

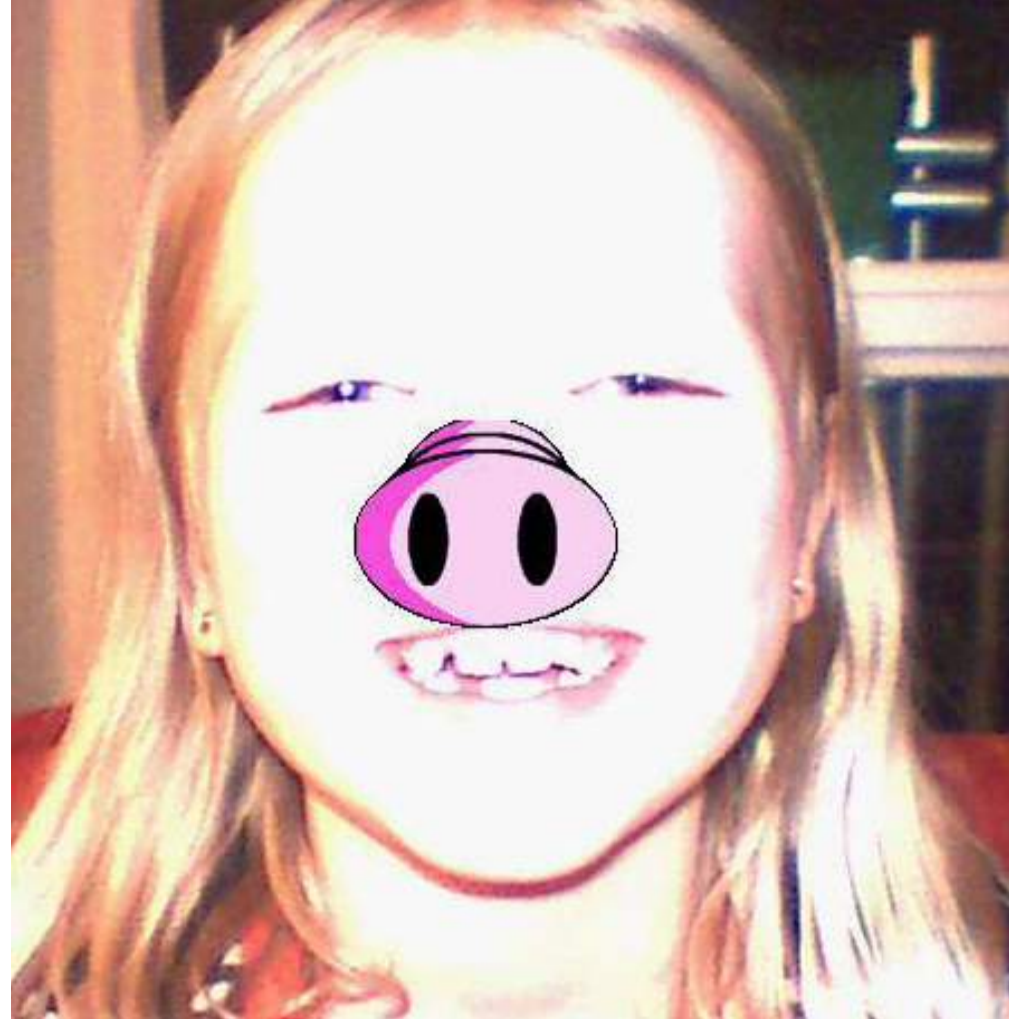
DESIGN GOAL

`To make children curious towards the meat eating habits of their family during dinner`

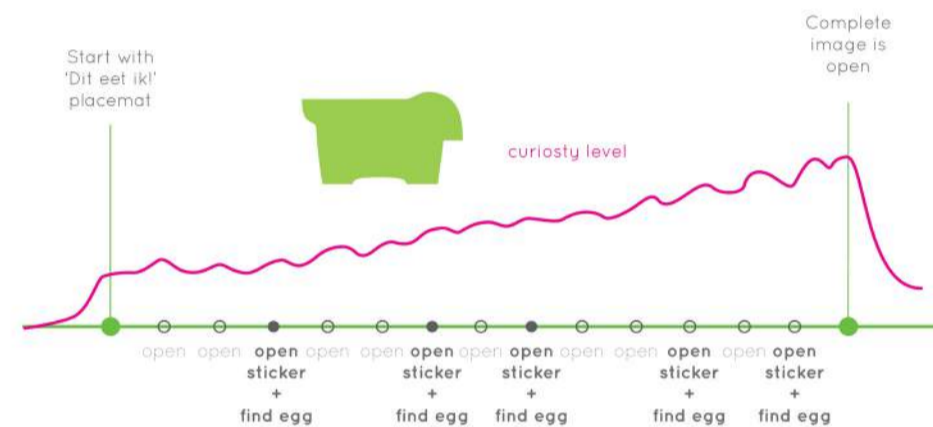
The Dit eet ik! - placemat is a product for children between 6-8 years old that creates a moment of interaction during every dinner. The illustration on the placemat triggers the child's curiosity to find the fifteen hidden eggs.

However at the start the entire placemat is still covered with a layer of stickers. Every day the child may take one of the stickers off, according to the type of food they are eating (pork, chicken, cow, fish or vegetarian).

This stimulates the child in a playful way to know every day what type of food they eat. During a month the illustration will slowly be revealed.

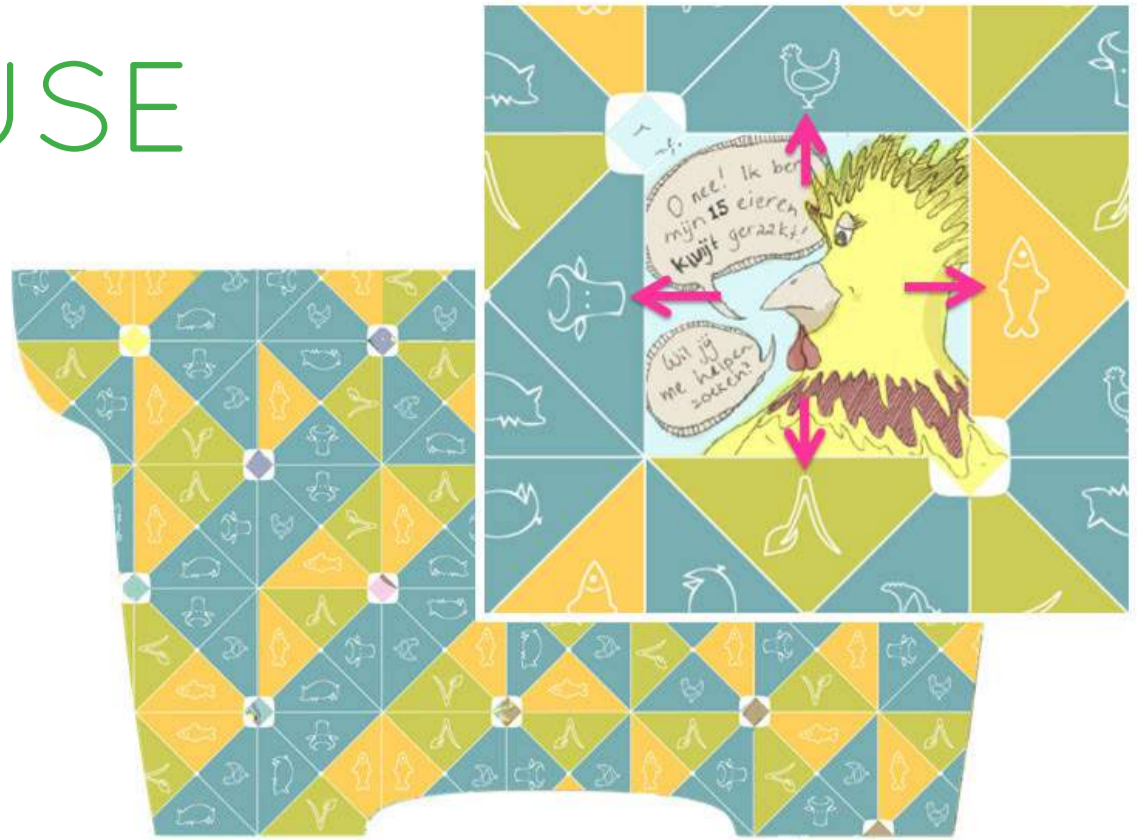


CURIOSITY LEVEL



PLACEMAT IN USE

START



AFTER 1 WEEK



AFTER 1 MONTH



MATERIALS

