

DISCOVER THE FLAVORS OF YOUR CITY



DESIGN GOAL Create understanding between people from different cultures living in the same city, through food.

INTERACTION VISION I want to create a backpacking experience in your own city.

All ingredients for an authentic Turkish dish



recipe and cultural stories



THE CONCEPT My final design is a service where you can order baskets full of ingredients for an authentic dish from another culture. These baskets are composed by people from another culture living in the same city and contain a recipe and stories about that person/culture. Every week people can order a basket and pick it up at a typical shop/neighborhood of that culture. This will lower the barrier to visit the multicultural neighborhoods of their city and experience those cultures. The website www.flavorsofyourcity.com offers the opportunity to order the baskets. It also collects all recipes from past weeks and the ability to share experiences. The website introduces recipes via ambassadors of that culture, this shows the real people behind the recipes.



"Actually I would love to go to those foreign shops but they are so far and there are so many of them that I don't know which ones are the good ones."

"Belgian people don't know the real Turkish pizza, most Turkish pizza's sold are not the traditional ones eh, I tell the pizza we have is the real one."

"I asked a tagine for my birthday and now it's just standing there in the kitchen as decoration, I should find some recipes."



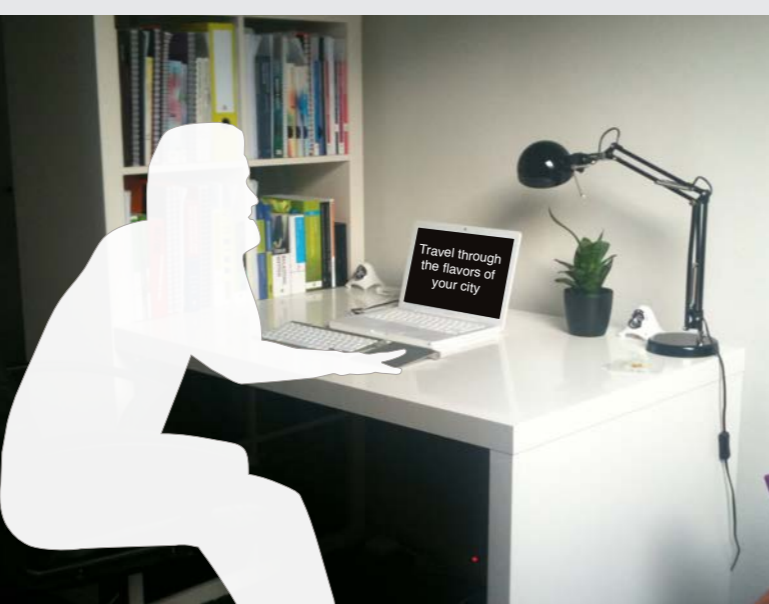
SCENARIO

You notice a window sticker, let's take a picture and visit the website at home.

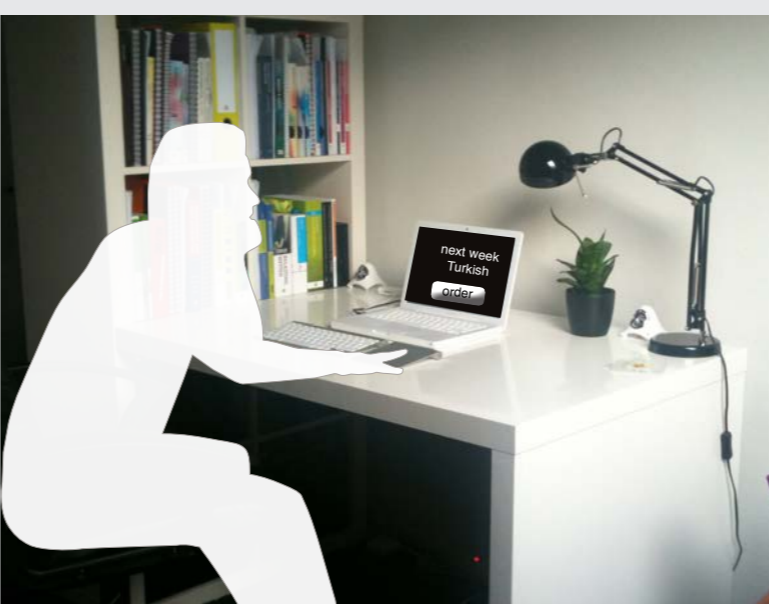


DISCOVER THE FLAVORS OF YOUR CITY MEMBER

Check out www.flavorsofyourcity.nl and discover what its all about.



Order a basket full of ingredients for an authentic Turkish dish.



Receive an invitation of the Turkish shopowner to his shop to pick it up.



Pick up your basket in the Turkish shop in the Turkish neighborhood.



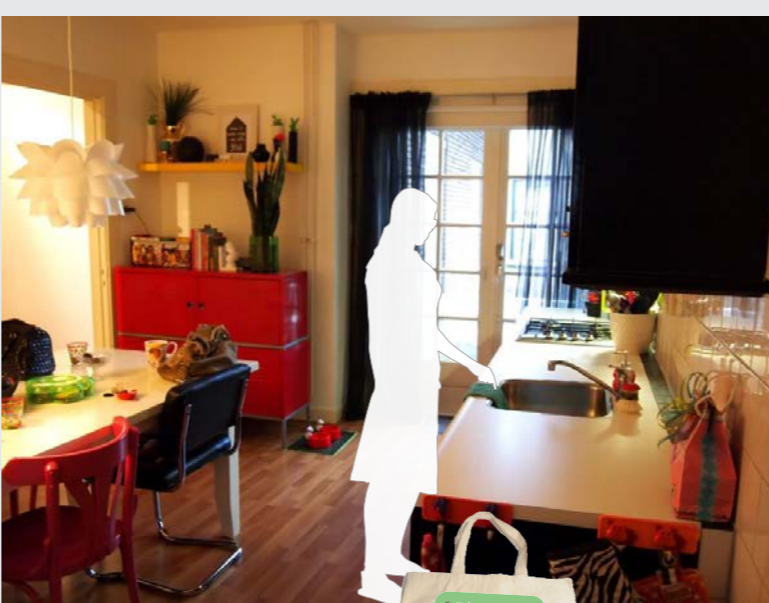
Enter the Turkish shop and show your invitation at the counter.



You will receive your basket with all the ingredients and instructions.



Cook the authentic dish at your house.



Enjoy your dinner with some friends!



Share your experiences on the website or look at other's experiences.

