

**MAJOR PROJECT UNIT**

(MPU)

\* Major Project Brief

\*\* Self Initiated Project

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18021510

**GMD YEAR 03**

LCC UAL

This Visual Summary it's a record of the 2036 brief under the Major Project Studio Unit. It showcases all the development behind the project

\*

**2021**



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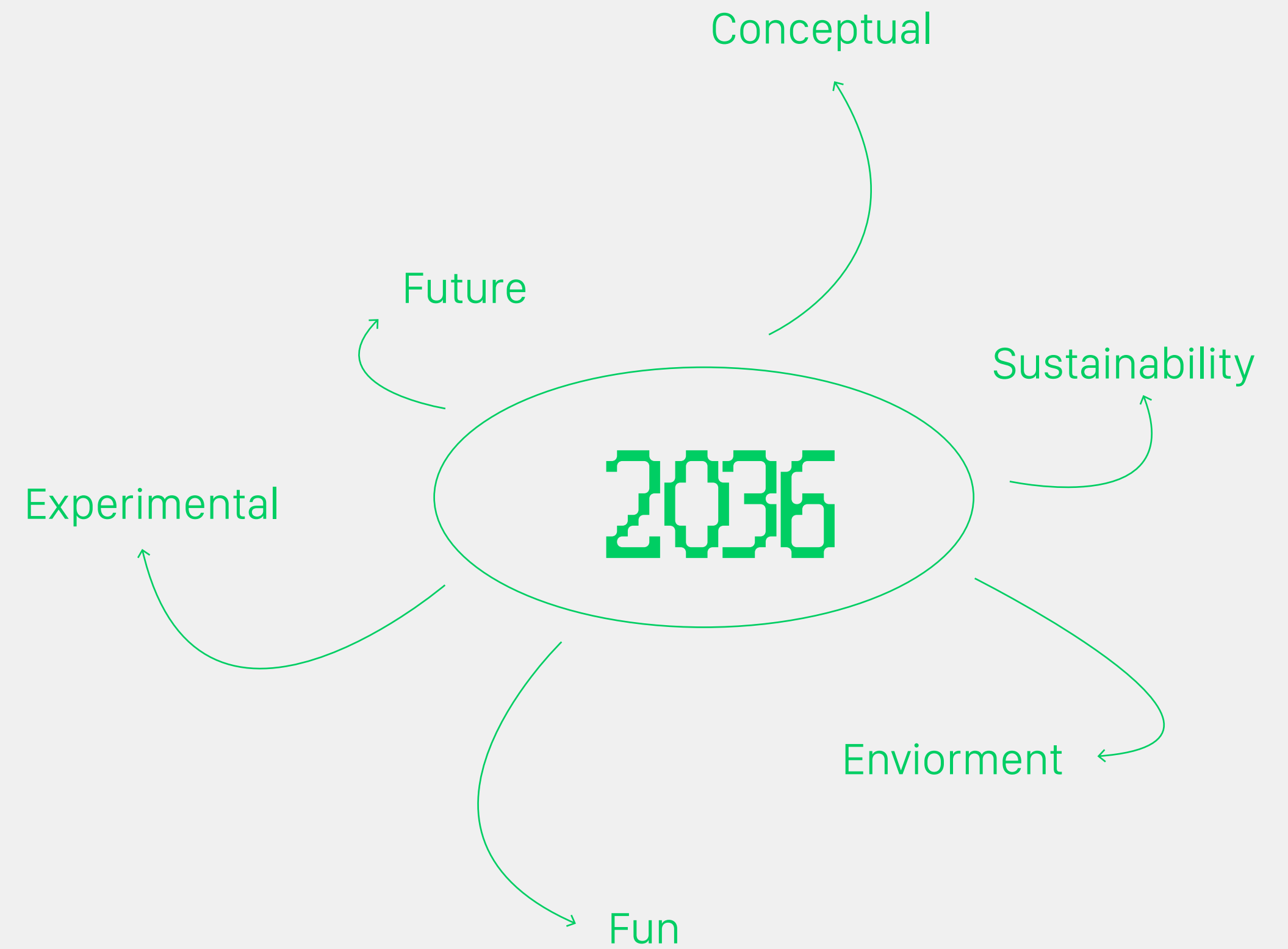
# I. 2036 BRIEF

## WHY THIS PROJECT?

For the Major project brief, I choose to develop the 2036 brief. What captured my attention in this brief was its experimental and conceptual nature, as well as the fact that it was set out in the future. It interested me to explore such themes and all the possibilities that they gave. This brief was also a way to step out a little of my comfort zone as a designer and work on something different from what I usually do.

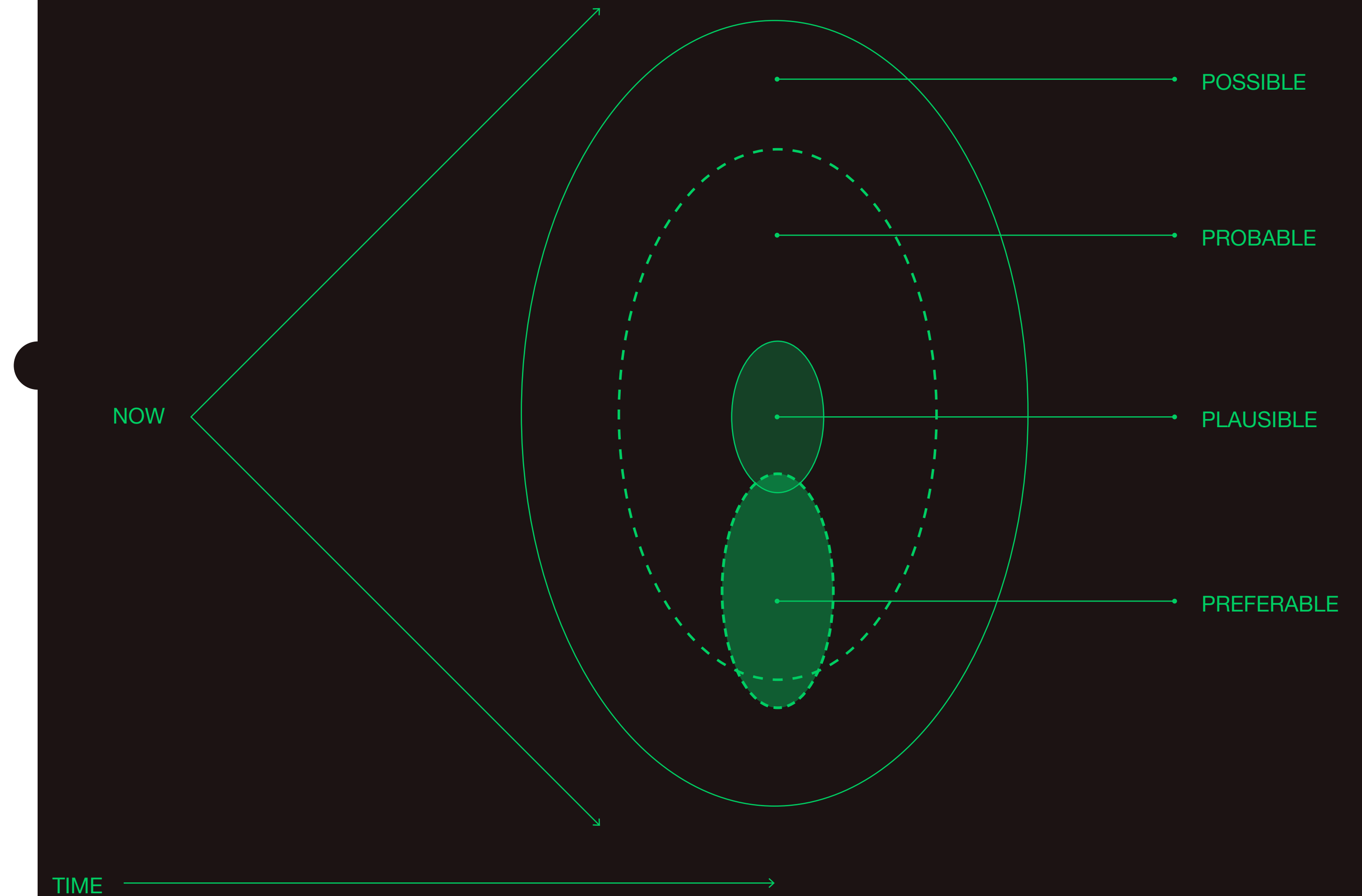
## 2036 BRIEF

Construct a research presentation that outlines a plausible future vision for 2036. Based on this presentation, produce a designed intervention - for today - to either direct us towards, or away from the future you have outlined.



## STUART CANDY FUTURE DIAGRAM

The type of futures that were to explore during this project were the ones that lied on the plausible spectrum of possibilities. this means that



# II. STAGE 01

Produce a piece of contextual research in which you collect, analyse and edit a diverse selection of inputs into the future of your chosen topic area.



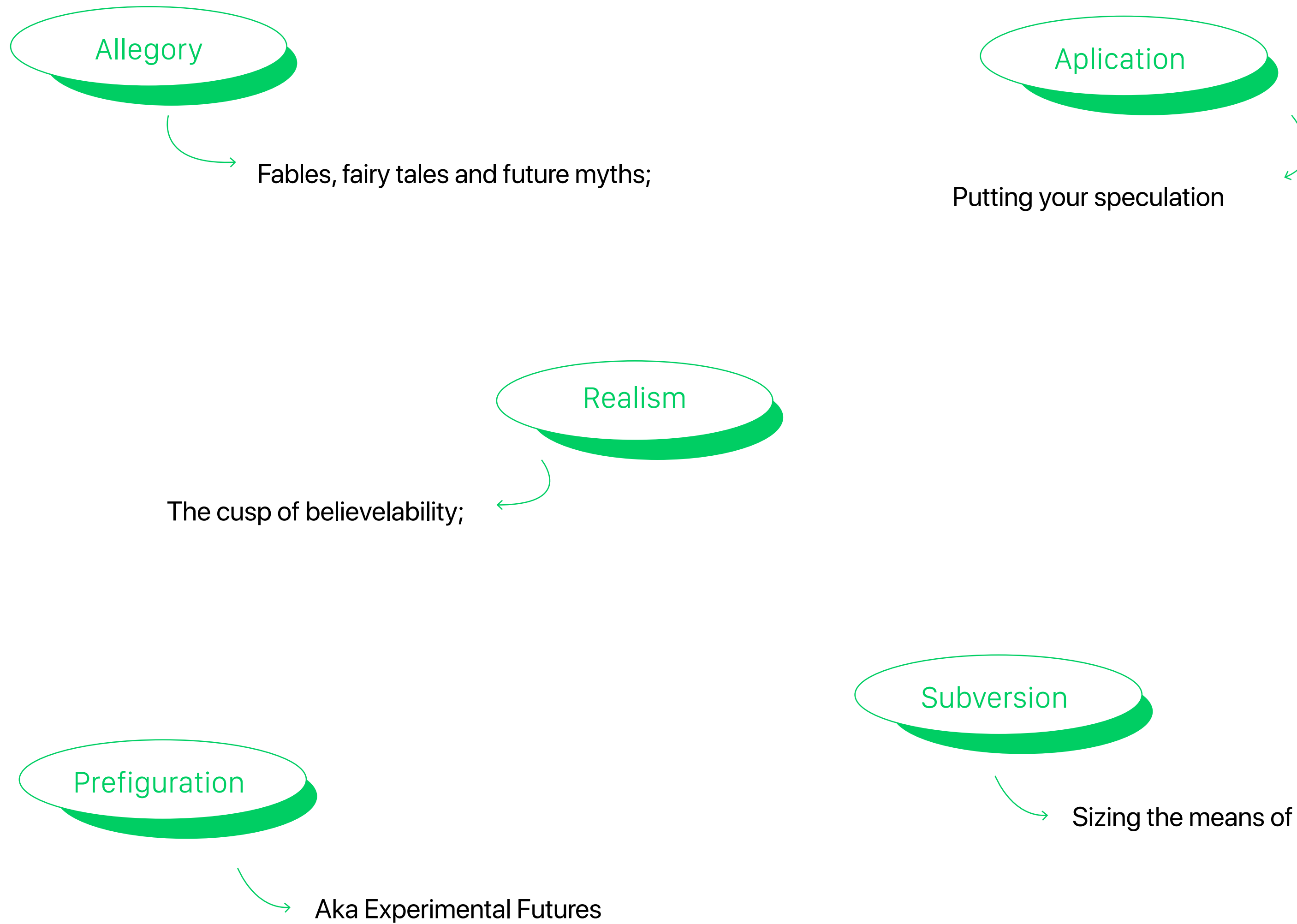
# FIRST BRAINSTORMING

To start I did a brainstorm of different areas of research and ideas that came to my mind related to 2036.





## TOBIAS REVELL - Talk & Q&A



When it comes to speculative design it is important to keep a balance between the imaginable and the real

How to be provocative without alienating but also not going for a too familiar path.

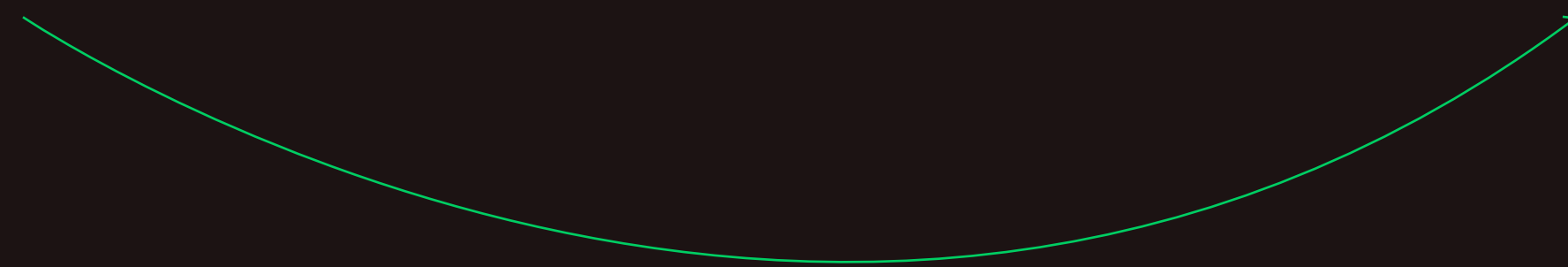
What is the conversation you want to have with your audience?

What is the 1 thing you want your audience to know?  
Keep it simple.

After doing some research I narrowed down my area of research to the area of food. I choose this area because it allowed me to explore various possibilities related to the subject whether was related to the sustainability aspect or maybe explore the experiences/rituals around food/meals.

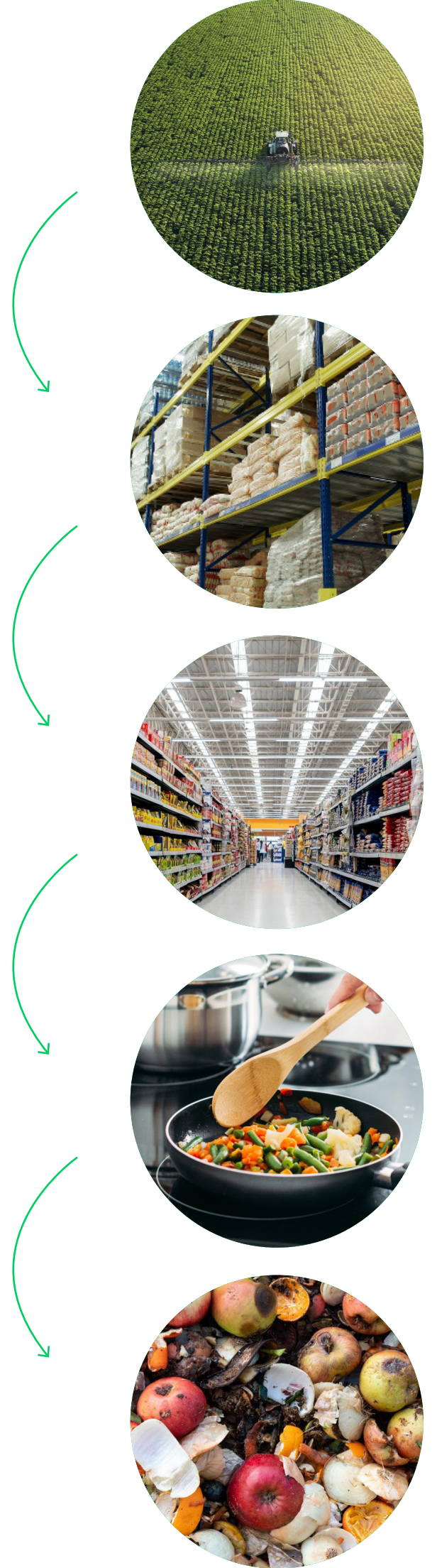
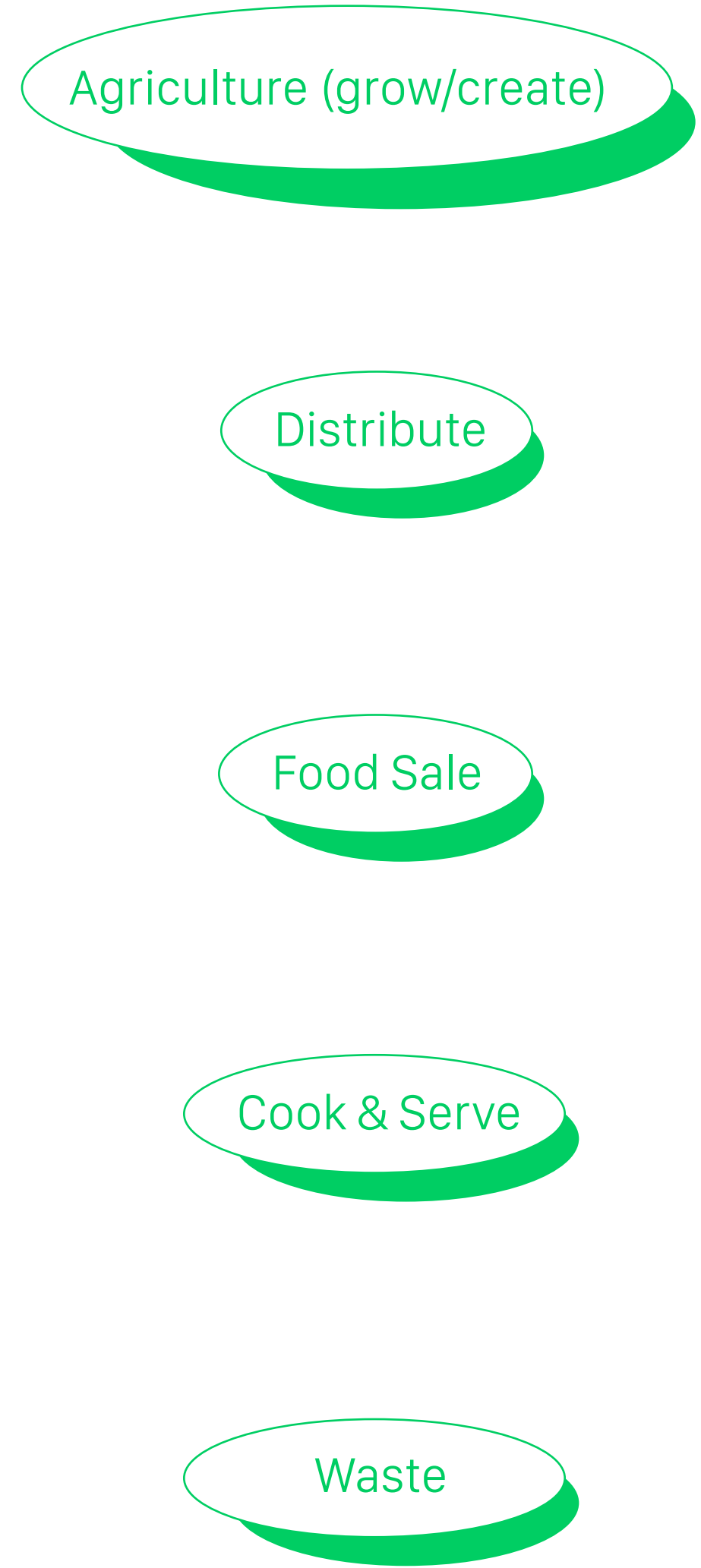
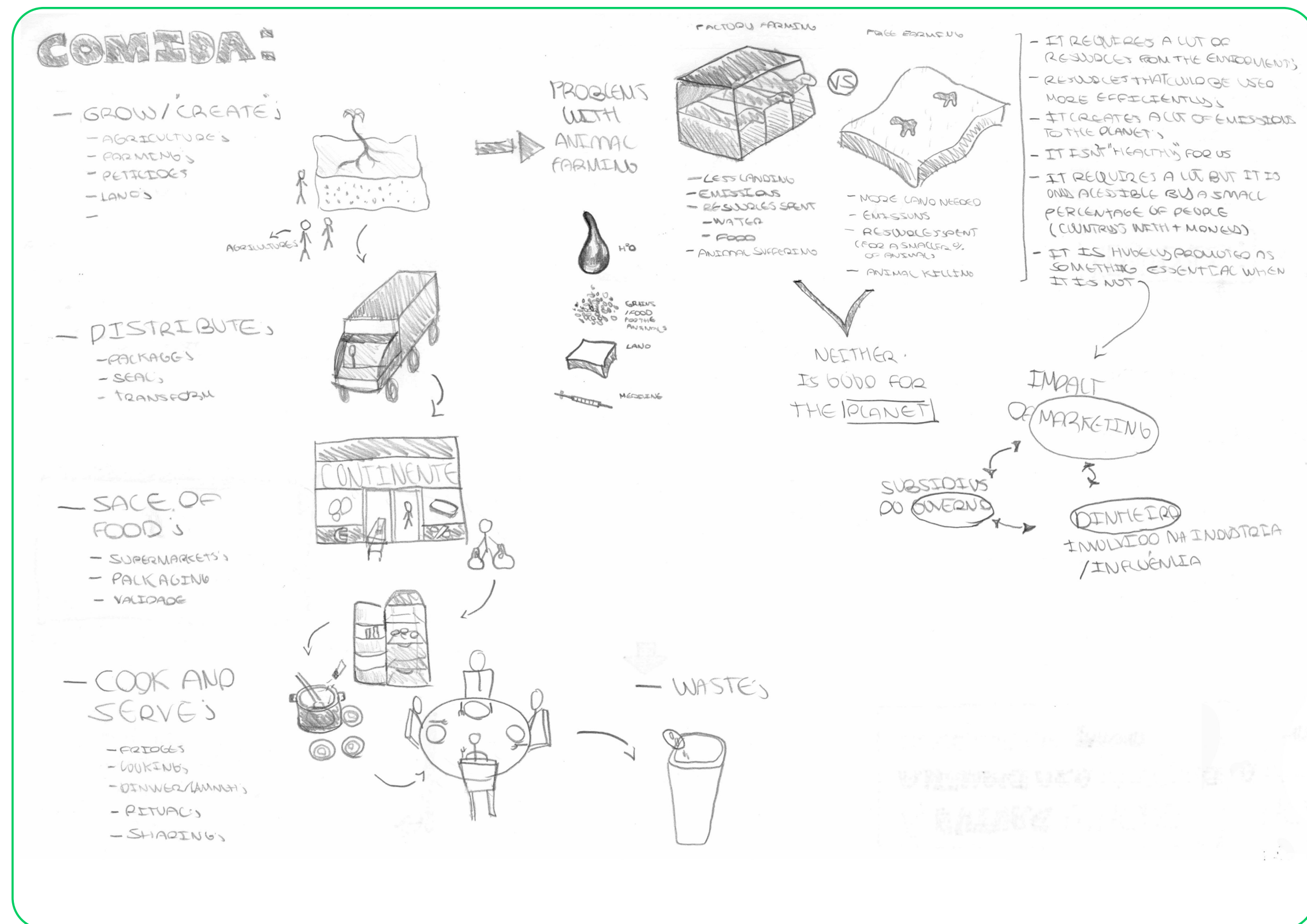
AREA OF  
RESEARCH:

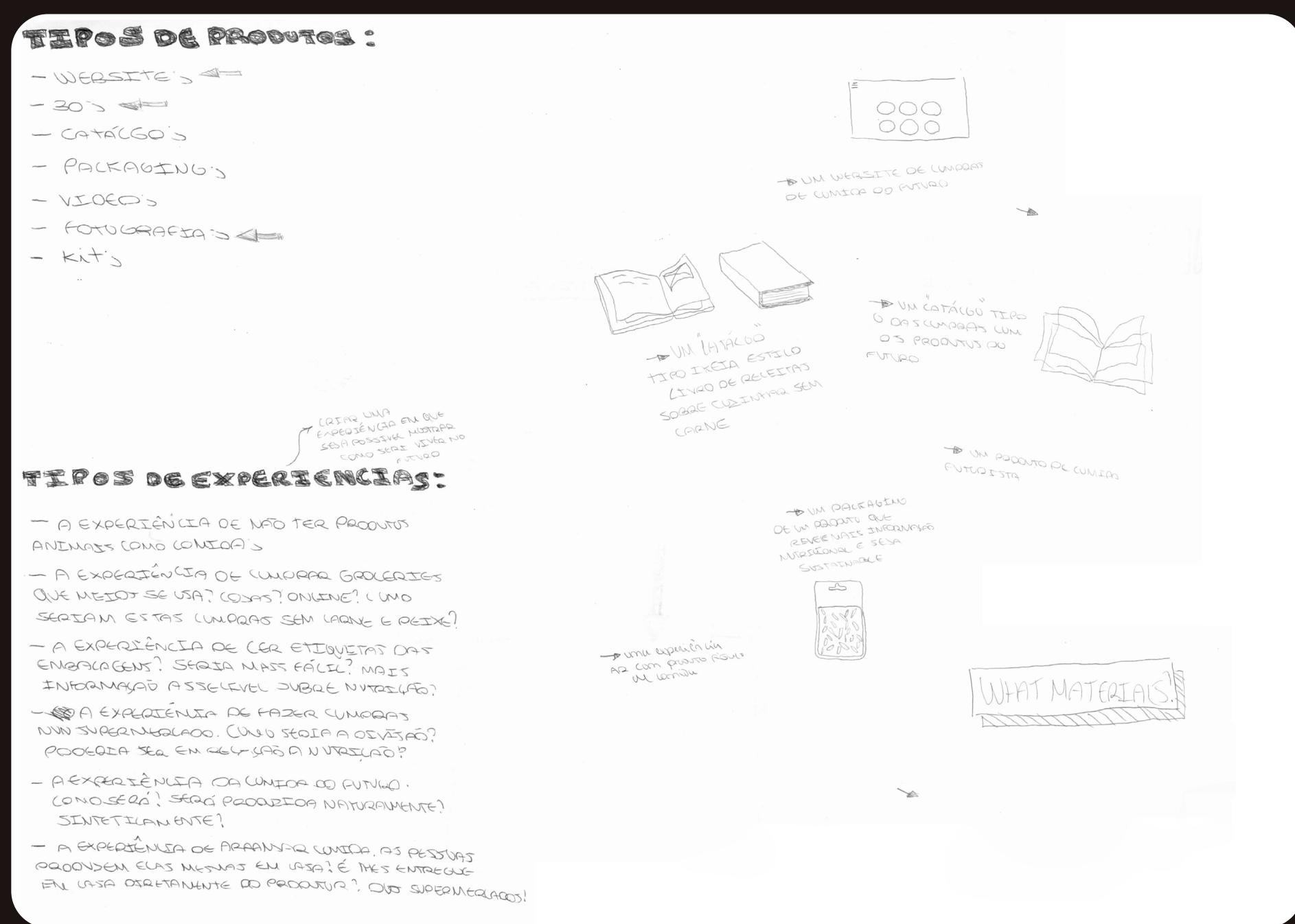
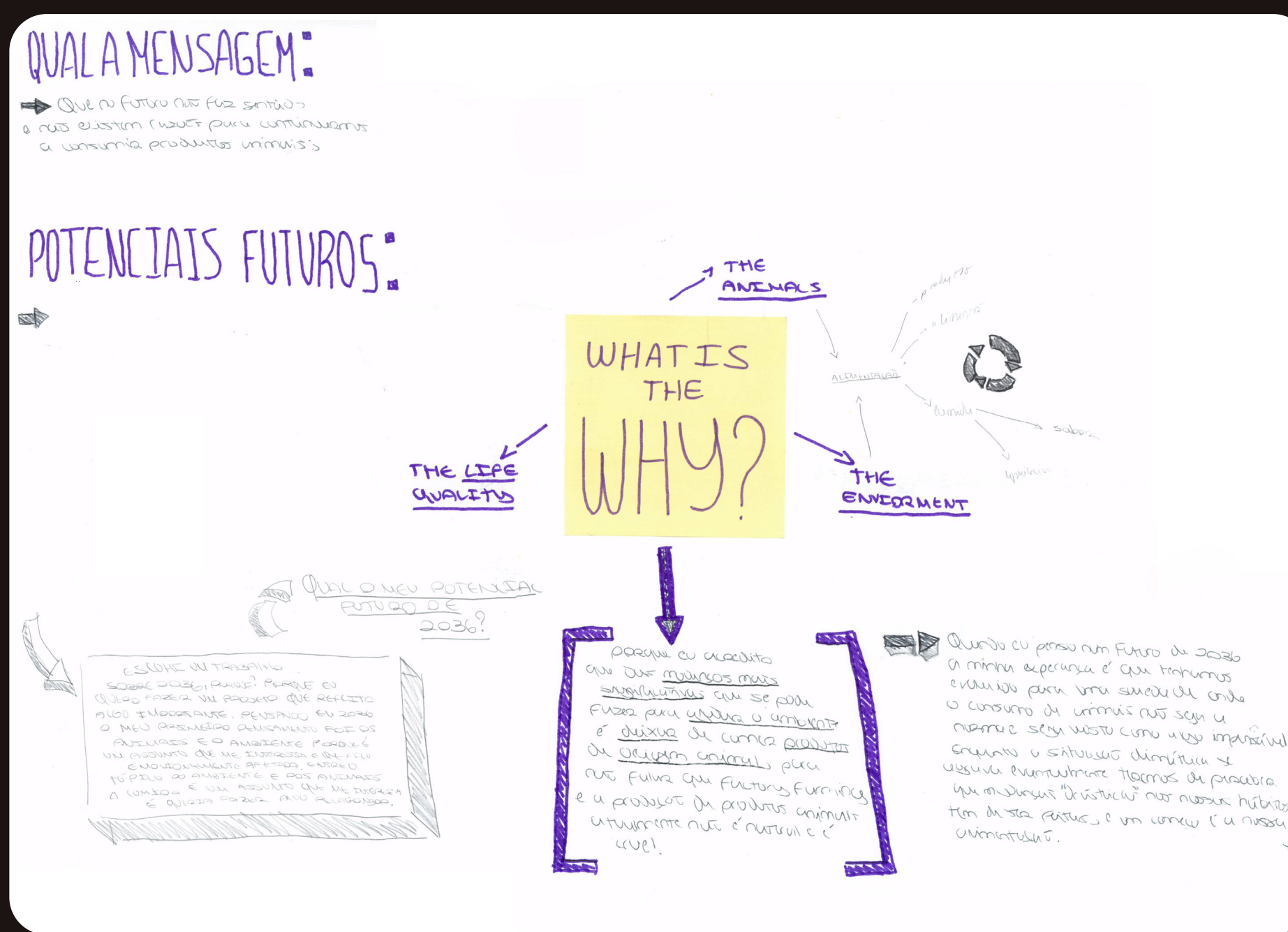
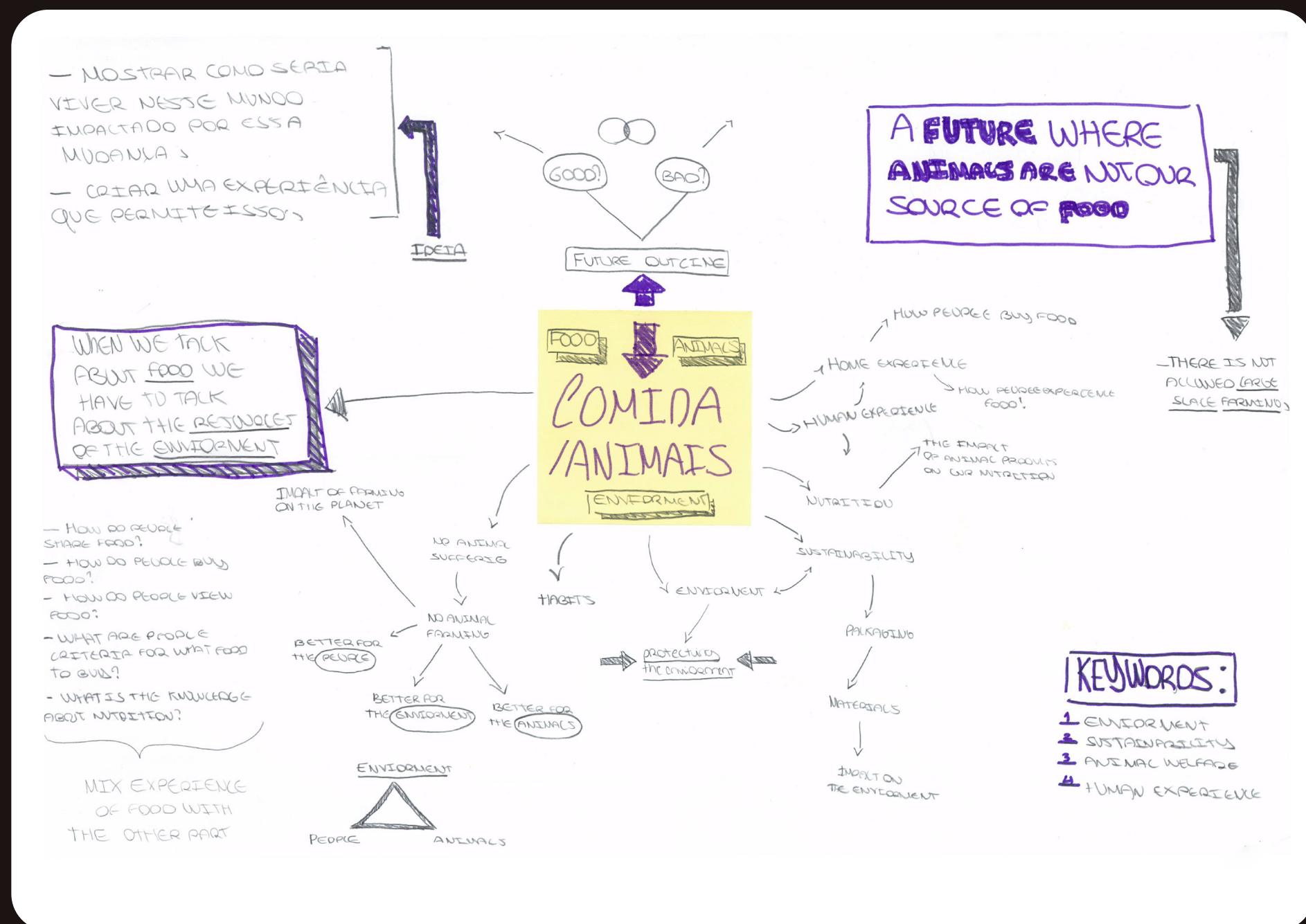
Food

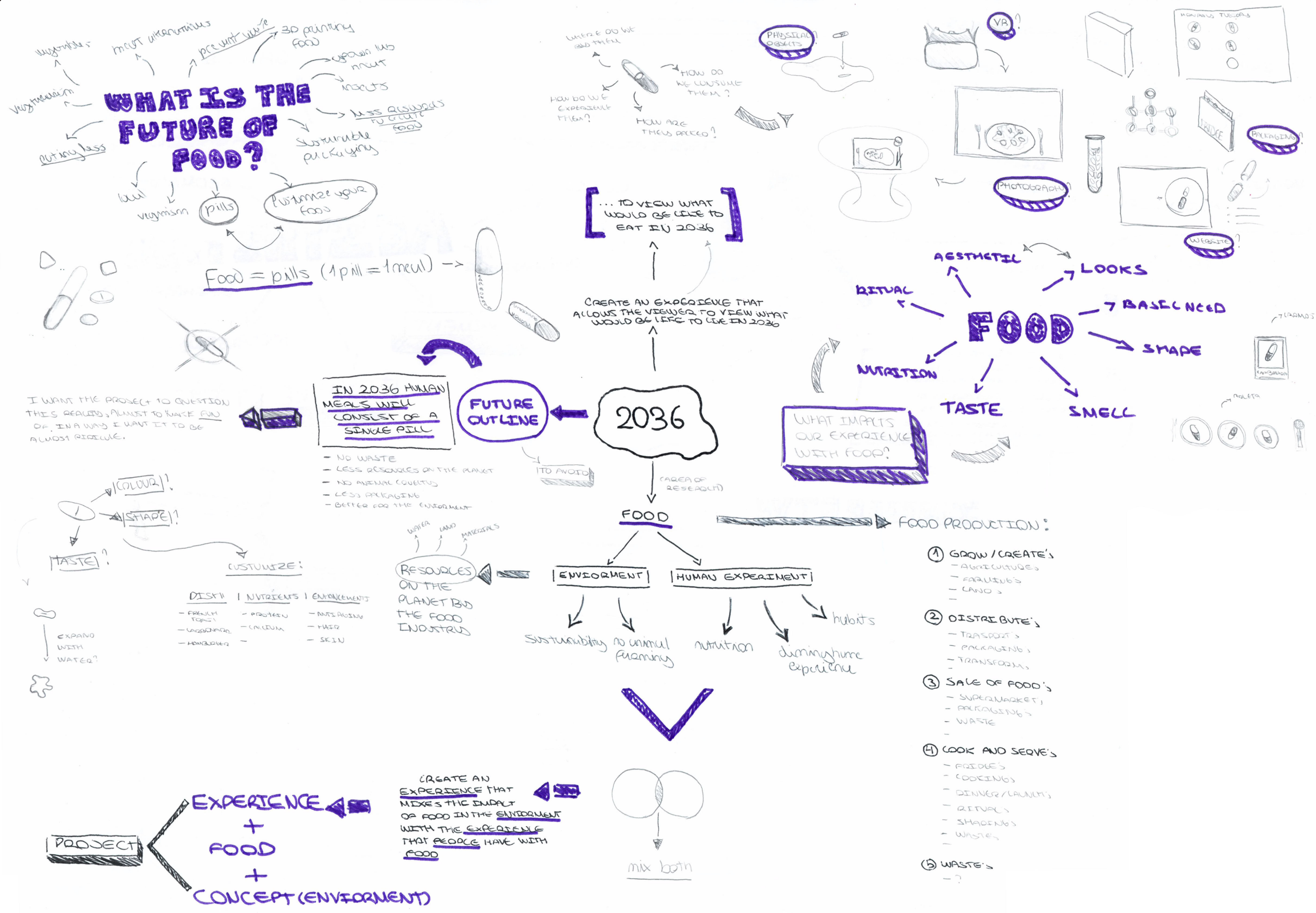


**FOOD INDUSTRY:**

To start the project, I first wanted to get a good notion of what a plausible future looked like. To do so I looked back to the past and did a brainstorm of everything that came to my mind that change in the last 15 years. This way I could get a good notion of the amount of changes that happen in 15 years and what does exist today that 15 years ago seemed to be impossible.







**SPACE 10:**

Space 10 Project were one of my major sources of inspiration. They are a research and design lab, supported by Ikea, on a mission to create a better everyday life for people and the planet.

*"To change people's minds about food, to inspire them to try new ingredients, we can't just appeal to the intellect – we have to titillate their taste buds" - Space10*

**WEBSITE:**

<https://space10.com>

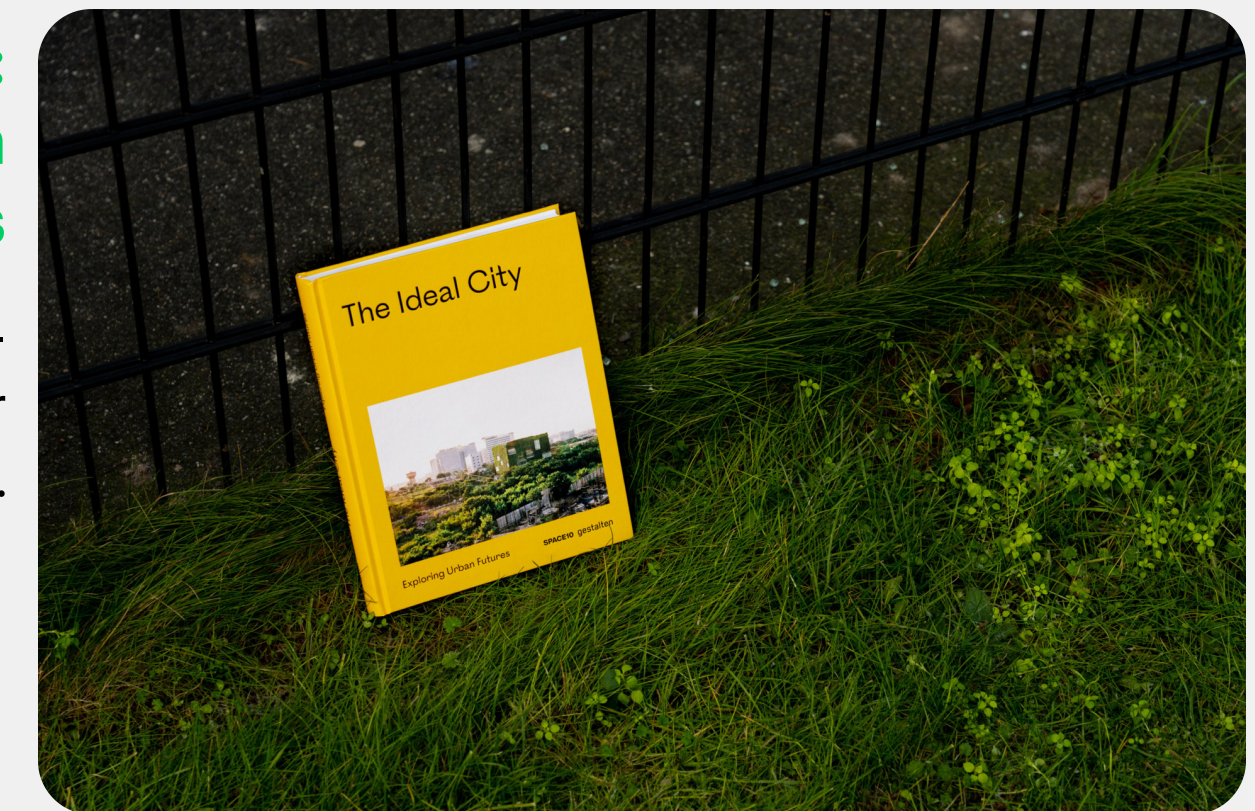


**Future Food Today: A SPACE10 Cookbook**

A collection of delicious and sustainable recipes from our Test Kitchen that help us eat better—for ourselves and the planet.

**The Ideal City: Exploring Urban Futures**

A book that gathers world-renowned experts to explore a better urban future for all of humanity.



**Everyday Experiments: Redefining Technology in the Home**

Everyday Experiments is our ongoing series of digital experiments with IKEA which challenge the role of technology in the home. What it can help us with, and how much fun can we have with it.



## TOMORROW'S MEATBALL: A VISUAL EXPLORATION OF FUTURE FOODS, Space 10

"Tomorrow's Meatball is a visual exploration of the future of food, exploring the many ways we could be eating in the not too distant future. The exploration focuses on alternative ingredients, technological innovations and uncharted gastronomic territories. These are things we need to consider if we want to combat our unsustainable appetite for meat and the explosive demand for more food in the future"

What I really appreciate about this project is how it takes a big subject that is the future of food and all its possibilities and presents it in such a clear, straight to the point way.

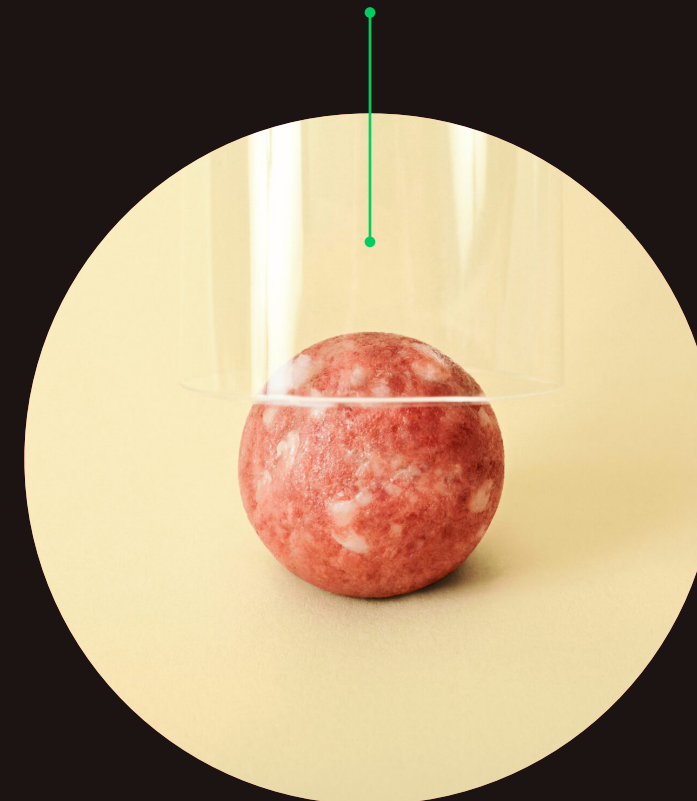
**WEBSITE:**

<https://space10.com/project/tomorrows-meatball/>

The Lean Green Algae Ball



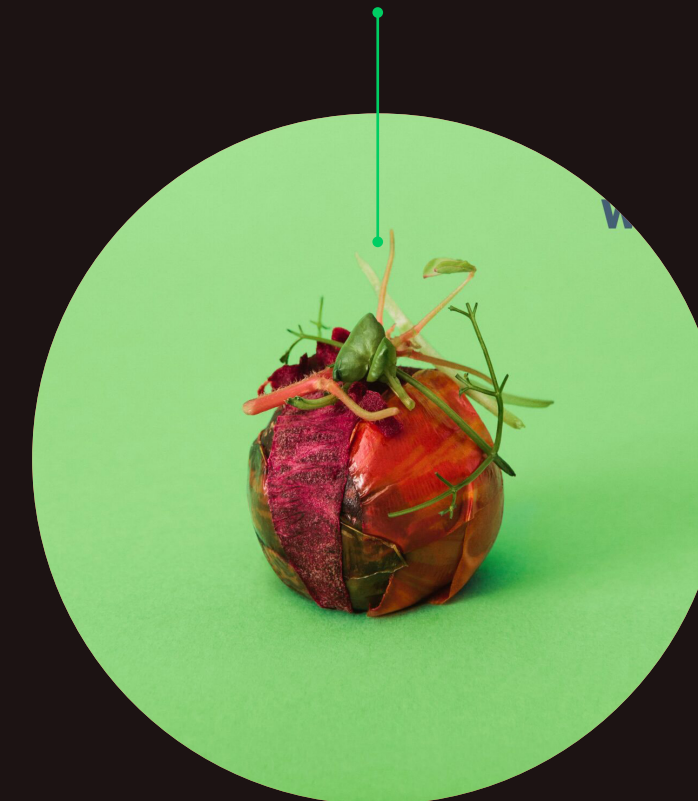
The Artificial Meatball



The Urban Farmer's Ball



The Wonderful Waste Ball



The Nutty Bal



The Crispy Bug Ball



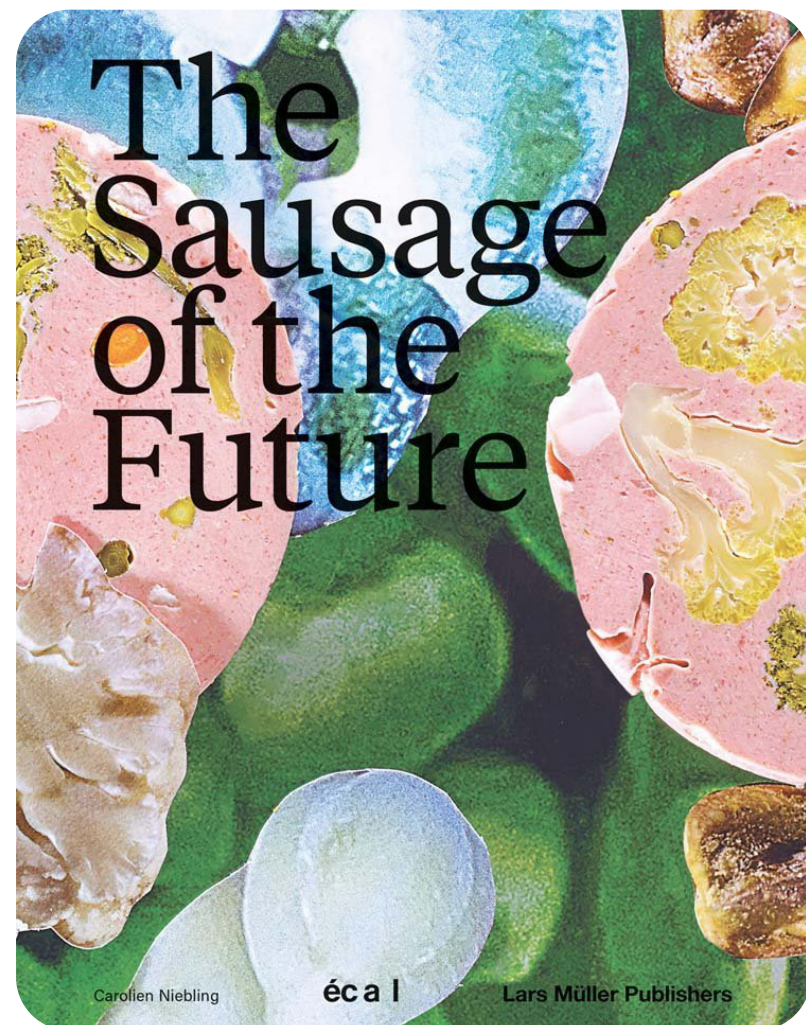
Artificial Meat



The Mighty Powder Ball

## THE SAUSAGE OF THE FUTURE

The Sausage of the future is a project developed by Carolien Niebling exploring one of mankind's first ever designed food item: the sausage.





## OUROBOROS STEAK

Ouroboros Steak grow-your-own human meat kit is "technically" not cannibalism.

This project explores the nuances of lab grown meat by asking if it would be ok to grow lab meat from humans.



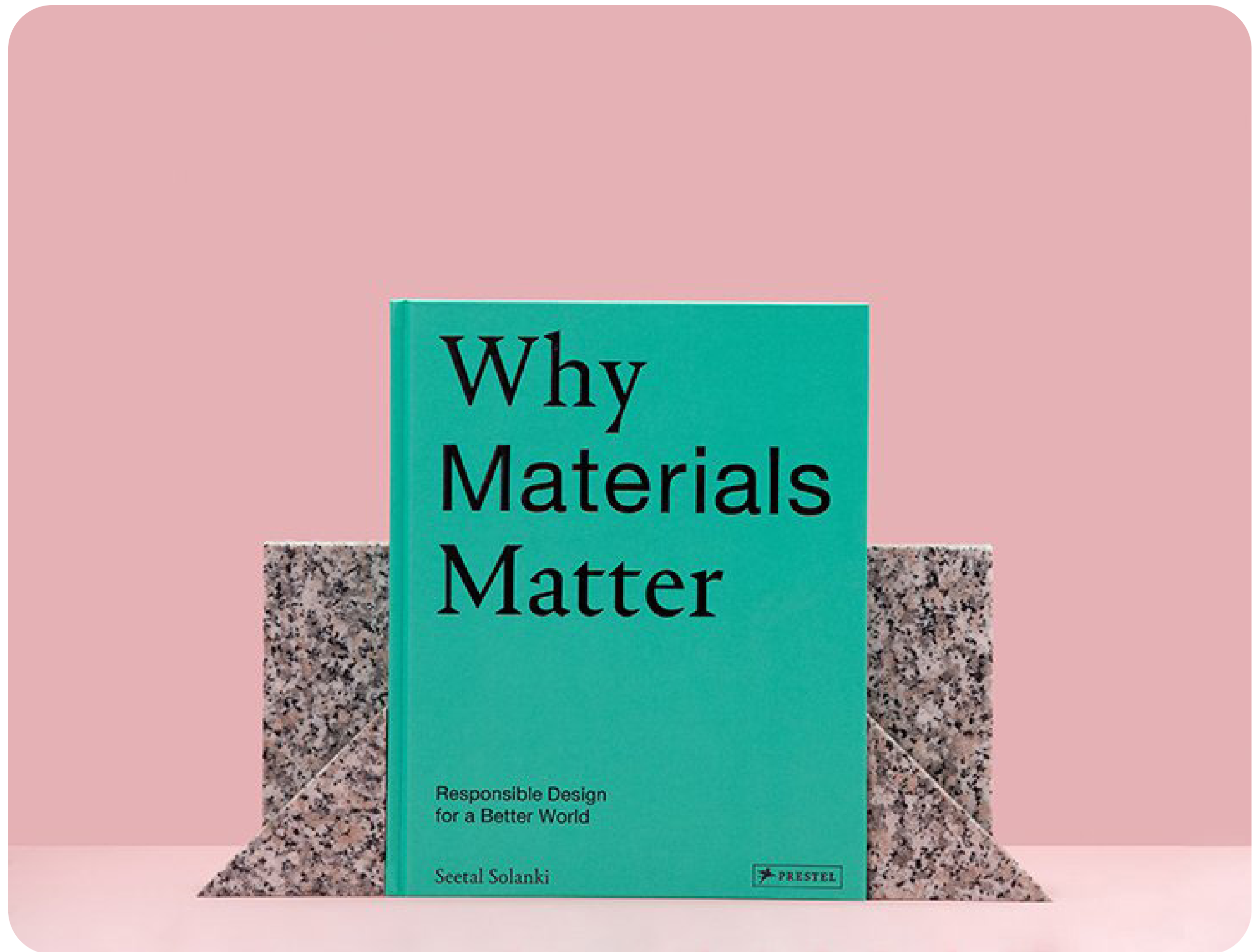
## ANNIE LARKINS PLANT BASED EGGS

Annie larkings created a plant based eggs that looks like eggs although the shapes are a little bit different.



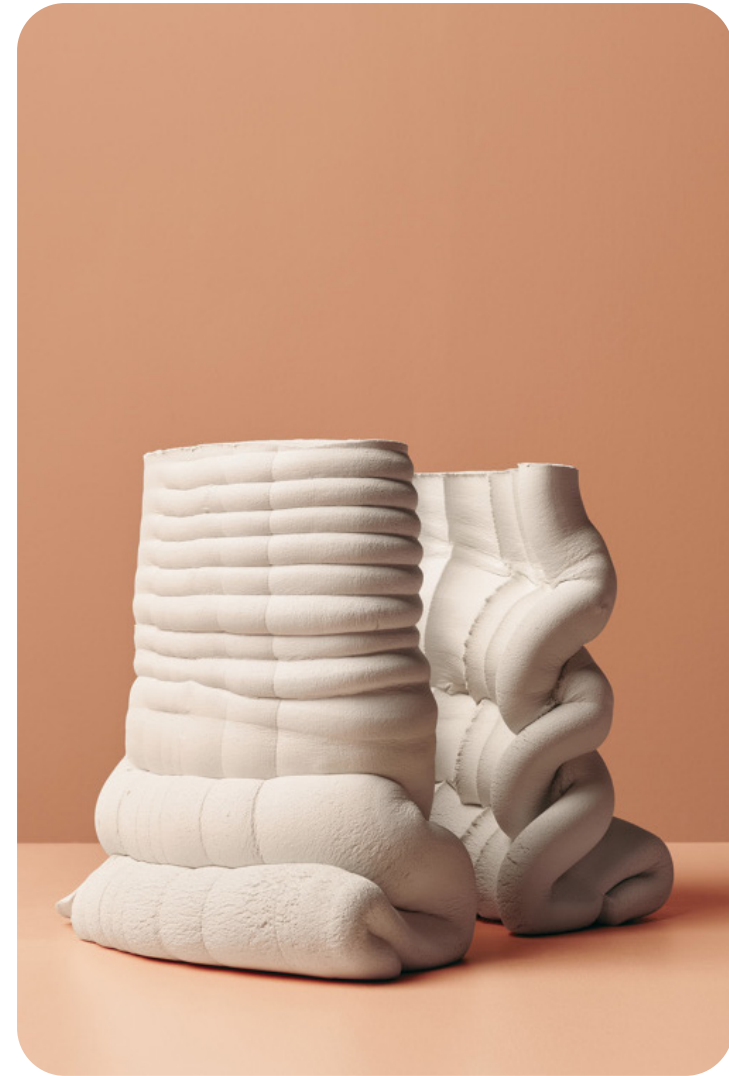
## MATERIALS MATTER, Seetal Solanki

One of my major resources of inspiration and information was the book: *Why Materials Matter, Responsible Design for a Better World* by Seetal Solanki. This book explores the “mundane” materials of our everyday life and it gives them the attention they deserve. Materials play a fundamental role in our human experience but we often ignore them. What this book provides is a parade of materials and projects that celebrate and center around its



(See the next pages)

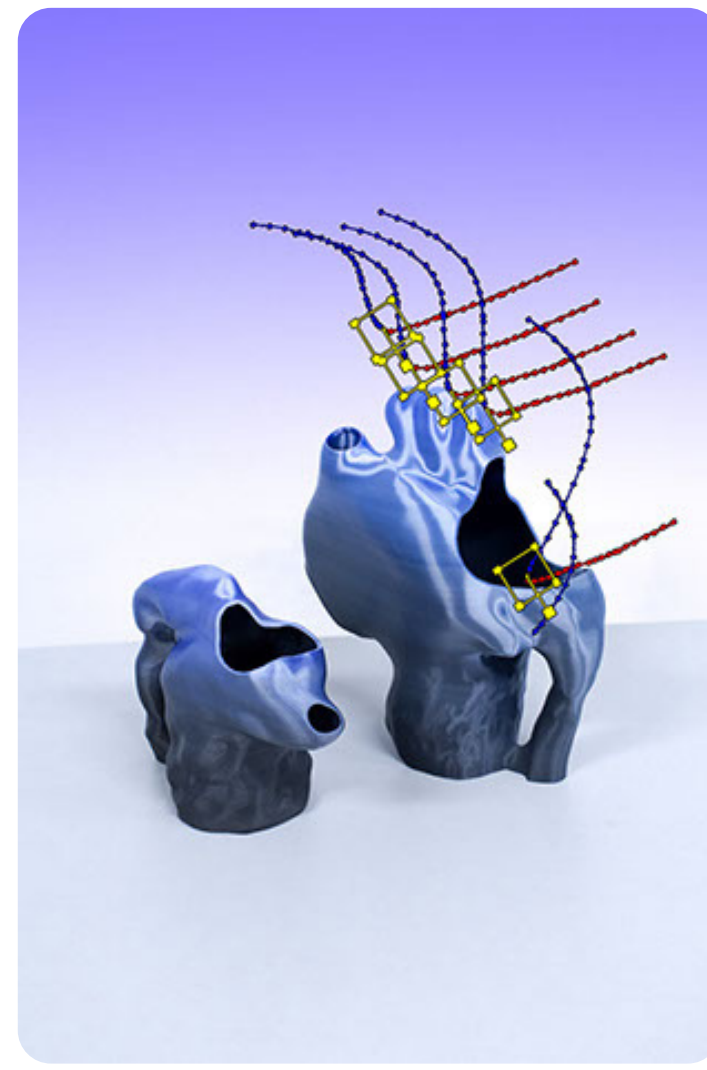
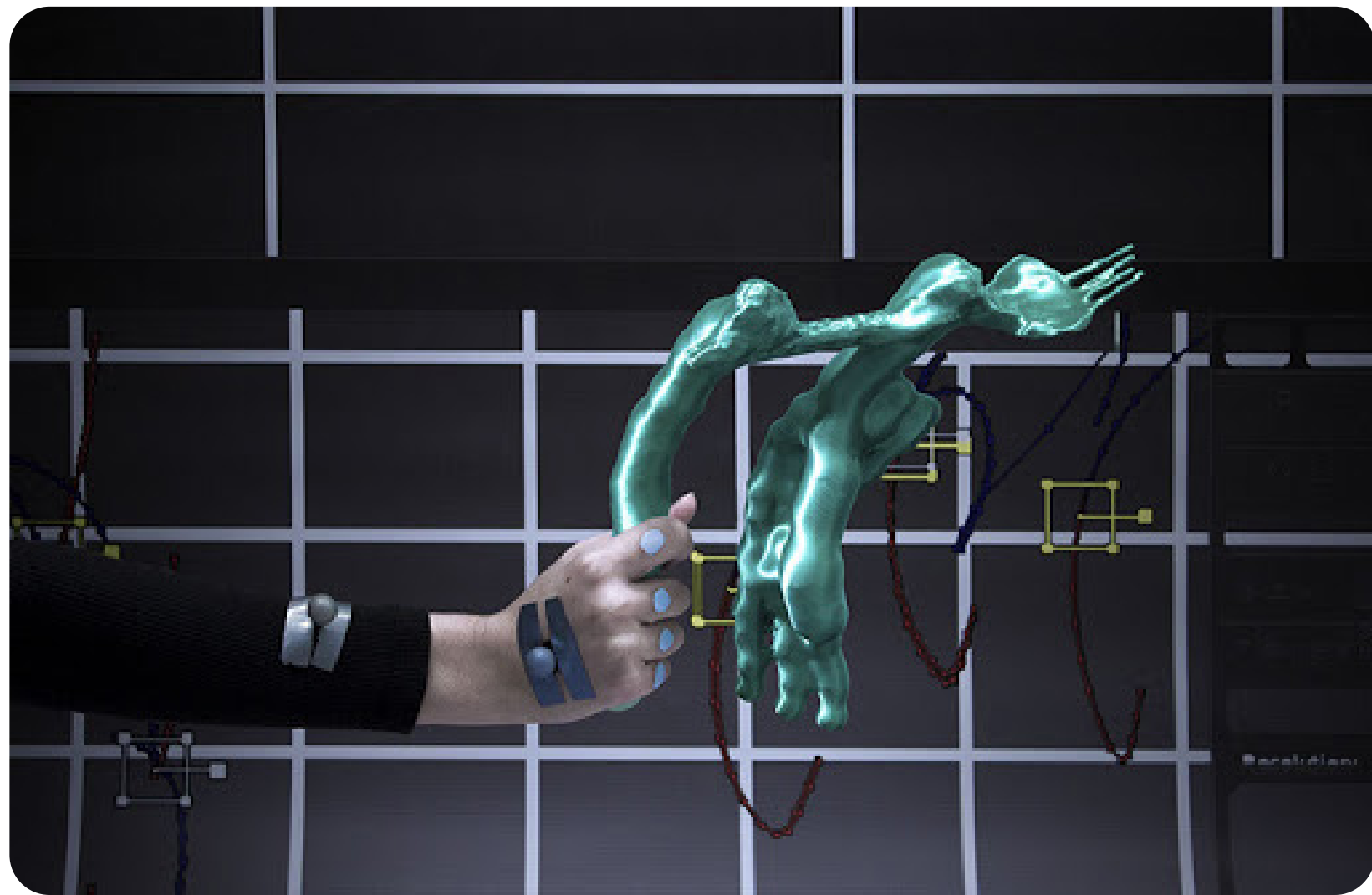




**Automated Ceramics Alphabet Aerobics,**  
Anton Alvarez



**Aluminum Foam Replica,**  
Studio Furthermore



**Visual effects life.vfx,**  
Sudrey Large

## FAST FOOD AID

Fast food aid makes the connection between pills and fast food by creating a store where you could get your fast food except instead of food you buy pills.



**Meal** – eating occasion that takes place at a certain time and includes specific, prepared food, or the food eaten on that occasion.

The names used for specific meals in English vary greatly, depending on the speaker's culture, the time of day, or the size of the meal.

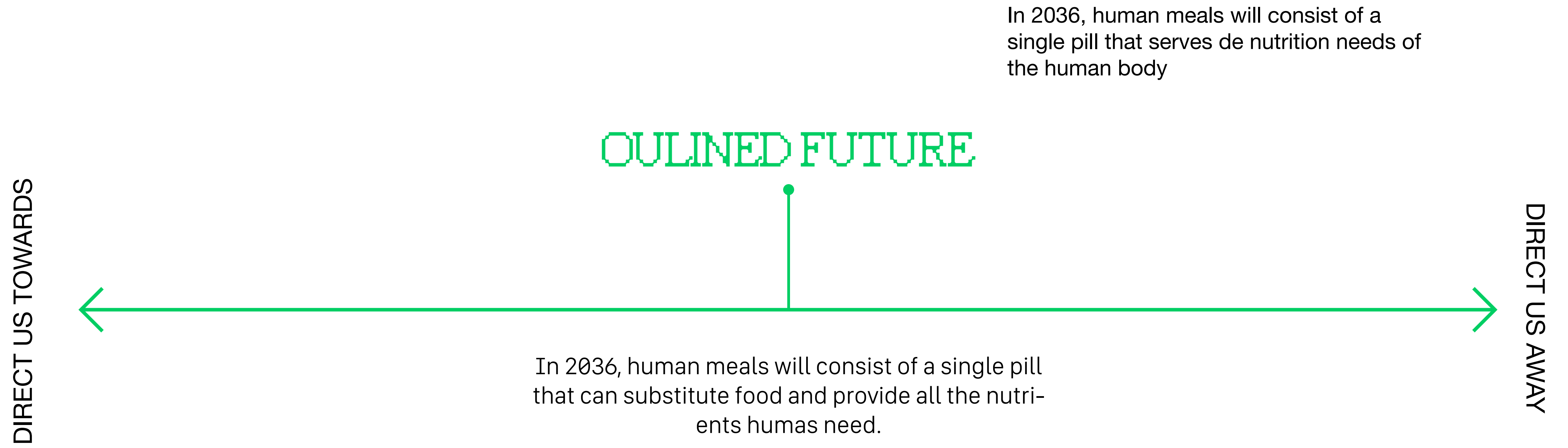
Meals occur primarily at homes, restaurants, and cafeterias, but may occur anywhere. Regular meals occur on a daily basis, typically several times a day. Special meals are usually held in conjunction with such occasions as birthdays, weddings, anniversaries, and holidays.

## FUTURE OUTLINE

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In 2036, human meals will consist of a single pill that provides humans with all their dietary needs



**CONCEPT:**

This future I outlined is a future that I want to get away from. As someone who deeply appreciates food and the ritual that it is the idea of a routine where we don't get to cook eat and share food seems rather . I think this is where I wanted the project to focus on that in paper is an idea that could save us a lot of trouble but in reality takes the human aspect of food and transforms it into something without substance. It questions how we think about the future and the solutions for the future and if these solutions even tough . When it comes to food and eating habits there is a lot to be done before such a extreme measure but sometimes peoples seems to let the problems for the future without realising that the solution then can be a lot more extreme that a **solution started now.** on but rather raises more questions while trying to tackle to in a light humorous way.



# III. STAGE 02

Propose and produce a designed intervention for today as an act of support or opposition to the future scenario you have outlined in stage 01.

## CONCEPT:

Seconds is a conceptual project that explores what the future of our relation with food will look like. Is seated in the year 2036 and it outlines a future where humans no longer consume food but rather pills.

## NAME OF THE PROJECT:

SECONDS

By changing food for pills we obviously affect the ritual around meals and one part of that is the fact that with a pill you can consume it in seconds taking away any special time dedicated to the consumption of the “meal”.

### DELIVERABLES:

Pills + Plate  
Journal  
Posters  
Photographs

### TAGS:

Experiences  
Interaction  
Pills  
Ritual  
Routine

**CONCEPT:**

In terms of tackling the food industry problems regarding the environment, animal cruelty, global hunger, a pill seems a very easy and plausible solution, seeing only from a survival point of view. But the human experience doesn't resume to only our survival instinct and sum our whole relation with food to just 1 pill ignores all the social aspects that we associated with it. By taking the experience and the rituals around food we are changing a very important, relevant aspect from our lives.

**DESIGN CONCEPT:**

I decided to create a set of pills that would be 3d printed simulating the "meal" pills. I decided for 6 pills one representing 1 type of meal and there would be 7 sets of colours on the pills representing each day of the week. I also created a plate with holes for the different shapes of the pills where they could be placed.

In the future humans would be able to order a meal kit that they would customise to their needs and also be able to chose each "meal" of the week. They would then receive this meal kit that would be categorised by colour and shape. Each "pill" has attributed to it a type of meal and a type of food. This is to try to keep some familiar aspects to the ritual. With the pills there would come a plate where the pills would be placed in a way to encourage the same eating habits of today.

This project is supposed to make us question how we will interact with food in the future and in a way make us reflect on our own habits today.

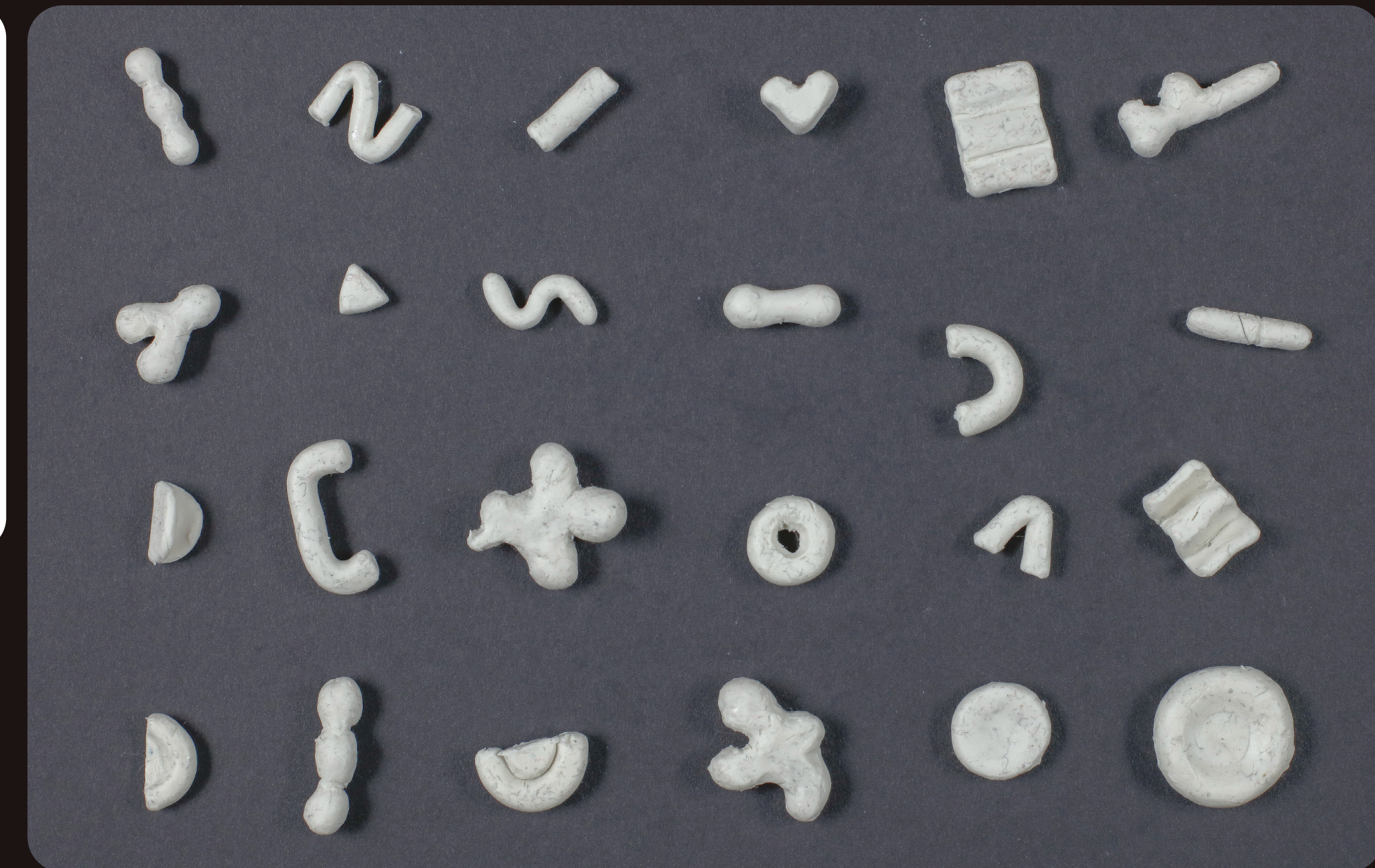
**"PILLS" EXPLORATION:**

I started by drawings different potential shapes for the pills. I develop shapes based on the regular shapes associated with pills today but also tried to get away from that and be more explorative with what the shapes could look like.



01

From the drawings I selected the shapes that most interest me and created them in clay so I could have a physical model that I could see in 3D.



01

**PILLS / MEALS SHAPES:**

From the shapes that I built in clay, I selected 6 shapes: 1 for each type of meal. I wanted shapes that were different from the ones used nowadays for pills but that had a basic form and "childlike" essence to them. Cooking is a complex task and I wanted my pills to be stripped from all of that complexity and be the opposite of what a meal is nowadays.

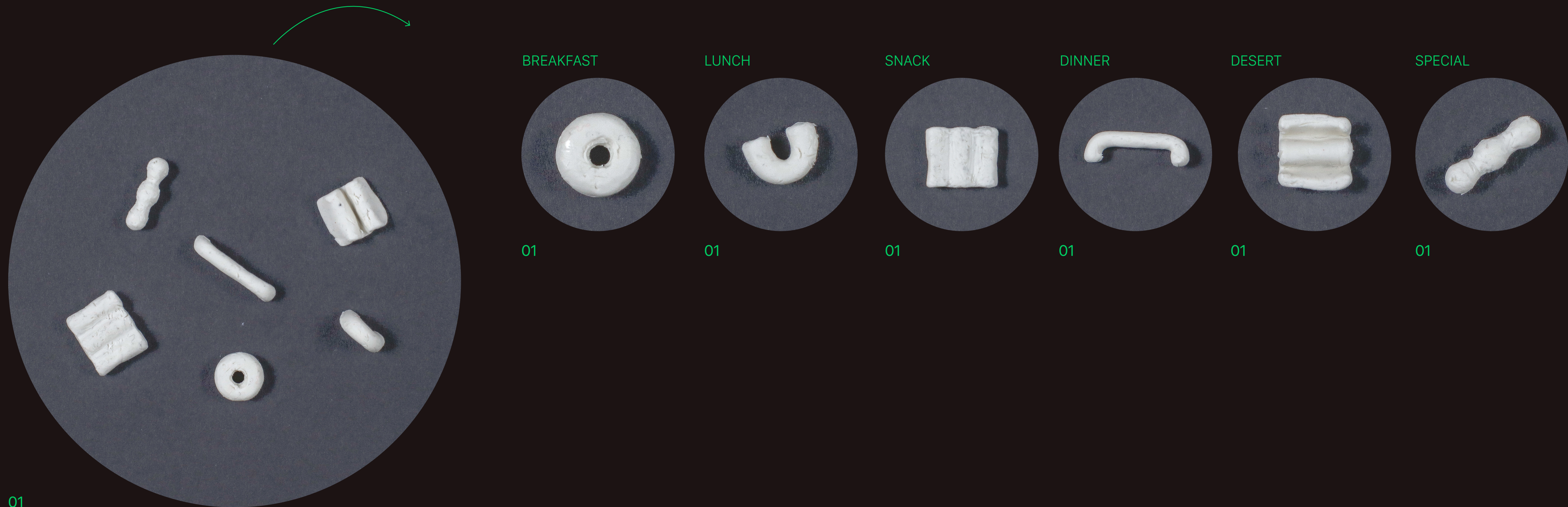
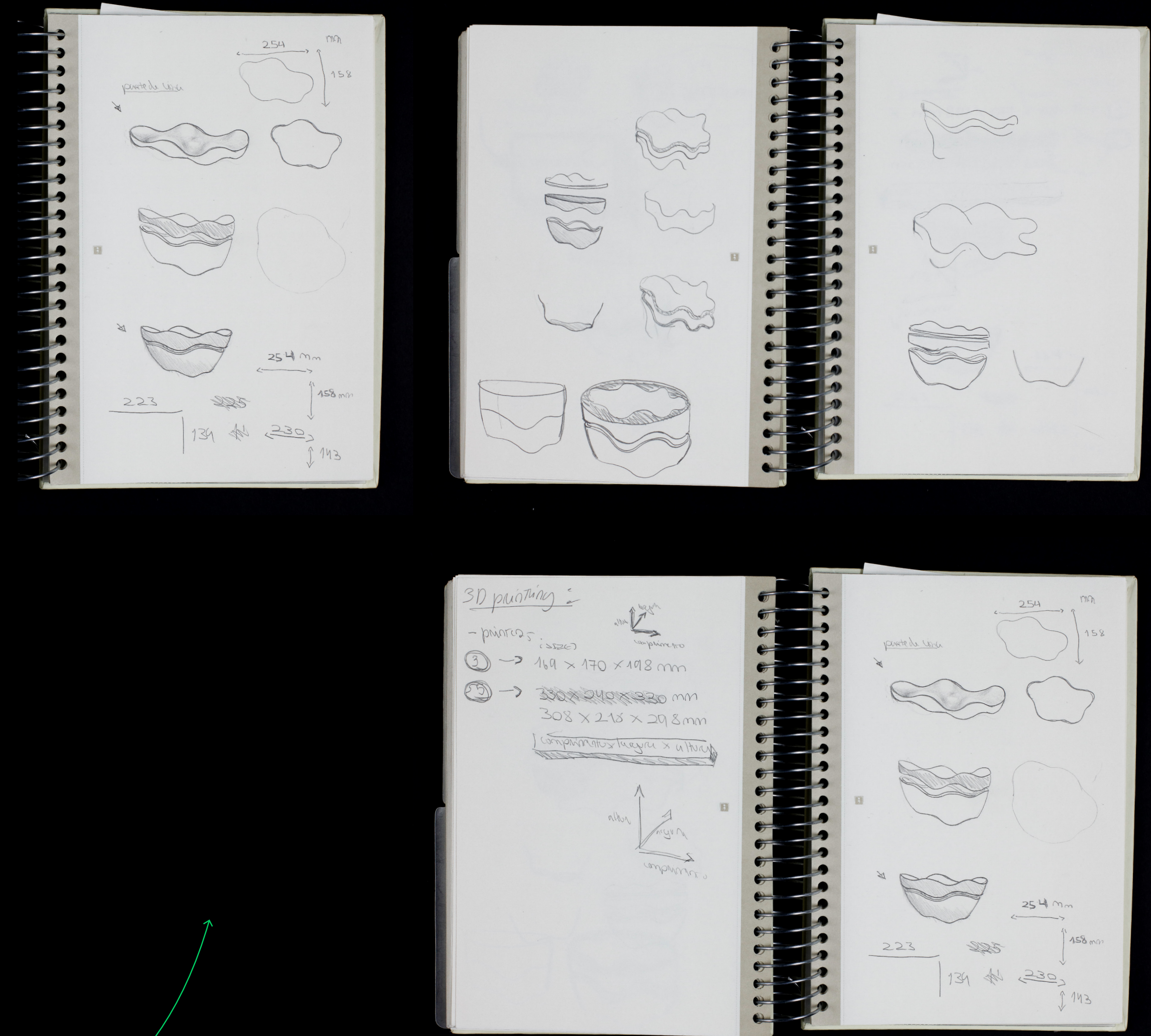
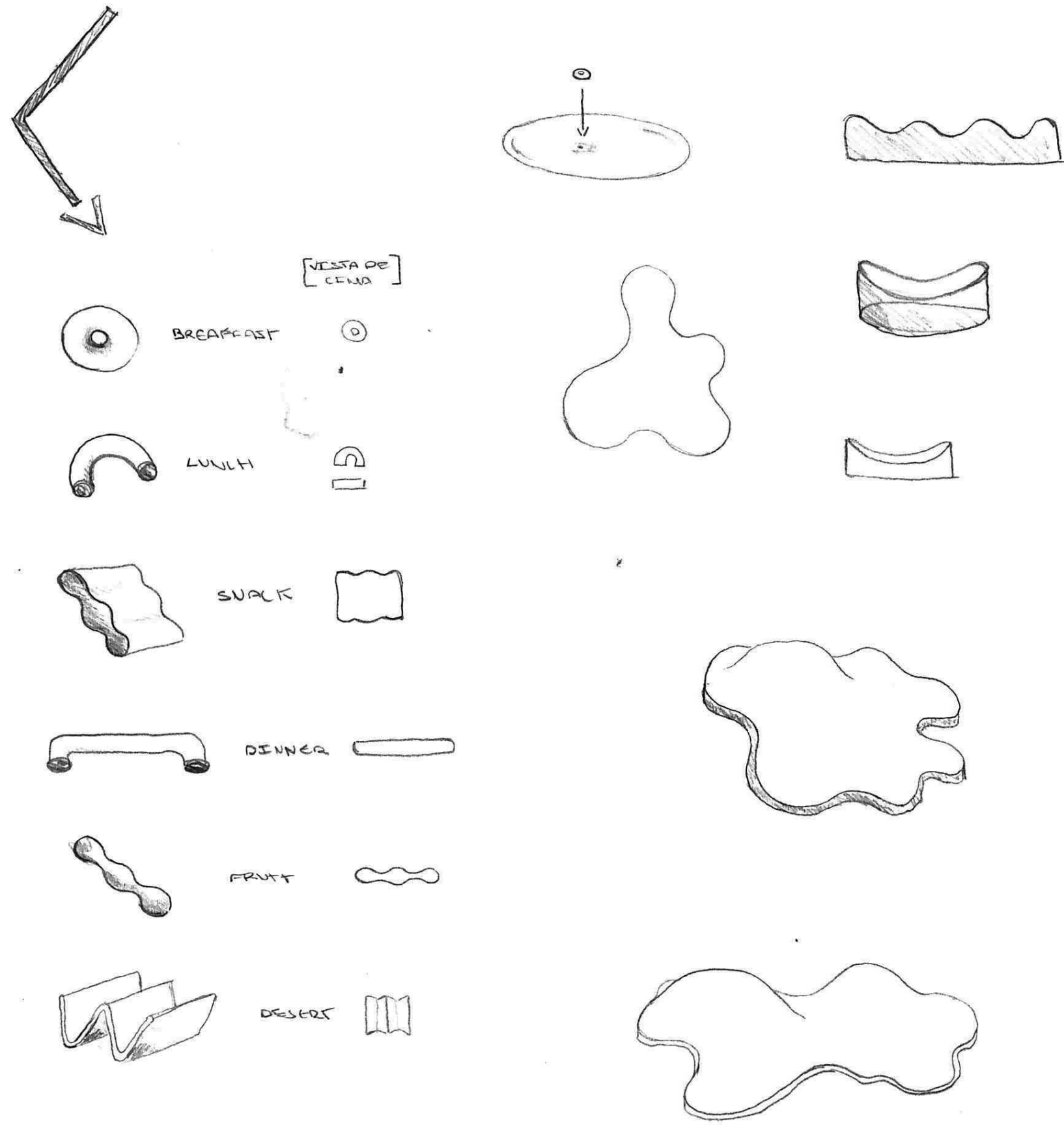
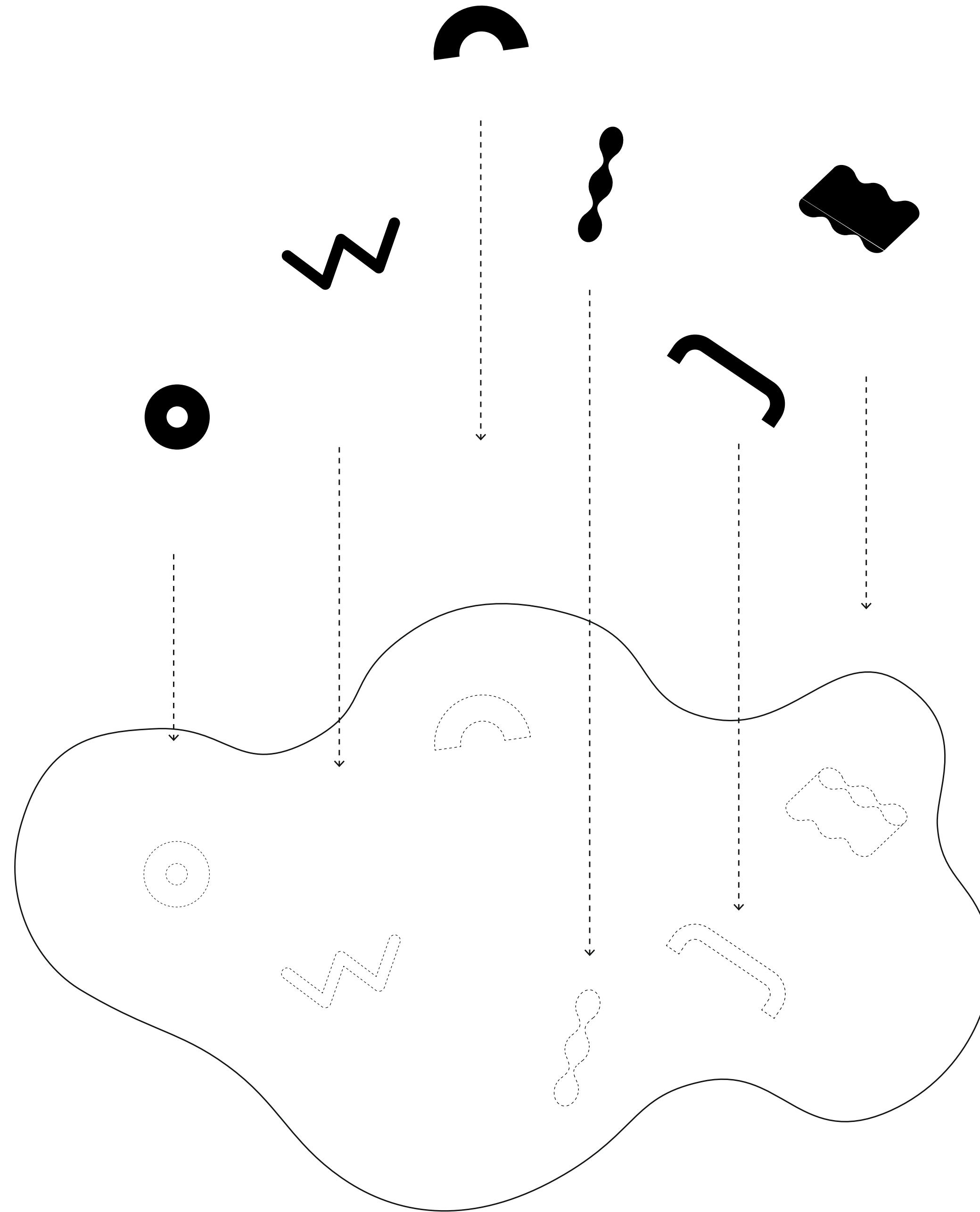


PLATE EXPLORATION:



PILLS SHAPE

PLATE SHAPE





**3D PRINTING:**

In terms of tackling the food industry problems regarding the environment, animal cruelty, global hunger, a pill seems a very plausible and ideal solution. Seeing only for a survival point of view. But the human experience doesn't reduce to only our survival instinct and reduce our whole relationship with food to just 1 pill ignores all the social aspects that we associated.

**PRINTER USED****ULTIMAKER 3**

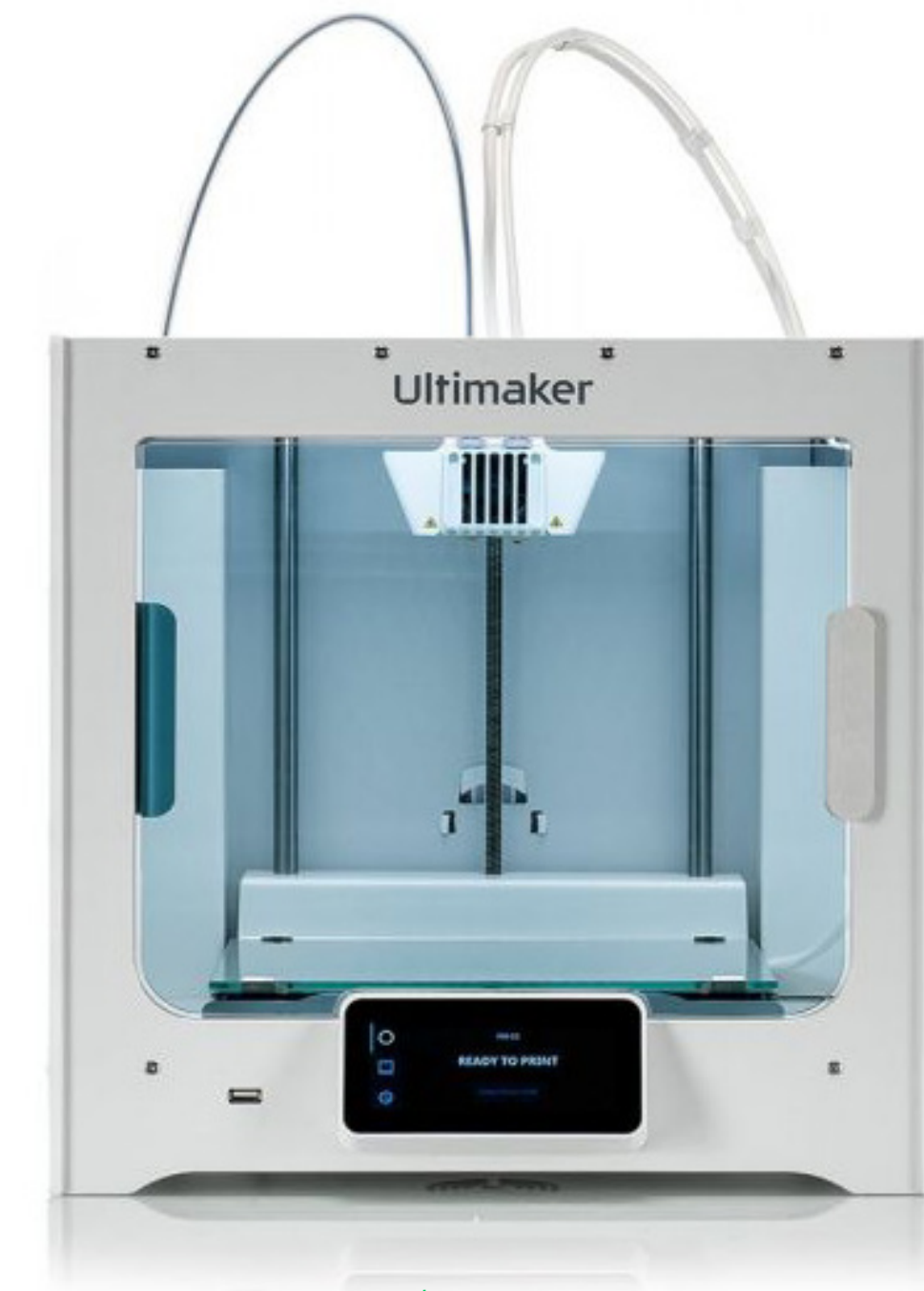
(The Ultimaker 3 has 2 print heads. One head prints PLA plastic and the other head prints PVA, which is a dissolvable support material. After printing the model is left in water overnight. The maximum print size of the Ultimaker 3 is 169 x 170 x 198mm.)

**MATERIAL USED****PLA**

PLA (Polylactic Acid) a fully biodegradable thermoplastic polymer consisting of renewable raw materials;

**(COLOURS USED)**

White  
Red  
Green  
Yellow  
Blue  
Orange  
Magenta



Ultimaker 3



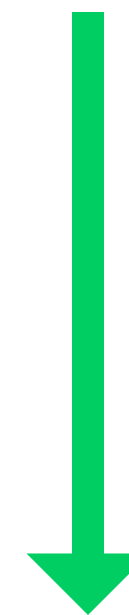
Pva

**BUILDING THE PILLS:**

To build the pills I used Cinema 4D. After building the, I exported them into an stl. and imported them into cura (the software connected with the 3D printers).

Because the plate was a more complex shape I asked for a knowledgeable friend in 3D and she helped me buit the plate in Rhino.

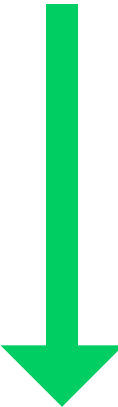
Cinema 4D



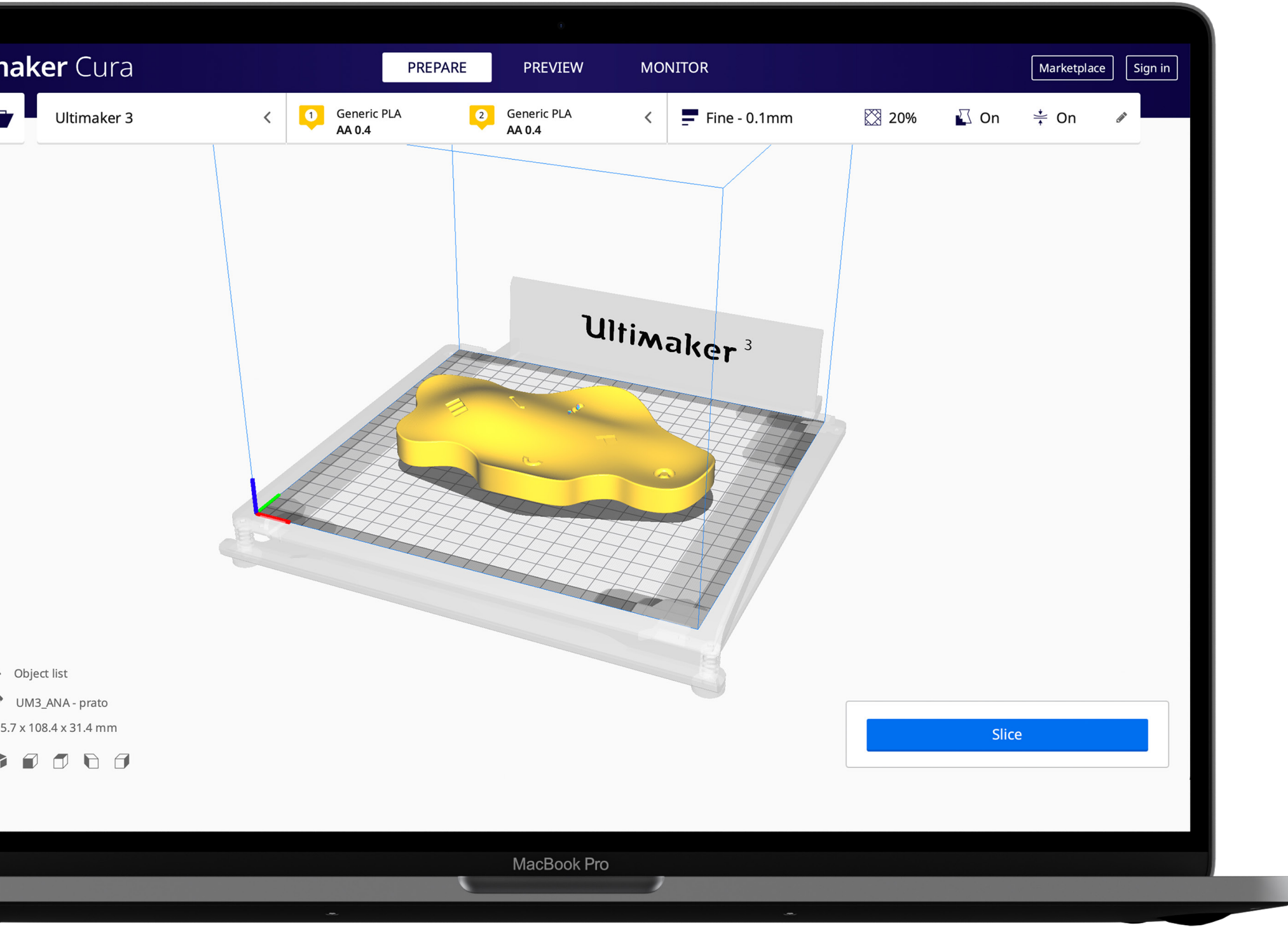
**3D PRINTING PROCESS:**

Rhino

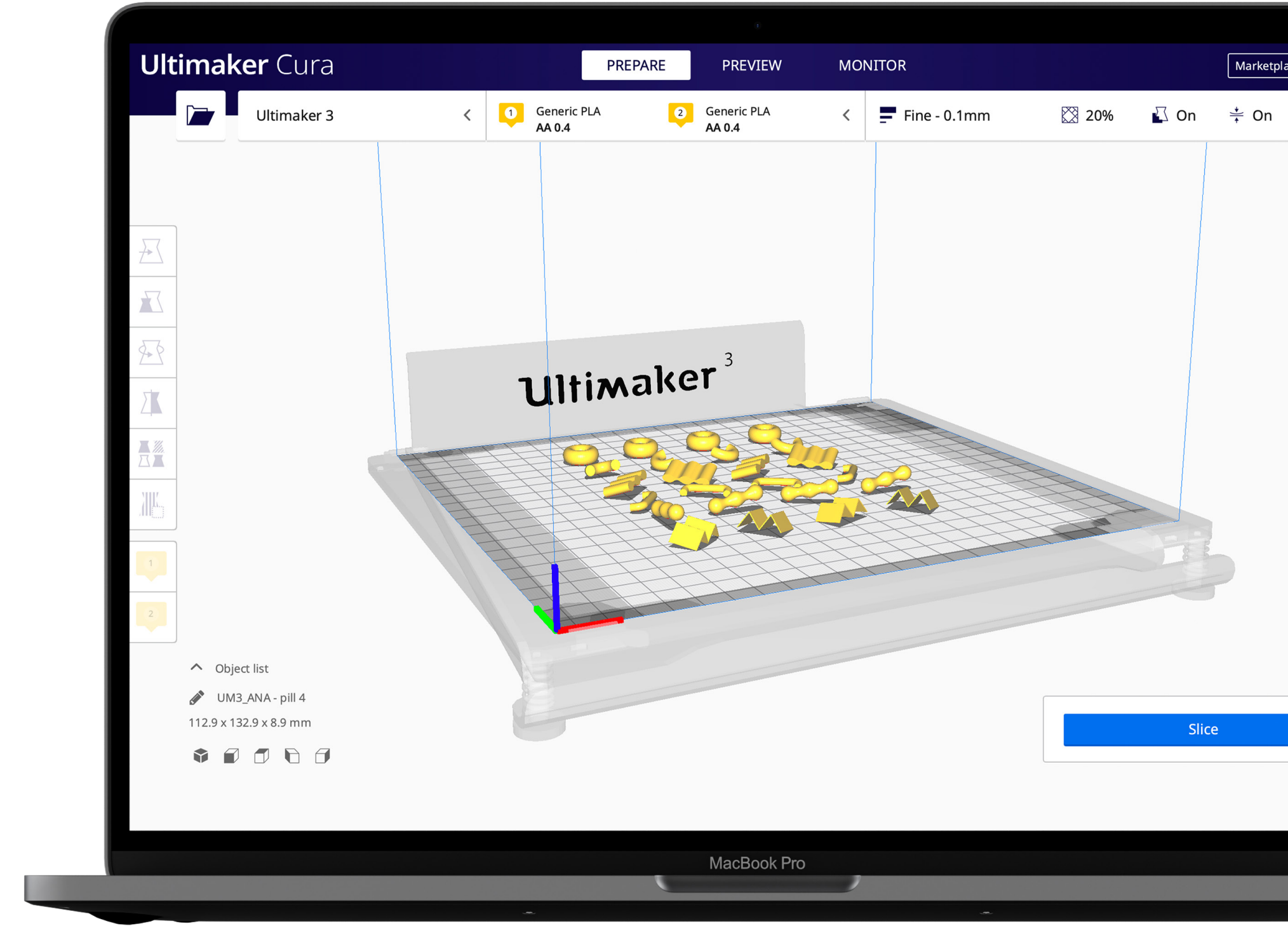
Cinema 4D



Cura



Plate



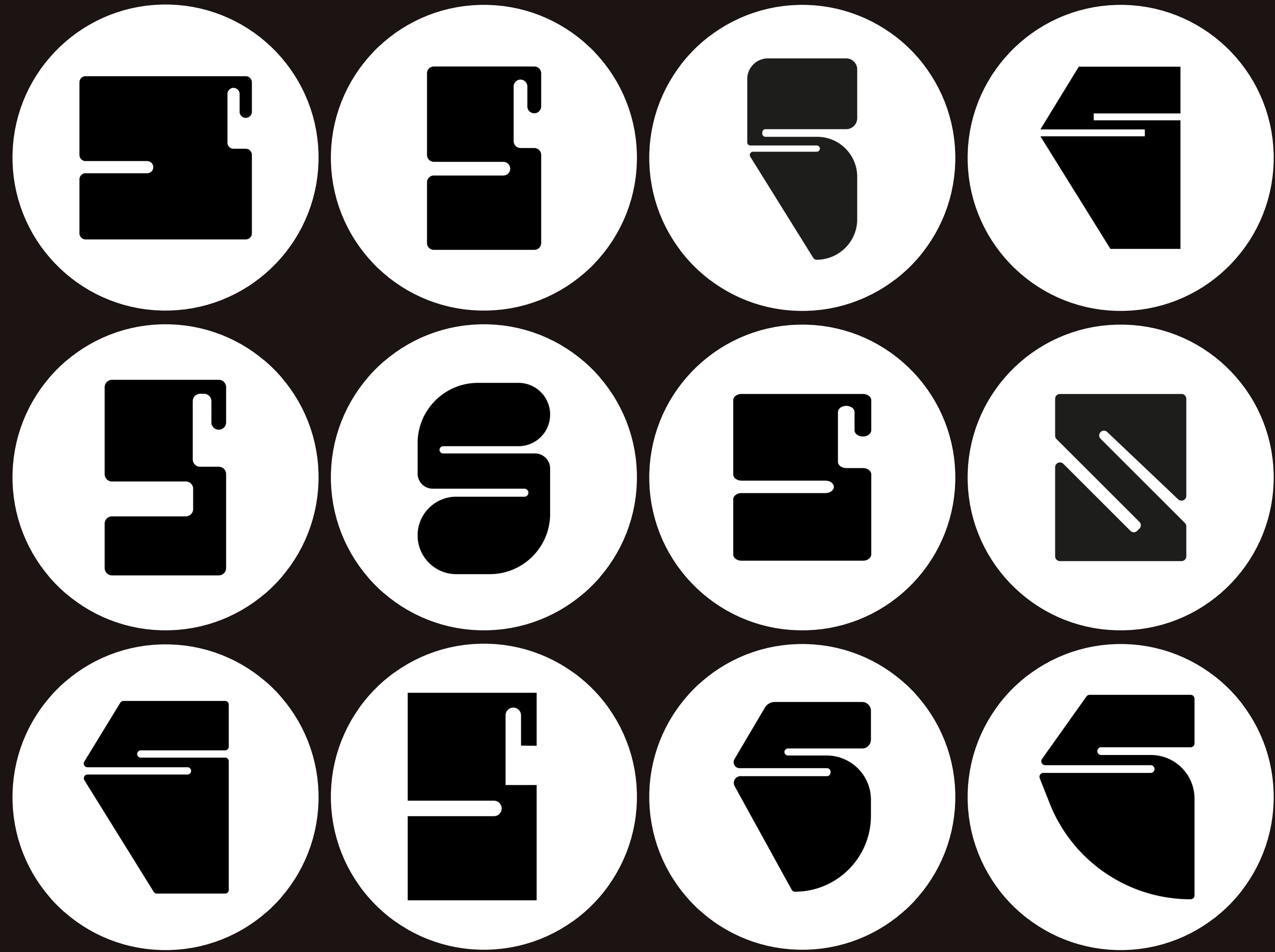
Pills

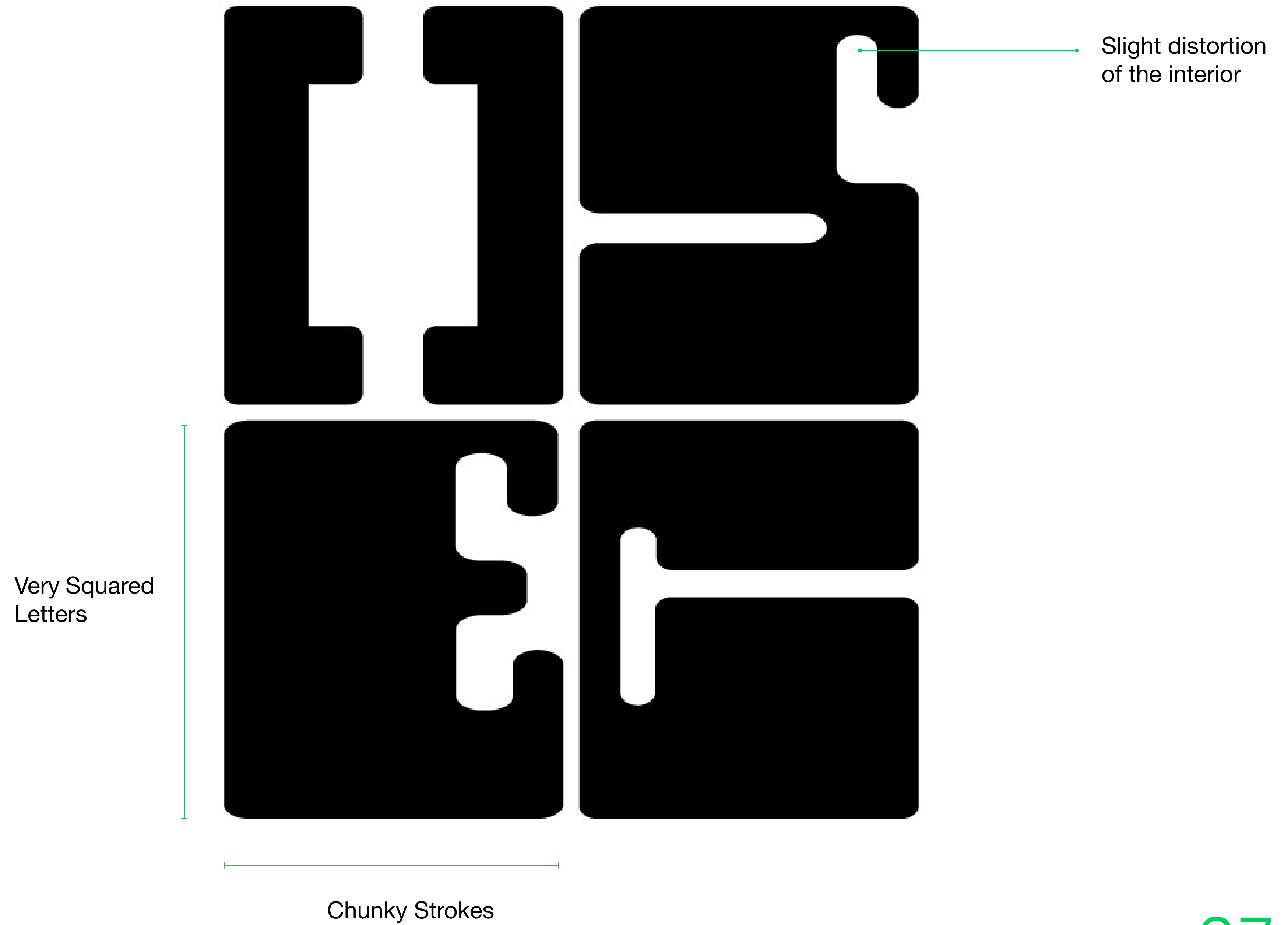
**JOURNAL:**

Together with the pills I decided to create a journal that would come with each meal kit. I decided to create the journal for information purposes as a way to better present the project to the public. It was also an opportunity to explore how could I expand the visual language I was using and what I could

**CUSTOM LETTERS:**

For the cover of the "journal" i created custom letters for the name of the project. I wanted something bold and exaggerated that played with geometry and different stroke weights. The goal was to create something exaggerated and big with a slight futuristic look to it while keeping it very brutalist.





**TYPEFACE:**

For the typeface for the journal I choose the Pangram Sans from the Pangram Pangram Foundry. Pangram Sans is an extensive geometric font designed to be bold and intense.

I chose Pangram Sans because it is a typeface that combined with custom letters but it has character and can work as a stand-alone font.

**WEBSITE:**

→ <https://pangrampangram.com>

**Pangram Sans**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

**bold**

compact regular

**compressed extrabold**

condensed thin

light

medium

**narrow semibold****semibold**

slim extralight

thin

compact extralight reclined

*compact thin italic*

compressed medium reclined

***extrabold italic******narrow extrabold italic***

narrow extralight reclined

***narrow semibold italic***

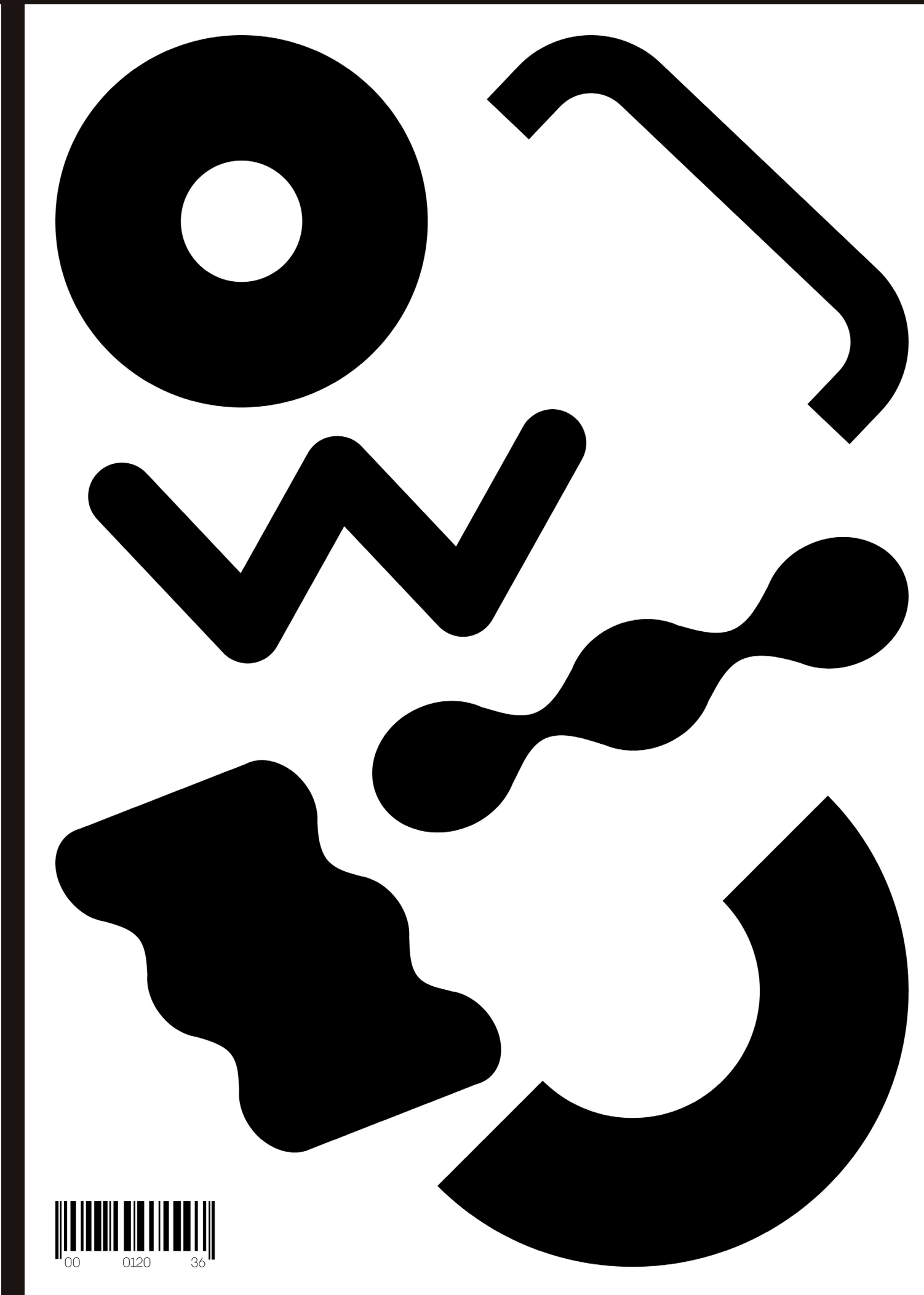
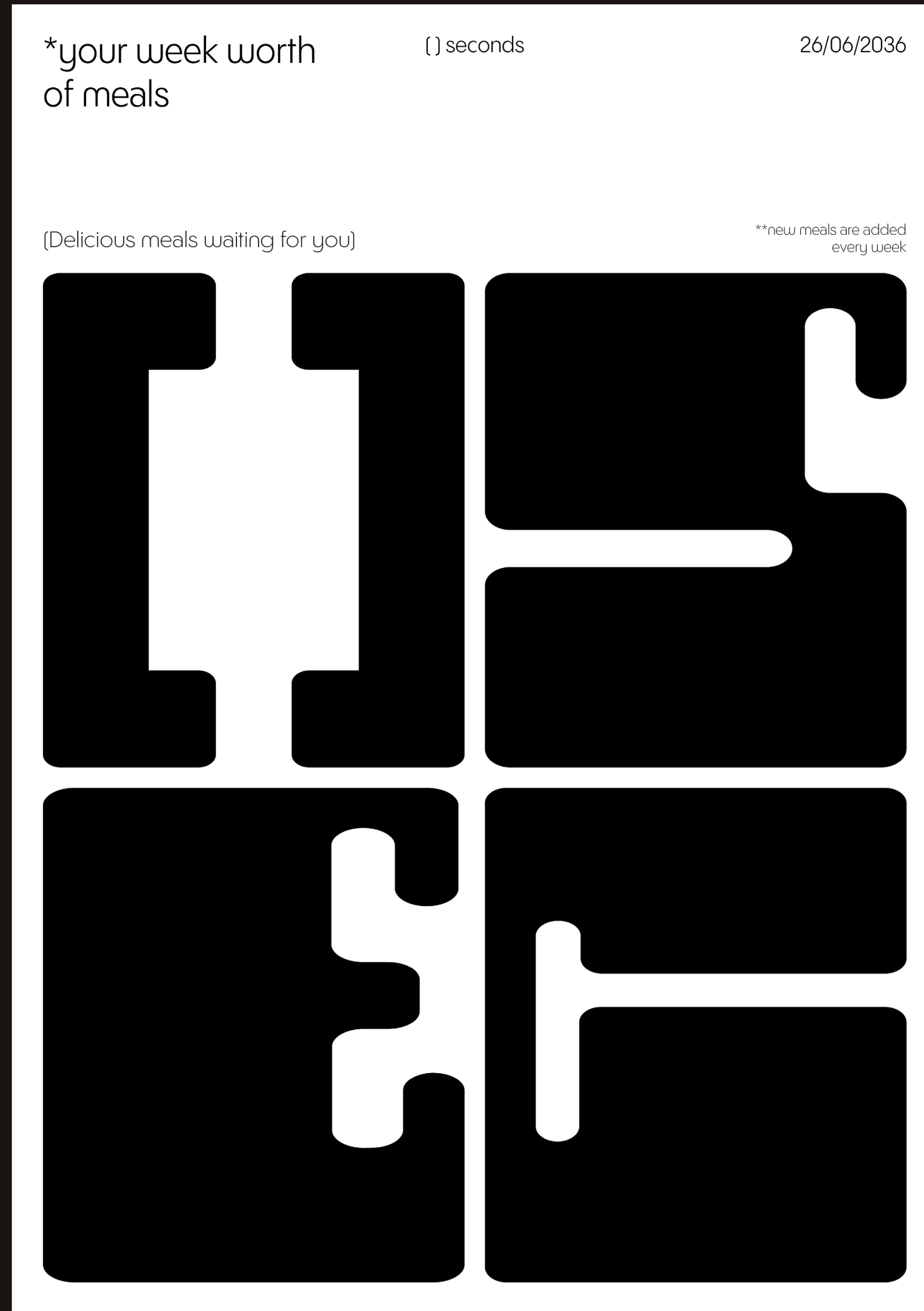
slim medium reclined

***slim semibold italic***

# FINAL OUTCOMES



JOURNAL COVER:



COVER

BACKCOVER

JOURNAL LAYOUT:

\*your week worth of meals [ ] seconds 26/06/2036

(Delicious meals waiting for you) \*\*\*new meals are added every week

Welcome to Seconds, your favourite meal kit [ ] Seconds

Week 66 26/06/2036 London, UK

Seconds is a meal kit that focuses on the experience between you and your meal. We offer a diverse range of meals with premium nutrition standards.

INTEGRATION CONSCIOUS

All of our food has the required nutrients for a healthy and balance diet!

FREE OF EVERYTHING SUITABLE FOR EVERYONE

PROTEIN (01)  
CARBOHYDRATES (02)  
FATS (03)  
VITAMINS (04)  
MINERALS (05)

IT TAKES ONLY A FEW SECONDS TO EAT!

See what delicious meals are waiting for you this week on your personalized meal kit! ㄴ ㄹ ㄷ

(breakfast) (01) (lunch) (02)

(Mon) Beans & Eggs  
(Tue) Pancakes  
(Wed) Beans & Sausages  
(Thu) Overnight Oats  
(Fri) Pancakes  
(Sat) Toast  
(Sun) Cereals

(Mon) Salad  
(Tue) Tacos  
(Wed) Salad  
(Thu) Meatball Sandwich  
(Fri) Pancakes  
(Sat) Toast  
(Sun) Hamburger

(dessert) (05) (special) (06)

(Mon) \*\*\* Mango Ice cream  
(Tue) \*\*\*  
(Wed) \*\*\*  
(Thu) \*\*\*  
(Fri) Chocolate Cake  
(Sat) Caramel Ice cream  
(Sun) Brounie

(Mon) \*\*\* Energy Boost  
(Tue) \*\*\*  
(Wed) \*\*\* Focus Miracle  
(Thu) \*\*\* Energy Boost  
(Fri) \*\*\* Hangover Bliss  
(Sat) \*\*\*  
(Sun) \*\*\*

(snack) (03) (dinner) (04)

(Mon) Banana & Peanut Butter  
(Tue) Protein Bar  
(Wed) Cookies  
(Thu) Protein Bar  
(Fri) Protein Bowl  
(Sat) Toast  
(Sun) Cereals

(Mon) Tofu Rice  
(Tue) Spaghetti with Tomato Sauce  
(Wed) Salad  
(Thu) Overnight Oats  
(Fri) Noodles  
(Sat) Pizza  
(Sun) Noodles with Mushroom Stock

(See our Meal Catalogue of Delicious Meals) \*\*\*new meals are added every week

/// (01) (Breakfast) ///

Toast  
Toast with butter  
Toast with Eggs  
Toast with Avocado  
Toast with beans  
Toast with sausages  
Toast with Peanut Butter  
Cereals  
Overnight Oats  
Muesli  
Pancakes with chocolate  
Pancakes with maple syrup  
Pancakes with strawberries

/// (02) (Lunch + Dinner) ///

Hamburger  
Hot Dog  
Carbonara  
Spaghetti with mince  
Spaghetti with Tomato Sauce  
Enchiladas  
Tacos  
Salad  
Meatball Sandwich  
Noodles with Mushroom Stock  
Spicy Noodles

/// (03) (Snack) ///

Protein Bar  
Banana & Peanut Butter  
Cookies  
Protein Bowl  
Toast  
Cereals

/// (05) (Dessert) ///

Chocolate Ice cream (209)  
Strawberry Icecream (210)  
Vanilla Ice cream (211)  
Mango Ice Cream (212)  
Coco Ice Cream (213)  
Dulce de Leite Ice Cream (214)  
Mango Ice Cream  
Peanut Butter Ice Cream  
Chocolate Brownie  
Chocolate Cake

/// (6) (Special) ///

\*\*\*We offer a range of special pills for those occasions that you need something more

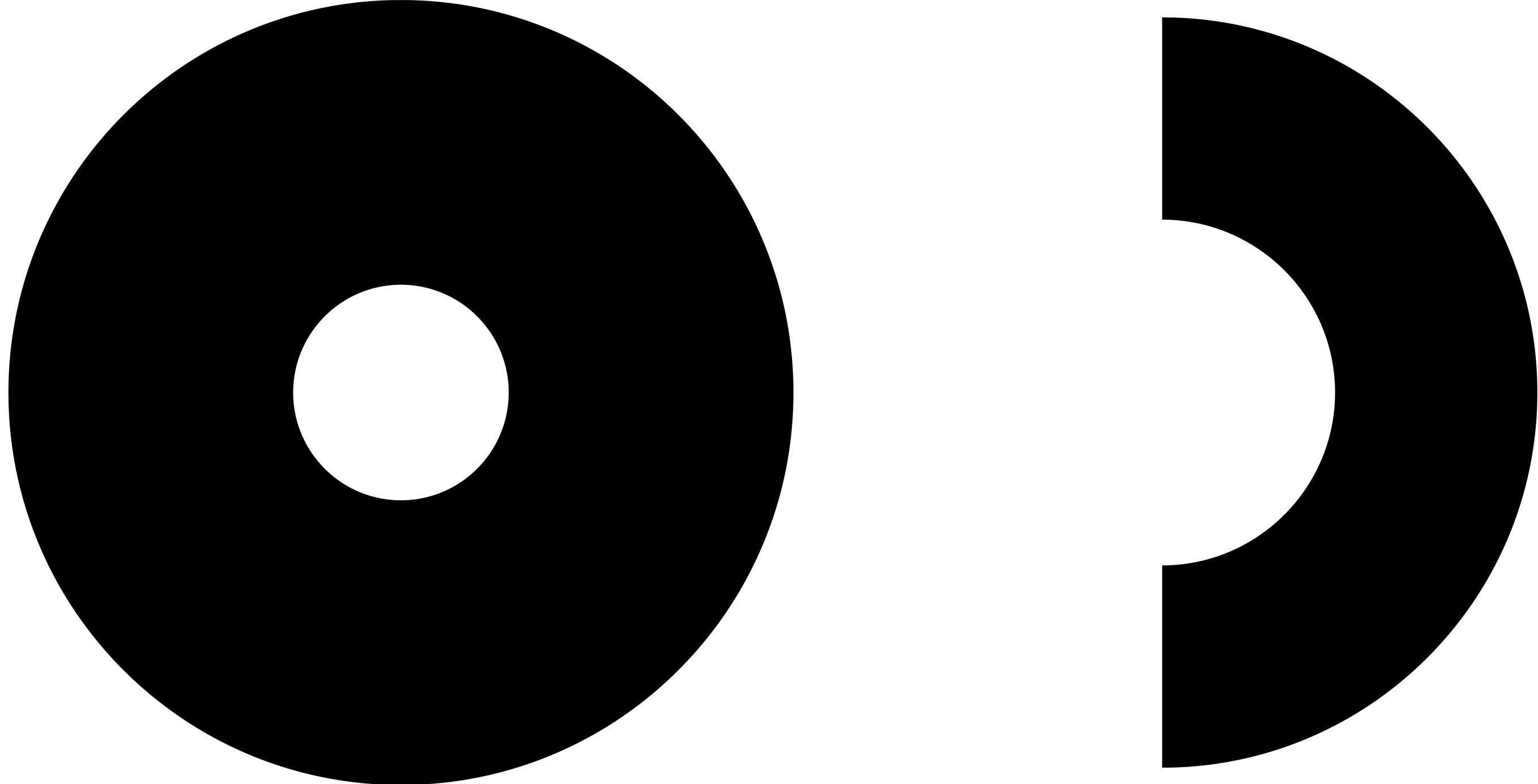
Hangover Bliss  
Energy Boost  
Focus Miracle

**GRAPHIC LANGUAGE:**

For the graphic language I chose to go quite minimal and using blocks of colour to fill space. I wanted something quite clean but very strong and perceptive. The use of black and white only was also a way to let the pills shine and create an environment of objects quite serious

**JOURNAL LAYOUT:**

(Mon)	Beans & Eggs	(breakfast)	(01)	(Mon)	Salad	(lunch)	(02)
(Tue)	Pancakes			(Tue)	Tacos		
(Wed)	Beans & Sausages			(Wed)	Salad		
(Thu)	Overnight Oats			(Thu)	Meatball Sandwich		
(Fri)	Pancakes			(Fri)	Pancakes		
(Sat)	Toast			(Sat)	Toast		
(Sun)	Cereals			(Sun)	Hamburger		









JOURNAL LAYOUT:

Welcome to Seconds, your favourite meal kit! (?) Seconds

Week 55 26/06/2036 London, UK

Seconds is a meal kit that focuses on the experience between you and your meal. We offer a diverse range of meals with premium nutrition standarts.

(SHAPE)	(TYPE OF MEAL)
01 	Breakfast
02 	Lunch
03 	Snack
04 	Dinner
05 	Desert
06 	Special

(NUTRITION CONSCIOUS)

All of our food has the required nutrients for a healthy and balance diet!  
↘ ↙ ↘

FREE OF EVERYTHING

SUITABLE FOR EVERYONE

PROTEIN [01]

CARBOHYDRATES [02]

FATS [03]

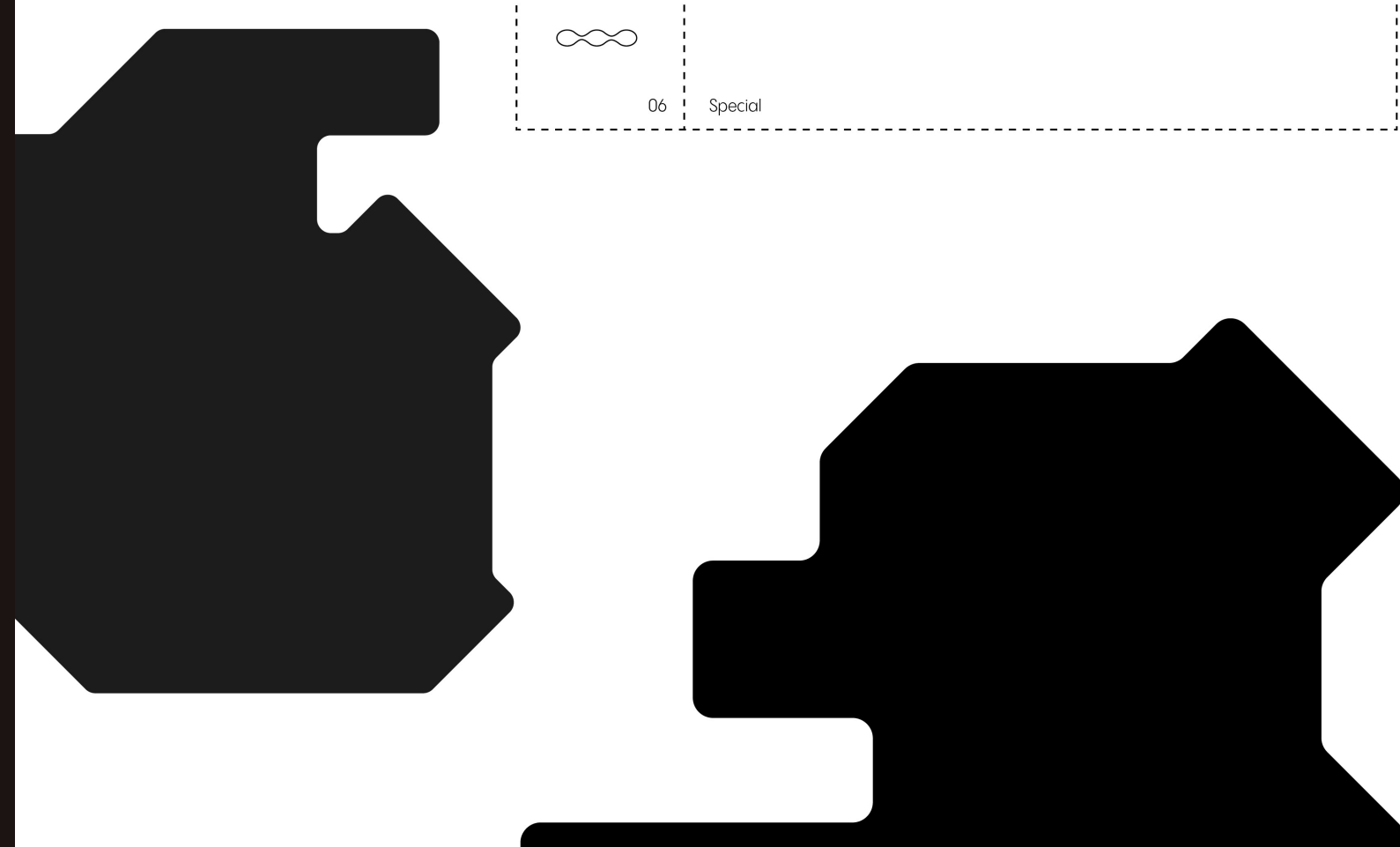
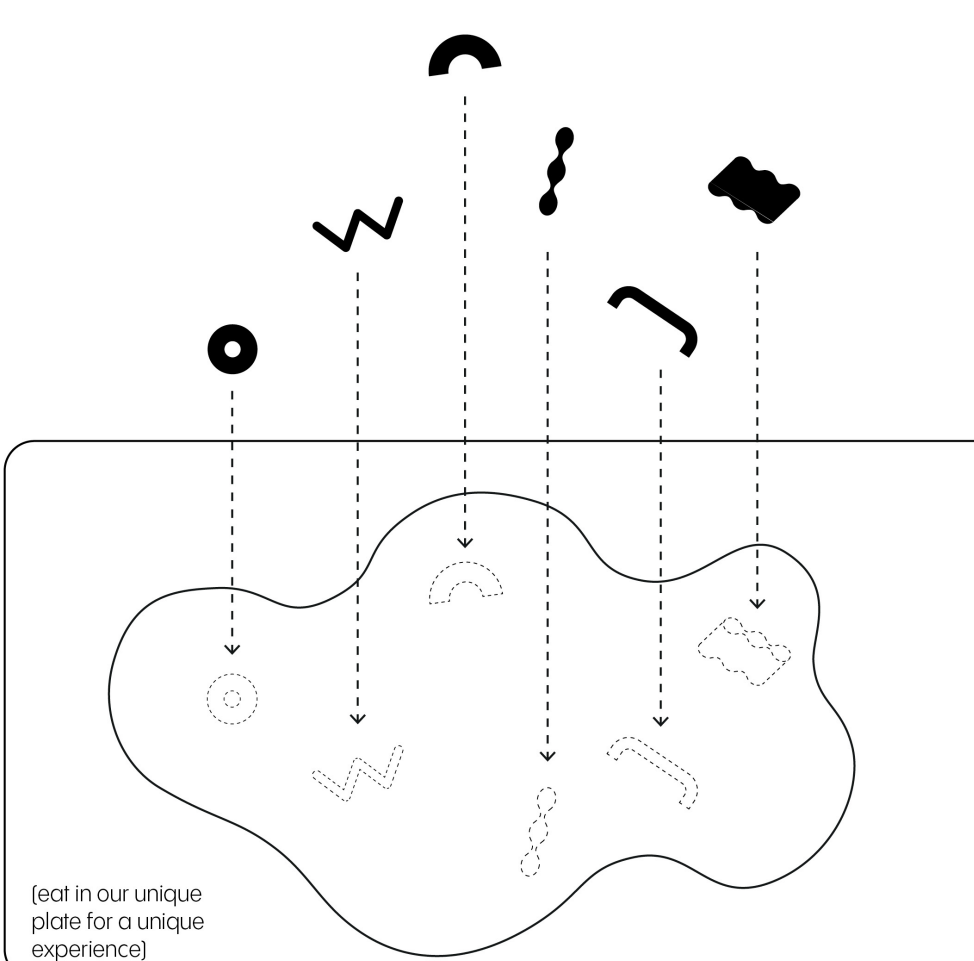
VITAMINS [04]

MINERALS [05]

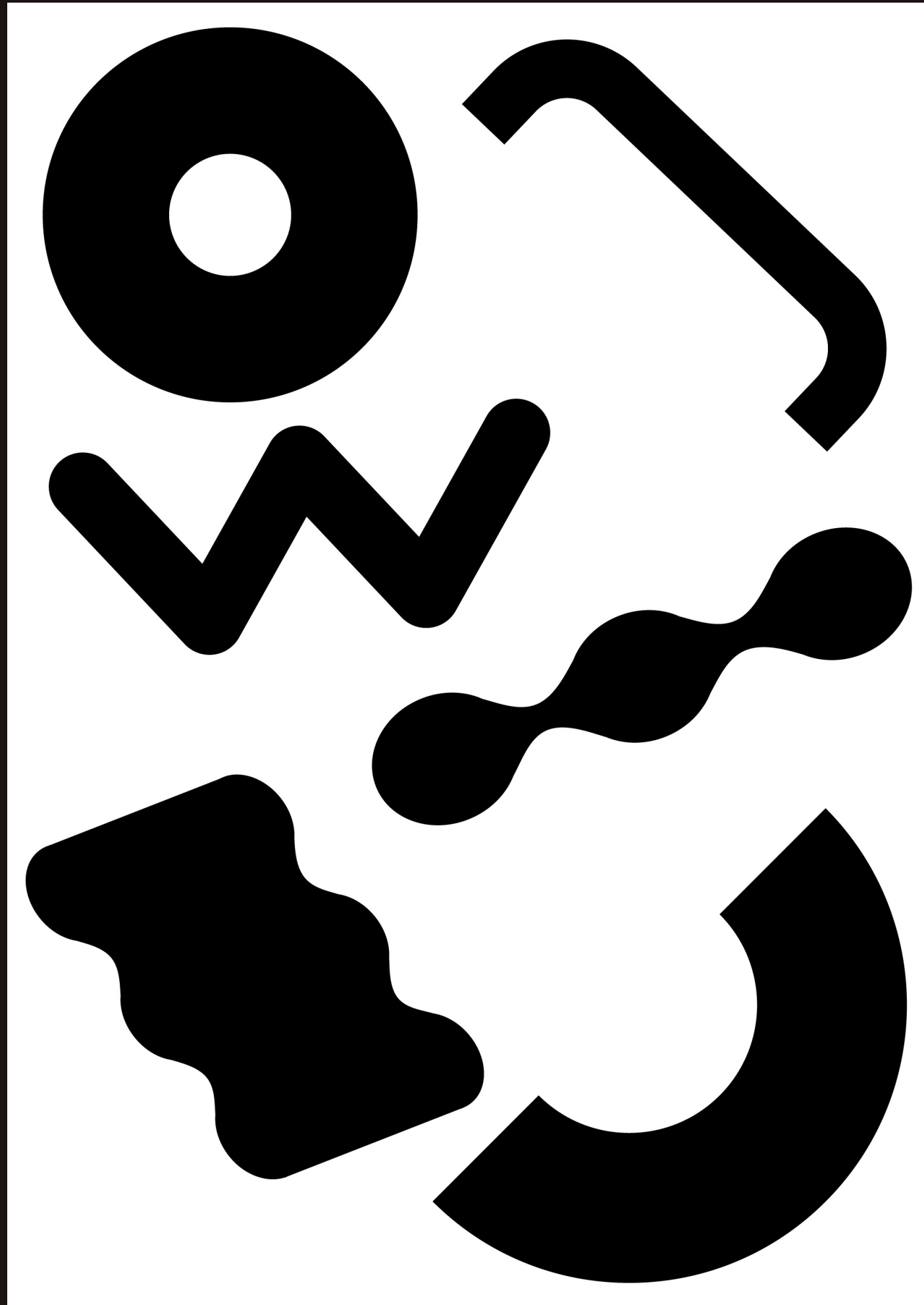
IT TAKES ONLY A FEW SECONDS TO EAT!

See what delicious meals are waiting for you this week on your personalized meal kit! ↘ ↙ ↘

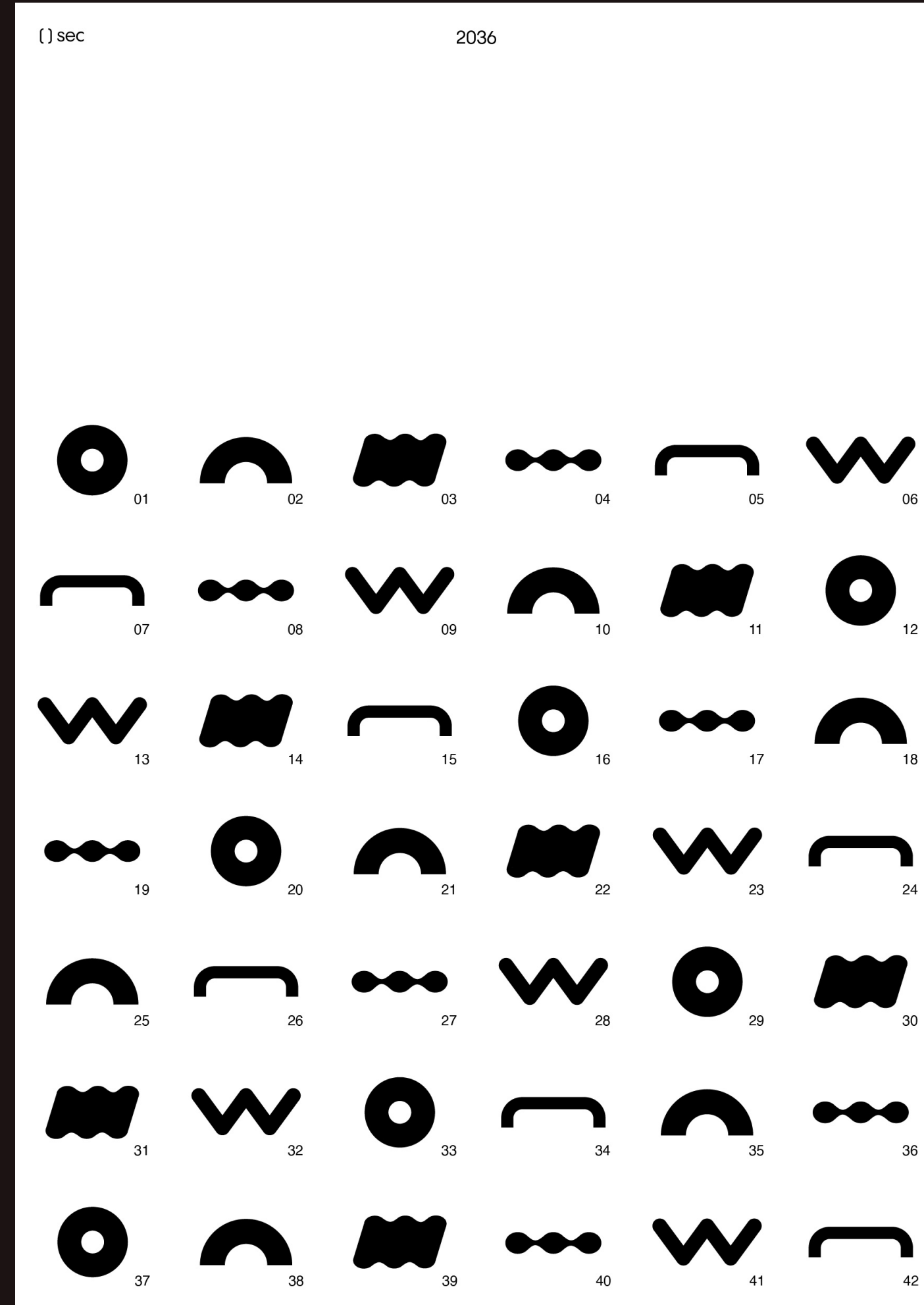
(eat in our unique plate for a unique experience)

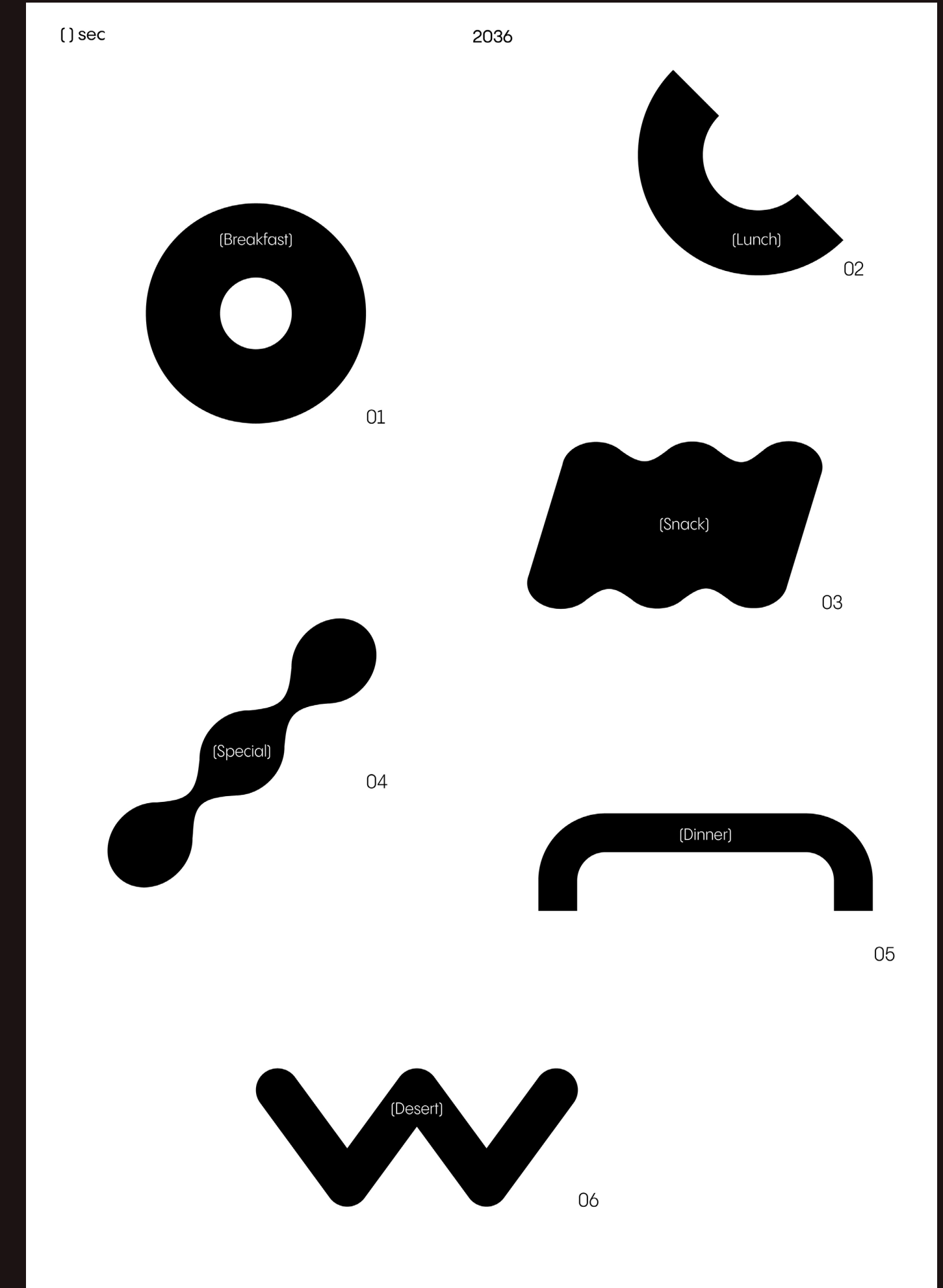
POSTERS:



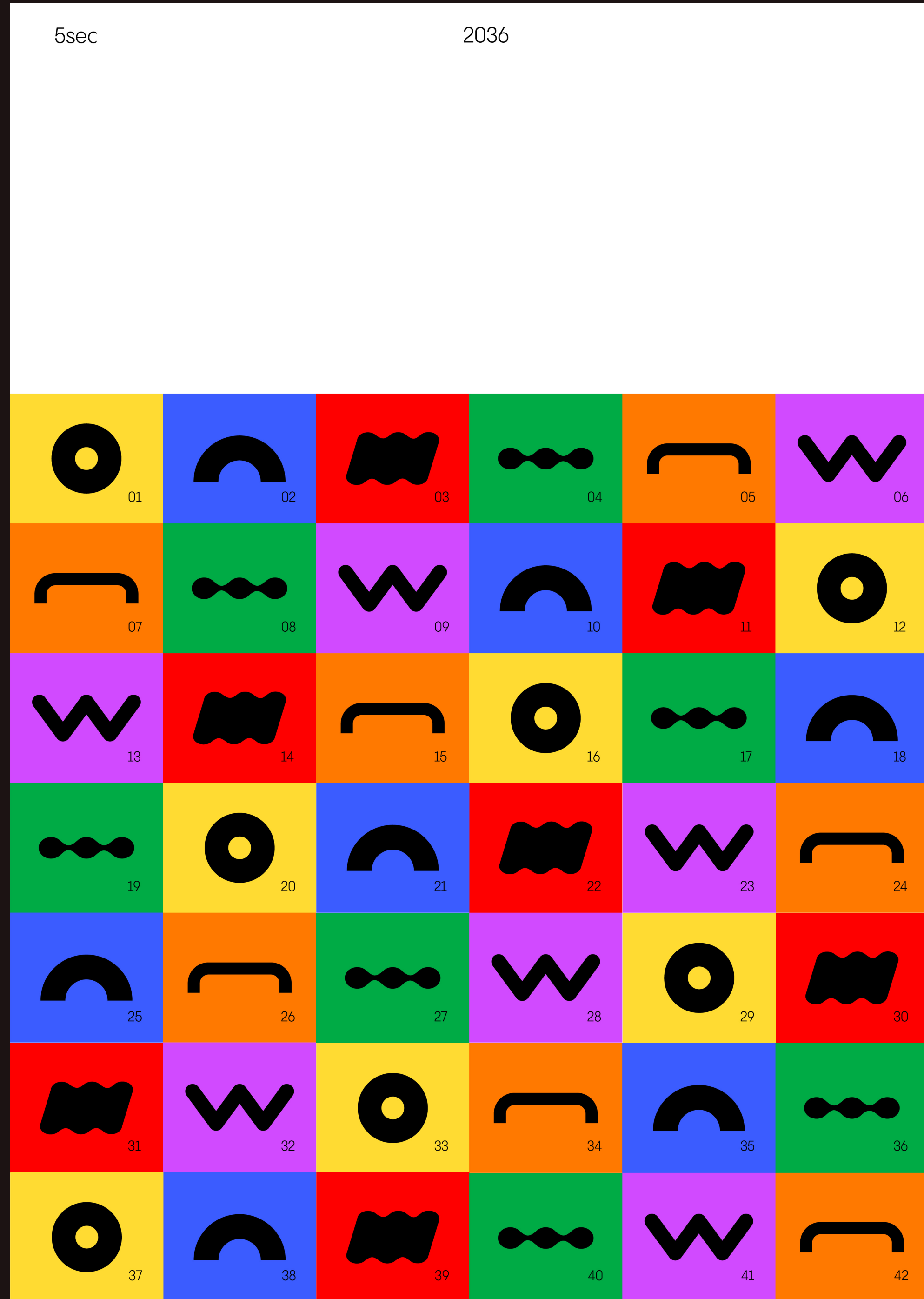
01



01



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PHOTOGRAPHY:

\*your week worth  
of meals

[ ] seconds

\*\*new meals are added  
every week

(Delicious meals waiting for you)





**PHOTOGRAPHY:**



**PHOTOGRAPHY:**



**PHOTOGRAPHY:**



**PHOTOGRAPHY:**



**PHOTOGRAPHY:**



**EVALUATION:**

This project really pushed me out of my comfort zone. To explore such a big topic as it is the future was in a way daunting. I think in the beginning I felt a certain pressure to create a work that had meaning and in a way would create a good shock. I think this put a lot of pressure on me to come up with a good concept but it ended up making it harder. I think I was afraid that the concept I would come up with could be boring or too familiar. I ended up moving past that and just focusing on the research and seeing where the project would lead me. This ended up making the project really enjoyable because I went with it and discovered as I go.

I really enjoyed the research part. I discovered so many designer and fantastic works that it really motivated me to push me further.

I was really pleased with the graphic language of the project combining with the pills and the plate. It was great to try 3D printing and see the possibilities of the technology.

I really want to continue to explore this project because there is so much that can be done and that excites me.

Overall I am very pleased with the way it turned out. It was more of an experimental project but I was very glad it was that way.

THANK YOU

{OBRIGADO}



THANK YOU

THANK YOU

{by}

ANA WIEGAS