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 into 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

KLAVS 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