

MOUTHFEEL



DEFINITION

Mouthfeel:

- The tactile sense of eating
- The sensory characteristics, which are materialized by the structural qualities of food
- The sensations, which emerge in the mouth

Eating triggers our imagination, draws on our powers of recall, and activates our critical judgment, creating a unique impression in our mouths and our minds.



BACKGROUND

Project about taste and texture
Transforming desserts in to textiles
Senses, sensuality, aesthetics
Personalities and storytelling



FOCUS

- The Japanese language has the most words to describe mouthfeel
- 400 words compared to around 100 in Danish.
- Why does texture play a larger role in Japanese cuisine than Danish?
- Why do we have different preferences for textures in food?



INSPIRATION

OLE G MOURITSEN

- Distinguished scientist and professor of biophysics
- Serves as director of the Danish Center for Taste
- President of the Danish Gastronomical Academy

KLAUS STYRBÆK

- Award-winning chef
- Runs the gastronomical project Styrbæks
- Runs a chefs' school



HOW TEXTURE MAKES TASTE

Why is chocolate melting on the tongue such a decadent sensation?

Why do we love crunching on bacon?

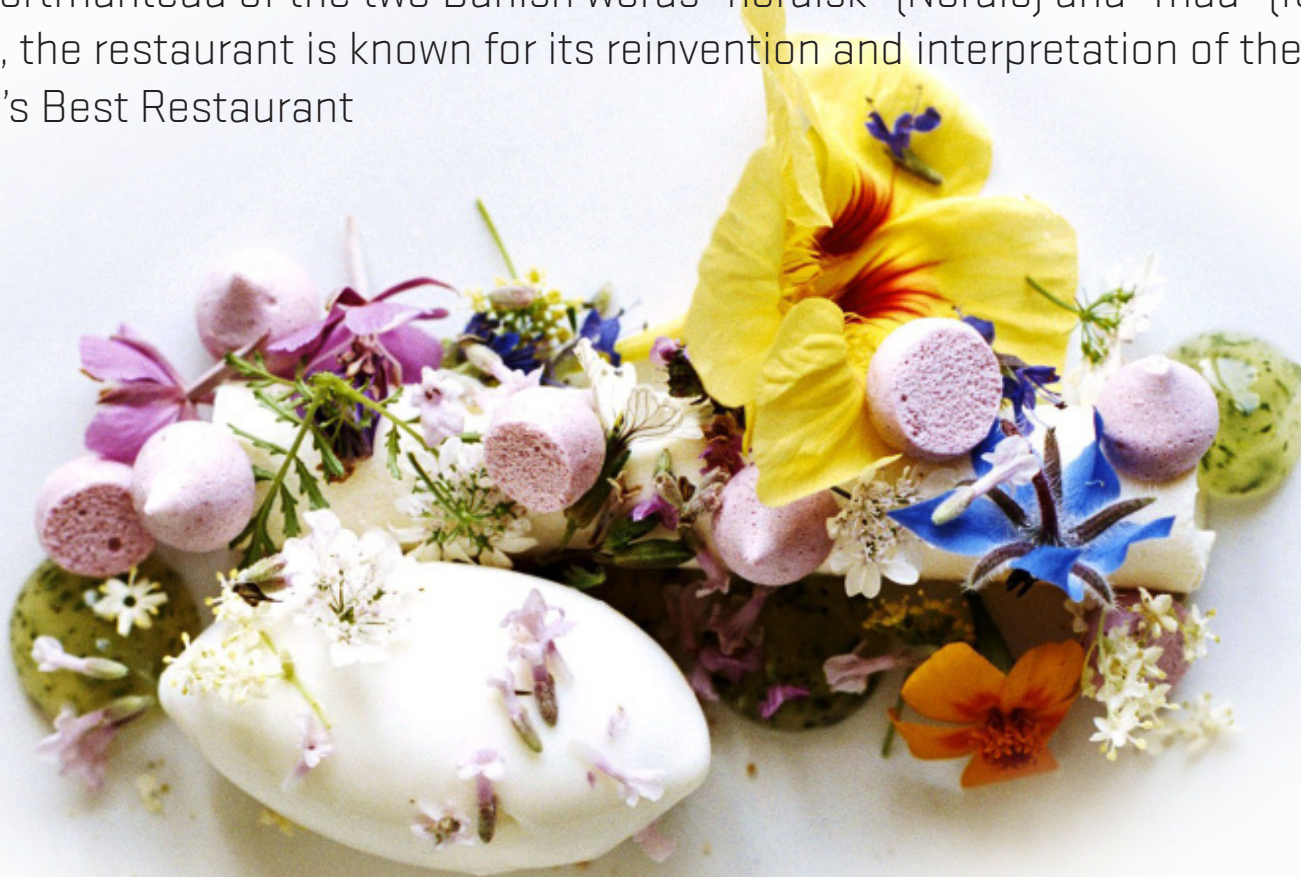
Why is fizz-less soda such a disappointment to drink

Why is flat beer so unappealing?



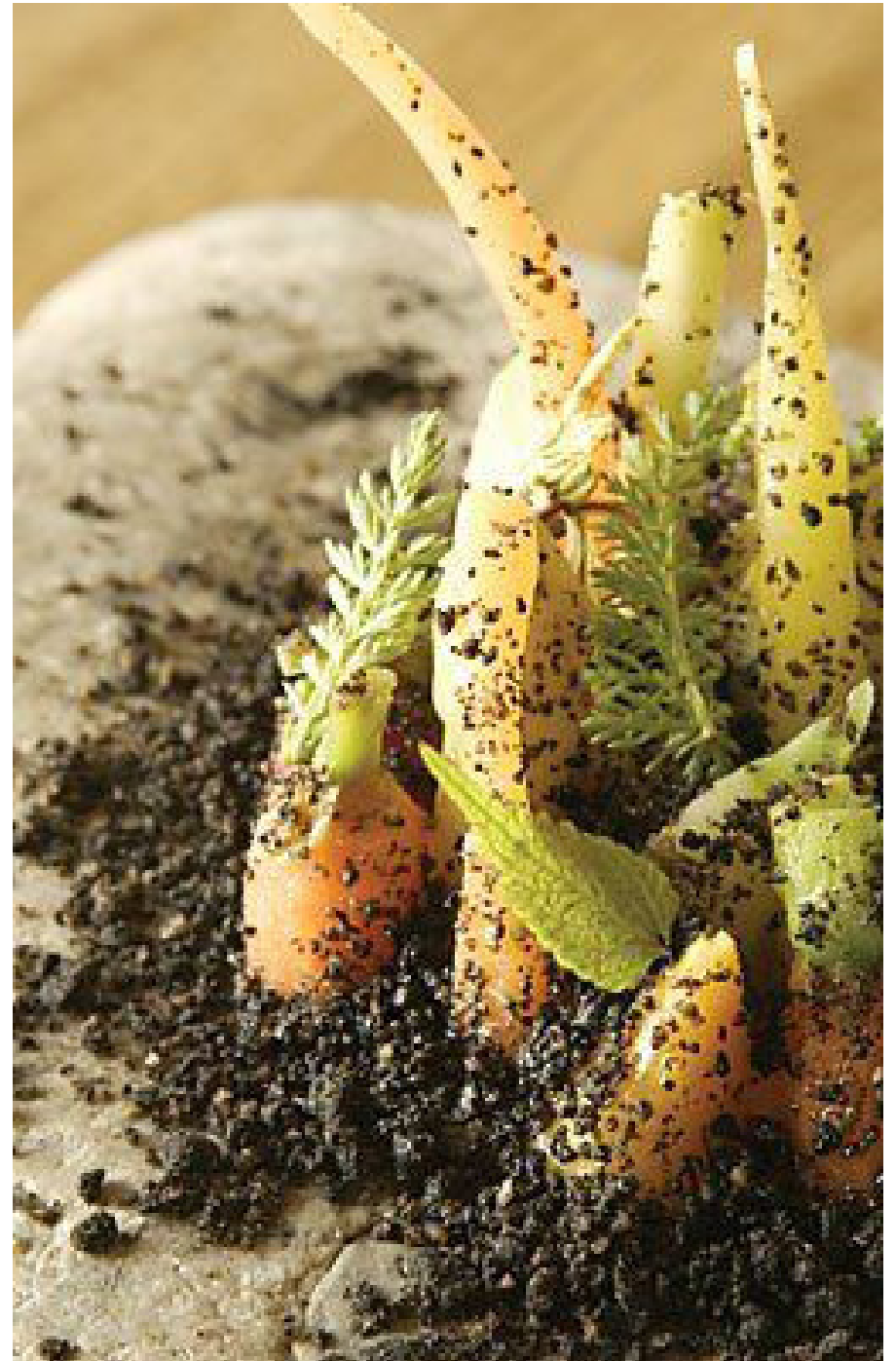
NOMA

- Noma is a two-Michelin-star restaurant run by chef René Redzepi in Copenhagen, Denmark.
- The name is a portmanteau of the two Danish words “nordisk” (Nordic) and “mad” (food).
- Opened in 2003, the restaurant is known for its reinvention and interpretation of the Nordic Cuisine
- Four-time World’s Best Restaurant



NOMA

- Storytelling
- Aesthetic
- Texture



NEUROGASTRONOMY

- Our sensory appreciation of what we have in our mouth is created by the brain
- Influenced by culture. We have different preferences
- A good meal depends on both taste and texture



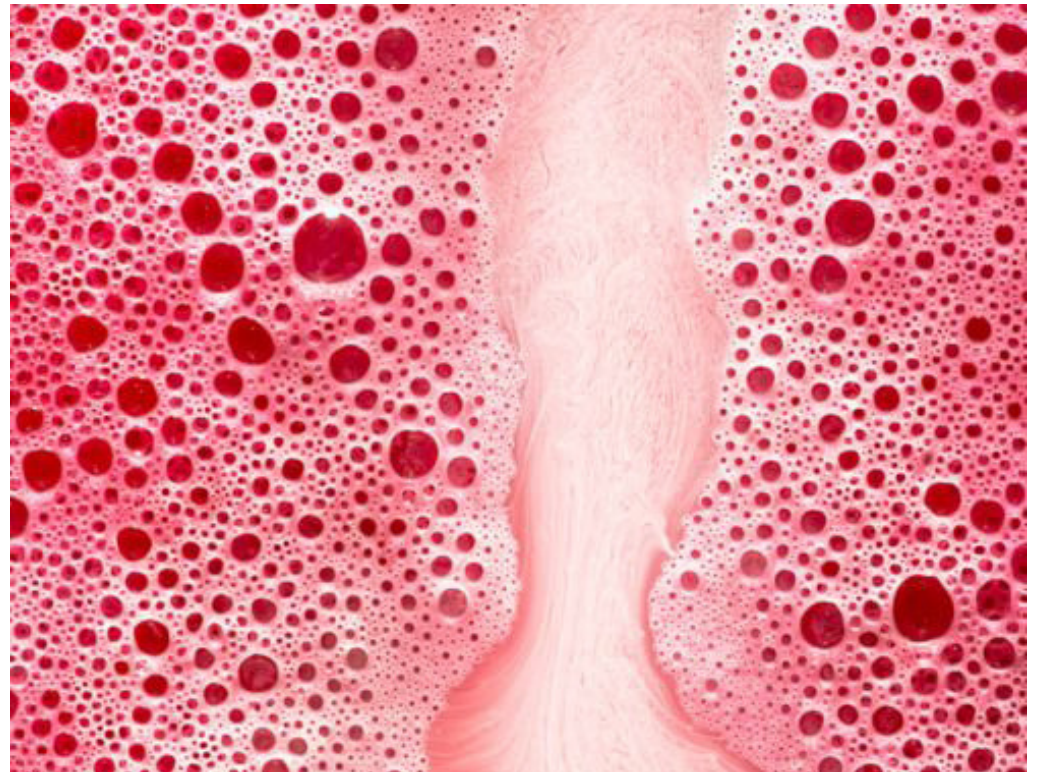
FOOD & DESIGN

Some designers work in the field between design and food
Food can be the inspiration for their design
Or they design new food experiences



MY PROJECT

I will concentrate on the texture of food and study the sensations which emerge in the mouth
In this space shapes, volumes and gradations grow
My aim is to develop a methodology to translate these volatile impressions to lasting
expressions embodied in colour, materials and texture



STATUS

- I will expose the aesthetics behind mouthfeel and transform it into a design methodology
- I wish to introduce design students to a Danish design methodology based on experiences with mouthfeel
- Finally I will transform the mouthfeel experiments into printed textiles
- In brief the project is a cross cultural project which create new experimental connections between Japanese and Danish design and culture

