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# insight

*food as a piece of art*

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*Exploring Interactions - 24/01/2012 - Pauline Wout*



create something that  
enables and inspires  
working couples to  
reduce the amount of  
food they waste.

*design goal*

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the interaction should  
feel like a designer  
making a moodboard  
and using it in a design  
project; a visual,  
clarifying tool.

*interaction vision*

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interaction qualities  
& physical  
properties.



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# interaction qualities & physical properties.

- *clarifying storage by visualizing*
- *overview & transparency ('magic' glass)*
- *white background*
- *food management at a glance*

*clarifying*

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# interaction qualities & physical properties.

- *making the abstract tangible*
- *consciousness of composition making*
- *presence ('magic' glass cover)*
- *decorative function (& appearance)*

*connecting*

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# interaction qualities & physical properties.

- *neutral base (white background)*
- *round shape*
- *flexible wires as storing system*

*flexible*

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# design details.

warmer



cool

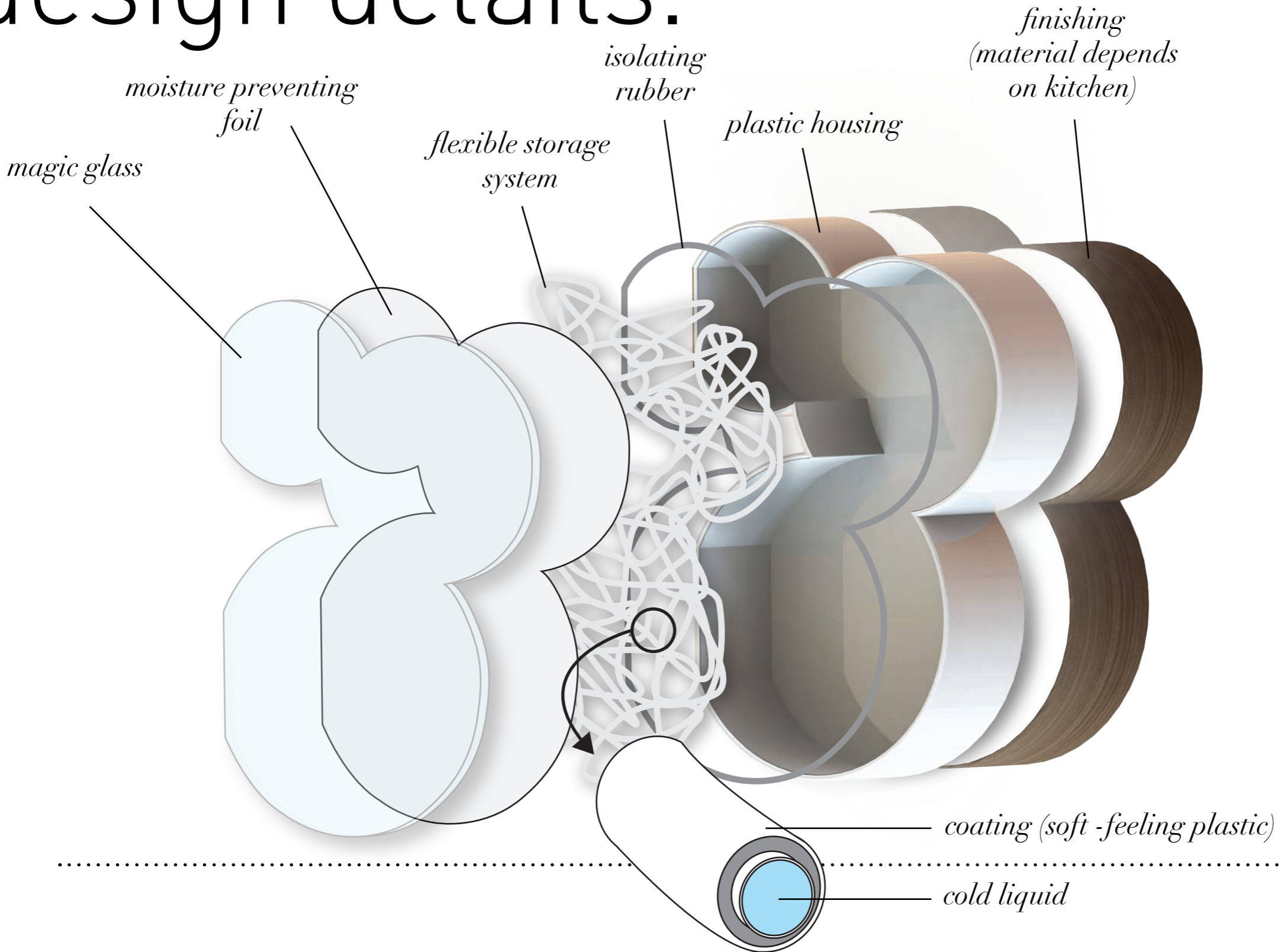
*temperature*

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# design details.



# evaluation study.

*"The product's transparency makes it easy to visualize combinations, in my view it's inspiring"*

*"I don't get the point of these climate zones, we just put everything in the same drawer"*

*"I would really like to have this in my kitchen, it's like a fruitbowl in your living room"*

*"It is very easy to check your storage if the food is present all the time, it just happens accidentally"*



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# recommendations.

- *temperature zones (explore knowledge & interactions)*
- *suitability for all food*
- *solid connection between housing & storage system*



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questions.

insight  
*food as a piece of art*

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# interaction qualities & physical properties.

- *visual storage*
- *overview*
- *food as a piece of art*

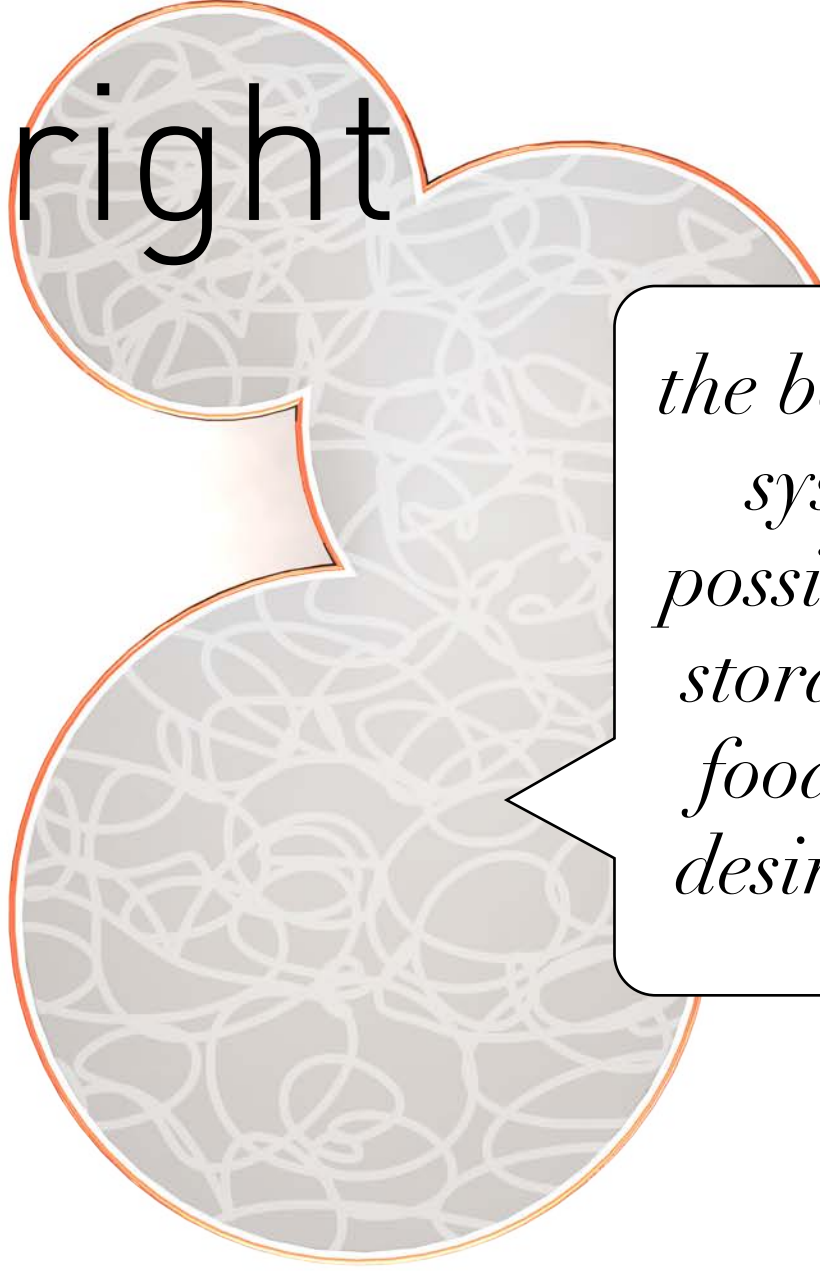


*inspiring*

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physical qualities  
evoking the right  
interaction.



*the bendable storage  
system makes it  
possible to shape the  
storage room to the  
food you own, to a  
desired composition*

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physical qualities  
evoking the right  
interaction.

*'magic glass' makes  
it possible to conserve  
the food the dark and  
make it visible when  
you enter the room*

*the bendable storage  
system makes it  
possible to shape the  
storage room to the  
food you own*

physical qualities  
evoking the right  
interaction.

*'magic glass' makes  
it possible to conserve  
the food the dark and  
make it visible when  
you enter the room*

*the bendable storage  
system makes it  
possible to shape the  
storage room to the  
food you own*

*the round shape  
evokes playful  
behaviour and  
emphasizes the food  
decorating the  
room*



physical qualities  
evoking the right  
interaction.

*the background  
and the storage  
system being white  
makes the food  
stand out*

*'magic glass' makes  
it possible to conserve  
the food the dark and  
make it visible when  
you enter the room*

*the storage system makes it  
possible to shape the  
storage room to the  
food you own*

*the rounded shape  
evokes playful  
behaviour and  
emphasizes the food  
decorating the*