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WELCOME

Let's start on a personal note

Singaporean hawker culture is woven into my childhood memories. Three years spent living there were filled with after-school snacks and weekend family dinners at hawker centres. It taught me early on a lesson in community – a space for all people, from all walks of life, to gather in a space and indulge in good food. Learning about the struggles hawker culture is facing was deeply saddening. It sparked a desire to give back to the industry that helped teach me something about the world. This project is my contribution to rebuilding the hawker industry that holds such a nostalgic and special place in my heart.



Hawker centre :

A hawker centre or cooked food centre is an open-air complex commonly found in Hong Kong, Malaysia and Singapore. They were built to provide a more sanitary alternative to mobile hawker carts and contain many stalls that sell different varieties of affordable meals.

[Wikipedia](#)

Malay: Pusat penjaja

Simplified Chinese: 小贩中心

Tamil: ஹாக்கர் மையங்கள்

I PROBLEM

Singapore's hawker centres grapple with many challenges, the main ones being rising costs, an aging workforce, limited global recognition and the rise of competition from food delivery services.

How can I nurture the heritage of hawker culture for future generations by actively addressing the current problems the industry are facing.

GAP

According to www.roots.gov.sg (n.d.) 'Heritage and food enthusiasts, as well as museums and other organisations have launched **exhibitions and campaigns** to help promote Singapore's Hawker Culture. NGO's, such as *Slow Food Singapore*, have also been organising different **workshops and programmes** to educate students and the wider community about Singapore's food heritage, while private entities like *Eat.Shop.Play* have tapped on **digital and social media** to promote hawker stalls in Singapore.'

Reflecting at what has already been done by organisations and NGO's in the way of promoting Singapore's hawker culture, I now see a gap in the market for not only a physical publication that offers a comprehensive and visually engaging exploration of hawker heritage, but also as a physical educational resource.

TR O NEED

Enhance Cultural Significance: By showcasing the connections, tradition, and community spirit embedded within hawker culture. The publication will help to enhance cultural significance for both locals and international readers.

Elevate Global Recognition: By offering a deeper understanding of the lifestyle that is immersed within hawker culture, the publication will go beyond displaying culinary treasures and will contribute to establishing hawker centers not just as the iconic Singaporean landmarks that they are, but also showcasing their impact on the lives and communities within Singapore and South East Asia.

WANT TO KNOW MORE?

there are 119 hawker markets in Singapore.

According to Yustika (2024) throughout 2023, several cherished hawker stalls had to permanently close due to various challenges, including escalating rental costs and health-related issues. Further more 'Teochew Rice & Porridge, after four decades in business, closed its doors in December due to the declining health of the elderly owner' (Yustika 2024).

The decline in hawker stalls signifies a worrying shift. Losing these icons means losing irreplaceable links to Singapore's past, sacrificing affordable dining traditions for all types of individuals, and silencing the bustling community that resonates within the city. It's not just about saving individual stalls; it's about safeguarding the cultural heritage of Singapore.

'The food services industry plays a vital role in Singapore's economy... Expected to generate a revenue of \$13.5 billion in 2023.'
- (IndSights Research, 2023)

THE



CONSUMER

STARTING POINT

When diving into my consumer base, I aimed to delve into their personality traits and uncover the driving forces and motivations behind their preferences. By using consumer research surveys, I gathered both quantitative and qualitative data, enriching my understanding of their behaviors. To explore the data of these questionnaires and more on my consumer ***please refer to appendix sections 'consumer research' and 'Consumer Deconstruction'.***

PHSYCOGRAPHICS

KEY INTERESTS:

Connecting food to heritage
Home cooking/trying new foods
The social aspects of dining

INTERESTS

Food, travel, culture, sustainability, social impact.

VALUES:

Authenticity, quality, community, open minded, supports small businesses

LIFESTYLES:

Busy but interested in trying new things in spare time and supporting worthy causes.

ATTITUDES:

Open-minded, curious, adventurous, and passionate about preserving cultural heritage, gets serious when they need to

MOTIVATIONS

- Online recipes and watching cooking shows
- Good food and finding new cuisines
- Wanting to finding something new.
- Family history and traditions.
- Being naturally curious
- Willing to try cuisine from different cultures
- Taste and comforts from nostalgic foods
- Broadening the taste palette for home cooking
- Honouring culture and respecting tradition

MORE CONSUMER BEHAVIOUR

“What motivates you to explore and preserve culinary traditions?”

“I really enjoy good food and enjoy finding new cuisines and dishes so I would say i’m motivated by finding something new.”

- Consumer research survey 2024
(Appendix section ‘Consumer Research’)

SOMETHING NEW...

INSIGHTS:

My consumers assist in cherishing and safeguarding culinary traditions by **embracing cultural nuances** and being **open to trying new flavours**. (Found in ‘consumer research’ section of appendix)

75% of my consumers feel it is extremely important to support brands that demonstrate a commitment to preserving culinary traditions.
(Found in ‘consumer research’ section of appendix)



Fig 35 (Prickett, 2024q)

Fig 31 (Prickett, 2023a)



Has a genuine interest in travel and wider cultures than just their own.

Uses their social media channels to speak up about causes close to their heart.

Travel enthusiast who enjoys going to different countries. Doesn’t just like to relax but also like to get immersed into the culture, and understand the local life.

Usually found on a a plane or somewhere around the world trying the local beer. Loves a food market or night market, seems to be invincible to the infamous “Bali Belly”. Loves to ‘attempt’ to cook the dishes he has tried in various countries...isnt always successful.

He’s 26 and been to 15 different countries

Fig 34 (Prickett, 2023c)

THIS IS JAMIE

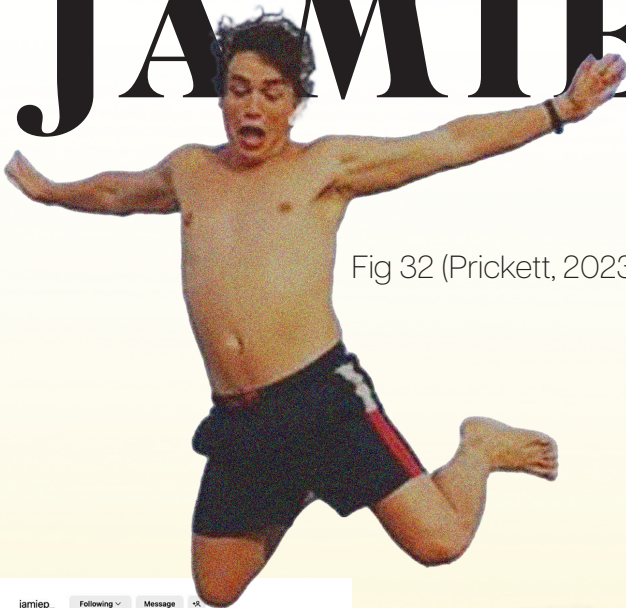


Fig 32 (Prickett, 2023b)

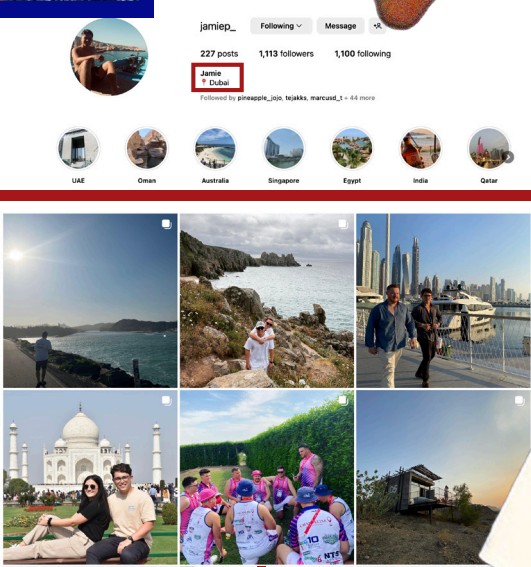


Fig 33 (Prickett, 2024a)

Loves to try and learn new hobbies and skills





BIG IDEA

A physical publication: 'The Spice and Soul of Singapore' will address Hawker Culture's lack of global recognition, raising awareness towards their aging population and rising rental costs.

INITIAL

Fig 6 (Prickett, 2023c)



IDEAS

According to (Klammer, n.d.) 'Intuitive collage provides a "symbolic release" of emotions, even if you are not yet conscious of what they are.' I found this evident in The Play Workshop as it helped me navigate the things I loved most about Singapore helping me understand the motivation behind my solution more. My research shows that museums 'provide a study resource for students in formal education and adults with special interests engaged in independent learning' (Singh, n.d.) Which was why visiting the Singaporean City Arts centre was a key educational experience that I needed to gain insights on the city to portray within my initial ideas.

I continued to explore various other ideation techniques to ultimately generate three final ideas to take forward into testing. **(details of these techniques can be found under section: 'Idea Generation' of my appendix)**

These final three options were:

A temporary hawker pop-up market: aiming to replicate a hawker market in the UK for a short period of time.

A digital hawker marketplace: This idea focused on developing a platform that would connect hawkers with customers online, acting as a food delivery service as well as a recipe guide and Singapore tourist information site.

A culinary lifestyle book: This involved creating a book that would explore hawker culture in-depth, showcasing the food and recipes, stories, and experiences that make it special.

After also utilising the "Fence Yourself In" technique, four initial ideas were chosen. Subsequently a pros and cons analysis led to me stop an editorial visual report going forward for further development.



Fig 3 (Prickett, 2024a)

SHAPING SINGAPORE

It's the little things within spaces and networks close to where we live, work and play that make our lives more enriching, our neighbourhood more endearing, and our city more loveable.

Creating a great city lies not just in drawing up great plans, but also in putting people, at the heart of every plan. What would you like to see in your future Singapore?

FIG 4 (Prickett, 2023a)



Fig 5 (Prickett, 2023b)

TESTING IT OUT...

My research shows that user testing leads to ‘essential insights that are necessary to design a good product that will resonate with users.’ (Council, 2019) Therefore to gain a consumer response, I created three A3 mock ups with unbiased visuals and explanations of each concept. I presented these on a wall for a five-person focus group, they then provided feedback via sticky notes on each page.

Following idea testing and consumer feedback, I did a SWOT analysis and a relevance table to refine my final two ideas. This evaluation proved that the temporary hawker pop-up was the least favourable idea. A final brand identity test confirmed a culinary lifestyle book as the preferred direction, leading to the final concept development phase. To see and understand more about my Idea development journey **see under section ‘Idea Testing’ in appendix**



FINAL BRAND IDENTITY TEST



Fig 7 (Prickett, 2024b)

“Our family is always looking into new ways to excite our customers without losing the touch of our traditional roots. It’s not just food; we are serving a legacy.”

- Afiq Rezza bin Norrezat, Hawker at Ang Mo Kio Market & Food Centre.
(www.roots.gov.sg, n.d.)

01.

The future of Singapore’s cultural heritage relies on my consumers ability to preserve and revitalize hawker culture through a range of varying initiatives and outcomes.

02.

A culinary and lifestyle book will enrich cultural understanding for my consumer and will offer insights and inspiration in an engaging comprehensive format.

INSIGHTS

04.

Consumer research showed a desire for resources that enable the consumer to develop their culinary skills and knowledge while exploring new cuisines. *Under section ‘Consumer Research’ of appendix*

03.

There is potential for a trend amongst my consumer for experiential learning and personal growth through new food exploration.

THE THEORY BEHIND PHYSICAL PRINT



Fig 2 (PEXELS, n.d.)

Initial Insight

A physical publication presented as an educational resource that offers a comprehensive and visually engaging exploration of hawker heritage covers a gap in the market that has not yet been approached.

Research Shows that...

According to Jabr (2013) 'evidence from laboratory experiments, polls and consumer reports indicates that modern **screens and e-readers fail to adequately recreate certain tactile experiences of reading on paper** that many people miss and, more importantly, **prevent people from navigating long texts in an intuitive and satisfying way.**'

Jabr (2013) also states that 'Whether they realize it or not, many **people approach computers and tablets with a state of mind less conducive to learning than the one they bring to paper.**'

Summary

The navigation of lengthy texts on digital devices lack the intuitive and satisfying experience found with physical paper. There's evidence to suggest that individuals approach reading on computers and tablets with a different cognitive mindset, perhaps hindering their learning process compared to reading on paper. In short this would mean that my physical publication on hawker culture would create a more educational and engaging reading experience.

How it got going.

Fig 8 (Prickett, 2024c)



Developing a concept that resonated with consumers was paramount. Through an initial exploration phase, I refined three distinct ideas (*see appendix section ‘Concept Stage’*). These concepts were then presented to consumers via surveys (*Find more on this under section ‘Concept Testing’ of appendix*) This feedback loop defined design choices such as colour tones, fonts, and themes, ensuring the final product effectively engaged my consumer and educated them about the challenges facing the hawker industry.

A concept mock-up board (see next page) helped visualise the layout and overall structure of the publication to allow minimal procrastination by providing a clear map for the design and layout process.

Insights

The colour palette and layout of Concept 1 aren’t engaging or enticing enough for my target consumer to feel satisfied with the outcome.

The water colour visuals in Concept 2 do not accurately portray the details and vibrant colours of the dishes or hawker centres, hindering the consumers ability to accurately visualise the experience.

My consumers found Concept 3 the most visually appealing and engaging, leading to higher levels of engagement and knowledge gained from the outcome.

THE CONCEPTS



Chosen concept development.
Rough mock up board.

[illegible]

IMAGE

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海南鸡饭



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LETS JUST DOUBLE DOUBT CHECK

THE CONNECTION TO MY CONSUMER AND MARKET...



Fig 10 (van der

Why a publication?

This research proves that a printed publication would assist my consumers in comprehending information more effectively, while also serving as a source of motivation for them to continue preserving culinary heritage.

More specifically, why incorporate elements of a cook book.

According to Matheny (2020) cookbooks play a key role in shaping what’s considered the norm in home lives, making them a valuable resource for understanding different lives and cultures. Something my consumer has expressed interest in within my research surveys. **(seen in appendix section ‘Consumer Research)**

Even though my consumer may not follow the exact norms that are be presented in my

publication, it still offers valuable insights into Singapore’s cultural expectations and ideals. As well as this my book also demonstrates how culture adapts and changes over different time periods, as new ingredients and cooking techniques become more available.

Lastly, according to Mandolfo (2023) ‘modern cookbooks not only provide information but also aim to inspire and entertain readers. They adopt a personal discourse that emphasizes shared values and authenticity.’ This insight correlates well with my consumer as they are eager to learn and be inspired by different cultures.

MAKING
IT

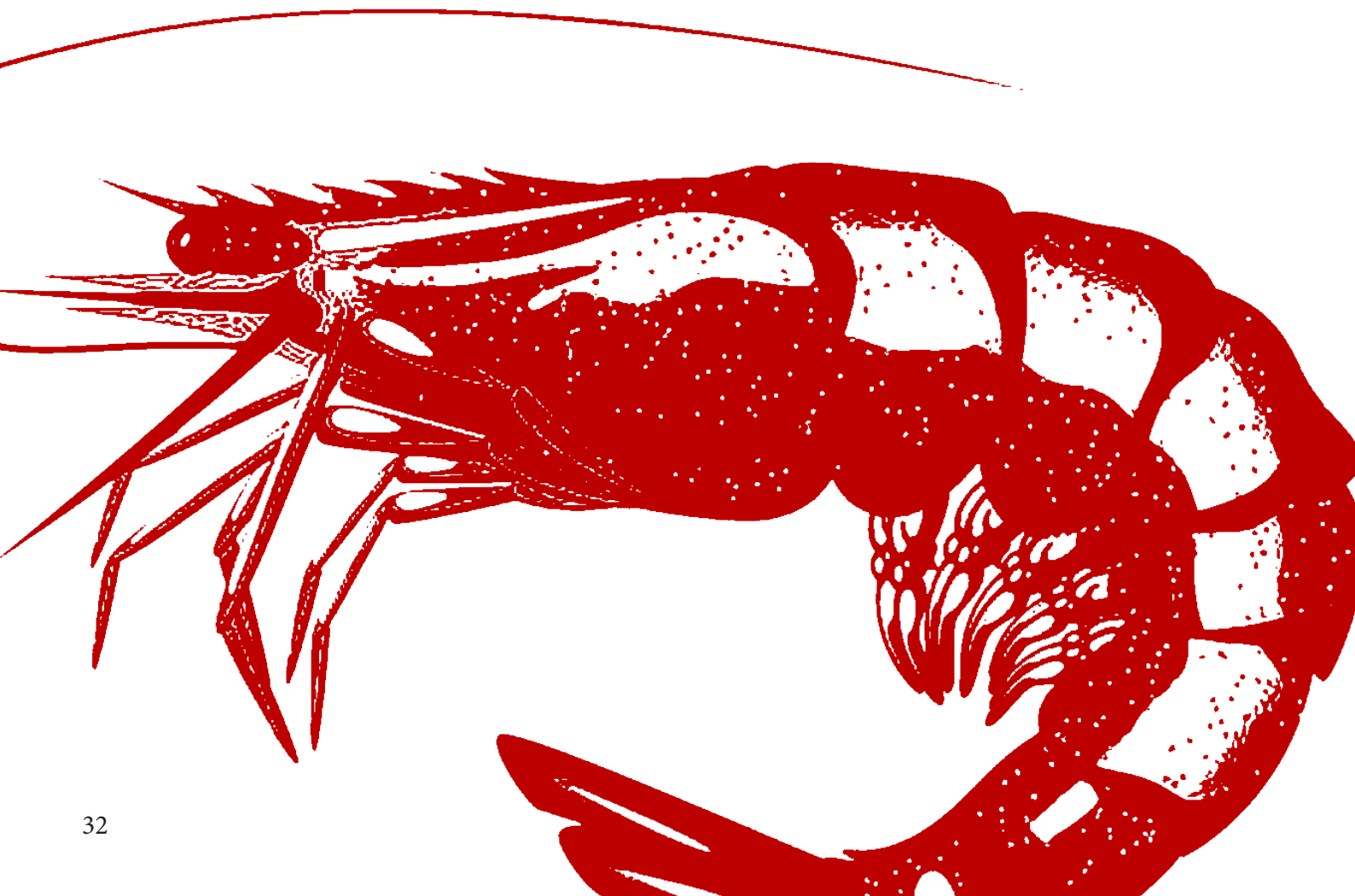
HAPPEN

SOME CONTEXT TO BEGIN

Limited by the project time frame, I couldn't print the entire publication. However, still wanted to showcase the look and feel of the final book. And so, I created a sample chapter segment focusing on Hainanese Chicken Rice from Chapter 2: Delicacies.

Later on within this report I will dissect the elements of the printed outcome I created and expand on the contents.

However, in the mean time I wanted to display what the full books content would be if I were to go further with the outcome of this publication which you can see in Figure 11.



Introduction.....05

- The History of Hawker Centres: Humble Beginnings to National Identity
- Understanding the Hawker Experience: Food, Community, Etiquette

Chapter 1: The Heart of Hawker Culture: The Stalls and the People.....33

- A Day in the Life of a Hawker: The Dedication and Passion Behind the Dishes
- Regional impact: Exploring the Regional Influence and Tradition
- Not all heroes wear capes: The Suppliers, Stall Assistants, and Hawker Community

Chapter 2: Bringing Hawker Culture Home.....95

- Recreating Hawker Flavours: Staple House Hold items and Ingredients to Add a Splash of Singapore to Your Dish
- A Guide to Hawker Etiquette: Ordering, Dining, and How To Save A Seat (!)
- Surrounding Hawker Centres - Local Malls, Parks, Beaches and Activities

Chapter 3: Beyond the Food.....86

- Hawker Centres as Social Hubs: A Place for Gathering and Sharing
- Sustainability: Embracing Local Produce and Re-usability
- The Future of Hawker Centres: Preserving Tradition and Culture in a Modernising World

Chapter 4: Delicacies: History, Location, Ingredience, technique.....98

- Chilli Crab
- Hokkien Mee
- Nasi Lemak
- Satay
- Laksa
- Char Kway Teow
- Fish Head Curry
- Hainanese Chicken Rice

Chapter 5: Meet The Hawker

- Put Names To Faces: A Profile, Background and Journey of some of Singapores most iconic and loyal hawkers

Conclusion.....114

- The Legacy of Hawker Culture: A Celebration of Food, Community, and Singapore's Thumb Print
- Calling All To Action: How to Support Hawker Culture for Generations to Come

CONTEXTS

“I really like the urban and modern vibe to this concept and how its all a bit chaotic but I can still take in the imagery and see the text.” - anon consumer on Concept 3

LETS RUN WITH IT



DESIGN

CONSIDERATIONS

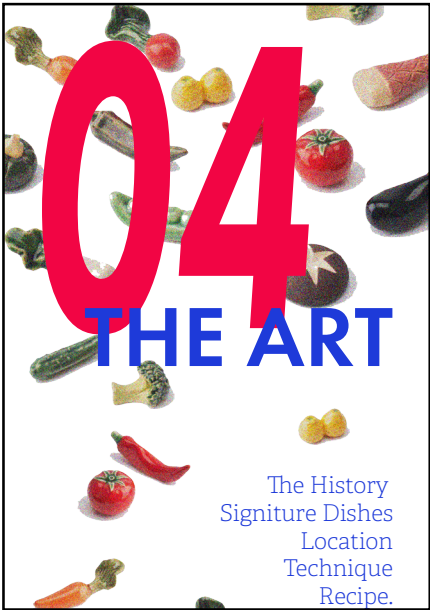
According to Tyler (2023) ‘A brand’s design choices have a huge effect on how people connect with them. Elements such as colors, visuals and messaging tap into our basic human motivations. These choices shape how we feel and think.’ This meant to ensure my consumer felt connected to the cause and engaged with the content I needed to make sure my publication visually and emotionally resonated with them.

Having learnt a lot about the colour schemes and imagery my consumer favoured throughout my concept testing I felt confident in my decision making when it came to the final design of my publication, to see more of this process and a break down of the design considerations on each page ***please refer to appendix, under section titled ‘Outcome Design Considerations’.***



Fig 28 (Prickett, 2024n)

INITIAL COVER PROTOTYPES:



#1 DOES NOT MATCH MY CONSUMERS VISUAL DESIRES - TOO BLAND AND THE IMAGERY DOESN'T FEEL COHESIVE WITH MY CONCEPT.



#2 THIS COVER FELT PROMISING HOWEVERTOO MUNDANE FOR MY CONSUMER

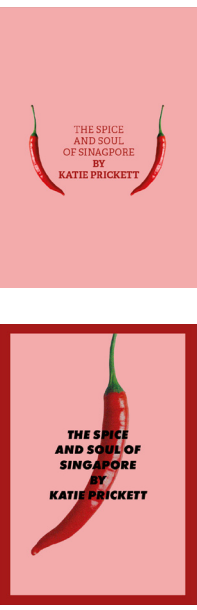


#3 VERY MUCH COHESIVE WITH THE REST OF THE INTERIOR AND STYLE OF CHAPTER PAGES. NEEDS TO BE REARRANGED HOWEVER TO BE MORE VISUALLY APPEALING.

REVISED COVER AND BACK PAGES:



AMENDED FINAL FRONT COVER - VISUALLY SATISFYING, FOLLOWS THE CONCEPT BOARD, ON BRAND FOR MY CONSUMER.



#2 REVISED BACK COVER - FELT TOO SIMPLE AND DIDN'T FEEL ON BRAND WITH CHOSEN CONCEPT.



AMENDED FINAL BACK COVER - COHESIVE WITH THE FRONT COVER. SITS NICELY IN THE THEME OF MINIMALIST CHAOS THAT MY CONSUMER CHOSE



Fig 29 (Prickett, 2024o)

THE
ROUTE
TO

CONS UMER

The Benefits of Collaborating with Influencers for Marketing Reach

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publication by
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please refer
consumer'.



Fig 15 (OLSZOWSKA, 2023b)



A screenshot of a social media post on a smartphone. The status bar at the top shows the time 11:12, signal strength, Wi-Fi, and battery icons. The post is from the user 'thomas_straker', whose profile picture is a circular icon with a white background and a black outline. The post title is 'THOMAS STRAKER Posts'. The main content is a video frame showing a young man with brown hair, wearing a white t-shirt with dark blue shoulder accents, holding a fork with food. Above him is green text that reads: 'STRAKER X SPICE AND SOUL OF SINGAPORE HEAD DOWN TO MEI MEI LONDON, BOROUGH MARKET TO SEE WHATS COOKIN''. Below the video frame are icons for heart, comment, share, and bookmark. The caption reads: 'Liked by luka.ugurlu and 7,513 others thomas_straker Laurent Dagenais x Thomas Straker 19th - 20th October Book your tickets NOW on RESY 🔥'. At the bottom of the screen are icons for home, search, add, and camera.

COMING

SOON

THE SPICE AND SOUL OF

SINGAPORE

SINGAPORE

SINGAPORE

SINGAPORE

SINGAPORE

HISTORY CULTURE FLAVOUR



**USE CODE: STRAKER20
FOR 20% OFF THE
SPICE AND SOUL OF
SINGAPORE
LINK IN BIO**

Fig 12 (Prickett 2023d)

INSTAGRAM MOCK UP



Fig 18 (Prickett, 2024e)

WEBSITE PRE LAUNCH



Fig 18 (Prickett, 2024f)

METRICS

> Measure Instagram insights from stories and posts. Do this from Strakers account and Spice and Soul's account

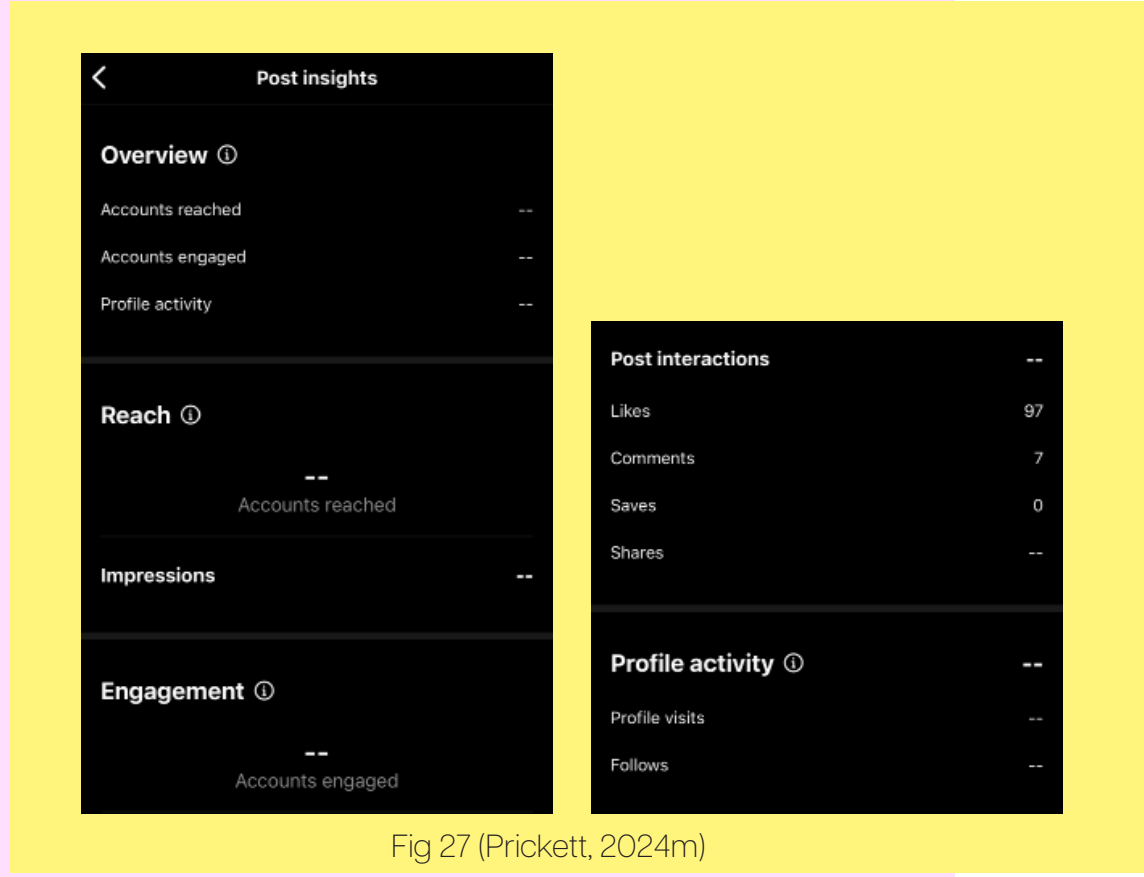


Fig 27 (Prickett, 2024m)

> Measure how many users clicked the link in bio leading them to website.
> How many users subscribed to the pre launch mailing list

AD BOARD *(Outside Kings Cross)*



Fig 21 (Prickett, 2024g)

POSTERS *(Posted all around london)*



Fig 23 (Prickett, 2024h)



Fig 22 (Prickett, 2024i)



Fig 19 (Probert, 2024)



Fig 20 (Borough Market, 2021)



ACT AND

MEI MEI LONDON X STRAKER COLLAB EVENT/SPACE



Fig 24 (Prickett, 2024)

CONSUMER

According to (Goods, 2023) ‘cross-promoting with other brands’ such as Thomas Starker and Mei M’ei london in this instance it ‘can help expand your reach and expose your products to a wider audience’ therefore increasing sales and revenue. The purpose of this collaboration is to move beyond static promotion. By partnering with Mei Mei London, it will create a multi-sensory experience for my consumer, allowing them to gain a deeper connection with the objective of my publication and the food itself, ultimately driving book sales. To see more about Straker and Mei Mei Lonon **see appendix section ‘Route To Consumer’**

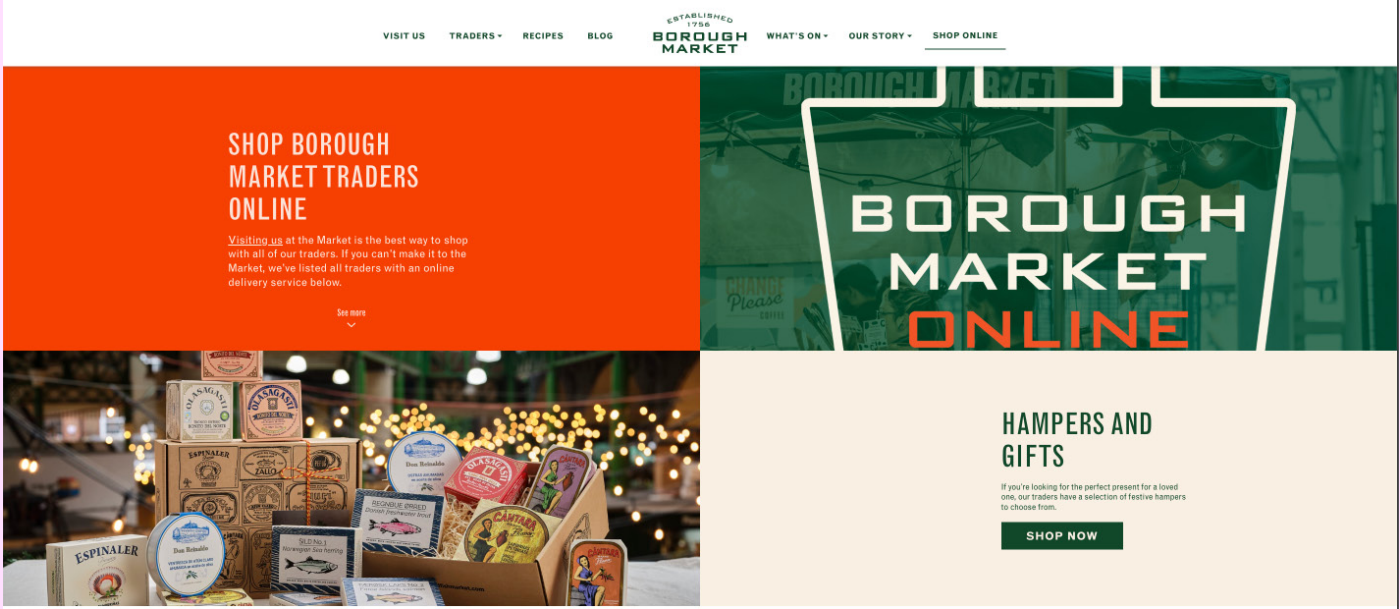
CONVERT AND ENGAGE



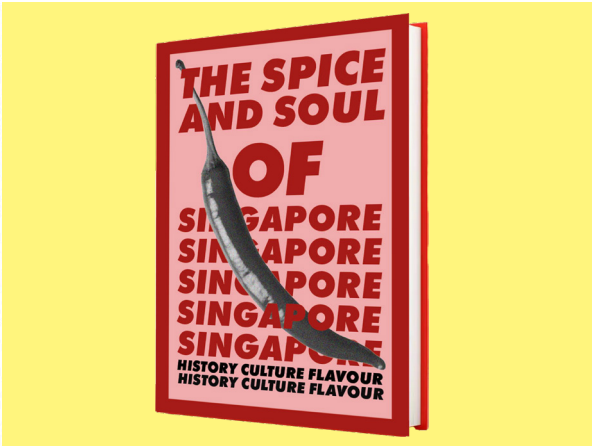
Fig 25 (Prickett, 2024K)

‘Research shows that 57% of customers spend more money on brands they’re loyal to. Loyal customers tend to be repeat customers, too. They look forward to your next product release and follow you for product and company updates.’ (Duberg, 2021). Therefore to gain customer loyalty I have enabled them discount codes via Thomas Strakers endorsement and to add to this there will be a scheme that for anyone who buys from Mei Mei London during the month long collaboration, they will get a coupon allowing them 20% off when buying from the online Borough Market Gift store. My hopes are that this will increase word of mouth due to customer satisfaction as according to Duberg (2021) ‘word-of-mouth advertising “can improve the overall impact of your marketing campaigns by up to 54%.” Ultimately increasing brand awareness and success.

Ecommerce sales will be measured by amount of products bought through the website aswell as the profit margins. Th Events success will be measured by how many products and dishes were sold on site at Mei Mei London, customer satisfaction paper reviews will be left in a post box on the serving counter as well as an online forum on the Spice and Sould website.



Gifts



Original copy of The Spice and Sould of Singapore £19.99

SHOP NOW



Limited Edition Tote Bag £12.99

SHOP NOW



Bundle Deal | Lmtd Edition Tote and Asian cuisine Cooking Essentials £35



Bundle Deal | Lmtd Edition Tote, Cooking Essentials and a copy of The Spice and Soul £50

Fig 26 (Prickett, 2024L)

TIMELINE BREAKDOWN

- 1) @spiceandsoulsg gains attention through Thomas Strakers instagram endorsement
- 2) @spiceandsoulsg gains followers
- 3) Surplus amount of followers leads website traction through link in bio clicks

SOCIAL MEDIA



OUT OF HOME

Billboards outside KingsCross gain attention from tourists and commuters
Posters dotted around London will catch my consumers eye, and motivate them to Search for my information... where they will find my website.

Collaboration with Mei Mei London and T. Straker, first group of customers get discount code for merch and book is sold at event. This should engage with my consumers and boost event visitors leading to boost in sales.

EVENT



MERCH AND ECOMMERSE

Merch sold on borough market gift section. Tote bags with my publications branding on will increase word of mouth as well as customer loyalty (repetitive wear out of the tote bag, raising brand awareness and consumer trust)

TO CONCLUDE

My publication's exploration of hawker culture's rich heritage will play a vital role in raising its global profile. I hope for it to entice a younger generation into the industry, tackling its aging population whilst simultaneously gaining more international recognition for the struggles that the hawker industry is facing today, such as the drastically rising costs and lack of current global understanding behind what makes hawker culture so iconic. There is still much more to be done in the way of protecting these heritage sites. Funding, a large research team and a wider time scale would benefit this cause in a drastically positive way which I hope to see some day in the near future.

Fig 30 (Food Consultants Society International, 2022)



To sum up this journey, I hope that "The Spice and Soul of Singapore" will have a lasting influence and impact. The beauty in a physical book lies in the tactile intimacy of it. You can make it your own, writing notes and savouring its stories on your own terms and in your own time. Perhaps, one day, this book will inspire a documentary... Elevating the magic of Singaporean hawker culture. Only time will tell, but the journey of sharing the Hawker Industry's history and wonders has only just begun.

THANK YOU

谢谢

ACKNOWLEDGEMENTS

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AI
OpenAI ChatGPT3.5
Google Gemini

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