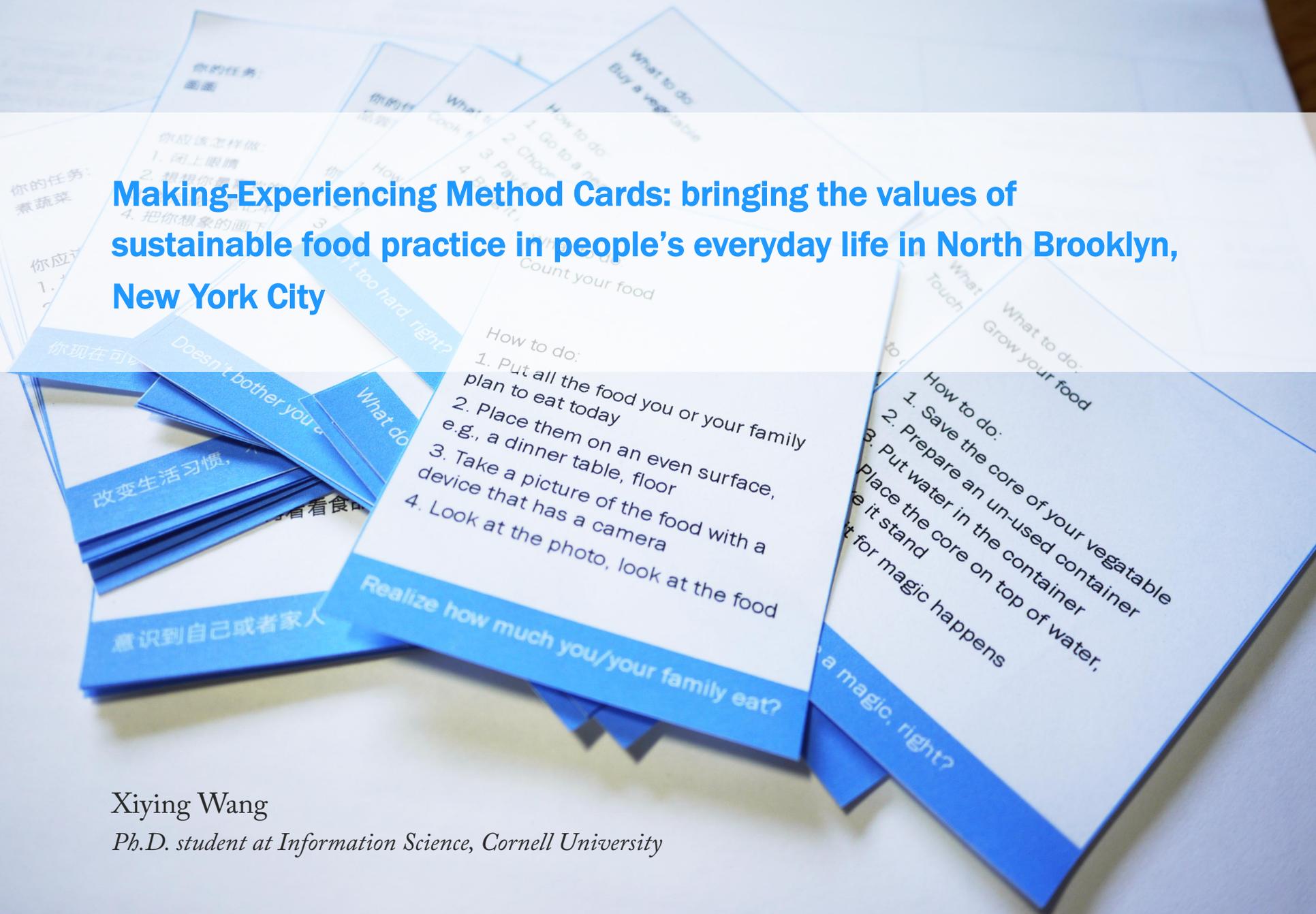


# Making-Experiencing Method Cards: bringing the values of sustainable food practice in people's everyday life in North Brooklyn, New York City



Xiying Wang

Ph.D. student at Information Science, Cornell University

# EARLY STAGE

Food Environment in North Brooklyn | Opportunity

# EXPLORATION STAGE

Literature Reviews | Exemplars Reviews | Interviews with Clients

# FINAL DESIGN

Making-Experiencing Method Cards

# EARLY STAGE

Food Environment in North Brooklyn | Opportunity



**Low-income communities in North Brooklyn, NYC, is facing the difficulty of building a healthy food environment.**



Image source: [http://ny.curbed.com/archives/2008/10/22/bullish\\_on\\_the\\_north\\_brooklyn\\_condo\\_market.php](http://ny.curbed.com/archives/2008/10/22/bullish_on_the_north_brooklyn_condo_market.php)

*“Around 10%-15% of the residents living in North Brooklyn report a diabetes diagnosis. “ [New York City Department of Health and Mental Hygiene, 2008]*

*“Healthy foods are hard to find. For instance, only 1 in 3 bodegas sells reduced-fat milk, compared with 9 in 10 supermarkets.” [New York City Department of Health and Mental Hygiene, 2008]*

The unhealthy food products are heavily advertised in the stores of low-income communities in North Brooklyn, NYC. [New York City Department of Health and Mental Hygiene, 2008]

Low-income residents of color have limited access to affordable healthy food.  
Fast food restaurants and convenient stores dominate the low-income areas in  
North Brooklyn, NYC. [Gordon et al., 2010]

However, different cultural groups, such as African American, Asian, Latino, are living in those communities. The diversity brings in different perception of food and eating styles.



Despite the problems, there are several local organizations trying to bring in fresh food and promote healthy eating to create a healthy food environment.

inhabitat

Such as small greenmarkets, CSAs, farmer's markets, retail stores that bring in fresh food, and restaurants that bring in organic healthy food to the table.

This is an [opportunity space](#) to investigate

How to **learn** from the **existing models** and amplify the actions in low-income communities

How to take advantages of the diversity

What design practice can bring to improve the food environment, and bring changes to **everyday life** in low-income communities in North Brooklyn, NYC

How design practice can help to improve the user [experience](#) in those low-income communities

# EXPLORATION STAGE

Literature Reviews | Exemplars Research | Interviews with Clients

# Literature Reviews

- Question: How food and culture relates together? What are existing design practices?

- Books

D'Aluisio, F., Menzel, P. *What the world eats*. Tricycle Press.

It uses photos to illustrate how people consume food around the world, and provides a view of cultural similarities and differences of food consumption around the globe.

Sarkissian, W. et al. *Kitchen table sustainability*. Earthscan Press.

It illustrates how a kitchen table promotes social engagement with sustainability.

Pollan, M. *In defense of food: an eater's manifesto*. The Penguin Press.

“The more we care about nutrition, the less healthy we seem to become”

“Eat food, not too much, mostly plants”

## [Food and Environment]

- According to Gallagher, communities that have a better [access](#) to groceries are healthier. [\[Gallagher, 2011\]](#)

## [Food and Environment]

- However, Cohen identifies that other environmental impacts, e.g., food prices, food sizes, food advertising, automatic response to food (people's brain functions when seeing images of food), limited ability of controlling food intake, and exercise, are all important factors to relate people's health and food together. [Cohen, 2010]

## [Food and Environment]

- Other suggests define and specify the uniqueness and significant difference of changing the food system (e.g. food distribution system) in modern context.

[Donofrio, 2007]

## [Food and Environment]

- Besides, **cultural aspects** are not be neglected when thinking about constructing a healthy food environment in a neighborhood [**Cummins, Macintyre, 2005**]. In particular, cultural differences in understanding and interpreting need to pay special attention.

## [HCI and Food]

- Grimes, A., Harper, R. (2008). **Celebratory technology: new directions for food research in HCI**. In *Proceeding of the twenty-sixth annual SIGCHI conference on Human factors in computing systems (CHI '08)*. ACM, New York, NY, USA, 467-476.

“technologies that celebrate the way people interact with foods”

New opportunities for designing food is

- Creativity – “preparing meals as a way of expressing creativity”
- Gifting – “Food acts both literally and symbolically as a gift”
- Family connectedness
- Relaxation

## [Food and People]

- Locher, J. L., Yoels, W. C., Maurer, D., Ells, J. (2005). Comfort Foods: An Exploratory Journey Into The Social and Emotional Significance of Food. *Food and Foodways*, 13(4), 273—297.

“Food and eating play an increasingly central role in individual’s lives”

This paper examines “the social construction of comfort food”, and discusses how food can “modify and change people’s emotion and feeling”.

# Exemplar Reviews

Food Connect



Franko believes great kohlrabi comes from listening to its needs

1 2 3 4

- About us
- How it works
- Get Started

## About Us

At Food Connect we all share the risk. Our farmers jump out of bed excited, city folk get great produce, and that creates real community.

Based on the principles of Community Supported Agriculture, our delicious, seasonal produce comes from local farmers living within a short radius of our city Homestead, packed into boxes, and collected by our subscribers from a network of City Cousin pick-up points.

Select your city



Adelaide



Brisbane



Sydney

iPhone Apps: FoodScanner, What's on My Food



Images source: <http://www.dailyburn.com/>, <http://www.whatsonmyfood.org/>

# Interviews with Clients

- Clients: Design researchers at DESIS labs in Parsons The New School for Design

## Key Questions:

- What are the major challenges they found in their previous projects?
- What are their needs and requirements for the design?



- Diversity brings in different perspectives, understanding, and interpretation of food.
  - Different cultural shares different definition of healthy food
  - Different languages
  - The role of food in people's life

- Information is not reaching out to the community members
  - A lot of interesting organizations and design practices going on
  - But, the information is not known

- Food desert, lack of access to fresh food
  - Difficult to bring the models/concepts, such as CSA, farmer's markets, to the people who are living in a food desert area



- Address the current problems of low-income community in North Brooklyn:
  - 1) Most of the low-income people cannot afford fresh food because of expensive prices
  - 2) Several community members cannot get access to healthy food
  - 3) Different cultural groups are living in the community, which bring in different perspectives and cultural differences

- Amplify the existing ways of sustainable food practices, such as CSA, farmer's market.
- Make the information accessible to community members.
- Encourage participation in the sustainable food practice.
- Design should be low-barrier in learning, lightweight, and easy to use.
- Design should properly overcome the difficulties and challenges that are identified in the previous projects.
- Design should take advantages of the diversity.





- Promote the action of eating and living sustainably, but not to impose certain values into the community
- Support and celebrate cultural difference
- Stimulate people's participation in healthy food practice



# Making-Experiencing Method Cards

FINAL DESIGN







What to do:

Count your food

How to do:

1. Put all the food you or your family plan to eat today
2. Place them on an even surface, e.g., a dinner table, floor
3. Take a picture of the food with a device that has a camera
4. Look at the photo, look at the food

Realize how much you/your family eat?



RW Garcia  
SPECIAL RECIPE  
D...  
3 See  
Veggie  
Spinach & Garlic  
Vosges  
Red Fire  
Galler  
CHOCOLATIER

NET WT 4.5 OZ (128g)  
NET WT 4.5 OZ (128g)

TROPICAL PUNCH  
Tropicana  
Made with REAL Fruit Juice  
TROPICAL PUNCH  
FLAVORED WITH OTHER NATURAL FLAVORS  
100% VITAMIN C

Weight Watchers  
Golden Sponge Cake  
NEW  
90 calories  
Creamy filling  
3g fiber

illey's  
DO NOT SHAKE  
DO NOT OPEN

COOPER  
BELGIUM  
PRODUCT OF BELGIUM  
THINS  
BUTTER ALMOND COOKIES  
125th YEAR

boursin  
PEPPER & GARLIC

Diabetic  
ICE CREAM  
Vanilla  
Milk Chocolate

李錦記  
柱侯醬  
CHU HOU PASTE  
淨重 240 克 (8.5 安士) NET WT 8.5 OZ

CLASSICO  
TRADITIONAL BASIL PESTO

Golden Sponge Cake  
raspberries  
bananas  
eggs

boursin  
NET WT 1.5 OZ (42g)



Sugar, Fat, Calories





Sugar, Fat, Calories



Sugar, Fat, Calories



Sugar, Fat, Calories



Sugar, Fat, Calories





Sugar, Fat, Calories







The Making-Experiencing Method Cards  
[Advantages]













THANK YOU!

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