



## INSTRUCTOR

### ANUJA THANAWALA

ValueLabs LLP

I am currently working as an Interaction Designer and have a passion for all things food. I follow a multi-disciplinary approach and my work is often inter-disciplinary with meaningful and immersive experiences. I am intrigued by the multitudes of possibilities at the intersection of physical spaces, materials and digital interactions.

<https://www.anujathanawala.com>



## CO - INSTRUCTOR

### AMIT KUMAR

Learn App

I have 3+ years of industry experience and have worked on multiple individual as well as team projects. My work lies in the areas of interaction design, UX research, design strategy, exhibition design, olfactory interfaces as well as spatial design. My work has been recognised by many prestigious international awards.

<https://www.linkedin.com/in/amit-kumar-41940097/>

## OVERVIEW

PLAY has the power to create immersive and dynamic experiences which have the potential to improve people's lives as well as to impart useful learning. Today, as we are living in this highly digitised society, have we forgotten how to play with other materials, mediums and modalities? Food has been an integral part of human lives since time immemorial. Food and PLAY have a lot of similarities. Food has the power to bring people together and so does play. Can food and play bring together people from diverse backgrounds to create societies which are more inclusive, equitable, sustainable and resilient?

## OBJECTIVE

"We don't stop playing because we grow old. We grow old because we stop playing" - George Bernard Shaw Today, with the digital revolution in full swing, we are surrounded by things and services which provide convenience often at the cost of playfulness, social & tactile interactions and meaningful experiences. How can we inculcate the attitude of playfulness and experimentation. The key objectives of this workshop are to introduce food as a medium of design by encouraging participants to look at food beyond eating (eg. semiotics of food, Gustatory synesthesia, etc.), and also to find parallels between play and food and how we can leverage these in design. Understand play as an aspect of the design process, method of inquiry and innovation to help solve complex problems.

## METHODOLOGY

Eat when you're hungry. When you're not hungry, play with your food. - Suzy Becker Playing with a medium should not be restricted to just interacting with it. It should involve designing, creating, experimenting, exploring with it and also consuming it! This workshop requires the participants to consciously engage, think as well as ideate with their hands and immerse in dialogue while physically interacting with food. Participants will also indulge in gustatory experiences and multi-sensory observations. Some of the activities may involve preparation of food and exploring various properties of edible and non-edible materials. The workshop will help participants learn to play with food with an intent to dissolve the boundaries of time and space, and create positive social interaction.

## KEYWORDS

Playful Experiences, Food, Speculative, Experimental, Multi-Sensorial.

## WORKSHOP MODE

Online

February 14 - 25, 2022  
[openelective.nid.edu](https://openelective.nid.edu)