The Social Stomach

Denisa Kera
National University of Singapore

Marc Tuters
University of Amsterdam

Scenario Planning as Consciousness Raising

• George Gurdjieff
  – “Man lives his life in sleep, and in sleep he dies.”
  – “wake-up” to “see” hidden order
• Pierre Wack’s “scenario design” combines cold war planning and hippie mysticism as corporate performance art
• create mindshift amongst corporate managers to effect change
  – as practiced today by GBN and IFTF & IDEO
Design Fiction & Performative Prototypes

- scenario planning as genre of “critical design”

- sci-fi serves to defamiliarize and restructure our experience of our own present. (Jameson)

- understanding stakeholders perspectives in various alternate “compositions” of the future:
  - New Communitarianism
  - Life Hacking

Future Food Cults

- reflect upon identities and tools formed around extreme food practices
  – through design fiction scenario

- extrapolate trends re: changing geopolitical context, ideological wars & emerging technologies
  – through performative prototypes

- CONCEPT: we’re hungry for data
Diet Tribes / Diatribes

- From Farm to Fork to Phenotype
  - how can new media facilitate different assemblages of people and things?

- New Communitarians
  - post-materialists, concerned w/ autonomy & self expression
    - deconstruct food as commodity
    - minimize impact

- New Epicurians
  - post-humanists, concerned w/ optimizing interface to systems
    - quantification of self (as food, as genes, etc.)
    - maximize pleasure
St. Pollan of the Garden

- Guru of the New Communitarians
  - Omnivore’s Dilemma
  - Food Rules: An Eater’s Manifesto

- Food defined in terms of human patrimony and “conversation”.

- Quotes:
  - “Eating is an agricultural act”
  - “A lawn is nature under totalitarian rule.”

- Exemplary Groups:
  - Guerilla Gardeners,
  - Local Food
  - Slow Food
FridgeMatch

• Technology enabled “freeganism”

• Collaborative consumption of leftovers, via Facebook App.

• Focussed on sustainability, community & thrift
St. Ferris of the Cave

- Guru of New Epicureans
  - 4 hour work week
  - 4 hour body

- Life defined in terms of hackable system, w/ limits set by evolutionary biology

- Quote:
  - “Just as modern man consumes both too many calories and calories of no nutritional value, information workers eat data both in excess and from the wrong sources.”

- Exemplary group:
  - Quantified Self movement
  - nutrigenomics
  - Paleodieters

---

**Sous-vide**
From Wikipedia, the free encyclopedia

Sous-vide (pronounced /suːvɪd/) is a method of cooking food sealed in airtight plastic bags in a water bath for a long time—72 hours is not unusual—at an accurately determined temperature much lower than normally used for cooking, typically around 60 °C or 140 °F. The intention is to maintain the integrity of ingredients.
SINGAPOREAN HACKERSPACE
Paleo Guru Meng Weng Wong
Welcome to our Dinner that is dedicated to Jacques de Vaucanson’s automaton “Digesting Duck” (Canard Digesteur) built in 1737, the world’s first true robot that could flap its wings, drink water, digest, and even defecate!

The Digesting Duck inspired all future ideas of artificial life, and with this dinner we hope to test again the balance between machines & ducks and discuss the state of humanity in terms of old & new technique of cooking to which we will submit this controversial animal.

Yours,
Secret Cooks Club
www.secretcooks.org

God made food, the devil the cooks.
James Joyce
23andme dinner: You Are What You Eat & You Eat What You Are

First ever personalized DNA dinner for people that have 23andme profile. Help us test a near future scenario on dining in the age of personalized genomics. How will people use and interact over their DNA data in the future restaurants? How will the complimentary and detrimental associations between foods and various genetic traits affect restaurant menus and the experience of dining?

Your menu will be personalized based on your SNP data from 23andme and you can expect some fun activities involving food & genes while enjoying food in a company of friends.

Design probe into the future of dining!