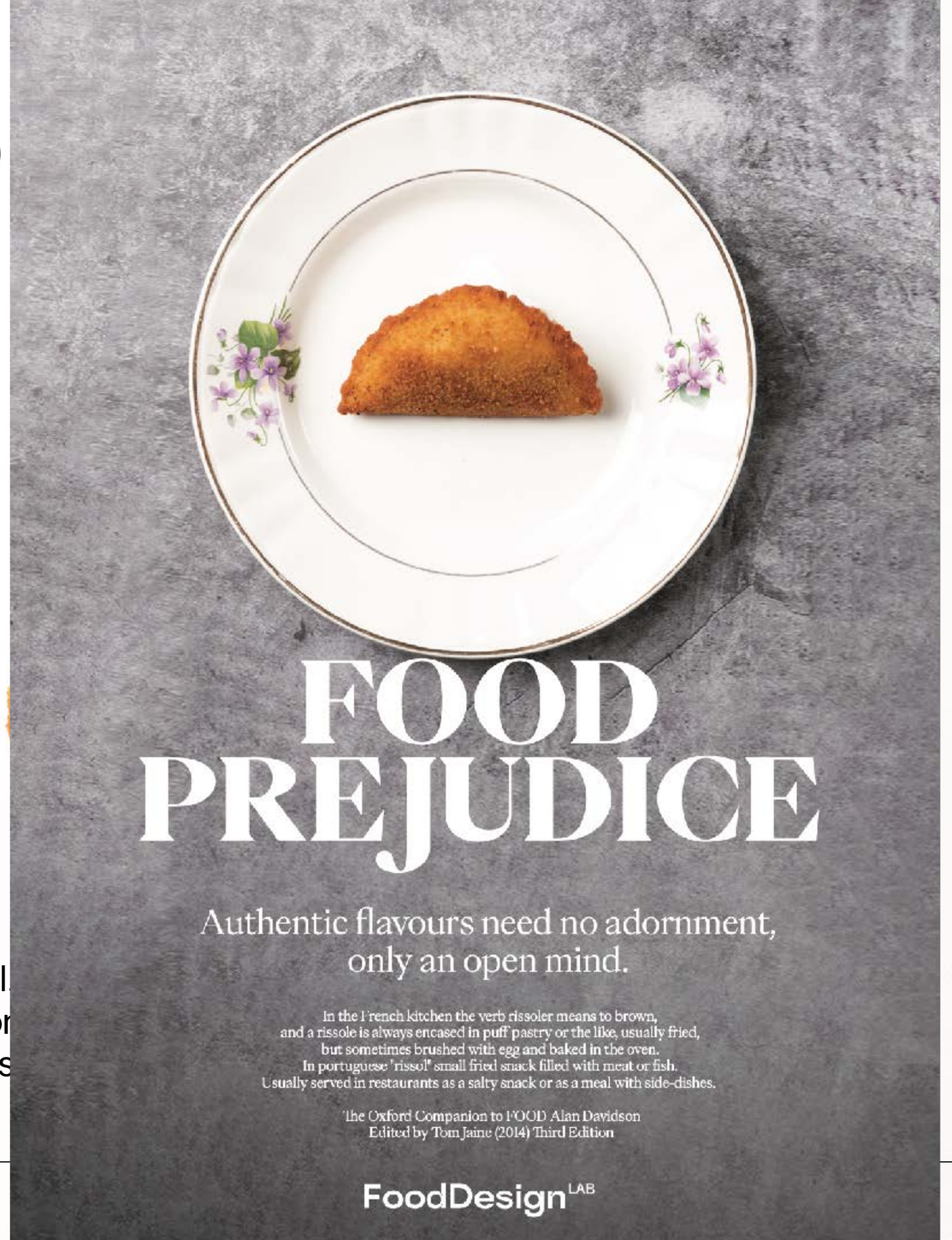
The rissole ("rissol" in Portuguese) is a salty snack often misjudged and misunderstood. Its unpretentious appearance and humble exterior can deceive the untrained eye, but within lies a richness waiting to be uncovered by those looking beyond the cover. The rissole inquires us to rethink our preconceptions and value what is not immediately apparent. It reminds us that genuine appreciation comes from the willingness to explore, taste, and comprehend what lies within, provoking us to embrace the hidden messages behind food.

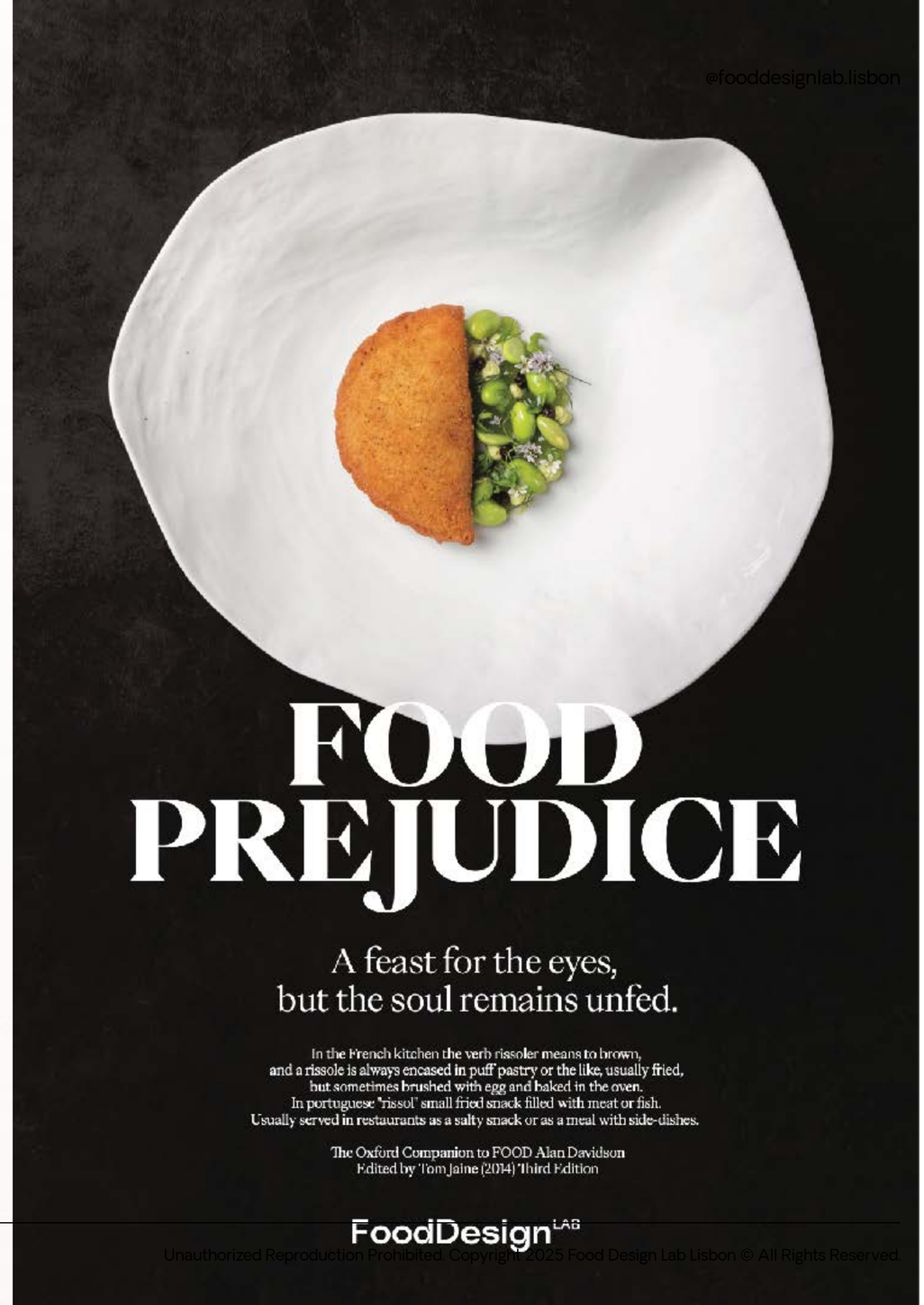


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FOOD PREJUD

2024
The Prejudice of Food, Tastes of Identity
Ricardo Bonacho





“In the humble rissol
sustainability are cor
even small choices s

Bonacho, 2024

O|O

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ELISAVA

GIRA o poder está em ti

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MARKETEER Estratégia, Marketing & Negócios

eshte Escola Superior de Hotelaria e Turismo do Estoril

IMPPACTO CATERING & EVENTOS

Apolónia O Verdadeiro Supermercado.

Sintra Câmara Municipal

gráffica.

mugaritz

MAC madrid culinary campus Comillas Universidad Pontificia vocento

U.PORTO Faculdade de Ciências da Nutrição e Alimentação Universidade do Porto

Portugal Foods Atlantic meets Mediterranean

Locals

AHRESP Respostas para o futuro desde 1898

Tagus Valley Parque de Ciência e Tecnologia

Barcelona Food Design Lab by Elisava

POLIFACTORY Politecnico Milano 1863

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Food Design Lab Research

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FOOD DESIGN LAB RESEARCH



At Food Design Lab Lisbon, research is at the heart of our mission to shape the future of food. We collaborate on both national and international projects, bridging academia and industry to explore the intersection of gastronomy, design, sustainability, and technology. Our research drives innovation and influences both academic discourse and professional practice. Through thorough research and strategic partnerships, we propel innovation that redefines how we think about, create, and experience food.

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International Collaborations

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INTERNATIONAL COLLABORATIONS



At Food Design Lab Lisbon, food is more than just a meal—it's a playground of flavors, textures, and emotions. We create immersive gastronomic experiences that blur the boundaries between fine dining, art, and storytelling, turning every bite into a multisensory journey. From interactive tasting menus to theatrical dining encounters, we invite guests to explore food unexpectedly—where sight, sound, touch, and emotion enhance the experience. Whether it's a playful twist on a classic dish or a fully immersive culinary performance, we transform dining into an unforgettable adventure, demonstrating that food is meant to be tasted, felt, and experienced.

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EFOOD2024

EFOOD17
Experiencing Food: Designing Dialogues
Lisbon - Portugal

EFOOD19
Experiencing Food: Designing Sustainable & Social Practices
Lisbon - Portugal

EFOOD22
Experiencing and Envisioning Food: Designing for Change,
Lisbon - Portugal

EFOOD26
(to be defined) Barcelona - Spain

2024
4th International Food Design and Food Studies Conference, Experiencing and Envisioning Food, Designing for Phygital Food Systems
efood24.elisava.net

Food Design Lab Lisbon is proud to collaborate with EFOOD—International Conference on Food Design and Food Studies, a leading platform exploring the intersection of food, design, and innovation. Through this partnership, we engage in research, education, and creative projects that challenge the limits of food design and sustainability. This collaboration enhances our dedication to redefining the role of food design in society and shaping the future through design, creativity, and interdisciplinary research.



2024
EFOOD2024
Keynote Lecture by Marije Volgelzang

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ELISAVA NEW DEGREE IN DESIGN FOR THE FOOD SYSTEMS

ELISAVA

Food Design Lab Lisbon is a partner and supports the New Degree in Design for the Food Systems of Elisava Barcelona School of Design and Engineering

In the Bachelor in Design for Food Systems, taught by Elisava and CETT, we train designers with a transdisciplinary profile at the intersection between design and food, capable of acting with critical thinking from design for food systems and sustainability, covering from the primary sector to the final product or service.



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B(i)TES EXHIBITION

Venue: ELISAVA Barcelona School of Design and Engineering

B(i)TES – Mapping Food Design through Phygital Food Systems, an exhibition proposed by Elisava in collaboration with FORK, Food Design Lab Lisbon, and Foodscapes, reimagines the concept of recipes as a powerful interface for envisioning the future of Food Design. This exhibition sees recipes as more than just cooking instructions but a bridge between the physical and digital worlds, reflecting our interconnected cultural, ecological, and political realities. Visionary food designers were encouraged to expose comprehensive recipes beyond the kitchen, mapping new territories and showing environmental impact on political structures and social systems.



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B(i)TES

Venue: ELISAVA Barcelona School of Design and Engineering





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BOOTCAMP REGENERATIVE FOOD DESIGN

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Co-organised with

FORK

2024

Concept, Organisation, Visual Identity

Organised by Food Design Lab, to Vivid Farms, the International Bootcamp is a pioneering initiative that brings together students, teachers, and professionals to explore the intersection of food design and regenerative agriculture. Focused on restoring soil health, promoting biodiversity, and rethinking food systems, this program highlights the critical role of design in shaping sustainable agricultural practices. By integrating systemic design thinking with regenerative food solutions, participants develop innovative approaches that ensure both environmental resilience and nutritional quality. This initiative underscores the urgency of shifting toward regenerative models, reinforcing that healthy food starts with healthy soil and that food design is a key driver in creating a truly sustainable food future.

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BOOTCAMP REGENERATIVE FOOD DESIGN

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Concept, Organisation, Visual Identity





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INTERNATIONAL BOOTCAMP

REGENERATIVE FOOD DESIGN

For healthy and sustainable food systems

VIVID FARMS | FOOD DESIGN LAB | THE FORK

Regenerative agriculture.

Restoring soil health and promoting bioversity.

13-19 OCTOBER 2024

SANTARÉM | PORTUGAL

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BOOTCAMP REGENERATIVE FOOD DESIGN

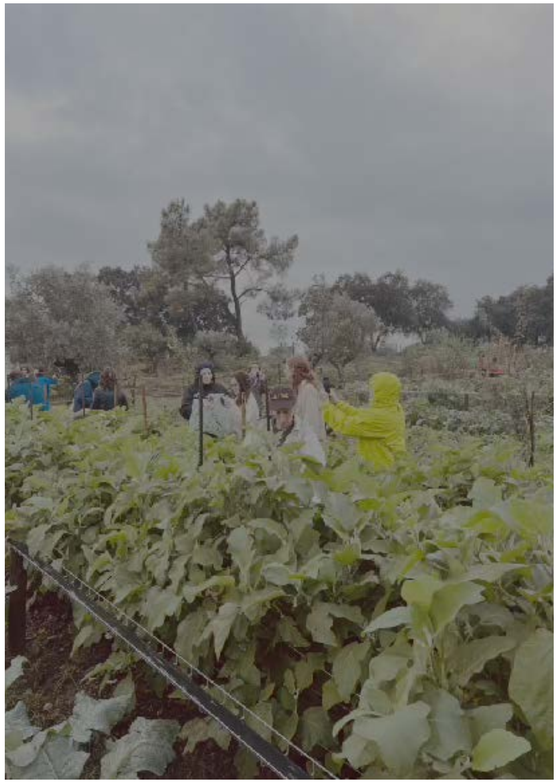
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2024

Concept, Organisation, Visual Identity







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BOOTCAMP REGENERATIVE FOOD DESIGN

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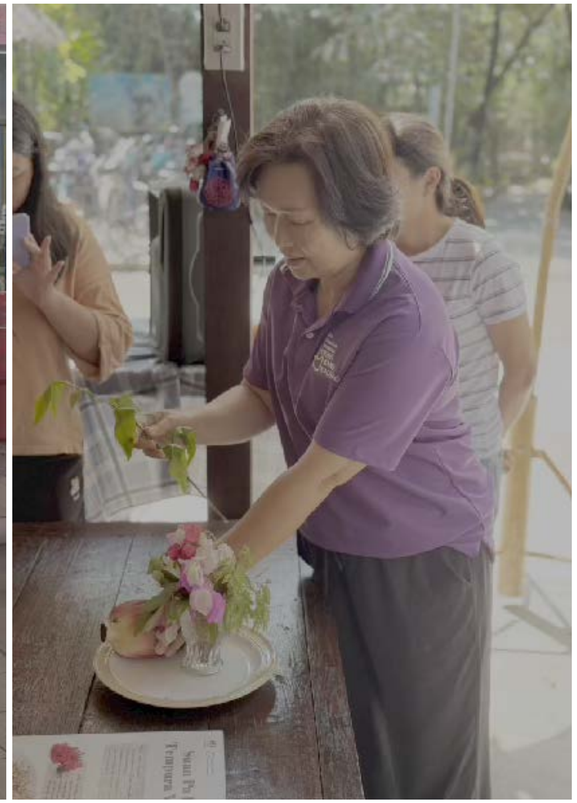
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BOOTCAMP BANGKOK FOOD UNCENSORED

Co-organised with

FORK







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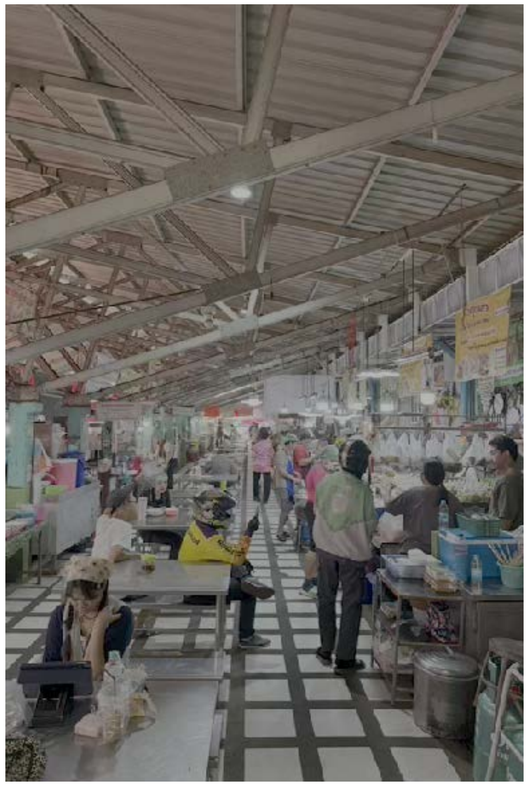


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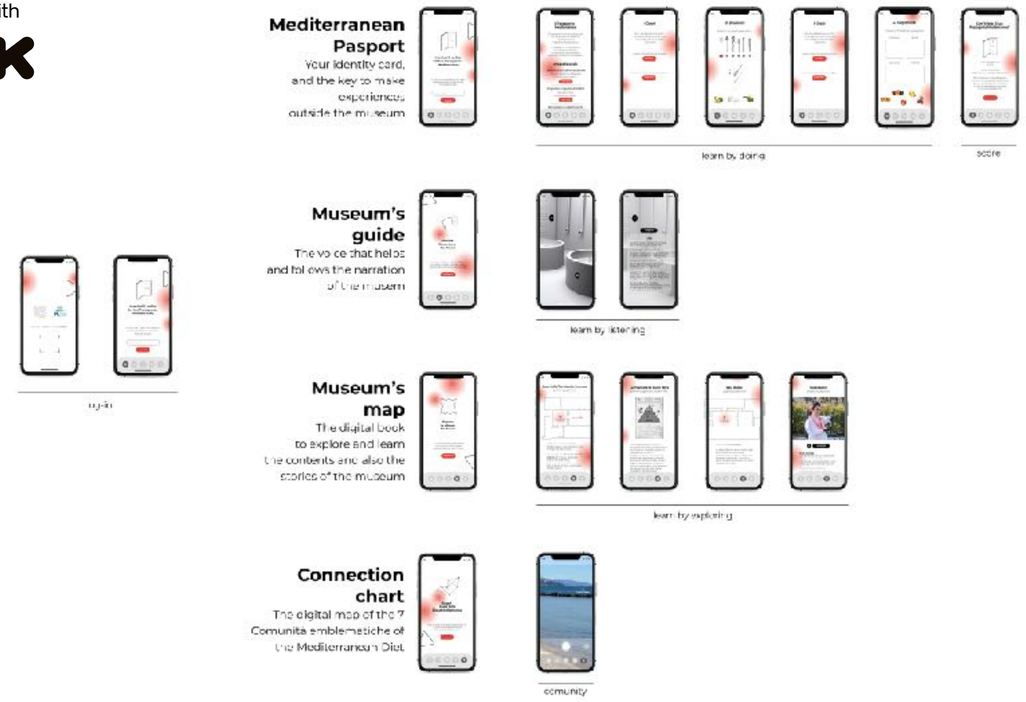


BOOTCAMP MUSEO VIVENTE DELLA DIETA MEDITERRANEA DI PIOPPI

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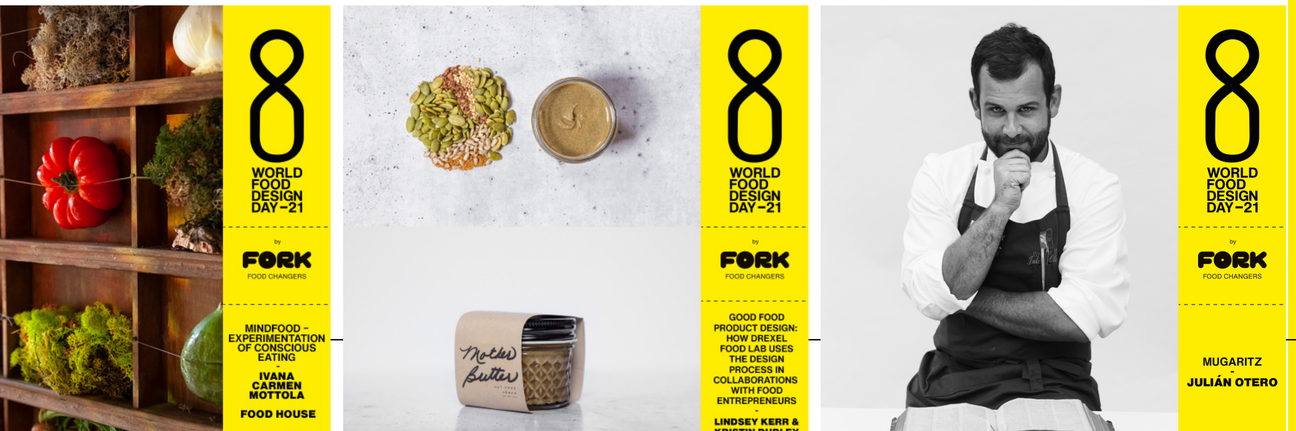
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WORLD FOOD DESIGN DAY 2021, 2022, 2023, 2024

An initiative of

FORK





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WORLD FOOD DESIGN DAY

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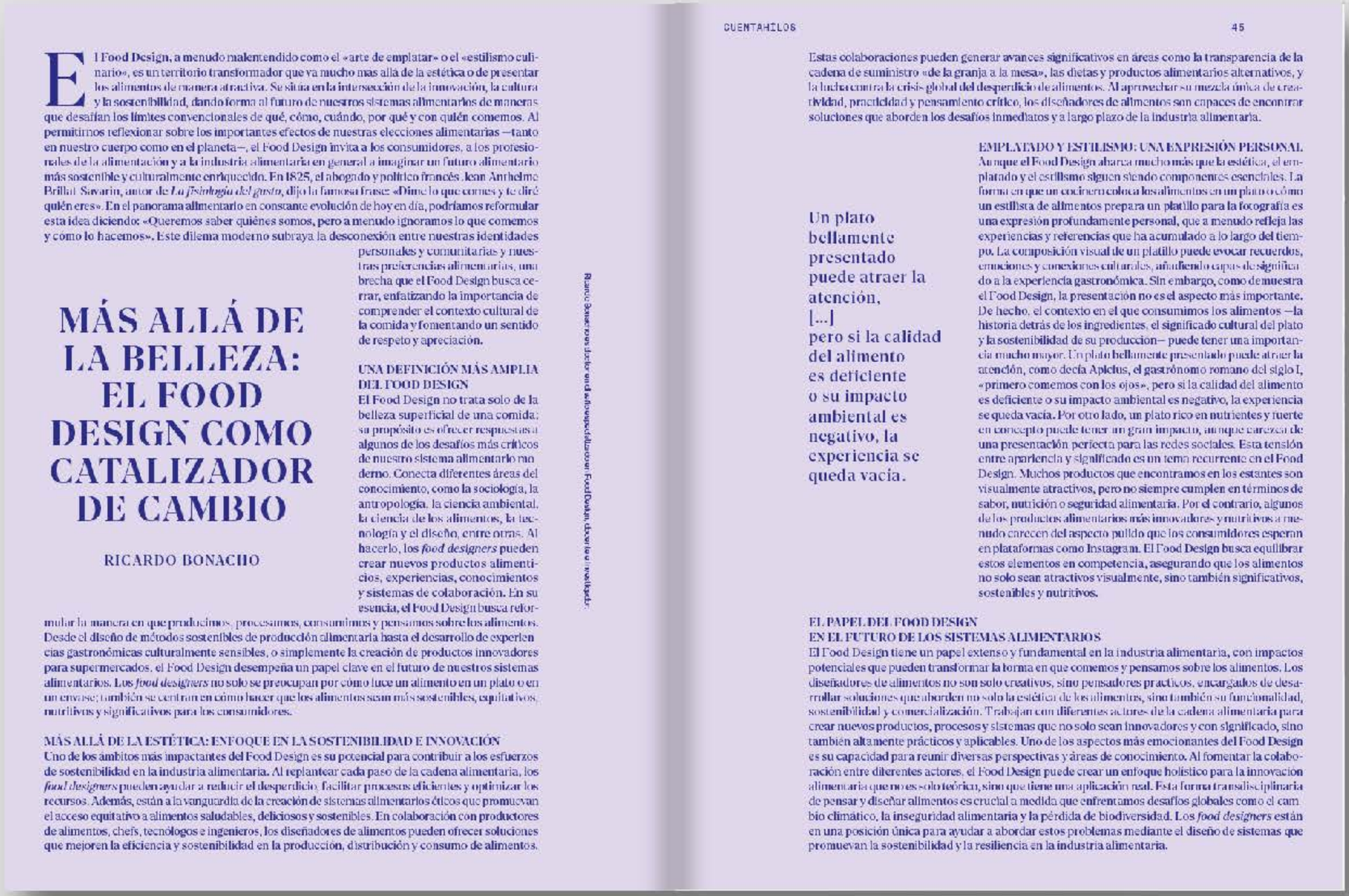
Press

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GRÀFFICA

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El Food Design, a menudo malentendido como el «arte de emplatar» o el «estilismo culinario», es un territorio transformador que va mucho más allá de la estética o de presentar los alimentos de manera atractiva. Se sitúa en la intersección de la innovación, la cultura y la sostenibilidad, dando forma al futuro de nuestros sistemas alimentarios de maneras que desafían los límites convencionales de qué, cómo, cuándo, por qué y con quién comemos. Al permitirnos reflexionar sobre los importantes efectos de nuestras elecciones alimentarias —tanto en nuestro cuerpo como en el planeta—, el Food Design invita a los consumidores, a los profesionales de la alimentación y a la industria alimentaria en general a imaginar un futuro alimentario más sostenible y culturalmente enriquecido. En 1825, el abogado y político francés Jean Anthelme Brillat-Savarin, autor de *La fisiología del gusto*, dijo la famosa frase: «Dime lo que comes y te diré quién eres». En el panorama alimentario en constante evolución de hoy en día, podríamos reformular esta idea diciendo: «Queremos saber quiénes somos, pero a menudo ignoramos lo que comemos y cómo lo hacemos». Este dilema moderno subraya la desconexión entre nuestras identidades personales y comunitarias y nuestras preferencias alimentarias, una brecha que el Food Design busca cerrar, enfatizando la importancia de comprender el contexto cultural de la comida y fomentando un sentido de respeto y apreciación.

MÁS ALLÁ DE LA BELLEZA: EL FOOD DESIGN COMO CATALIZADOR DE CAMBIO

RICARDO BONACHO

Ricardo Bonacho is a doctor and a fellow specializing in Food Design, focusing on sustainable

UNA DEFINICIÓN MÁS AMPLIA DEL FOOD DESIGN

El Food Design no trata solo de la belleza superficial de una comida; su propósito es ofrecer respuestas a algunos de los desafíos más críticos de nuestro sistema alimentario moderno. Conecta diferentes áreas del conocimiento, como la sociología, la antropología, la ciencia ambiental, la ciencia de los alimentos, la tecnología y el diseño, entre otras. Al hacerlo, los *food designers* pueden crear nuevos productos alimenticios, experiencias, conocimientos y sistemas de colaboración. En su esencia, el Food Design busca reformular la manera en que producimos, procesamos, consumimos y pensamos sobre los alimentos. Desde el diseño de métodos sostenibles de producción alimentaria hasta el desarrollo de experiencias gastronómicas culturalmente sensibles, o simplemente la creación de productos innovadores para supermercados, el Food Design desempeña un papel clave en el futuro de nuestros sistemas alimentarios. Los *food designers* no solo se preocupan por cómo luce un alimento en un plato o en un envase; también se centran en cómo hacer que los alimentos sean más sostenibles, equitativos, nutritivos y significativos para los consumidores.

MÁS ALLÁ DE LA ESTÉTICA: ENFOQUE EN LA SOSTENIBILIDAD E INNOVACIÓN

Uno de los ámbitos más impactantes del Food Design es su potencial para contribuir a los esfuerzos de sostenibilidad en la industria alimentaria. Al replantear cada paso de la cadena alimentaria, los *food designers* pueden ayudar a reducir el desperdicio, facilitar procesos eficientes y optimizar los recursos. Además, están a la vanguardia de la creación de sistemas alimentarios éticos que promuevan el acceso equitativo a alimentos saludables, deliciosos y sostenibles. En colaboración con productores de alimentos, chefs, tecnólogos e ingenieros, los diseñadores de alimentos pueden ofrecer soluciones que mejoren la eficiencia y sostenibilidad en la producción, distribución y consumo de alimentos.

Estas colaboraciones pueden generar avances significativos en áreas como la transparencia de la cadena de suministro «de la granja a la mesa», las dietas y productos alimentarios alternativos, y la lucha contra la crisis global del desperdicio de alimentos. Al aprovechar su mezcla única de creatividad, practicidad y pensamiento crítico, los diseñadores de alimentos son capaces de encontrar soluciones que aborden los desafíos inmediatos y a largo plazo de la industria alimentaria.

> Un plato bellamente presentado puede atraer la atención, [...] pero si la calidad del alimento es deficiente o su impacto ambiental es negativo, la experiencia se queda vacía.

EMPLATADO Y ESTILISMO: UNA EXPRESIÓN PERSONAL

Aunque el Food Design abarca mucho más que la estética, el emplatado y el estilismo siguen siendo componentes esenciales. La forma en que un cocinero coloca los alimentos en un plato o cómo un estilista de alimentos prepara un platillo para la fotografía es una expresión profundamente personal, que a menudo refleja las experiencias y referencias que ha acumulado a lo largo del tiempo. La composición visual de un platillo puede evocar recuerdos, emociones y conexiones culturales, añadiendo capas de significado a la experiencia gastronómica. Sin embargo, como demuestra el Food Design, la presentación no es el aspecto más importante. De hecho, el contexto en el que consumimos los alimentos —la historia detrás de los ingredientes, el significado cultural del plato y la sostenibilidad de su producción— puede tener una importancia mucho mayor. Un plato bellamente presentado puede atraer la atención, como decía Apicius, el gastrónomo romano del siglo I, «primero comemos con los ojos», pero si la calidad del alimento es deficiente o su impacto ambiental es negativo, la experiencia se queda vacía. Por otro lado, un plato rico en nutrientes y fuerte en concepto puede tener un gran impacto, aunque carezca de una presentación perfecta para las redes sociales. Esta tensión entre apariencia y significado es un tema recurrente en el Food Design. Muchos productos que encontramos en los estantes son visualmente atractivos, pero no siempre cumplen en términos de sabor, nutrición o seguridad alimentaria. Por el contrario, algunos de los productos alimentarios más innovadores y nutritivos a menudo carecen del aspecto pulido que los consumidores esperan en plataformas como Instagram. El Food Design busca equilibrar estos elementos en competencia, asegurando que los alimentos no solo sean atractivos visualmente, sino también significativos, sostenibles y nutritivos.

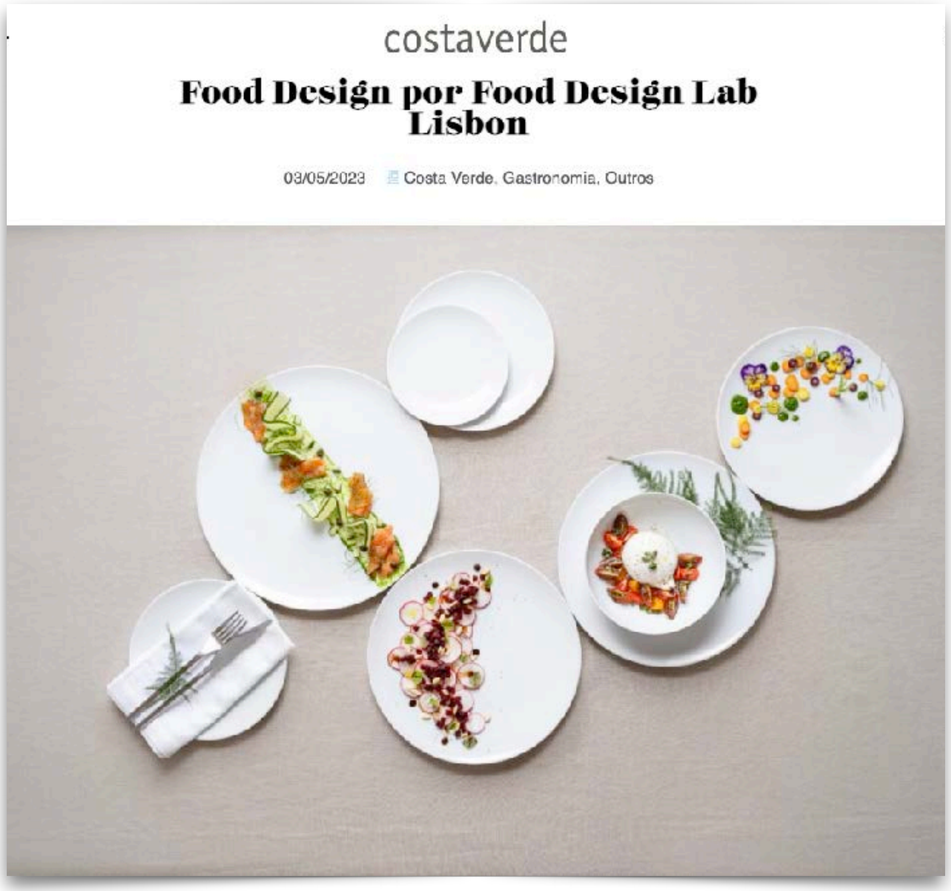
EL PAPEL DEL FOOD DESIGN EN EL FUTURO DE LOS SISTEMAS ALIMENTARIOS

El Food Design tiene un papel extenso y fundamental en la industria alimentaria, con impactos potenciales que pueden transformar la forma en que comemos y pensamos sobre los alimentos. Los diseñadores de alimentos no son solo creativos, sino pensadores prácticos, encargados de desarrollar soluciones que aborden no solo la estética de los alimentos, sino también su funcionalidad, sostenibilidad y comercialización. Trabajan con diferentes actores de la cadena alimentaria para crear nuevos productos, procesos y sistemas que no solo sean innovadores y con significado, sino también altamente prácticos y aplicables. Uno de los aspectos más emocionantes del Food Design es su capacidad para reunir diversas perspectivas y áreas de conocimiento. Al fomentar la colaboración entre diferentes actores, el Food Design puede crear un enfoque holístico para la innovación alimentaria que no es solo teórico, sino que tiene una aplicación real. Esta forma transdisciplinaria de pensar y diseñar alimentos es crucial a medida que enfrentamos desafíos globales como el cambio climático, la inseguridad alimentaria y la pérdida de biodiversidad. Los *food designers* están en una posición única para ayudar a abordar estos problemas mediante el diseño de sistemas que promuevan la sostenibilidad y la resiliencia en la industria alimentaria.

Ricardo Bonacho for Gràffica n°35,
Special Issue on Food Design edited by Mariana Eidler.

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COSTA VERDE



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Food Design por Food Design Lab Lisbon

03/05/2023 Costa Verde, Gastronomia, Outros



costaverde

Explorar a experiência multissensorial na alimentação por Food Design Lab Lisbon.

"Sem Design comer seria muito mais difícil e monótono". (Capela, 2013)

O ato alimentar, hoje, navega em dois sentidos: a conveniência e a rapidez do que comemos – pouco saudável por vezes – que nos permite ficar nutridos, ou não, e a experiência que pode ser apreendida por todos os sentidos, evocando memórias, sentimentos e emoções no consumidor. Partimos da ideia de que o alimento é necessário para a nossa sobrevivência, mas a sua dimensão cultural é posta em relevo pela sua ação social.

O Food Design, de todas as definições que encontramos, preocupa-se com a amplitude do sistema alimentar, seja um prato desenvolvido com técnicas de culinária avançada e apresentado por um chef, ou um alimento de produção industrial que chega ao consumidor por via de uma embalagem, através de uma longa cadeia de produção e distribuição.

É aqui que a importância dos sentidos se reflete na dimensão holística do que é o Food Design. Não podemos criar produtos, serviços e experiências sem que a dimensão sensorial seja pensada e trabalhada para que o consumidor possa usufruir da experiência de um modo pleno, ou pelo menos assim deveria ser.

A maior parte daquilo que absorvemos com os sentidos não é possível expressar por palavras. O aforismo *"o primeiro sabor é sempre com os olhos"* atribuído a Apicius (no século primeiro), é talvez a melhor expressão para descrever o sentido da visão no que diz respeito à alimentação. O modo como apreciamos a comida é extremamente sensorial, a informação que os sentidos nos fornecem é integrada de modo percetual e semântico, de maneira a proporcionar uma experiência global. O que as pessoas veem tem uma

Ricardo Bonacho for Costa Verde

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BOA CAMA BOA MESA

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André Gerardo (em cima) e Ricardo Bonacho (em baixo)

...ói conhecido no seio da Impacto, Catering & Eventos, mas tem autonomia e pode ser "servido" à parte para satisfazer qualquer projecto. O Food Design Lab é um espaço de experimentação, colaboração e partilha de conhecimento, dedicado a resolver problemas seguindo a metodologia do design diferente.

Fundado em Fevereiro de 2022 por Lucinda Pinto (partner e general manager, além de sócia da Impacto), Ricardo Bonacho (partner & food designer) e André Gerardo (partner & innovation chef), o Food Design Lab tem uma forte ligação ao catering, mas abrange múltiplas áreas: desenvolvimento de produtos, receitas e menus; criação de experiências gastronómicas; workshops; formação e consultoria; branding, packaging, food styling e fotografia; chef em casa; e organização de encontros e conferências.

Em entrevista à Marketeer, à margem do evento "Essência da Impacto" – para colaboradores e clientes, que mostrou o culminar da evolução da empresa familiar ao longo de duas décadas –, Ricardo Bonacho e André Gerardo abordam o Food Design Lab, a sua relação umbilical com a Impacto e a importância do design na resolução de problemas relacionados com a alimentação. E que lhes permitiu chegar a soluções como uma nova marca de refeições pré-prontas à base de leguminosas, algas e insectos (Nutri-Sustain), que levarão em breve aos linéares dos supermercados.

Como podemos definir o Food Design Lab? Não é só catering, mas também formação, criação de conceitos...

Ricardo Bonacho (RB): É um espaço de experimentação, cujo objectivo é trabalhar todas as questões relacionadas com a alimentação. Temos a Impacto como empresa parceira e uma ligação forte ao catering, mas o objectivo é o de resolver problemas na área da alimentação, que não têm de ser necessariamente uma experiência gastronómica, mas o desenvolvimento de um produto ou menu, consultoria, workshops... Temos uma forma de nos posicionarmos: todos os problemas que resolvemos são através de metodologias e ferramentas do Food Design. O que nos diferencia é olhar para a alimentação com uma visão mais holística, pensar em questões como a produção, o transporte, as embalagens... no fundo, o respeito por toda a cadeia de valor.

André Gerardo (AG): Cada vez mais, as pessoas querem viver experiências que explorem os cinco sentidos. E é isso que tentamos fazer: pegar num alimento e começar a "despi-lo" para explorar tudo aquilo que ele desperta nos nossos sentidos. Criamos experiências.



Quais as diferentes áreas da empresa e como se complementam?

RB: Numa experiência gastronómica, toda a componente sensorial é importante. Isso implica perceber que o conceito que queremos é transversal ao ambiente, seja música, iluminação, a própria interacção dos empregados, seja aquilo que está à mesa... tudo faz a diferença. No Food Design Lab desenvolvemos toda a parte conceptual do que é uma experiência gastronómica. Fazemos o desenvolvimento de menu, testamos, idealizamos espaços, pensamos na encenação e performance. Depois, a Impacto, com a sua estrutura logística, ajuda a implementar estas experiências gastronómicas, em eventos.

Na formação, temos workshops e cursos de curta duração, para profissionais da área, alunos ou curiosos. Temos parcerias com universidades e recebemos os alunos para desenvolverem projectos, numa relação win-win. Temos ainda um serviço de chef em casa, e projectos para a indústria alimentar.

AG: E realizamos projectos chave na mão em que ajudamos pessoas que querem abrir um restaurante a definir o conceito, formação de equipas, alinhamento de menu, food cost, fichas técnicas... Mas também podemos contribuir só com um dos módulos: por exemplo, se um restaurante quer desenvolver novos pratos e fichas técnicas, aí já não temos de formar equipas nem desenvolver layouts de cozinhas. É um serviço modular. Temos um serviço de A a Z, mas o cliente pode escolher só o "A" e o "B".

Na concepção de experiências gastronómicas, como decorre a criação?

AG: Utilizamos muito a metodologia de Food Design. Não pensamos só em comida, mas em tudo o resto. Somos três sócios com vocações totalmente diferentes e noitamos por nos complementar, juntamente com a restante equipa.

RB: Costumamos dizer que temos uma equipa multidisciplinar para resolver problemas transdisciplinares. Não podemos desenvolver um projecto gastronómico sem abarcar todas as experiências – se temos de desenvolver uma dieta, não o podemos fazer sem nutricionistas ou engenheiros alimentares, por exemplo. A mais-valia do Food Design Lab está nesta multidisciplinaridade.

AG: O facto de estarmos ligados ao mundo académico – com cadeiras na Escola de Hotelaria e o Ricardo na Universidade Europeia – também nos dá acesso ao talento de forma mais facilitada.

Mas em que consiste o Food Design?

RB: É um conceito que em Portugal continua a ser mal-entendido. Normalmente, as pessoas associam o Food Design a uma apresentação bonita ou a inspirational. Mas, não tem nada a ver com styling nem com apresentação, mas com a maneira como se abordam os problemas, como encontramos soluções e os processos que utilizamos.

Têm necessidade de o comunicar?

RB: Em Portugal, estamos sempre 10 ou 20 anos atrasados. Lá fora, já se fala do Food Design há muito tempo e os food designers são integrados nas equipas. Mesmo nas acções que temos feito a explicar o que é o Food Design Lab, ainda há pessoas que confundem o Food Design com o Food Styling? Claro que esta componente é importante, porque os olhos também comem. Mas o que é realmente importante é o que está por trás, a componente sensorial, a necessidade do consumidor, o produto com quem vamos trabalhar, os ingredientes que vamos colher cada a sazonalidade, como minimizamos o desperdício... É dessas que também temos de ter em conta a componente estética, mas não é esse o foco do nosso trabalho.

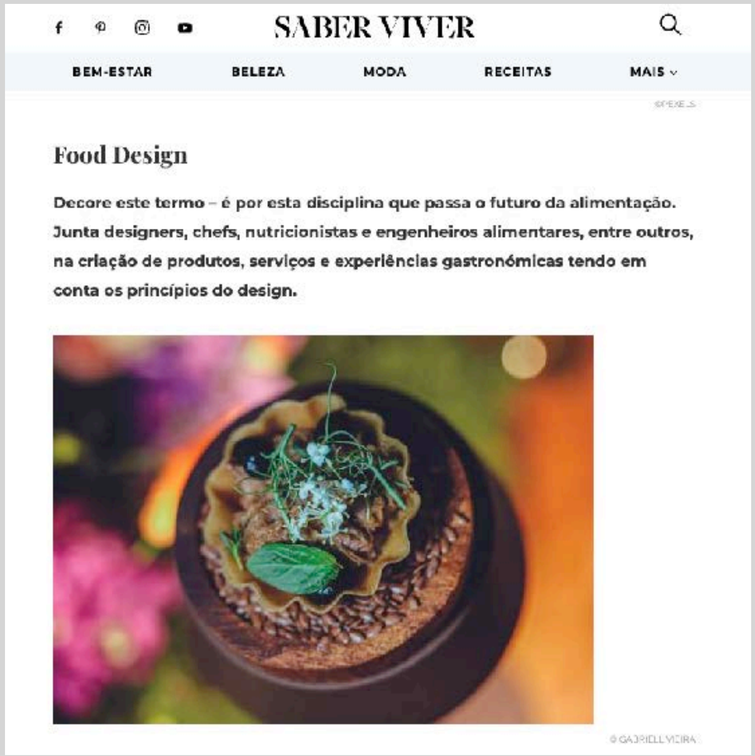
Quais os principais projectos que já contaram com a vossa participação?

RB: Este projecto ["Essência da Impacto"], que exigiu muito brainstorming, experimentação, equipas com áreas de conhecimento distintas para encontrarmos a

Interview with Executive Chef and Partner André Gerardo and Partner and Food Designer Ricardo Bonacho

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MARKETEER
SABER VIVER





Interview with Executive Chef and Partner André Gerardo and Partner and Food Designer Ricardo Bonacho

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INTERMAGAZINE

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2023

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O DESIGN NA CRIAÇÃO DE EXPERIÊNCIAS GASTRONÓMICAS: *ESSENTIA* – SENTIR QUEM SOMOS

ensaio
inter magazine
86 — 87

Text: Ricardo Bonacho*

O design é uma disciplina multifacetada e com uma enorme plasticidade que se adapta a vários domínios de conhecimento, e a gastronomia não é exceção. No passado dia 2 de novembro, o evento *Essentia – Sentir quem Somos*, numa colaboração entre a Impacto, Catering & Eventos e o Food Design Lab Lisbon apresentou uma experiência imersiva que demonstrou como o design desempenha um papel fundamental na criação de experiências através da comida, combinando ingredientes, técnicas e inovação num espaço projetado para estimular os sentidos.

O *Essentia* não foi apenas um jantar, mas uma narrativa culinária que convidou os comensais numa viagem de autodescoberta. Aqui, o design desempenhou um papel crucial na construção da narrativa, desde a escolha dos ingredientes à apresentação específica de cada suporte, que foram cuidadosamente selecionados e desenhados para a experiência. A narrativa começou mesmo antes de servir o primeiro prato, com um ambiente e espaço minuciosamente planeados para que a atmosfera estivesse enquadrada com a história que se pretendia contar. Começámos a experiência com a utilização de ingredientes de produtores locais e sazonais que conjugados com técnicas de cozinha avançada permitiram explorar os sentidos de um modo único. Aqui o design não teve uma intervenção meramente estética, foi considerada a funcionalidade e a forma como os convidados interagiram com a comida. Cada momento foi uma microexperiência, que combinou sabores, texturas, aromas e uma apresentação cuidada e minuciosa, com o intuito de tornar a viagem mais envolvente, e assim, estimular tanto o paladar quanto o olfato e a visão.

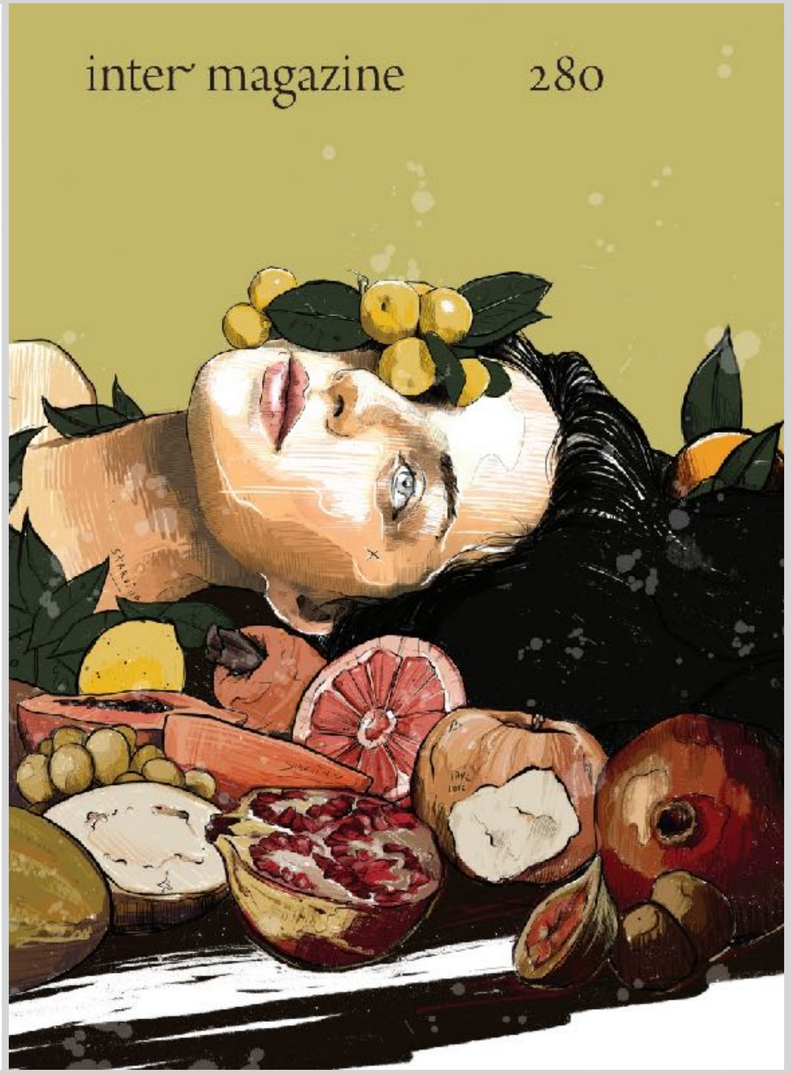
Além disso, o Essentia foi uma experiência de encenação, o comensal não foi mero espectador, mas parte da narrativa, a coreografia do serviço de sala, o *timing* da apresentação e a interação do chefe e das equipas contribuíram para uma sensação de estar dentro da história, facto que também foi reforçado com vídeos introdutórios e imersivos em cada momento. Cada prato foi um capítulo, e o comensal foi o protagonista da história cujos se centraram sobre a família; as pessoas; a natureza; Portugal; a inovação; a exigência e a emoção.

A inovação foi uma parte essencial do projeto, a equipa multidisciplinar por trás do evento estava empenhada em desafiar as normas convencionais do *catering*, adicionando valor à oferta tradicional. Sem receio de explorar novos sabores, novas técnicas e abordagens, e proporcionar aos participantes uma viagem única e surpreendente. Esta experiência veio reforçar a importância do design no desenvolvimento deste tipo de projetos, e isso é evidente nas palavras de alguns convidados que destacaram a natureza inesperada e deliciosa do Essentia. Cada momento foi uma surpresa agradável, e o chefe e a equipa conseguiram surpreender do início ao fim. O Essentia não foi apenas um jantar, mas uma história que fica na memória, uma narrativa que transcendeu a comida e envolveu os cinco sentidos. Como mencionado por Sofia Almeida da Universidade Europeia, é uma experiência que só pode ser verdadeiramente compreendida vivenciando-a.

A experiência Essentia demonstrou que o design não é apenas sobre estética, mas um fator diferenciador para a criação de experiências significativas. Foi um exemplo inspirador de como pode ser utilizado para contar histórias através da comida, envolvendo os sentidos e proporcionando momentos inesquecíveis aos comensais.

Essentia – Sentir quem Somos foi um exemplo conseguido de como o design desempenha um papel crucial na criação de experiências gastronómicas memoráveis. Foi um testemunho da amplitude do design na gastronomia e uma inspiração para todos os que desejam criar descobrir novas abordagens da gastronomia de um modo sensorial. ●

* Partner Food Design Lab Lisbon www.fooddesignlab.pt
Co-Founder F.O.R.K. Food Design for Opportunities, Research and Knowledge www.theforkorganization.com



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TALK TO US!
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SOMETHING SPECIAL

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