

# INCLUSIVE FOOD DESIGN

**Inclusive Design is the next status quo, we have to design for everybody!**

**During the Salone Del Mobile 2020 in Milan, Artist Jasper Udink ten Cate and Experience Designer Jeroen Prins join forces to create a 4D art experience for the blind and visually impaired. It addresses the topic of 'accessibility' in society in which everyone - regardless of a (visual) limitation - should be able to participate.**

A replica of an existing Dutch Master painting by Floris Claesz van Dijck (1613) is created in 3D. Special effects are implemented so blind and visually impaired are able to encounter and experience art in a way never done before. For instance, they are encouraged to touch the artwork and actually 'feel shadows'. Tailor-made edible perfumes and real food is used to create a full and mind blowing 4D experience.

Inclusive Design is the main inspiration for this edible still-life. Because society is not accessible for everyone, the goal of this project is to create

awareness, understanding and to bring knowledge regarding this topic.

Not only blind and visually impaired are given a unique experience. Using blindfolds and storytelling techniques, Jasper and Jeroen introduce and present 'non limited visitors' the opportunity to experience the world of having a limitation. Using food design as a tool to create more understanding for all groups in our society.

This Food Design project is not only nice to feel; it is also nice to eat, hear, see and listen to. The future of design is inclusive and experience driven!

'The Blind Spot' is a collaboration between Dutch artist & Food Designer Jasper Udink ten Cate, founder of Creative Chef Studio and Jeroen Prins, Experience Designer and founder of Prins Experience Design.

## **THE BLIND SPOT;**

*Inclusive edible Artworks is on show during the Salone del Mobile 2020 in Milan at the Masterly Dutch Pavillion Exhibition*

## **Design**

*Creative Chef Studio & Prins | Experience Design*

## **Curator**

*Nicole Uniquole*

## **Location;**

*Palazzo Francesca Turati  
Via Meravigli 7*

## **For more information about the project;**

email; [info@creativechef.nl](mailto:info@creativechef.nl) - [jeroen@theprinsexperience.nl](mailto:jeroen@theprinsexperience.nl)

Jasper: +31624725873

Jeroen: +31622908114

## **Sponsors;**

Bartimeus, Cheese Valley and the Dutch Government.



