

Designing culinary delight



One of the greatest challenges of our time is to feed the world's population in an ecologically sustainable way. But we don't just want to be full, we want our food to be healthy and taste good. Delight is an important part of our culture.

But what exactly is culinary delight, how is it located in today's society and what does its future look like in the context of biotechnology and Crispr in food. Can we as designers respond to a growing need for delight and can objects help us understand and contribute to culinary pleasure? In this design project, we want to look at the history of the kitchen in the context of food production, at a theory of delight, but also at practice, in order to then be able to approach the topic in design. With the philosopher Armen Avanessian we will discuss the social role of delight, and with chef Lukas Mraz we will approach the topic of culinary delight in a practical way by means of a cooking course.

The preparation of food and thus kitchen design has been under a dictate of efficiency and hygiene, especially since the modernist era. By the non-cooking - in all honour - Margarete Schütte-Lihotzky, the kitchen was pushed to the edge of the home and analysed in an ergonomic and strictly functional way to fit the idea of the living machine.

In the USA of the 1950s and 1960s, the man took over in the kitchen - at least when it came to kitchen equipment. Mixing station or cleaning station were the terms adapted from industrial production for the kitchen in suburban America. Ready-made food, TV dinners, Astronaut food, that was the future and in the same way the kitchen was to be equipped with the best technology and the

cooking housewife was to become the controlling machinist. The stock cube and Maggi were also on the advance in German households and classical cooking was soon considered no longer in keeping with the times. Nowadays, there is an ever-increasing number of partly automated so-called ghost kitchens, pizza robots and also 3D food printing companies that supply old people's homes with their special soft and nutrient-enriched vegetables or print vegan salmon substitutes.

On the other hand, there is an ever-growing cult of culinary delight, especially among young people, and not only in the frowned upon delicatessen sector, but especially in simple dishes. Small coffee roasteries, Napoli style pizzerias, patisseries, orange wine bars and sourdough bakeries are now popping up everywhere, not only in big cities.

In the last decade, this counter-movement of the cult of delight was mainly associated with the typology of the city hipster. But hipsterism is now finally considered to be overcome, and it has simply dissolved into the mainstream and become a caricature of itself, but the pursuit of indulgence is stronger than ever.

But what exactly is delight, how do we enjoy and how can we as designers respond to this need for culinary delight? Can new objects help us understand and learn about it?

Cooking shows are more popular than ever and even fast food has made a quantum leap in quality with the growing food truck culture. How do we want to cook, eat and enjoy in the future? What influence does automation in gastronomy, developments in biotechnology and the major ecological challenges in the context of agriculture have on this? The term "Guilty Pleasure" is on everyone's lips, and with it the question of whether it is still permissible to enjoy food in the face of all these problems, or whether this is precisely our salvation?

Supervision:

KM Maciej Chmara

Prof. Axel Kufus (guest at presentations)

Lecturer:

Lukas Mraz:

Co-founder of the artists' cooking group "Healthy Boyband", who campaign for a different culture of culinary delight, good, healthy and ecologically acceptable food in gastronomy. The group also campaigns for a higher proportion of women and against racism in haute cuisine. Lukas Mraz also runs the Viennese restaurant Mraz&Söhne, for which he was awarded with two Michelin stars despite his very young age.

Lukas will lead the practical introduction including a cooking course (guilty pleasure course) on the topic of culinary delight.

Prof. Dr. Armen Avanesian:

Armen Avanesian is a philosopher, literary scholar and political theorist. He is known for his works on speculative realism and accelerationism. He researches on topics of social acceleration and new technologies, also in the context of ecological challenges. With Maciej Chmara, he leads a series called "Speculative Culinary", which deals exclusively with the future of food.

Armen supplements the theory part of the design project with socio-political and ecological issues through lectures and discussions.