

n'cole v'ndel

“Is not only about what we eat, but how we do it”.
“Thinking beyond Food”

2020 / Shotfolio by Nicole Vindel

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PROJECT SELECTION

n'cole v'ndel

'PLEASURE THE FUTURE OF



FOOD'

“In a fair and perfect world, the earth’s resources have been distributed equitably. Each person receives the nutritional intake needed for each day. The state provides and feeds us by three single-dose capsules that replace our three daily meals; personalized and created specifically from algorithms based on data generated through our social interactions. A rational world that embraces the pragmatism of food, reducing the pleasure of eating to a luxury, accessible to only a few. And you can be one of them. “Anhedonia-E” system recreates the real sensation of eating, personalized for each individual, by stimulating your nervous system. Feel the food between your teeth, smell it, or enjoy its aromas through its special devices. One step forward Full VR. Back to reality.”



The project was selected to be exhibited inside the Mobile Week Gallery 2018, where we expose our thoughts around the "Future of tomorrow". After that, it has been exhibited into the Re-Birth Forum of La Habana 2018.

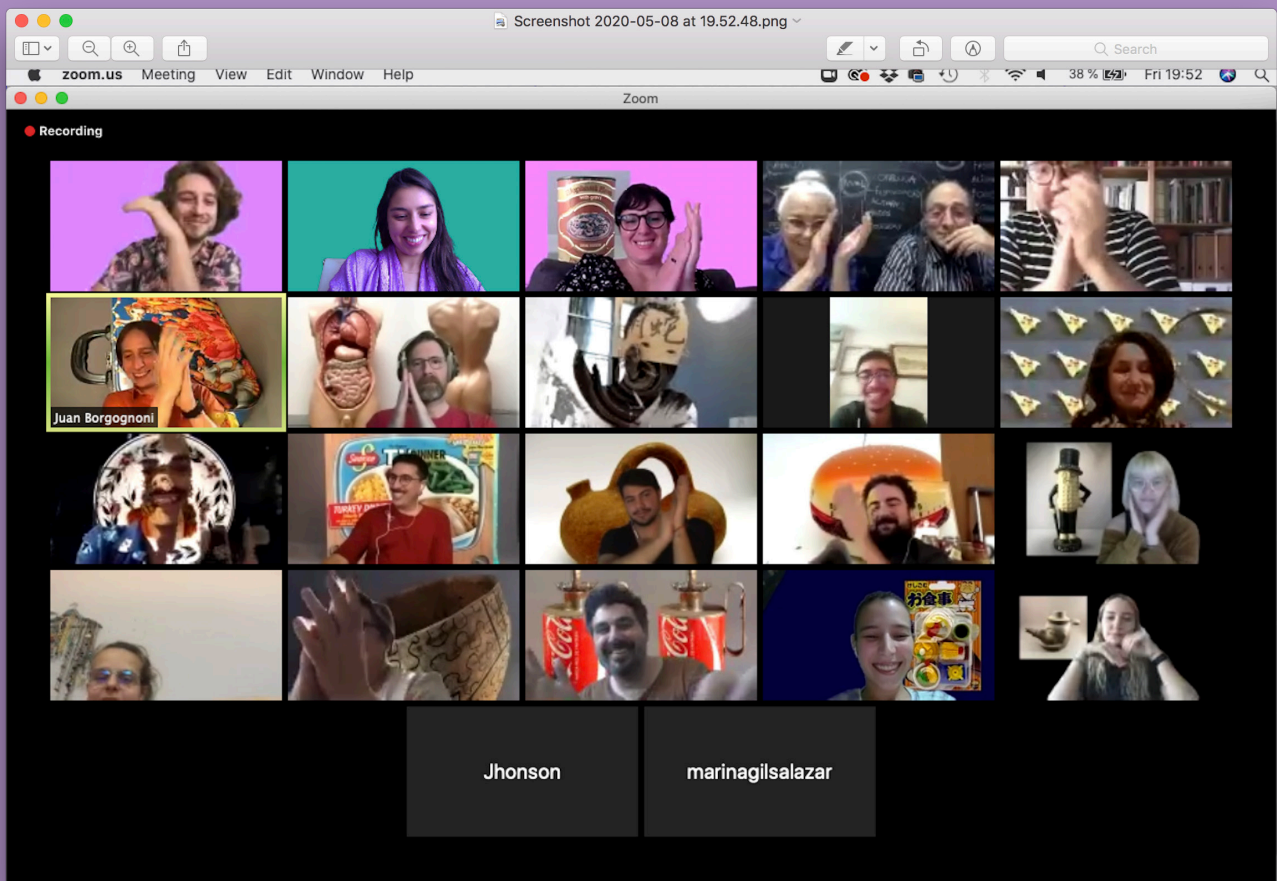
The artwork is conceptualized in base on a research of pleasure neurology and human body response to pleasures.

Conceptual artwork conceiving a new paradigm of gastronomy in 2050. Designing systems beyond solutions.



CULTURES x INTERACTION x EXPERIMENT

'JUEENAI: TALKING OBJECT





Starting from a selection of photographic images of the objects that coexist in the FoodCultura Archive, we invite ten pairs of guests to participate in an online action with the purpose of developing the identities of the objects and creating an animation and connection between them. The activity is powered by Random Happiness for FoodCultura and is composed by two phases:

JUEMAI. Create, individually, a biography or imaginary identity of the objects selected by the participants, starting from the question “Who am I?”. Among others that will be proposed or imagined to give life to the object.

ROOMANCE. In groups of two people, and from their chosen objects already biographed, establish a dialogue between couples, a confrontation, a “face to face” or any other imaginary relationship between the two objects to create a shared history.

The project borns during the Covid-19, with the aim to connect more objects with people in this antropomorphysm action. This is a pioneer experiment of dislocated co-creation in times of pandemia.

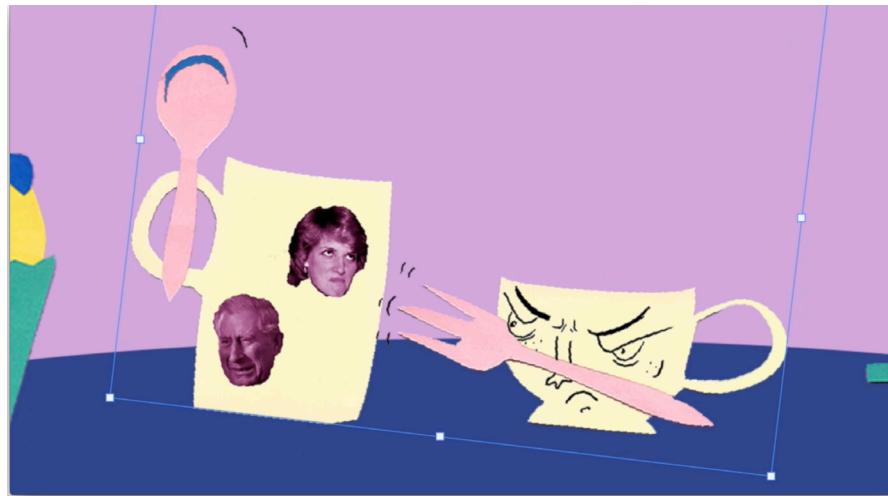
JUEMAI has been created and developed hand by hand with Miralda and Montse Guillén, with the support of the team of FoodCultura and Random Happiness.

How can we facilitate a collaborative creation session during pandemic times where we cannot share the same space?

CULTURES x INTERACTION x EXPERIMENT



Wish ration, a project by Georgina Santiago and Carolina Grau made during the second edition of JUEMAI.



Roomace of two mugs, a short film created by Jhonson Criollo and Marina Salazar made during the first edition of JUEMAI.



Poster used as invitation and communication of the Second Edition of "JUEMAI: Talking objects".

'KIKKAR LEHEM'

A basic food product, symbol of human civilization. A key element in cultural rituals surrounding us in our daily lives. A cross-cultural integrity unit. A sensual creation, an icon, wealth and femininity.

Often served to emphasize that the most important food is shared with the guests and as a symbol for welcoming and respect.

In an age when our behaviours are exposed to globalization, we defend the ancient customs and beliefs on bread and its knowledge. Bread is a cultural heritage that enriches our personal and collective hopes in society.

Bread is also a political, geographical and religious concept and is loaded with mythic meanings in different cultures.

This piece is a study of the bread loaf unit context and focuses on questions of status, and worship. Bread as a space that allows identities research far forward binary conventions.

This project opens a window from our initial perception of bread as an everyday food product and invite to think beyond. An escapist and surrealist object, a playful tool to open a dialogue about gender, society, politics, cultures and further more.

This photographic series in analgic film are willing to capture a moment in time with bread, movement and integrity.

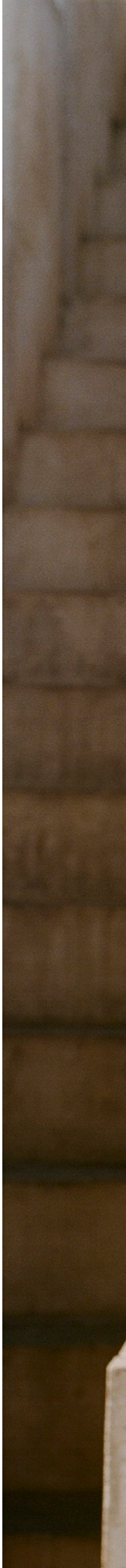




This shooting has been fruit of a bond between Ark Studio, Gastón Lisak, and Nicole Vindel as Creative and Art directors. Produced by Unicas Productions, Food styled by Nicole Vindel and captured by the photographer Olga de la Iglesia, at Edith Wolfson Park, Tel Aviv.

Bread has been explored as a medium to create discussion, a common ground of cultural diversity, history and humanity. Food, is not just food.

CULTURE x EXPERIMENT







The event was held into Open Restaurants Jerusalem 2019 at the Atelier of Tali Friedman. Concept Design and Creative Direction by Nicole Vindel. Culinary direction by Tali Friedman. Photography by Ricky Rachman. Styling by Vanity Shaul.

'The story of the Mahane Yehuda Market'

Hustle and bustle on the streets, a bite of Halva, the smell of authentic Zatar, loud voices selling everything from fruits and vegetables to specialty foods. Are you willing to savor the delightful story of the Mahane Yehuda Market?

A story without words to honor the civilizations that held this same territory as all together contributed to creating the collective memory that surrounds us, the inhabitants of today.

In a five-course kosher lunch, we guided guests among the historical events of the past civilizations and the gastronomic enrichment that converged in the cradle of cultures, the central area of the Market. From the Ottoman period with an oxtail dumpling in beef stock served in a Turkish teapot, through the British empire rethinking Mediterranean fish&chips, we went across time up to our optimistic perspective of futures. Bridging the narratives of gastronomy, culture, and design to transform the space into a live scenario where guests had an active role.

Our inspiration was based on the traditions that have been transferred from generation to generation. From the research of the food rituals and behavioral patterns of consuming we disclose cultural questions around migrations, ecology, and futures.





OPEN
RESTAURANTS
JERUSALEM



An 'Edible poem' to conclude with a collective awakening ritual. A moment of reflection. A planet driven approach. When promising to empathize with humanity and nature, guests were able to enjoy our fresh and sweet culinary interpretation of tomorrow.



'TASTING Colors'

How do we eat an 'Unfair choice'? What's the taste of the 'Future of Food'? How does 'Human Data' look like? Exploring senses as a tool to define intangible values.





SENSES x INTERACTION x EXPERIMENT



Produced by Unicas Productions
for Color Hive in Tel Aviv, 2019.
Creative Direction and Design by
Nicole Vindel with the support on
dinamizing of Random Happiness.
Photography coverage by Noa
Magger.



Connecting research on sensory design with a practical exploration of materiality.

The session started breaking the standards of perception, leading our guests to be aware of the potential of smell with our memories, the soundless effect in our bodies and the multicultural bias over intangible concepts.

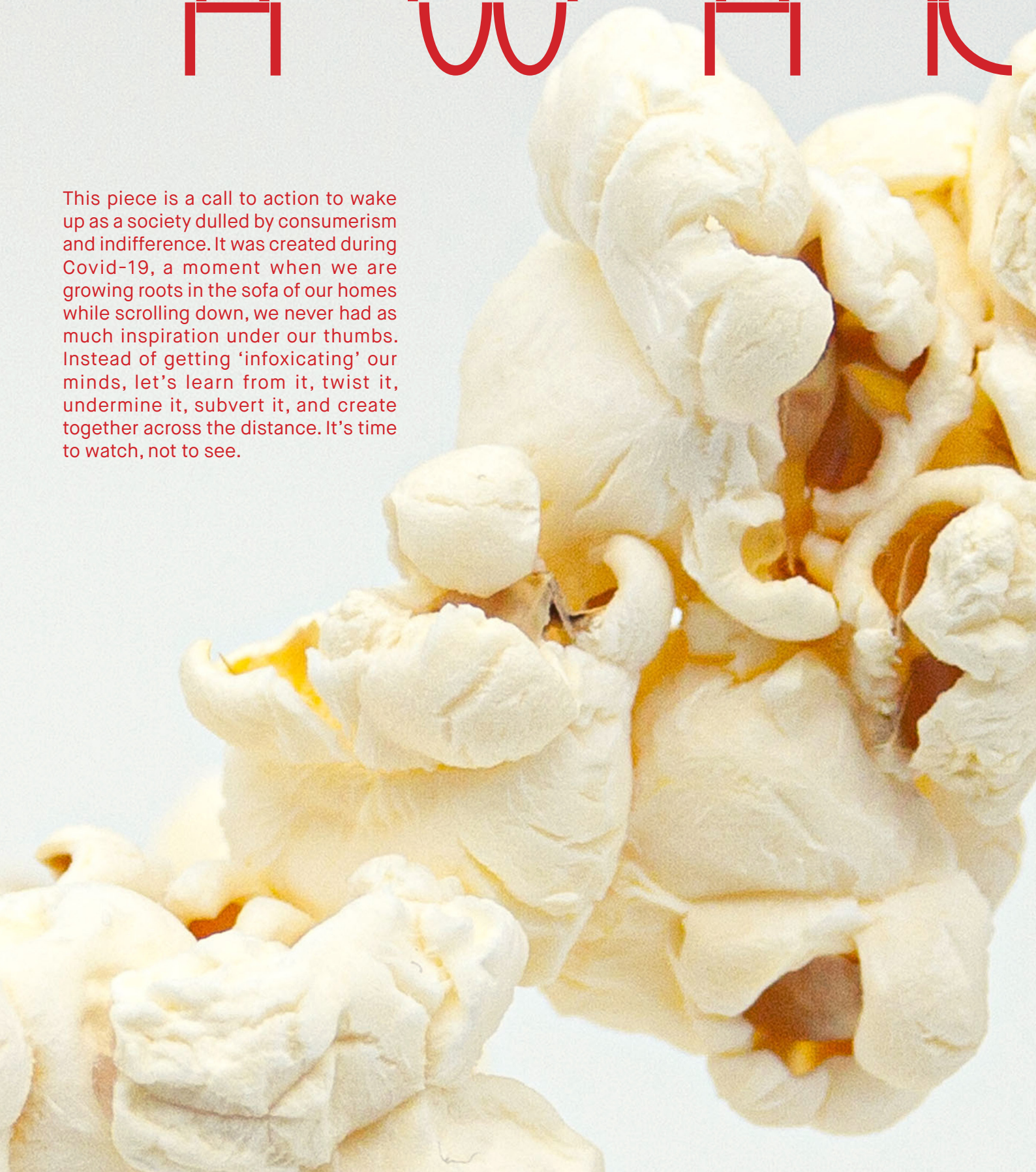
Ten attendees from all over the world were representing the leader color corporations in their annual gathering to identify and define the color trends of 2021 for interiors. Before starting this experience we had the honor to inspire them in a bespoke journey that will boost their relationship with food.

A science-based exploration of our perceptions, associations, and memories that changed the approach to visual stimuli in the first experimental stage. It was followed by a visit to the Suck HaKarmel, the starting point of their creative challenge. In the streets of the Suck, they got to see, touch and smell the ingredients and materials that afterward will transform into an edible value.

The experience concludes with a special meal designed for this occasion provided by a local chef. The meal was composed of five tonality courses designed to be eaten without further tools than our hands for a clearer sensitivity.

' A W A K

This piece is a call to action to wake up as a society dulled by consumerism and indifference. It was created during Covid-19, a moment when we are growing roots in the sofa of our homes while scrolling down, we never had as much inspiration under our thumbs. Instead of getting 'infixicating' our minds, let's learn from it, twist it, undermine it, subvert it, and create together across the distance. It's time to watch, not to see.





In a Covid era screens has become a window to connect with our beloved ones, but also to abstract from our daily concerns. Are we still watching? Are we still living? Are we consuming reality or being consumed?

CULTURE x EXPERIMENT



Title: Awake
Media: Sculpture
Technique: Acrylic and ceramic paint on glass vase.
Size: 14x12x20.





Title: Awake
Media: Sculpture
Technique: Acrylic and ceramic
paint on glass vases, figures,
bodies. (l'objet trouvé).

PROJECT SELECTION

n'cole v'ndel

FUTURE CANDY

A hands on workshop exploring Sci-Fi gastronomy.

III n e s'



A group of students, mostly women, are gathered around a long white table in a workshop. They are wearing white lab coats. The table is covered with various food items, including small plates with garnishes, a bowl of orange-colored food, and several clear plastic trays containing small, round, white objects. One student in the foreground is looking at a smartphone. The background shows a room with white walls, exposed pipes, and a hanging light fixture. The overall atmosphere is one of a hands-on learning experience.

The workshop was imparted with my students of 'Food Design' subject into Study Abroad 2019 program, at Elisava School of Design and Engineering. The content and facilitation of the workshop has been co-design together with Plat, Insitute of Advanced Gastronomy.

What makes a candy to be candy? What is the essence of it? What is its shape? Do they have functionality?



This workshop is a “From idea to reality” workshop that aims to research different ways to explore the concept of candy and how it can be rethought for the near future.

The session headed together with Plat Institute, is divided in three sections: An introduction of study cases and references of the most cutting edge food technologies to shift towards the “Everything-is-possible” mindset. Followed by the challenge of providing a sweet small taste that will solve the future desires where students were divided by teams to conceive and define future candy. We conclude with the ‘make it real’ stage, where each team ended up cooking their proposal (and degustating them).

Through ingredients and morphology, they will cook a prototype that follows a sensory and cognitive interaction design.

The goal of this workshop is to understand all the processes that are behind product development. To consider a future context where constraints and requirements will be different as well as use our hands to create using food as a tool of visualization.

'CALID: LIVING SURFACES

Smart tableware designed for “El Celler de Can Roca” introducing advanced materials to the high cuisine eating experience.



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SENSES x INTERACTION x EXPERIMENT

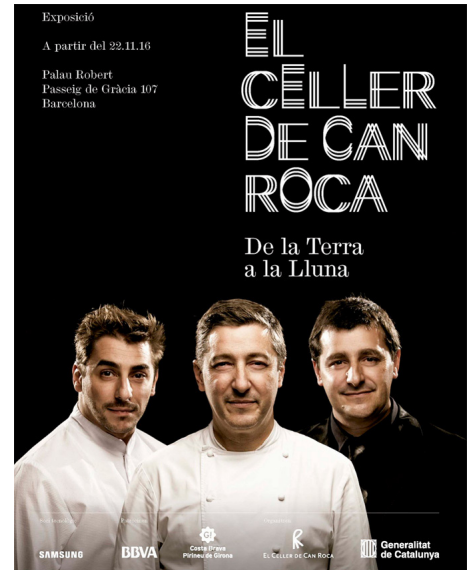


The project was made for El Celler de Can Roca Michelin star Restaurant and have been featured in Harvard 'Cooking and Science' program, the World Economic Forum of Dubai and exhibited in Palau Robert, and at the Re-birth Forum of La Habana by Michaelangelo Pistoletto among others.

Intelligent tableware created to foster the guest experience when eating.

Càlid bowl is a thermo-active materials based basin that opens when pouring warm soup inside, recreating the effect of blooming flowers in spring. The unexpected reaction of an inert container makes this element alive in front of the guest empowering the surprise effect and cognitive capacity of the guests.

Càlid borns from a research around 'The Experience of Eating in Higher Cuisine' as my final degree thesis and evolved in the next year into with the Roca Lab.



Part of 'De la Terra a la Lluna' exhibition at Palau Robert, Barcelona 2016 -2017.



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AIRBUS



**FOOD
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ELISAVA

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Diseño e Ingeniería



l'liure



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