

**FOOD**

*The food  
revolution is  
happening.*

*Art imitating  
life, becoming  
reality.*

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**WILL WE EVER  
HAVE STAR TREK  
REPLICATORS?**

# What if ?

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**I AM ENOUGH OF AN ARTIST TO DRAW FREELY UPON MY IMAGINATION. IMAGINATION IS MORE IMPORTANT THAN KNOWLEDGE. FOR KNOWLEDGE IS LIMITED, WHEREAS IMAGINATION EMBRACES THE ENTIRE WORLD, STIMULATING PROGRESS, GIVING BIRTH TO EVOLUTION.**

**ALBERT EINSTEIN**

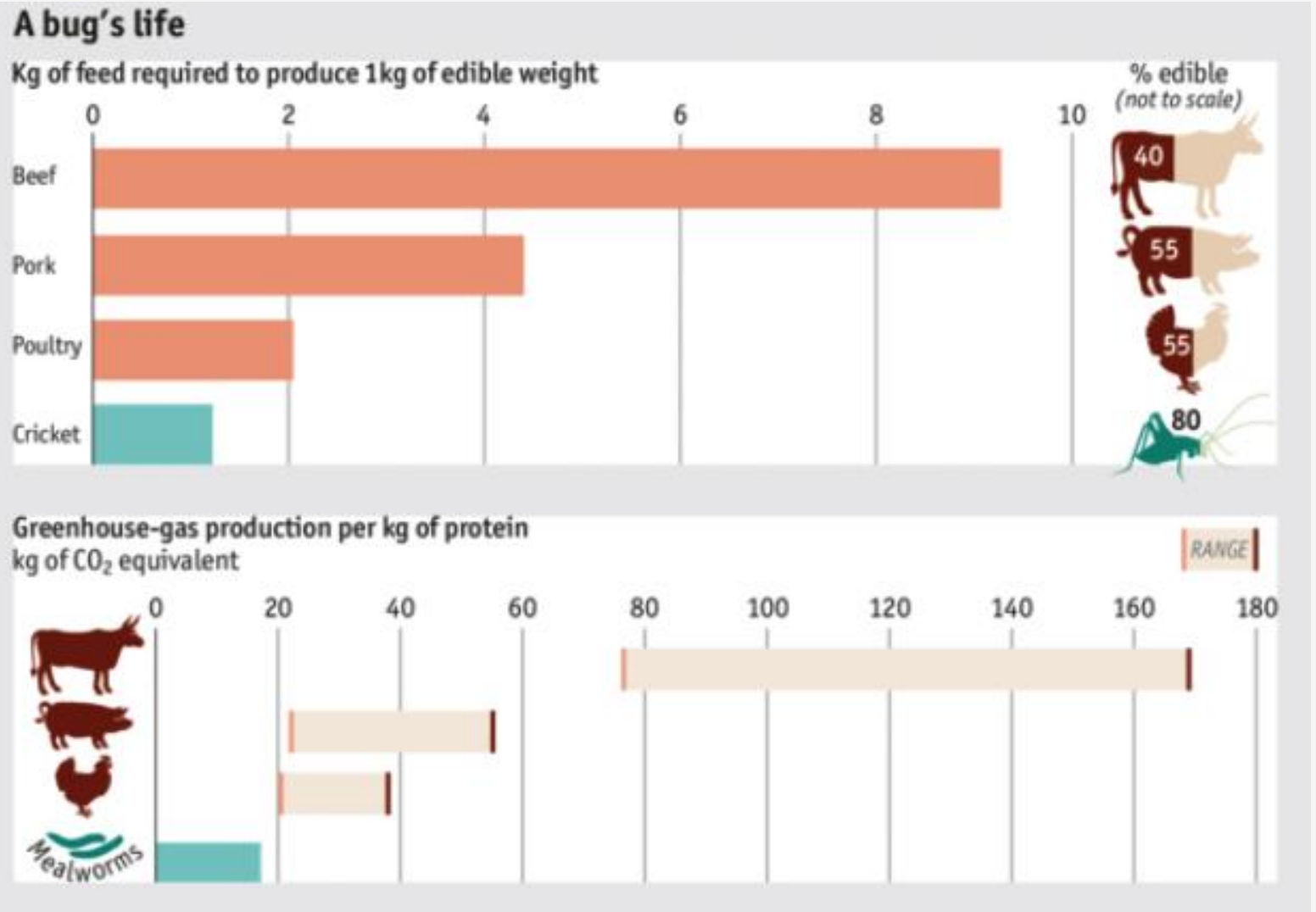
*To cope with a growing global population we may well have to eat bugs and insects as part of a sustainable diet.*



The global population is expected to grow to an estimated 9.6 billion people by 2050, and some analysts project that food production will need to be raised by 50 percent to maintain current levels.

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Could insect farming complement traditional livestock farming?



# **Pixels to Plate**


**It's all about perception**

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*Close your eyes.  
Now imagine, in your minds eye, your  
favourite food.*

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‘Eat with your eyes’

**This can predetermine how we will perceive the taste and flavor of what we’re about to eat.**

‘My mouth is watering.’

***Parotid glands* produce a serous, watery secretion**

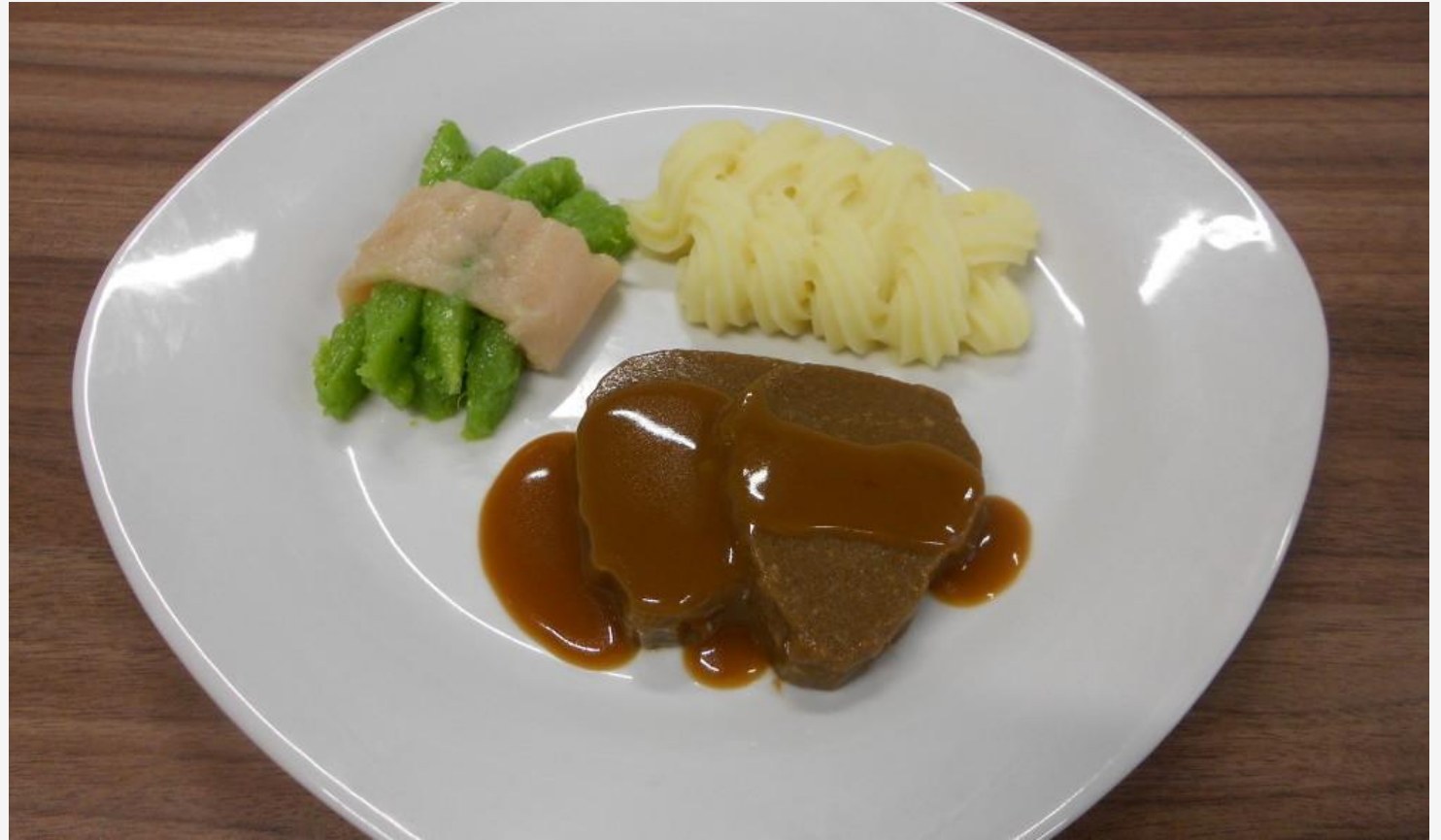
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# PERFORMANCE Project


Dysphagia is the medical term for the symptom of difficulty in swallowing.

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“Food printing could allow consumers to print food with customised nutritional content, optimized based on biometric and genomic data.” *Hod Lipson*

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# **IMAGINE OUR WORLD WITHOUT**

SMART PHONES, THE INTERNET, E MAIL

SPACE STATIONS, GPS

ANTIBIOTICS, CHEMOTHERAPY,

TELEVISION, DIGITAL PHOTOGRAPHY

**IMAGINATION = INNOVATION**

3D Food Printing is our next journey in food  
imagination & innovation.

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