

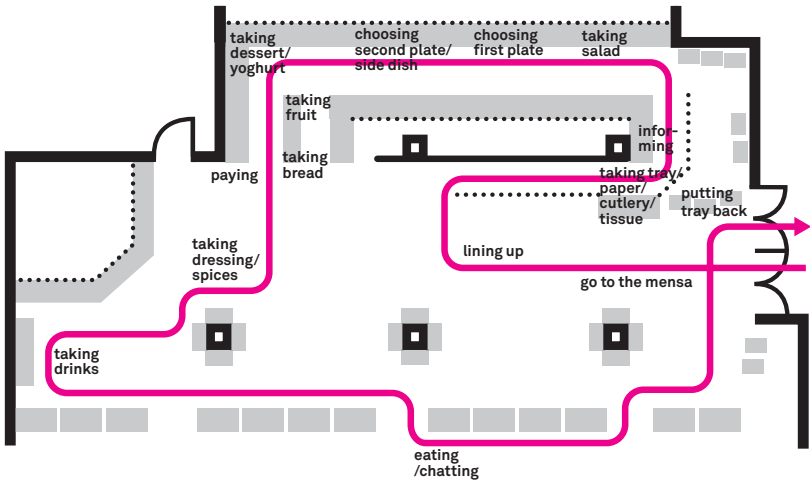


MA Eco-Social Design
Eating in University

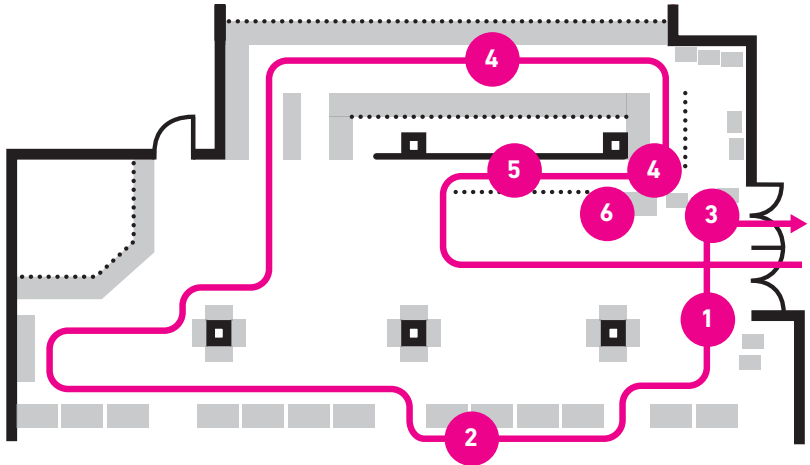
BUON APPETITO PIATTO PULITO

An action based project located
in unibz-mensa to raise awareness
for food leftovers.

*A project by
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infographic:
overview of the Mensa parcours



infographic:
Indication where the actions took place

ABSTRACT

In the Mensa a lot of food given out is not eaten and ends as rubbish which does not reflect the value of food. Concentrating on the eaters behaviour as a reason for that problem we created and collected various actions to raise the awareness for leftovers among the eaters in a humorous way. The actions should give the consumer subtle moments of stopping their routine, of rethinking and questioning their behaviour.

As an observation we took 150 photographs of trays that were returned after eating directly in the Mensa. These pictures we ,recycled‘ in every following action as visual guiding thread.

Five more actions were realised, all during a weekday in the Mensa rush hour from 12:30 to 1:30 pm at different spots and aiming at different points of eater’s decision making. As the approach was process-oriented every single action built upon the observations we made so far and was also adjusted on site in order to get the highest possible amount of reactions and learnings.

As project initiators we prepared the setting and then took a backseat to observe and take notes.

The information on the six realised actions and nine other potential ones that were partly more utopian we assembled in a card set, the so called action pool.

The experiment helped us to understand how people react on different inputs and changes in their daily surrounding.

We developed this kind of small scale activism for changing people’s behaviour in a quite small, defined frame - the topic of leftovers in the mensa - but it is scalable and could be applied on a larger problem that is located in a larger area.

ACTION 1



method

- > documentation of leftovers
by taking pictures of returned
trays (always same position)

aim

- > raising awareness for the
topic
- > collecting data for further use

material

- > camera
- > tripod
- > white background

description

- > continuously taking pictures
of all trays
- > random selection from
the trolleys

- > telling people as few as possible
about the project

observation

- > people ask questions while our
process of taking pictures
- > they react surprised and irritated
when we ask them directly to
give us their trays
- > people wonder especially when
we move the trolleys around in the
Mensa in order to get new trays
for taking pictures

TARGETING LEFTOVERS



infographic: the amount of leftovers of 150 returned trays collected during one hour in UNIBZ Mensa.



ACTION 2



method

- > inspire people to express their opinion / leave their comments and ideas on the topic

aim

- > reflection
- > communication
- > provoking action

material

- > colour pens
- > paper-tablecloth
- > printouts of trays with leftovers

description

- > covering several tables with a paper-tablecloth

- > fixing printouts of a tray (with leftovers) on two sides of the table
- > tagging overall question: "How to avoid leftovers?" (in three languages) on the paper-tablecloth
- > giving the opportunity to write

observations

- > people walk by, look at the tables, stop and read what is written
- > they sit down on the tables only if there are no free tables left
- > during the rush hour a table is used more than once (ca. 3 times)
- > some sit and eat as usual, they don't read; others discuss and write actively
- > mostly Italian people write
- > some compare their trays

REFLECTING TABLE



ACTION 3



method

- > forcing decision making

aim

- > rising consciousness and awareness about what is left on the tray

material

- > two printouts of trays (one with, one without leftovers)
- > post-its

description

- > install two printouts of the trays (one with, one without leftovers) on top of the trolley
- > attach additional post-its

on the printouts in order to name it “leftovers” and “no leftovers”

observations

- > people didn’t get the pictures, they got understandable when we put post-its saying “leftovers” / “no leftovers”
- > caused queues, long decision process of understanding what is the right place for their tray, some even changed it belatedly
- > moment of stopping and thinking in the routine

LEFT- AND RIGHTOVERS



ACTION 4



method

- > providing a mensa vocabulary in the three languages of unibz

aim

- > interaction with Mensa staff
- > reflecting about how hungry you really are and then ordering the right amount
- > interrupt routine

material

- > alternative cover-papers for tray
- > stickers for Mensa staff

description

- > printing a mensa vocabulary (in three languages) on alternative cover-papers for trays

- and placing them at the usual spots
- > handout stickers for Mensa staff that say "talk to me" (in three languages) to pin on their shirt

observations

- > people read the vocabulary while pulling the paper out of the box at the first stop of the "mensa parcours"
- > as soon as the plates are placed it is not present anymore
- > mensa staff (almost everyone) liked to interact more, ask more then the students: "less? / more?"
- > interrupts routine but there are anyway too many inputs, people forget to talk under pressure

TALK TO ME



ACTION 5



method

- > educational
- > creating a link to childhood experiences

aim

- > reminding consumers in a humorous way and putting them in the pedagogical role
- > judging the leftovers of others

material

- > stickers with sayings in three languages
- > vast printout of diverse trays

description

- > hanging up a printout of a numerous trays with diverse amounts of leftovers (exhibitive

- setting) right on the beginning of the Mensa parcours, preferably at a place where people queue and spend time
- > distributing stickers with sayings that usually parents tell their kids to eat up
- > place them next to the exhibition and at the stopping points (like the cash counter) to pin on their shirt

observations

- > the exhibition is like a “magnet”, it attracts people at first sight, they really like and appreciate it
- > they tell each other what it is probably about
- > some recognize their own plate
- > the Mensa staff liked the stickers, they wanted to keep them
- > people take their time to look at the pictures, to read the sayings and compare stickers

IF YOUR MOTHER KNEW



ACTION 6



method

- > wrapping leftovers like gifts
- > making leftovers portable
- > transform leftovers to belongings

aim

- > awareness that food and leftovers are precious
- > taking action
- > making the waste a personal matter

material

- > wrapping paper
- > table
- > stickers
- > cup / container

description

- > setting up a wrapping station
- > offering a wrapping service and wrapping material
- > approaching actively while inviting them to use the service

observations

- > many people like the idea and ask what it is about
- > we actively approached people trying to convince them to take part; depending on our formulation they were convinced easily, anyway: explanations where elementary
- > some told us proudly that they have eaten up
- > some thought we where just collecting food for others (they don't want to take it home for themselves)

LEFTOVERS TO GO



FOOD LAB



ACTION 7

ACTION 8

FOOD GUARD



**HOW BIG IS
YOUR STOMACH**

ACTION 9



SMART MENU

ACTION 10



ACTION 11

MENSATORY



MISSION
COMPLETE

ACTION 12



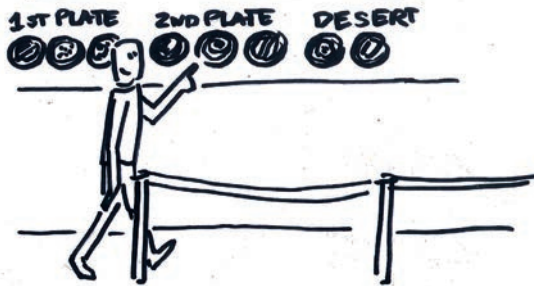
TRASH COUNTER



ACTION 14

ACTION 15

SEE THROUGH



FROM ZERO TO HERO



ACTION 16

IMPRESSUM

Keywords

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Time Span

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