

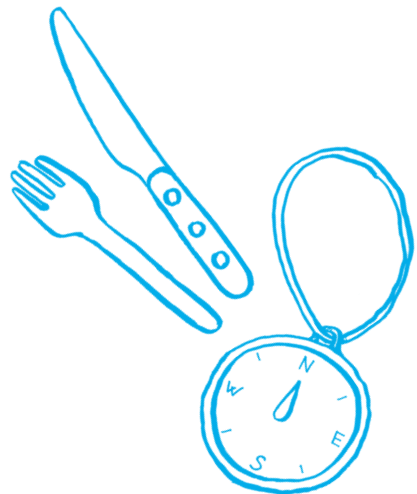
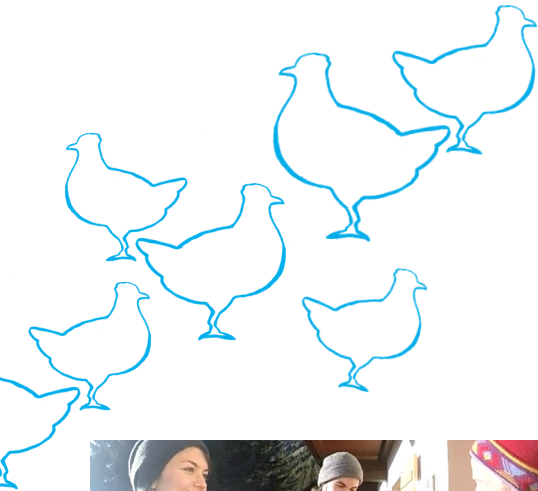


**MA Eco-Social Design**  
Eating in University

## THE LOST RECIPE

The Lost Recipe is a movement to explore the heart & soul of eating through a series of guided, hands-on local expeditions to the origins of our food.

*A project by*  
*Max Wosczyzna*



From top to bottom: Corn field in Trentino, stills from the video "The Lost Recipe"



## **SHORT DESCRIPTION**

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Starting from the statement *The healthiest food is the one you prepare yourself*, i wanted to push this idea a little further.

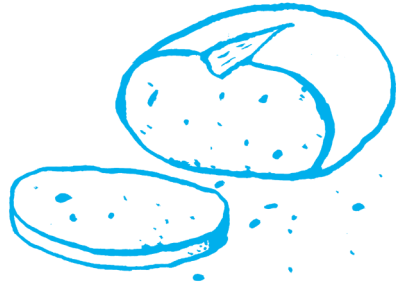
### **Concept**

Diseases like diabetes and obesity caused by an unhealthy diet have rapidly increased in our society. At the same time the food industry constantly invents new products and *superfoods* that promise us a healthy and productive lifestyle. Against this unconscious consumption of food stands a new movement: The Lost Recipe. Commonly organized, groups of people explore the origins and true values of basic ingredients and local dishes through a series of expeditions.

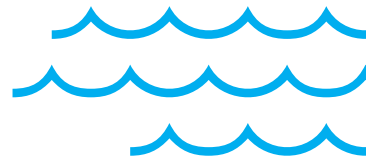
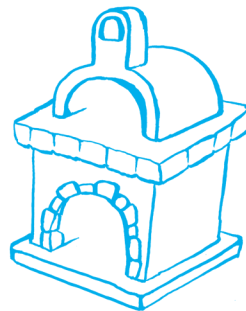
“no secret, no magic, no excuse”

### **How its done**

Being developed at the University of Bolzano this is the place to start. Advertised through posters in the university and social media participants are gathered. Over a period of a couple of weeks three expeditions are organized. The routes lead to selected farms and places of food production (e.g. bakeries). Not only are these places visited but the group gathers ingredients along the way in order to prepare a meal in the end of the day. The expedition topic always covers a simple dish which is taken for granted in our daily lives. In some cases even basic tools, like a rolling pin, can be crafted along the way.



In this manner we realize how much work has to be put into preparing even the simplest of foods. But at the same time we rediscover its preciousness. Starting at unibz the movement could grow and spread sharing a strong common visual identity.



**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