

drop-off  
point

**MA Eco-Social Design**  
Eating in University

# LUNCHPAKET

---

An alternative lunch offer for students and staff at unibz, which is carefully prepared by local farmer families in collaboration with students.

*Sarah Schäfer and Anita Ferro Milone*





## **ABSTRACT**

---

Lunchpaket is an alternative lunch offer for students and staff at unibz, which is carefully prepared by local farmer families in collaboration with students. Besides an additional income for farmers it gives the consumers an understanding of the origin of food and it aims at establishing a relationship between students and farmers.

## **FRAMING THE SITUATION OF MOUNTAIN FARMERS**

Farmers of South Tyrol often have struggles to survive. Sadly, competitive disadvantages to conventional, much cheaper products and a lack of marketing skills result in economical challenges. Nevertheless, their profession is essential for the maintenance of alpine culture, vegetation and natural balance. In addition, geographical isolation is responsible for a lack of social exchange, which makes the profession unappealing, especially for the younger generation of farmers.

## SOLUTION

---



For the workshop Eating at Unibz we had to find a solution that enhances sustainable ways of eating at the university.



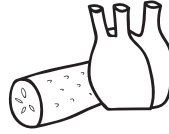
Consequently, to meet the needs of growing numbers of students and to empower mountain farmers, we created the concept and design for Lunchpaket, which is a regional lunch alternative at the unibz. The simple and easy-to-prepare meal is collectively prepared by students and farmer families. Three different food options are packed in a rough paper bag. Whether the Lunchpaket contains meet, cheese and/or vegetables is indicated by handmade stamps on the paper bag.



### REGIONALITY

The concept of the Eggentaler Kistel, for which farmers collectively fill a box with regional products can be transferred to Lunchpaket. On basis of the existing networks and logistical structures, each farmer family of the region contributes with one seasonal product they are specialised in to Lunchpaket. One is providing the cheese, one the meet and another the vegetables, which are gathered at a local drop-off point. Every day one of the farmer families is in charge of taking the food to the unibz and selling it as Lunchpakets to the students and staff of the unibz. To make the logistic structures of the food directly visible, the background of the different products is displayed on the paper bag.





## COLLABORATION

Lunchpaket aims not only at guaranteeing farmers an additional income, but additionally suggests a framework for a collaboration of students and farmer families, which can be highly beneficial for the students of the Master programme Environmental Management of Mountain Areas. Students are encouraged to help making the Lunchpakets in a public preparation happening, to make the lunch alternative transparent and to raise attention and curiosity for the project. Additionally, students are invited to getting their hands dirty and to support one of the farms for a day.

On the one hand this offers a possible solution for the social isolation of farmers. On the other hand, students gain a real understanding of the origin of food and the producers. Besides an imposing experience they get vouchers, which can be redeemed for free Lunchpakets. This collaboration offer is communicated on the paper bag together with the contact details of the involved farmers.



# ICZUP THE



## OUTLOOK

Still, Lunchpaket in an early stage of conceptual development at the moment. To carry it on, there are various possibilities for refining the idea.

Firstly, the farmer family who is in charge of taking the Lunchpakets to the unibz may also prepare a small collection of their own products to sell. One day the milk farmer brings his cheese variations, another day the vegetable farmer brings his own carrots, cabbage and potatoes to sell them in the setting of a small market stand. Every day the customers can purchase another kind of local food besides the farmer's lunch offer. Secondly, to empower the farmer's wives the concept could be extended to a warm lunch offer. And Finally, a picnic basket could be rent out. In situations where customers want to share lunch with fellow students and colleagues the basket is equipped with food for a larger number of people and dishes.



**Keywords**

Eating, Concrete Utopia, Scenario Design, Empowerment,  
Capacity Building, Education, Local Food Supply

**Teaching Team**

Kris Krois (Communication–Interaction–Services)  
Karl Pircher (Object–Spaces–Services)  
Lisa Borgenheimer (Informationdesign)  
Andrea de Chirico (Design & Materials)  
Andreas Metzner-Szigeth (Political Ecology)  
Alvise Mattozzi (Sociology)

**Time Span**

21. November 2016 – 21. Dezember 2016