

**mit  
media  
lab**

# disclosures/coi

the media lab is funded by more than 80 member companies whose businesses range from electronics to entertainment, fashion to health care, and toys to telecommunications.

former employee of the Open Agriculture Initiative, which is no longer a Media Lab research effort.

owner/founder of *HESTIA design lab* and *Sersano Nutrition, LLC*



**beyond  
resilience:**

**design strategies for our  
preferred food futures.**



# why do they need good design?



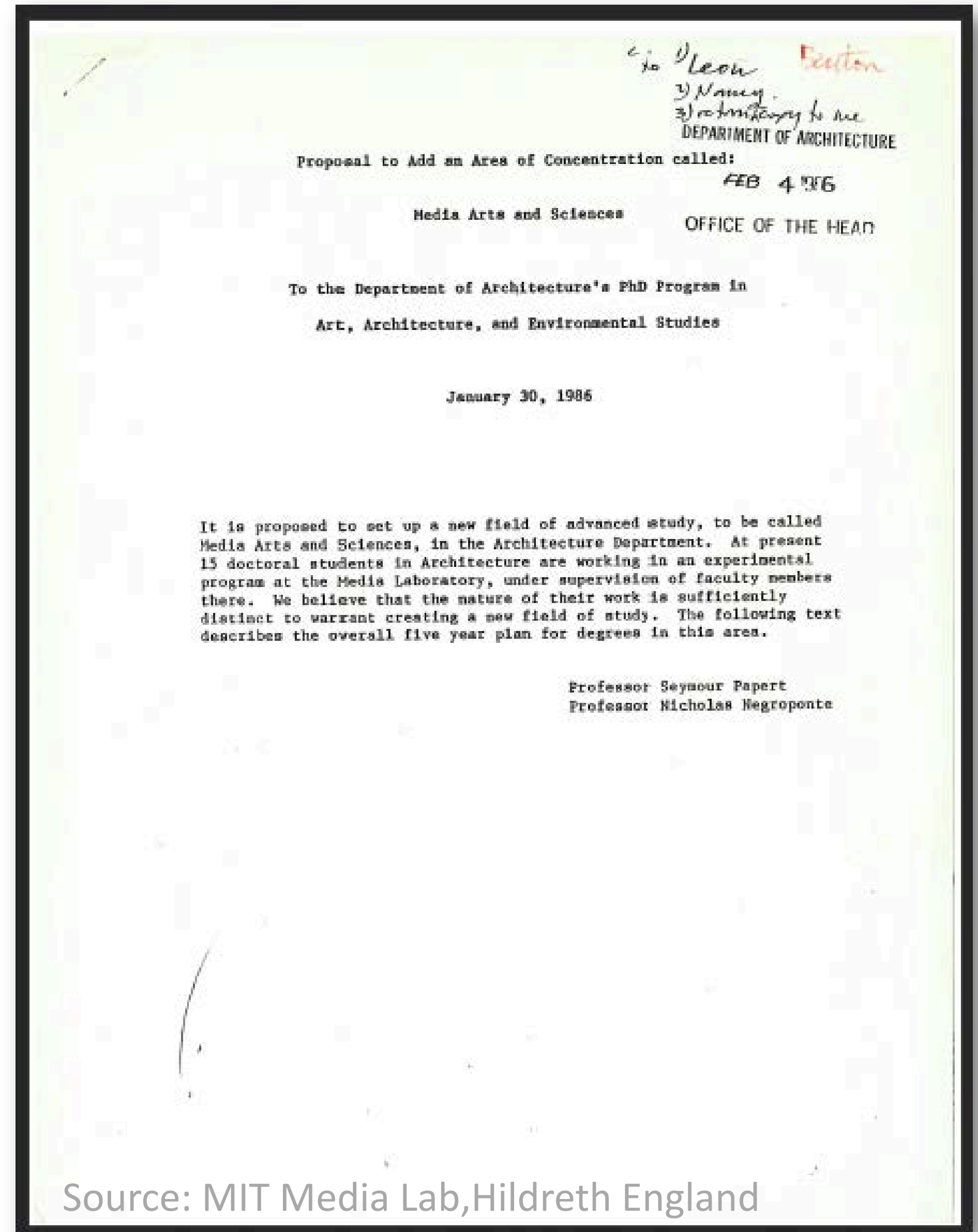


Source: MIT Media Lab, Jimmy Day (CC BY 4.0)



“Science and art...that’s what we’ve spent the last 30 years exploring. That’s what the Media Laboratory began with, and that’s the warp and weft and the fabric of society.”

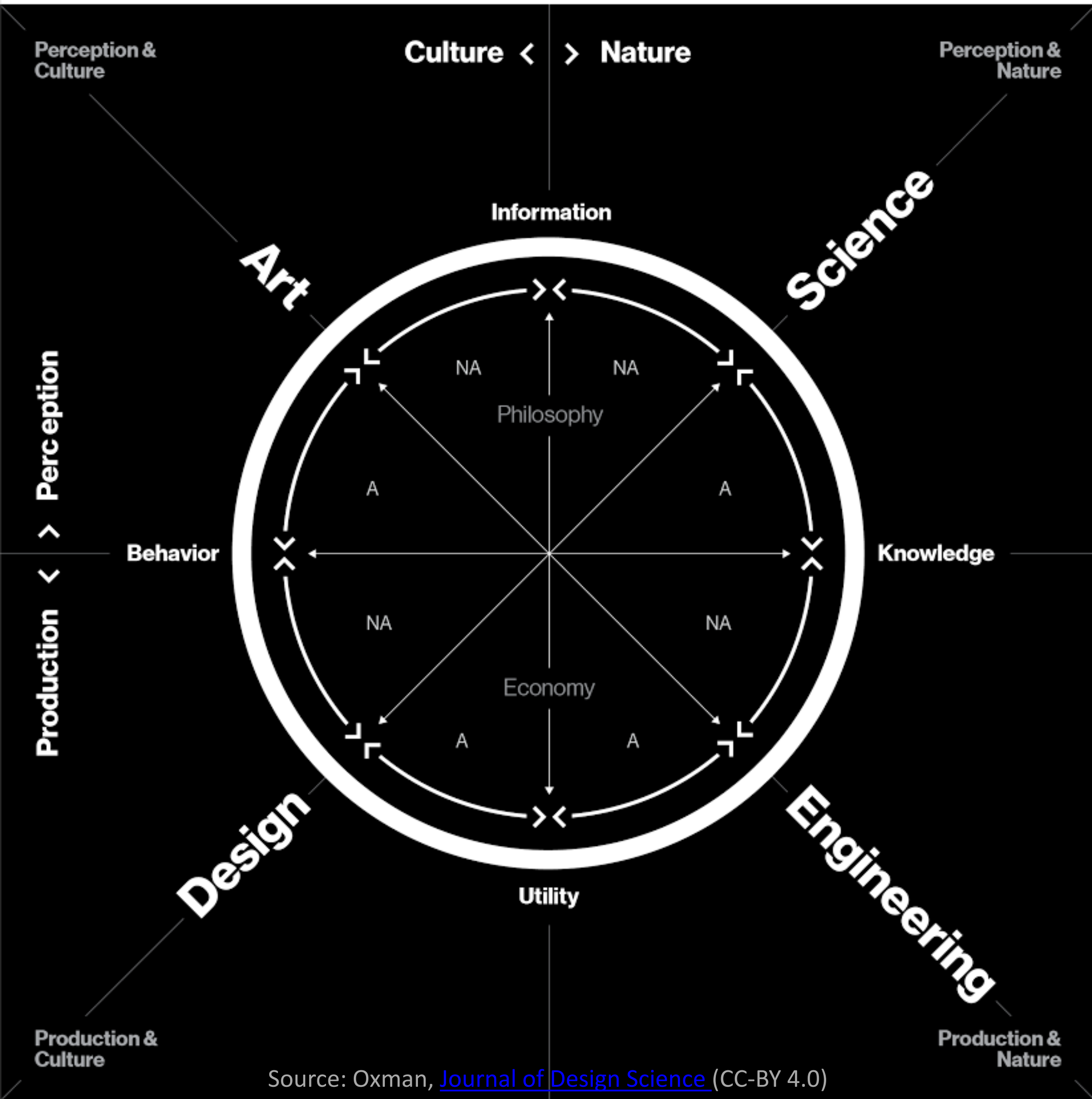
Andy Lippman  
Associate Director, Media Lab  
Director, Viral Communications Group



# Krebs Cycle of Creativity

Neri Oxman, January 2016

Key  
A Applied  
NA Non-Applied



“...a tentative, yet holistic, cartography of the interrelation between these domains, where one realm can incite (r)evolution inside another; and where a single individual or project can reside in multiple dominions.”

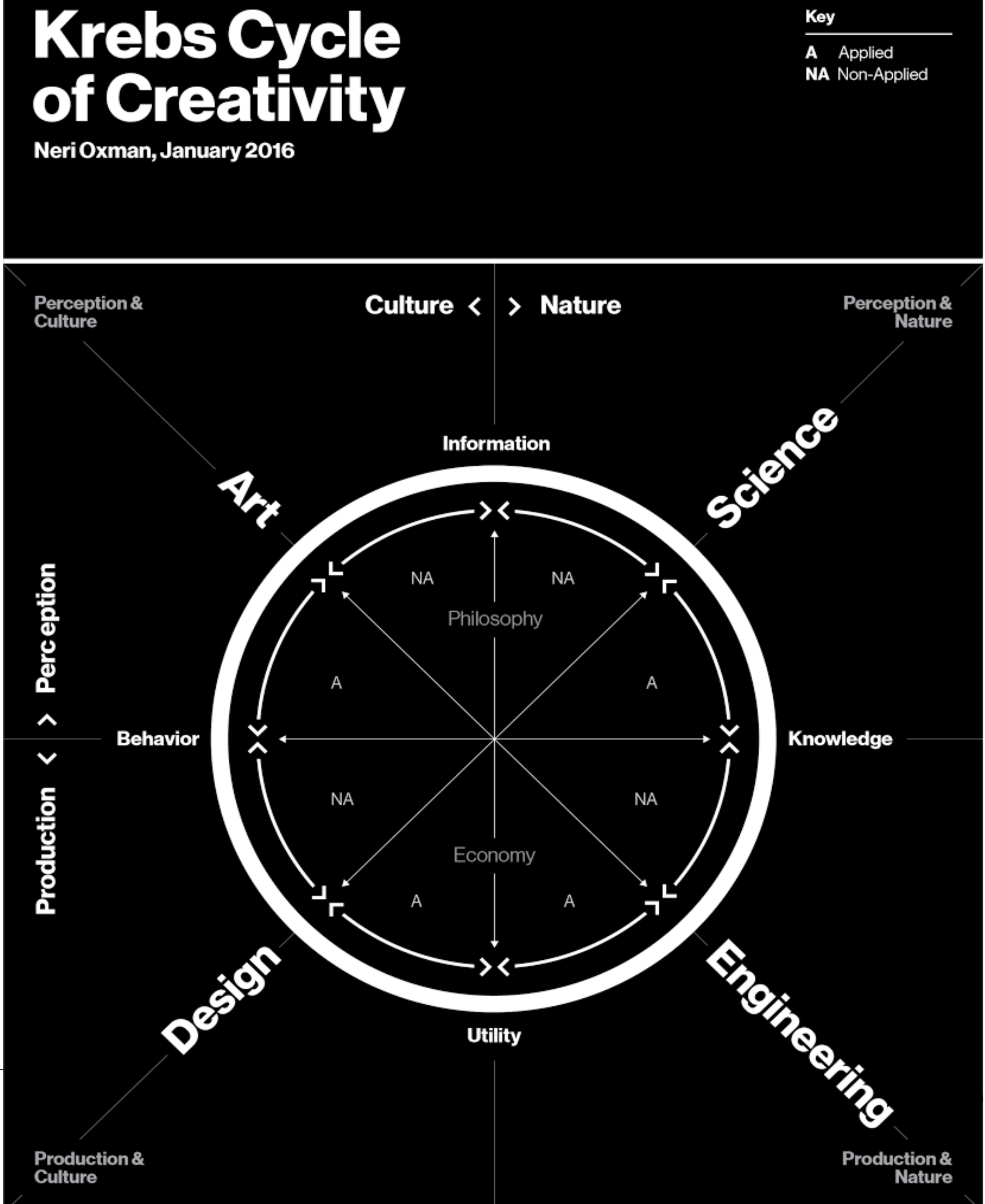
Neri Oxman, Age of Entanglement (2016), Journal of Design Science

Beyond resilience: design strategies for our preferred food futures  
NASEM Food Forum  
July 23, 2020

Hildreth England  
MIT Media Lab  
@hildrethengland

“The artist unconsciously disentangles the most essential strands of existence from the contorted and chaotic complexities of actuality, and weaves them into an emotional fabric of compelling validity.”

Laszlö Moholy-Nagy  
Vision in Motion, 1947



“To be human is to struggle with the unknowable. To design is to make things knowable.”

Jessica Helfand

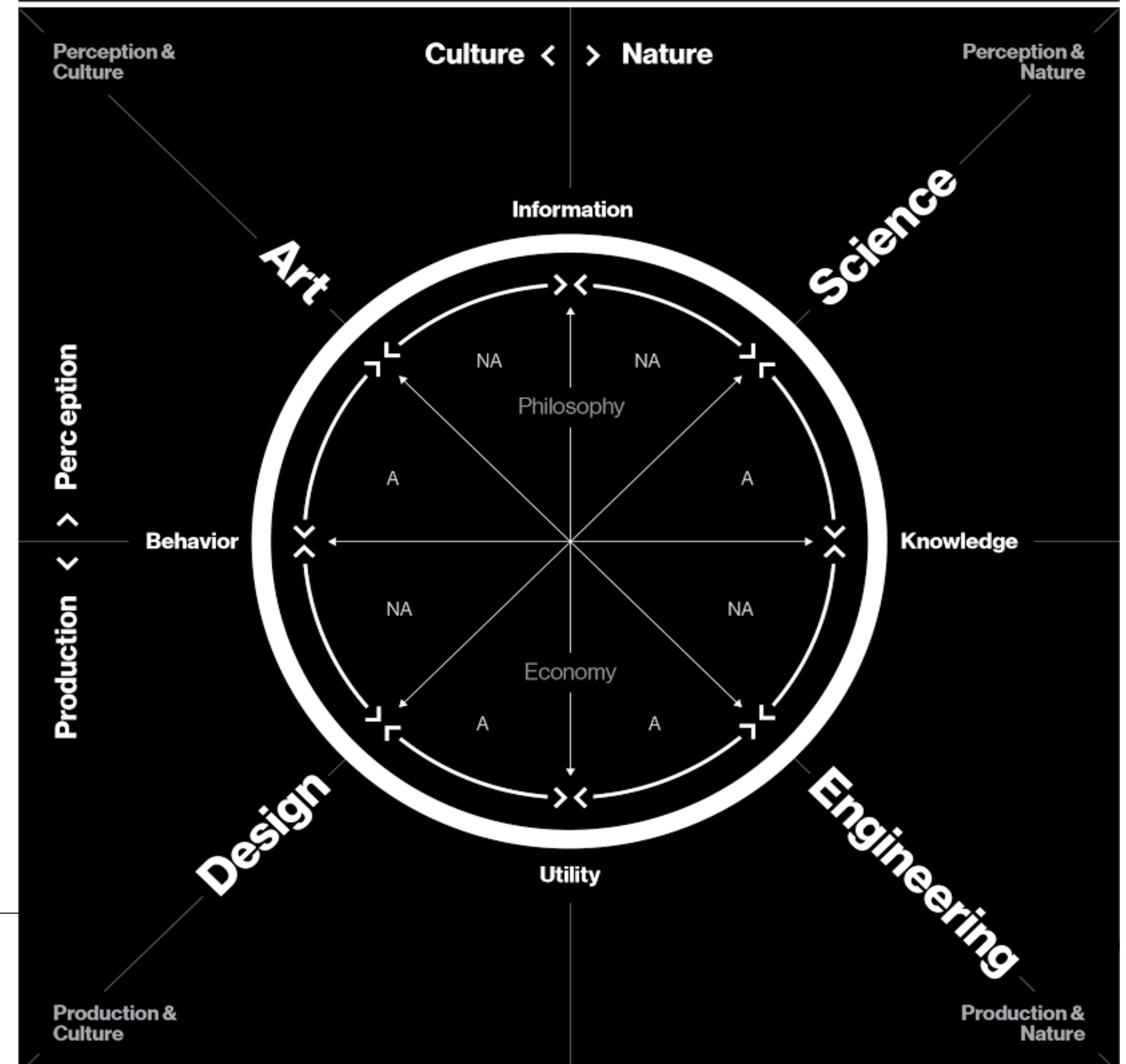
Design: The Invention of Desire



# Krebs Cycle of Creativity

Neri Oxman, January 2016

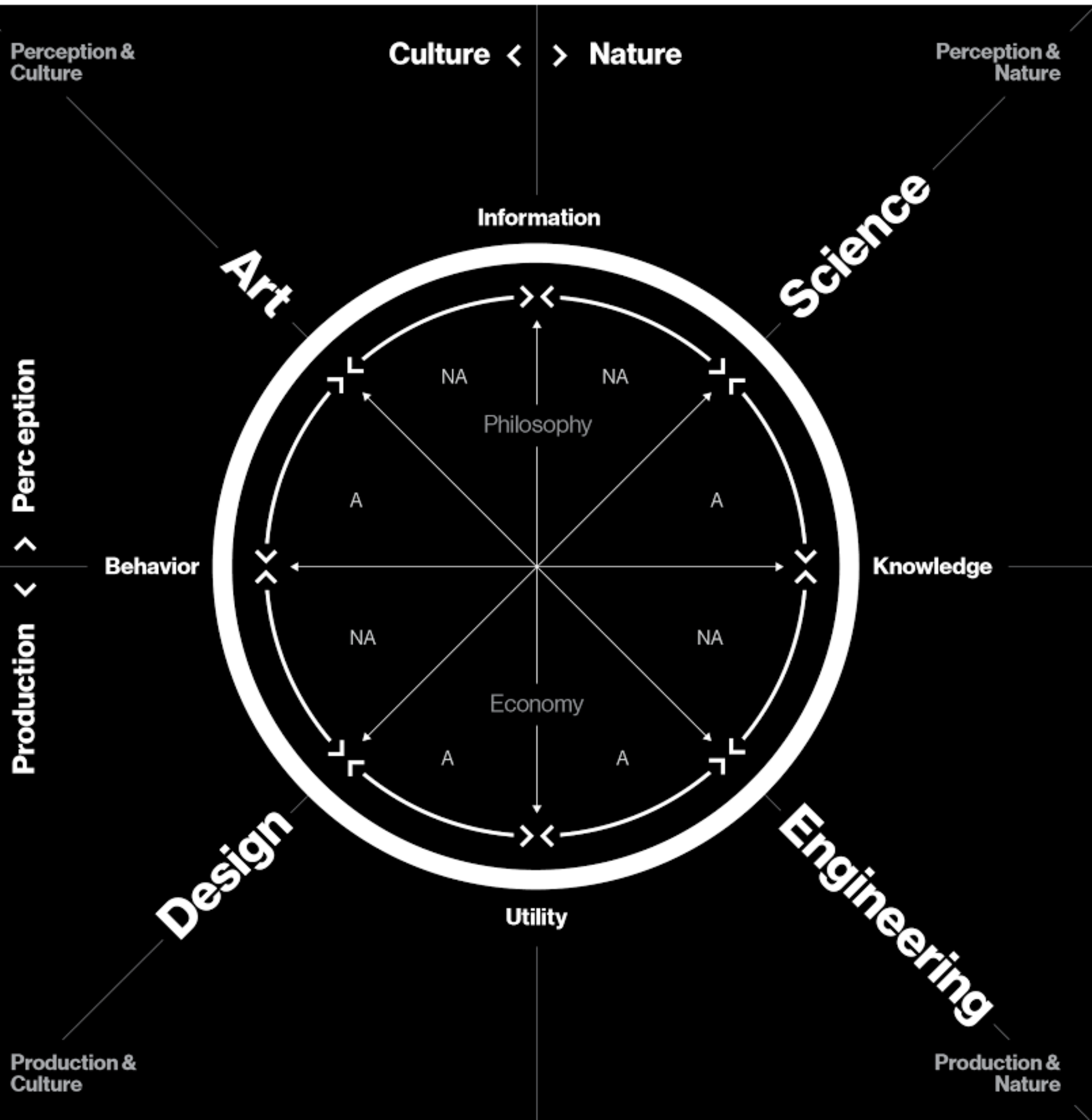
**Key**  
**A** Applied  
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# Krebs Cycle of Creativity

Neri Oxman, January 2016

Key  
A Applied  
NA Non-Applied



how might we expand the food system's *emotional* intelligence (EQ) through art and design?

how might we shift the culture of our food system to optimize for people *and* outputs?

**we need a (co) design strategy to  
create a food system that's as *affective*  
as it is *effective*.**



**people** > **process** > **product**

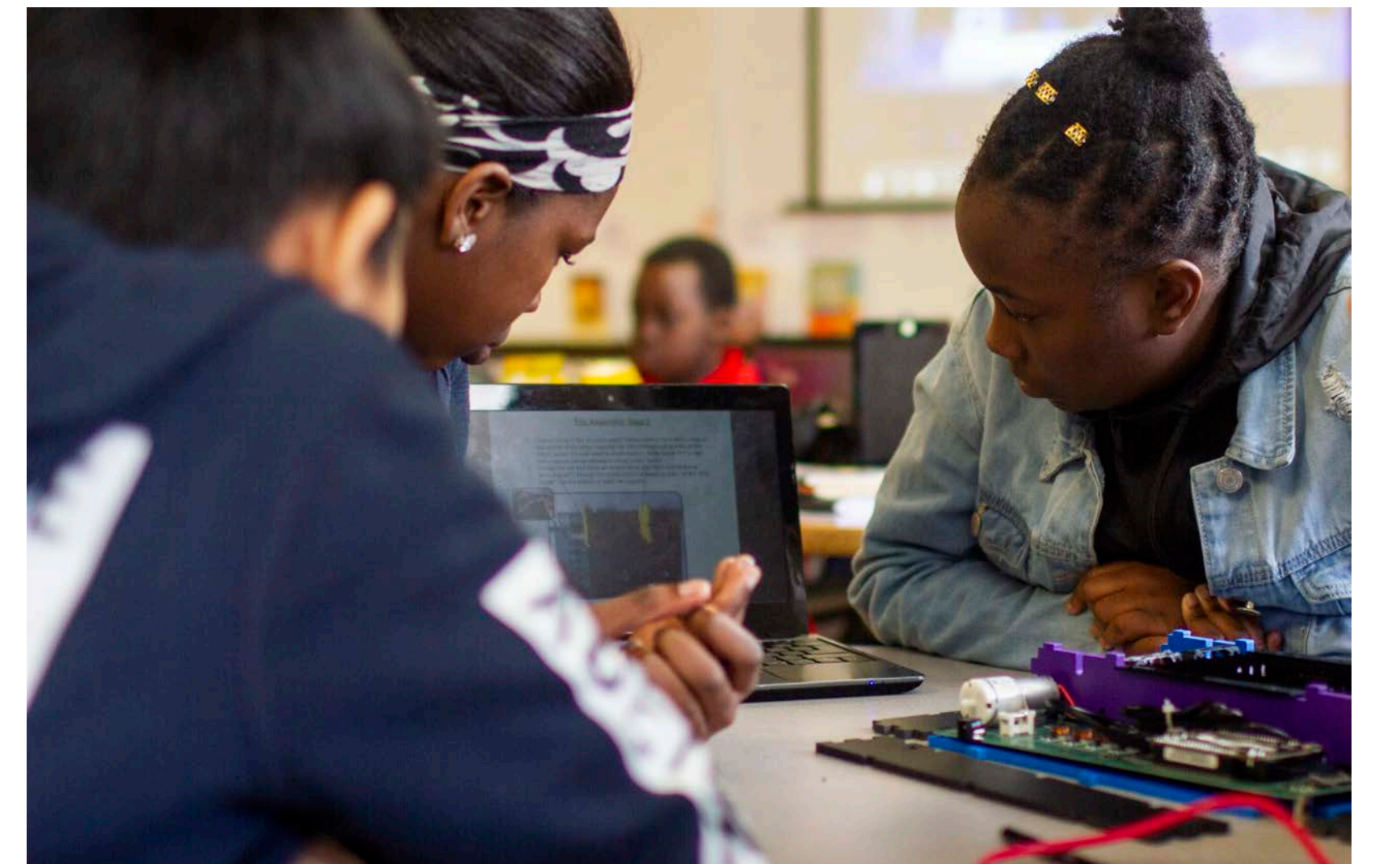




“Although many of us may think of ourselves as thinking creatures that feel...

...biologically we are feeling creatures that think.”

*Dr. Jill Bolte Taylor, neuroanatomist  
My Stroke of Insight: A Brain Scientist's  
Personal Journey*



All photos: Tim Savas, MIT Media Lab (all rights reserved))

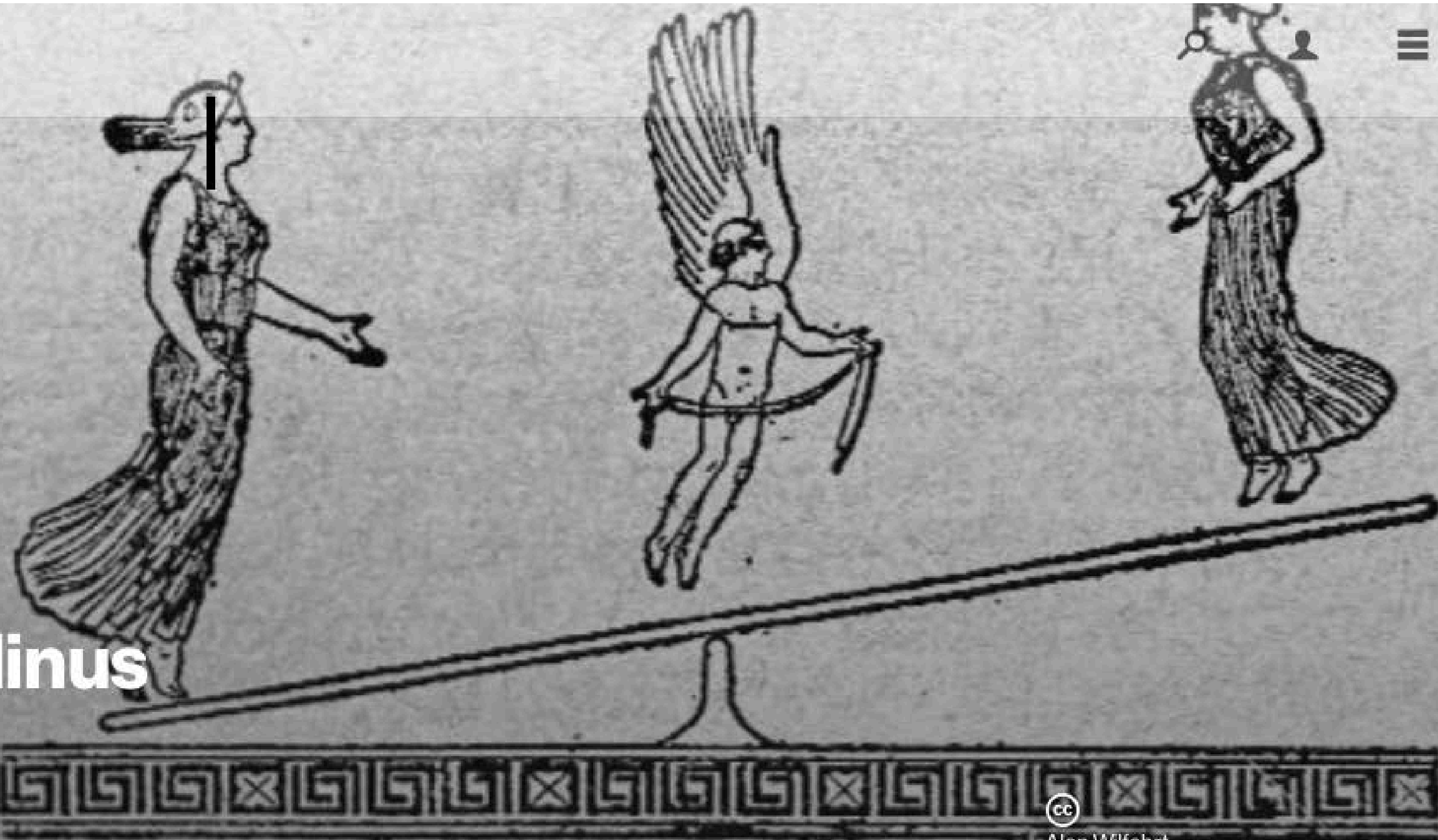


opposite ends of a long plank or timber balanced on a support in the middle, and make the ends move alternately up and down. 2. A plank or board balanced

t. 3.

and =

## PlusMinus

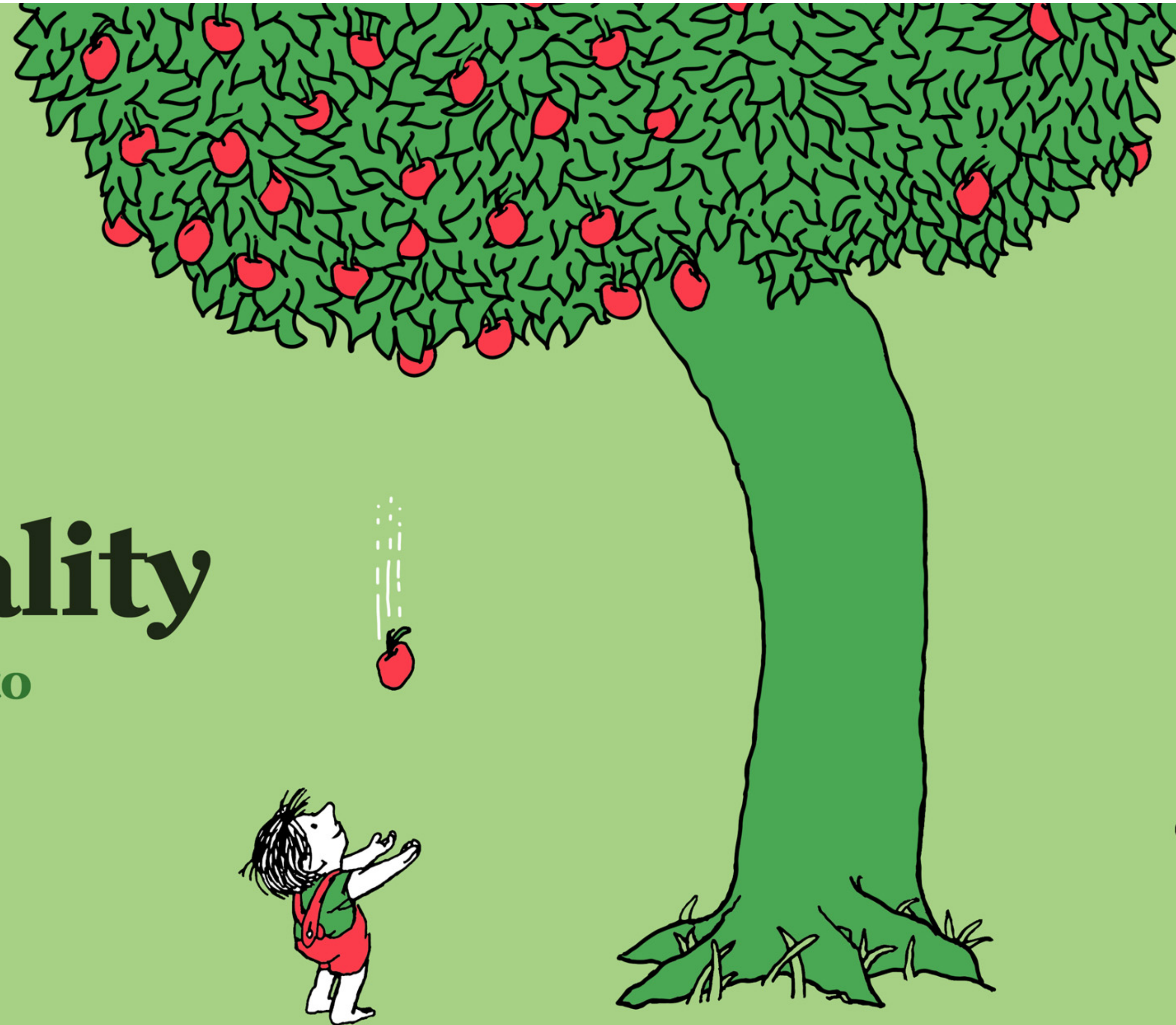


Alan Wilfahrt  
Source: MIT Media Lab

◀ Research

# Inequality

Unequal access to  
opportunities

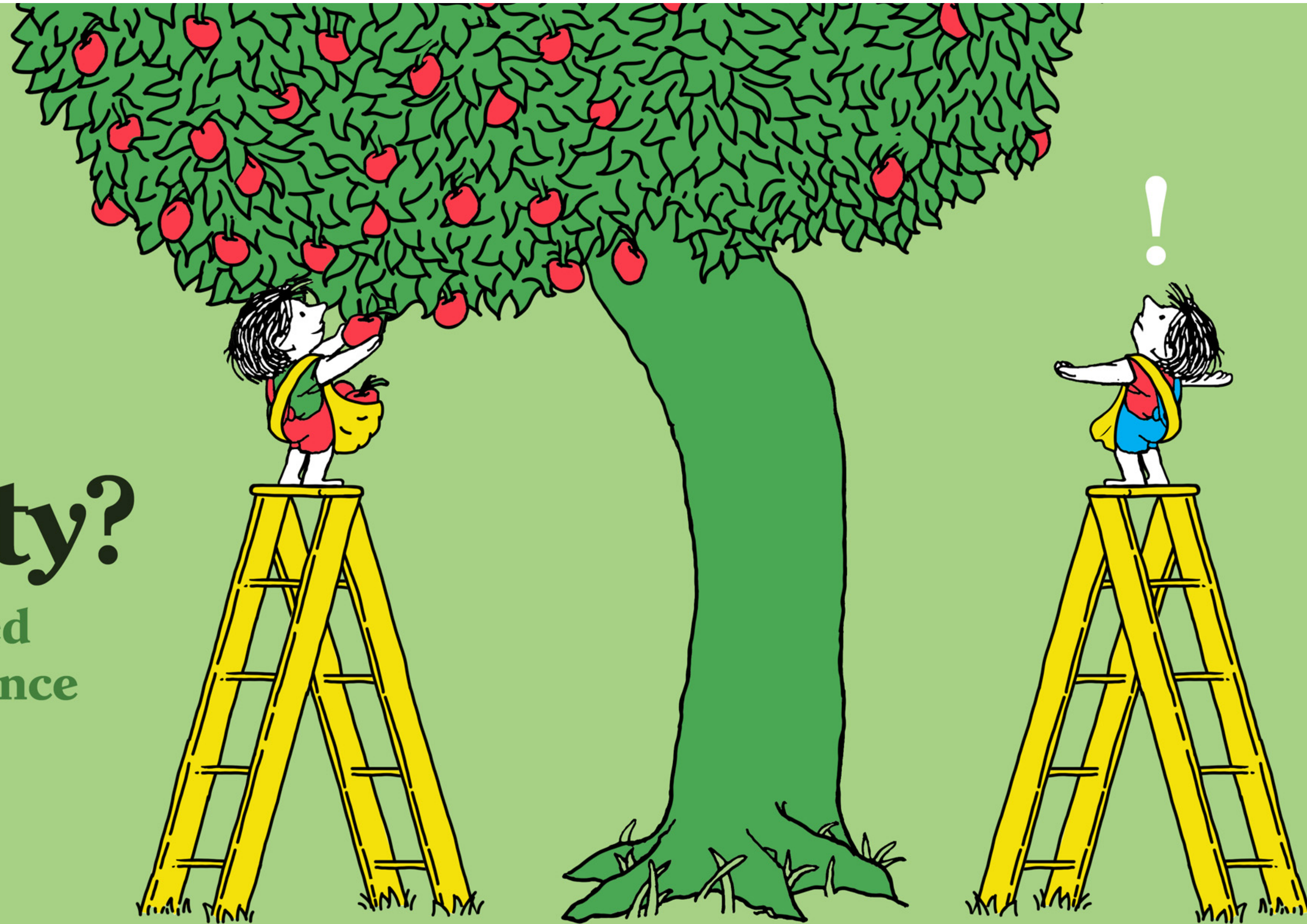


By @lunchbreath  
based on Shel Silverstein's *Giving Tree*  
for John Maeda's 2019 *Design In Tech* Report



# Equality?

Evenly distributed  
tools and assistance

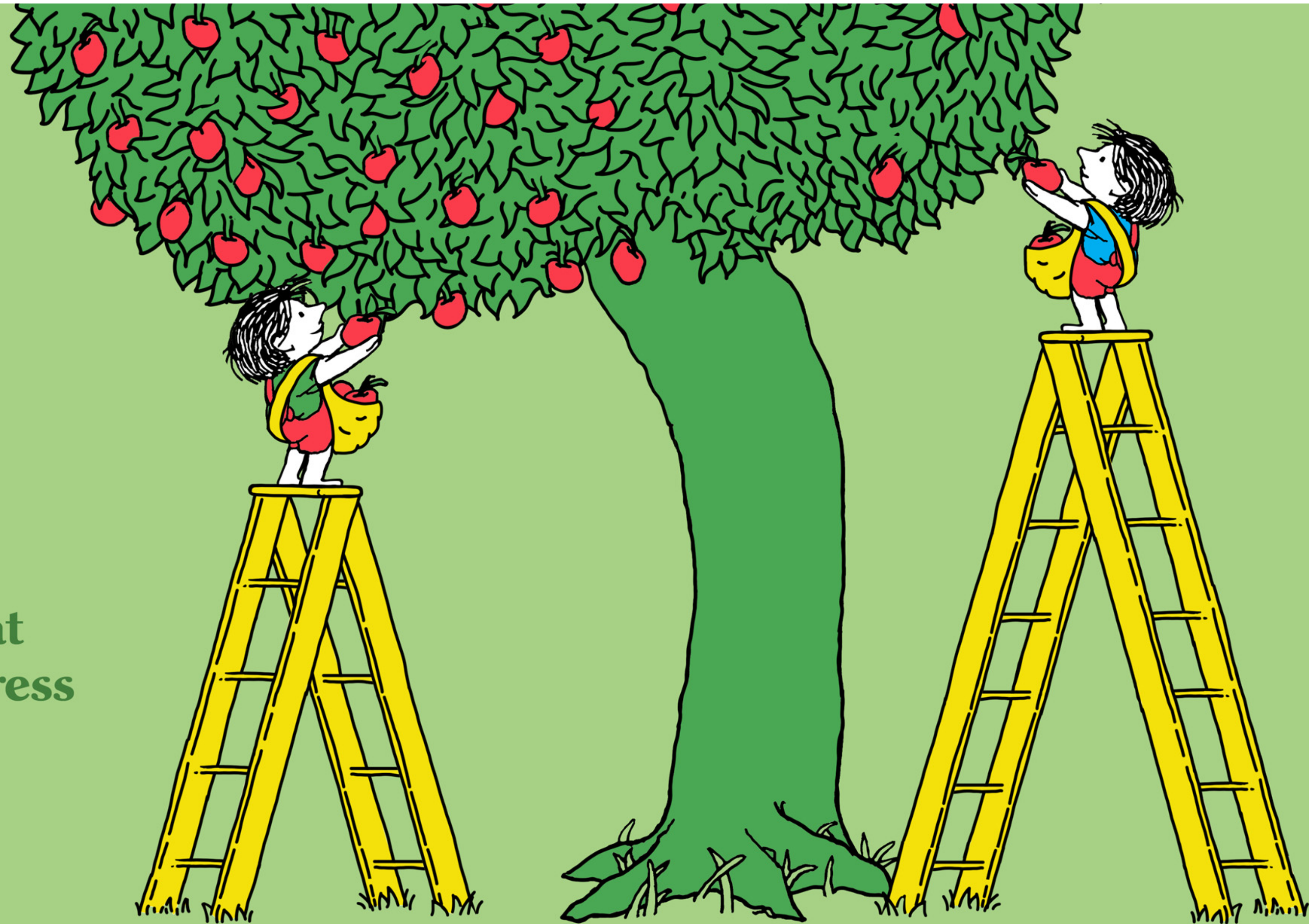


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# Equity

Custom tools that  
identify and address  
inequality

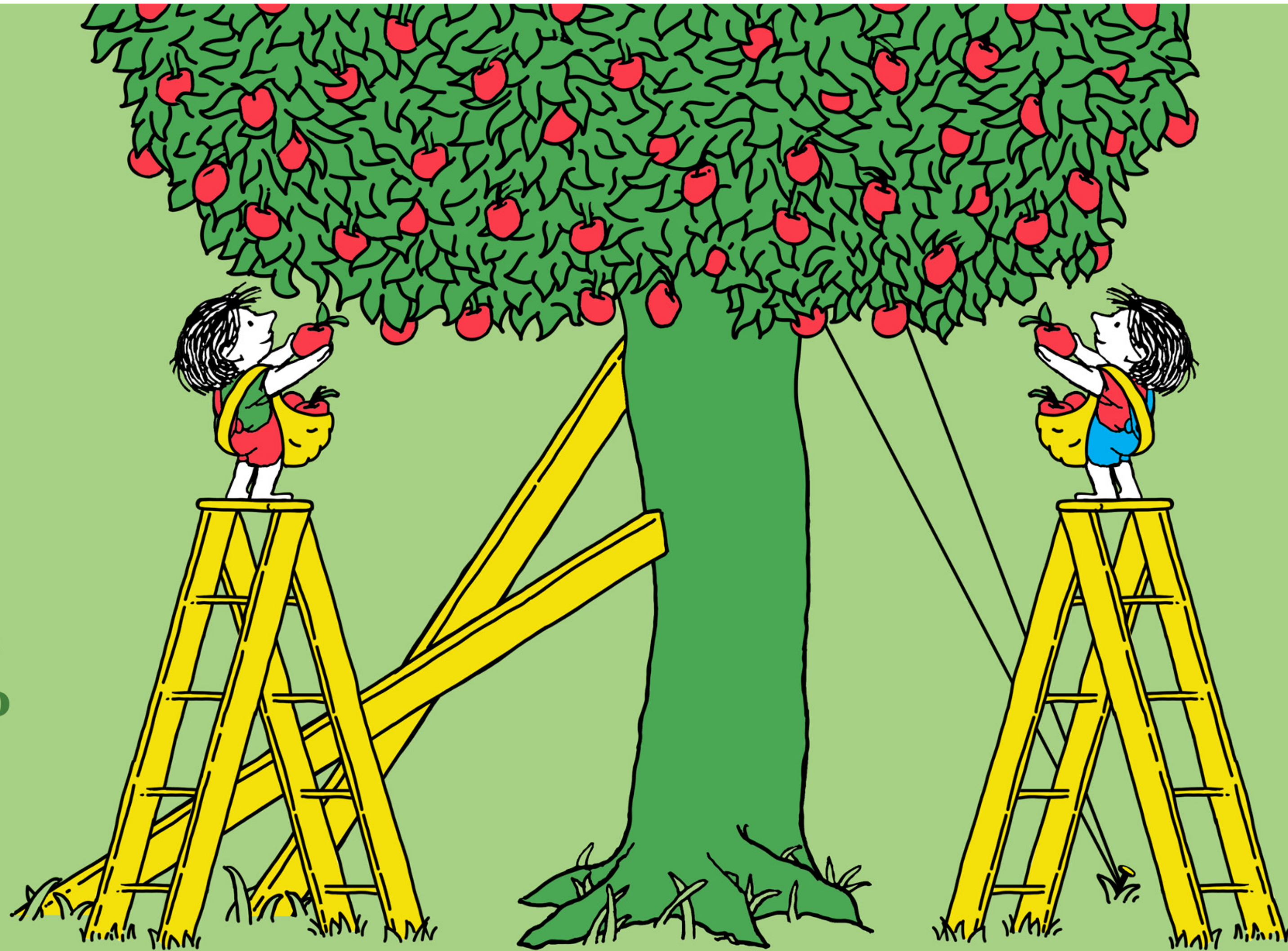


By @lunchbreath  
based on Shel Silverstein's *Giving Tree*  
for John Maeda's 2019 *Design In Tech* Report



# Justice

Fixing the system to  
offer equal access to  
both tools and  
opportunities



By @lunchbreath  
based on Shel Silverstein's *Giving Tree*  
for John Maeda's 2019 *Design In Tech* Report



# **(co) design takes us beyond resilience.**






Source: [Flickr](#) (Rawle Jackman, CC-BY-NC-ND 2.0)



# Better Buying Lab (WRI)

23 prioritized behavior change interventions for the food service sector....including strategies for shifting chefs', food service employees' behavior.





RECIPES

PRODUCTS


ARTICLES

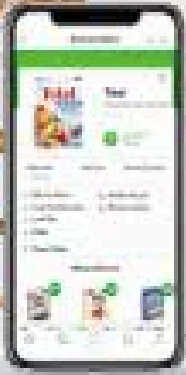

APPS

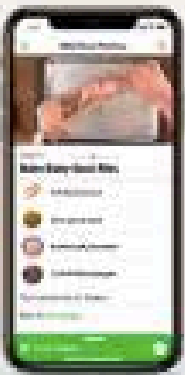

PREMIUM



PLATFORM

ABOUT US









CONSUMER EXPERIENCES

Innit Nutrition

Innit Meals

Innit Cooking

Innit Platform

HOW IT WORKS

From Packaged Goods to Appliances

Source: Innit.com



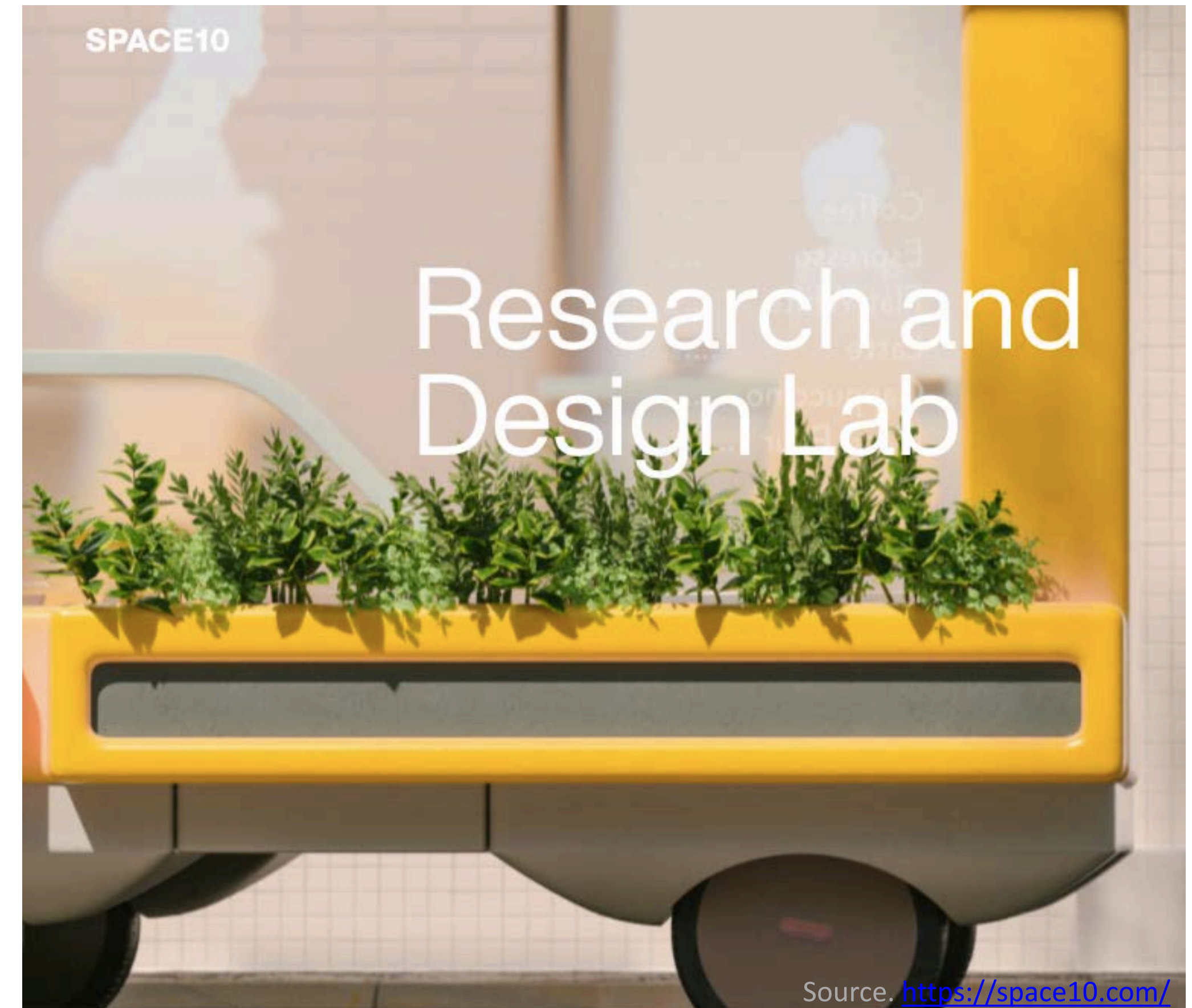
# Rockefeller Foundation + IDEO



# IKEA & space10

“Even the IKEA business can benefit from a new perspective sometimes.”

*Guillaume Charny-Brunet, Co-founder & Strategy Director, SPACE10*



**(co) design principles for  
food systems transformation.**



# can people play?



# who's not at the table?



**does it need to be new?**  
**does it need to be you?**

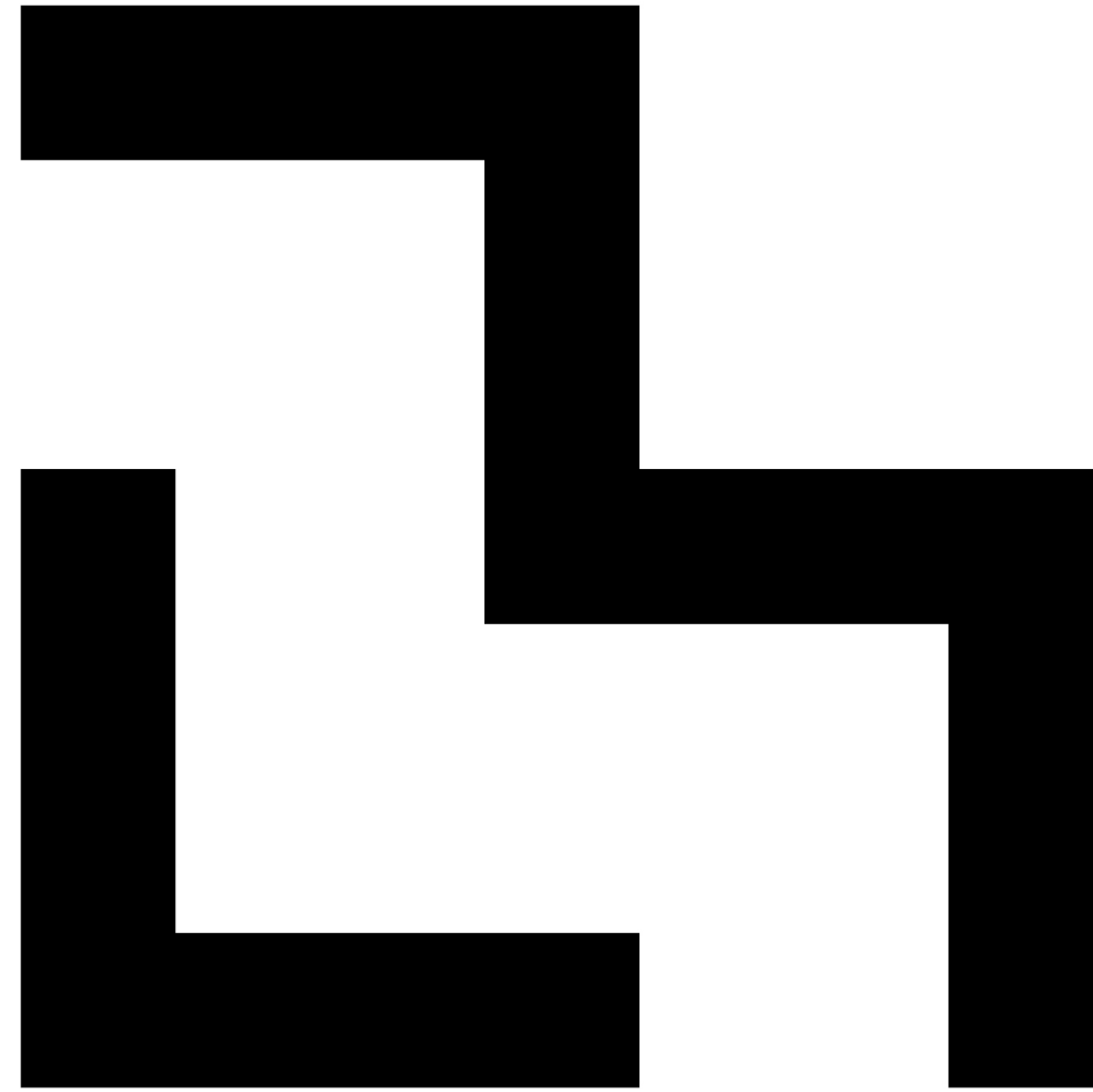


# onwards y'all. thank you.



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**mit**  
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**lab**