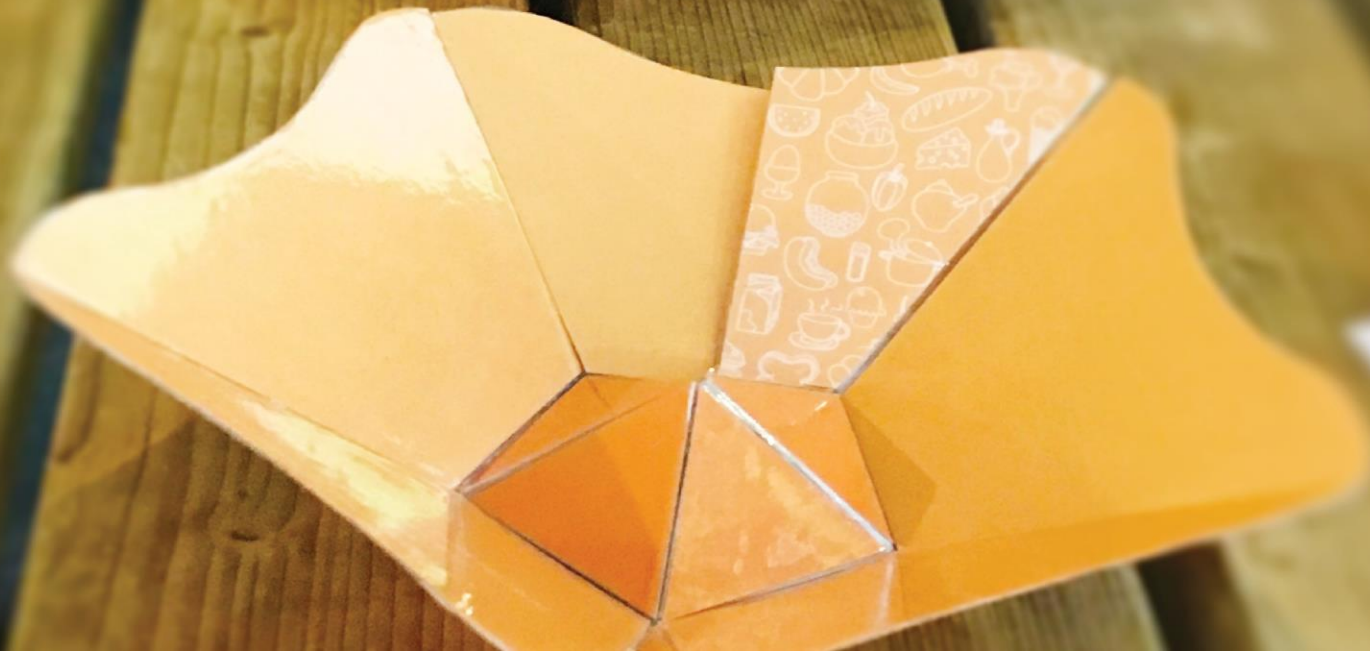


folding for food

exploring interactions
hannah goss



rotterdam markthal

> disposable containers



rotterdam markthal

> disposable containers



rotterdam markthal

> disposable containers



rotterdam markthal

> disposable containers





MARKT
HAL

102

...PUNTJE IS VERH...
...ORT KOMT HIER IETS

my design goal is to stimulate
visitors at the rotterdam markthal to
consume food in a sustainable way*.



*my interaction should feel
like building a sand castle*

characteristics & affordances

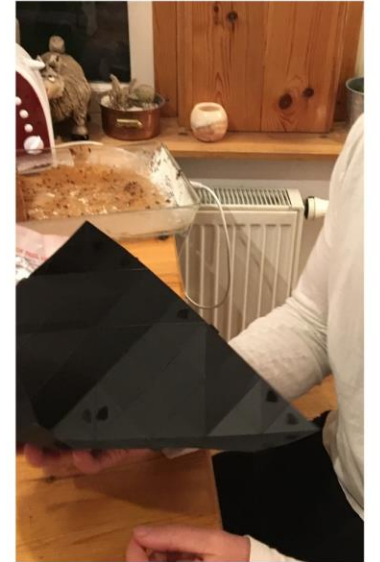
freedom
pride
stimulation
exploration

research question

> inspire & support exploration

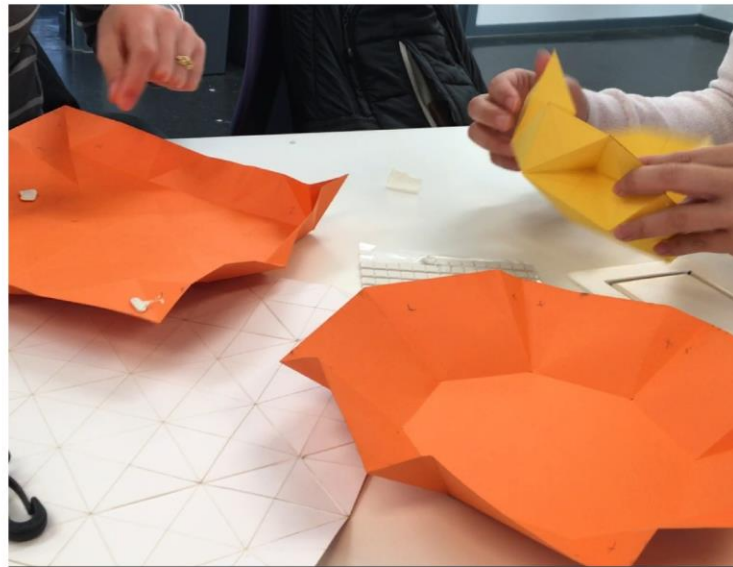
design exploration
folding paper

> exploration & stimulation



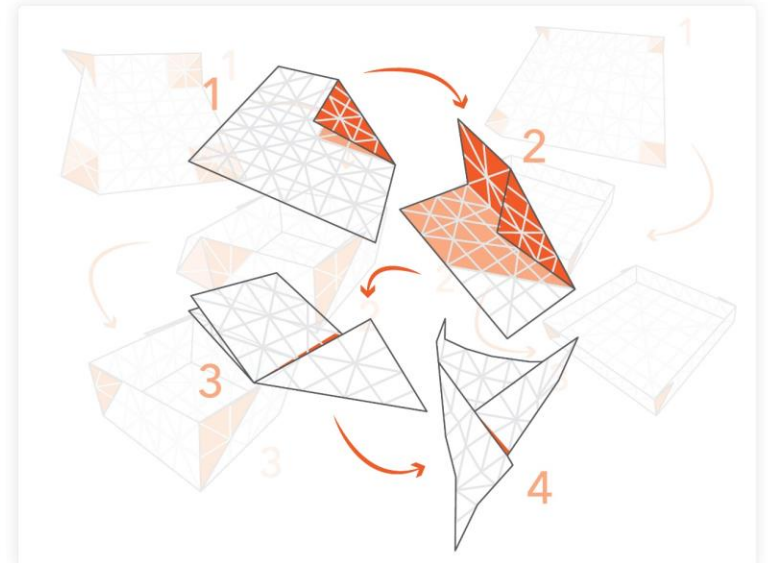
design exploration
**folding paper with
numbers**

> exploration & freedom



design exploration
**folding paper with
instructions**

> exploration & stimulation



design exploration
testing in context

> exploration, stimulation, & freedom



insights

1

ambiguity

2

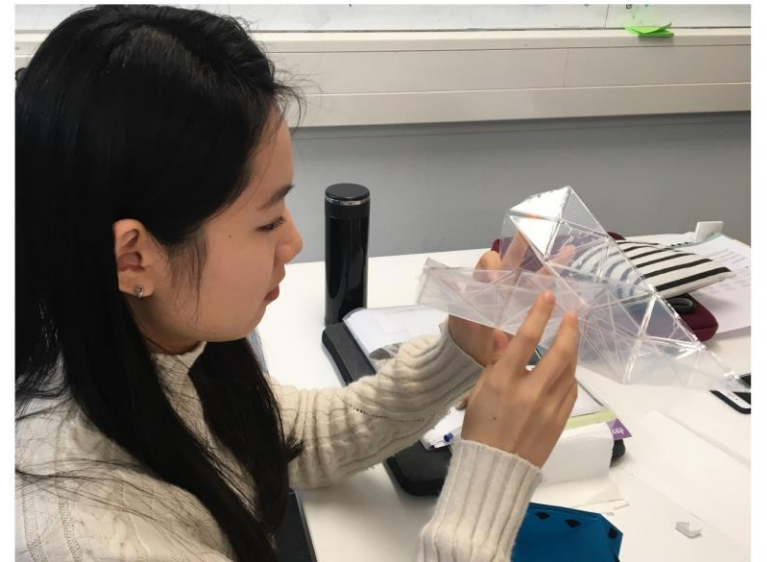
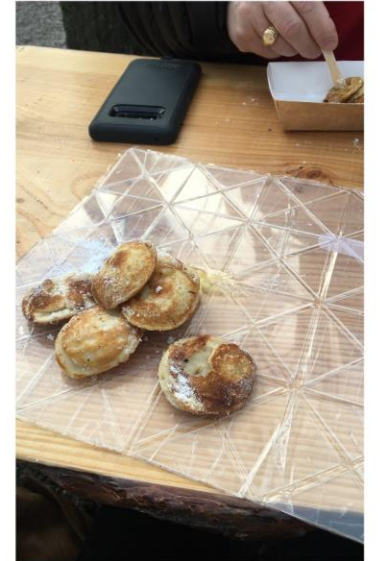
pride

3

levels of
interaction

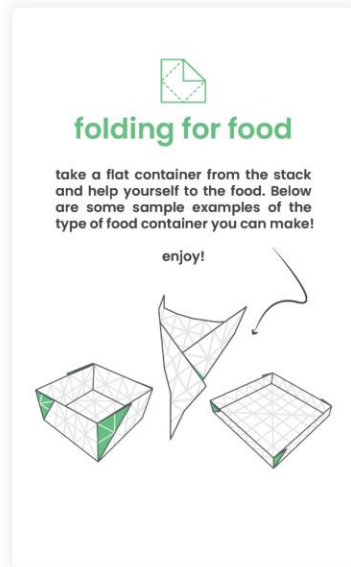


design exploration
living hinge

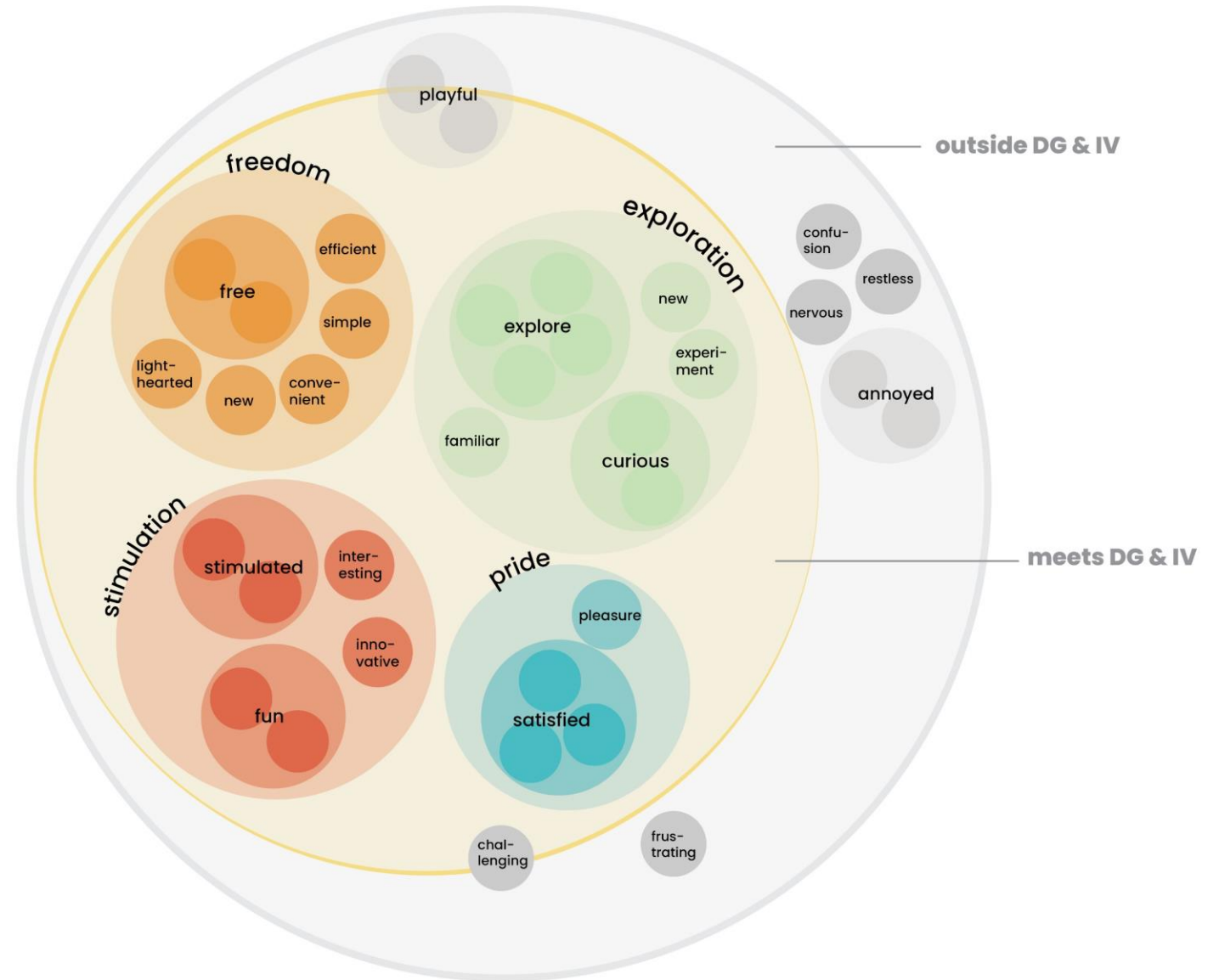


evaluation test 1

folding paper with illustrations



how to mitigate
negative reactions?



insights

1

ambiguity

2

pride

3

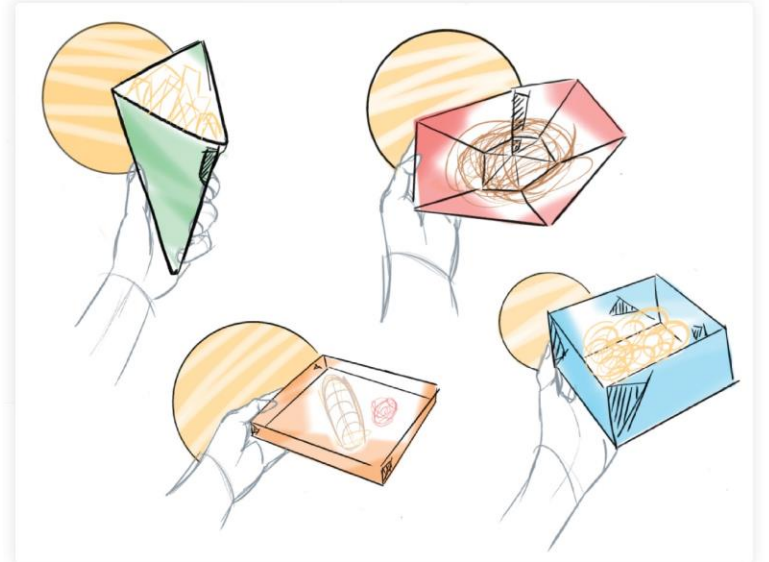
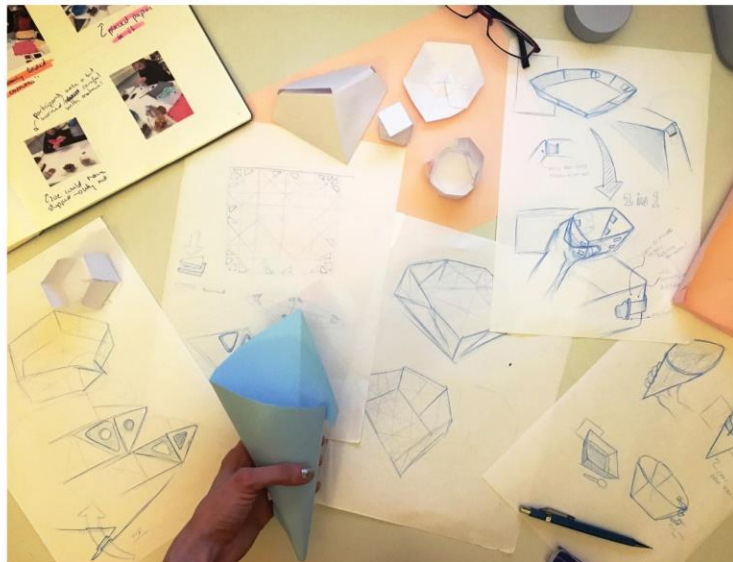
levels of
interaction

4

too many
options

design exploration
bowl, plate, box, cone

> exploration, freedom, & stimulation



insights

1

ambiguity

2

pride

3

levels of
interaction

4

too many
options

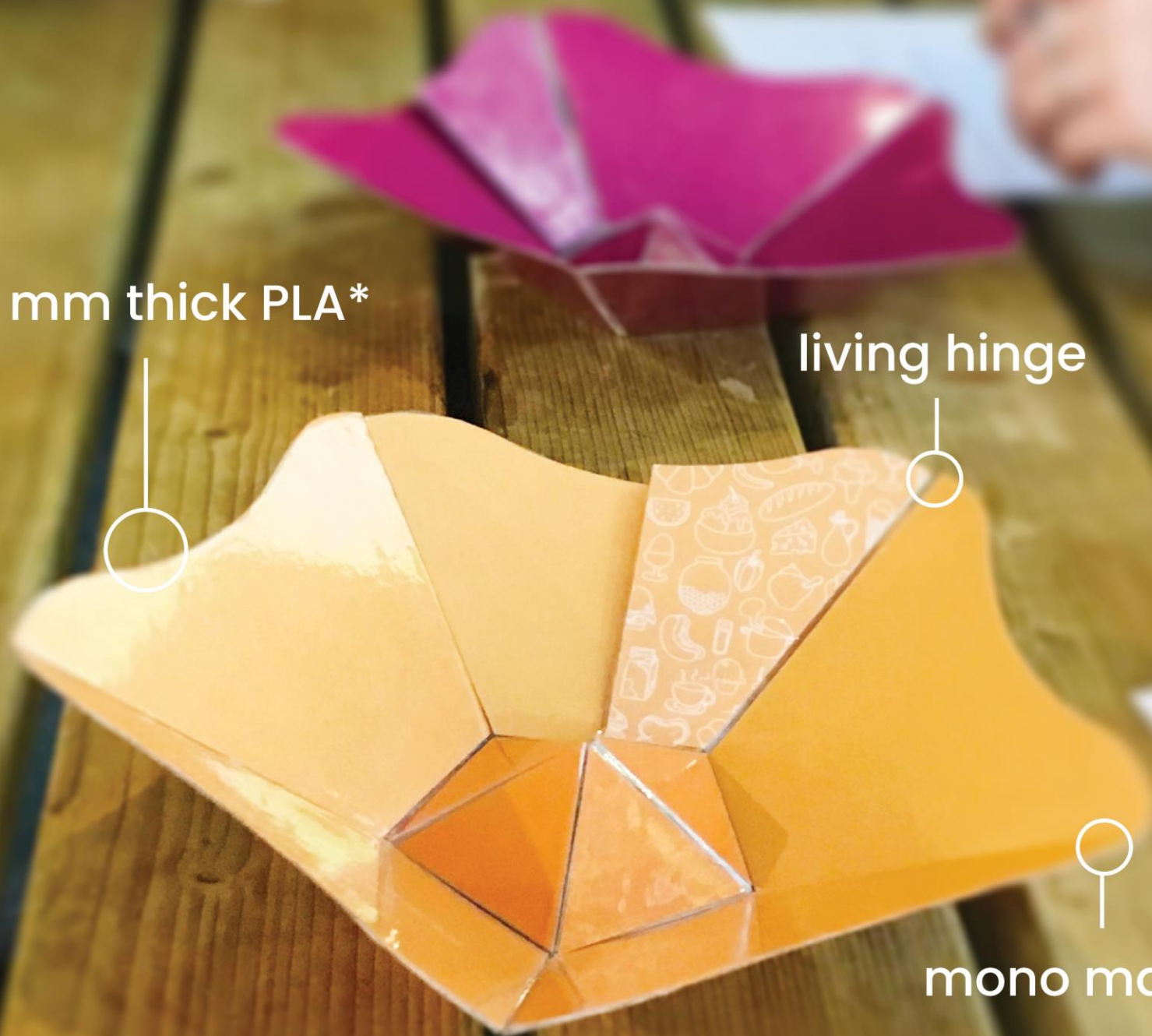
5

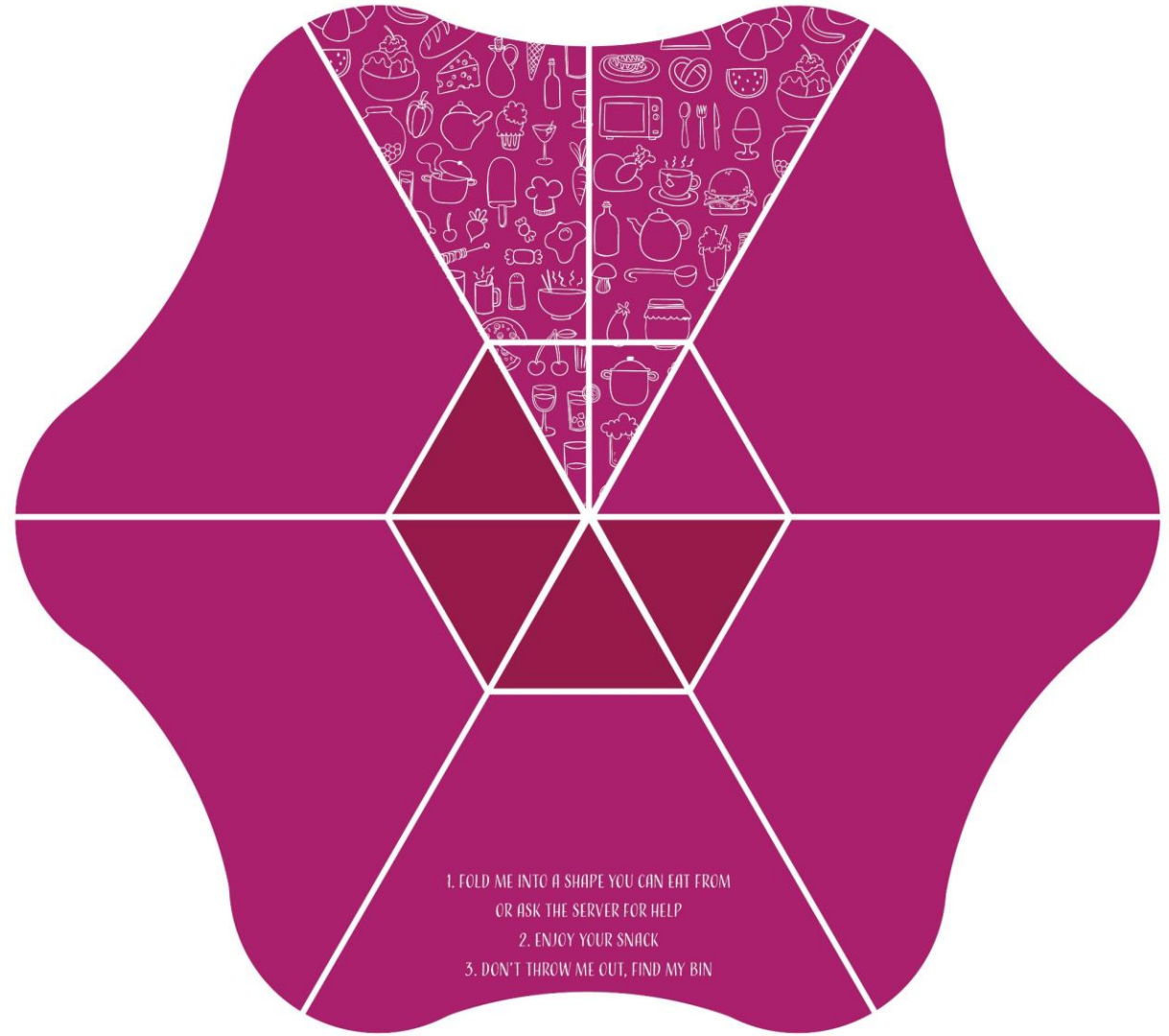
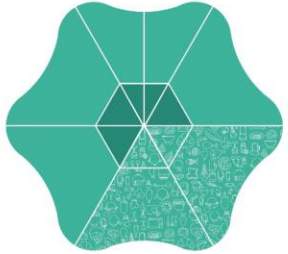
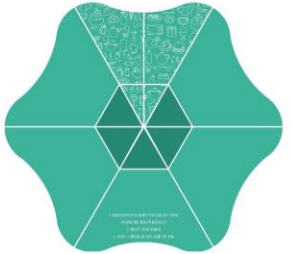
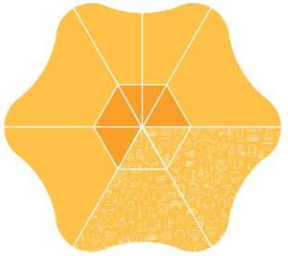
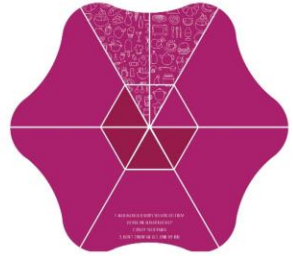
value &
care

0.5 mm thick PLA*

living hinge

mono material







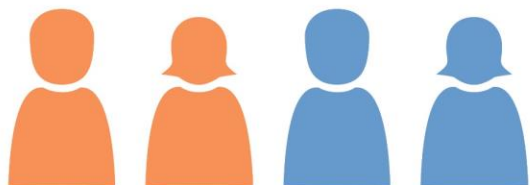
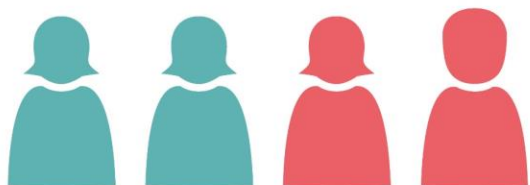
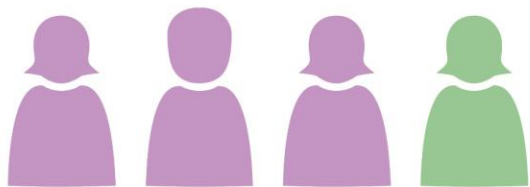
Specialty Coffee

Micula	25g £3.99
	1kg £39.99
Caracim	25g £3.99
	1kg £39.99

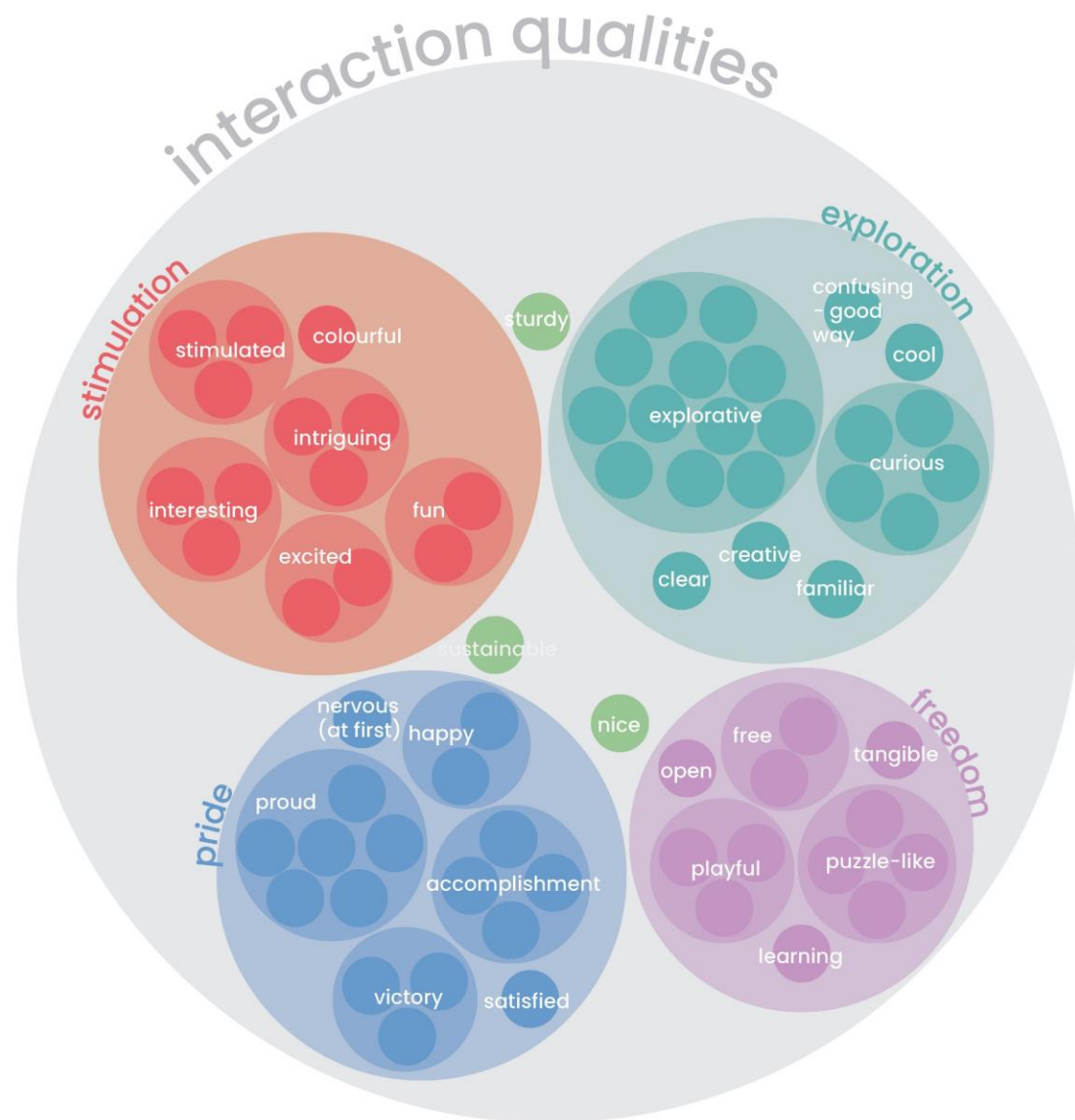
*Specialty Coffee
Roasted in London

ACAI
YA LATER

Money can't buy happiness...
But it can buy you coffee!



18



1

research
question

2

interaction
vision

3

design goal

A wooden table with two origami flowers, one orange and one pink, and the text 'thank you, questions?' overlaid. The orange flower in the foreground has a pattern of small food icons on its petals. The background is blurred, showing people sitting at the table.

thank you, questions?

envisioned flow

