

SALMON

COFFEE

TUNA

SOY

RAW SCENARIOS

REFLECTIONS ON HUMAN OVERCONSUMPTION

SUGAR

TOMATO

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FREE ENTRY

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VIA TERTULLIANO 68 MILANO

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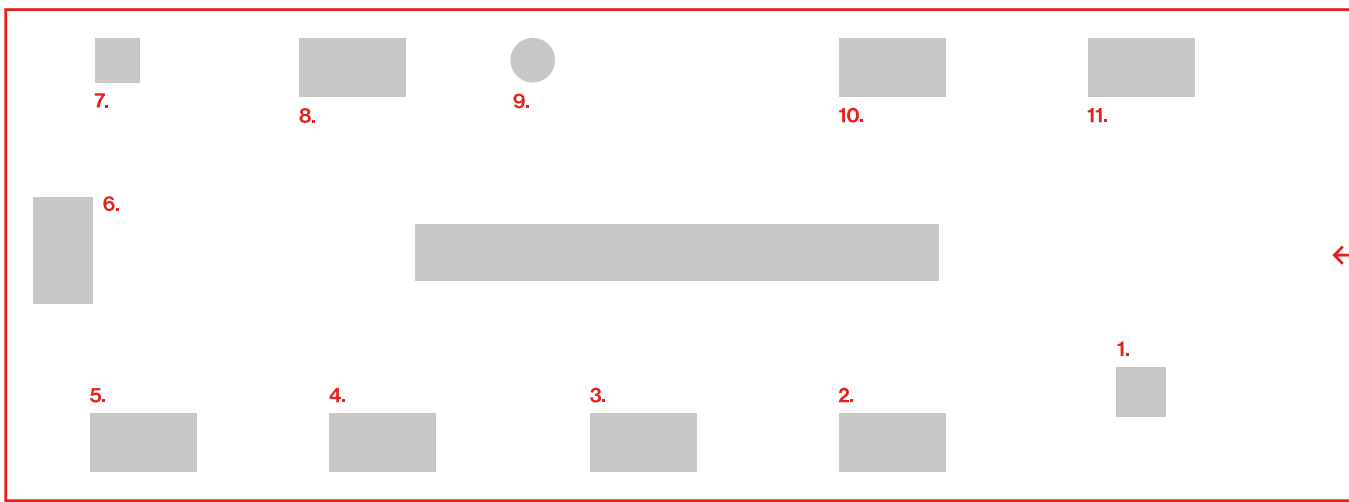
AVOCADO

CORN

RICE

POTATO

SHRIMP



RAW SCENARIOS

Our eating habits, whatever they may be, often and increasingly impact the ecosystem. They also cause exceedingly high social costs at all latitudes and suffering to human and non-human beings.

Raw Scenarios proposes 11 scenarios to involve us all in reflecting on the possible futures of food production and overconsumption.

11 communication design projects, the results from an experimental educational path based on the risk of trying new solutions and techniques and verifying them on a real scale. Design speculations that are not meant to give answers and certainties: they aim to imagine new questions and reflect on contemporary and future times.

1. HUMANFEED



Intensive livestock farming and the production of soy used as animal feed currently have a huge environmental impact. Therefore, in 2100, following a decree by the American government, intensive farming is banned, turning meat into a luxury good. Agrisoy, an animal feed producer, is forced to reinvent itself to utilise its stock, creating the fast food chain Humanfeed®, which sells animal feed directly to customers. By choosing a meat dish from the menu selection kiosks, customers can receive the exact amount of feed required to produce it. After all, why choose a small portion of meat when you can eat kilos of soy?

2. SWEETY



Over the past 30 years, daily sugar consumption worldwide has increased by 50%, leading to obesity and diabetes and posing an increasingly significant public health challenge. Nevertheless, sugar can provide comfort during stressful times. Therefore, as the mental health of the population continues to deteriorate, CORE undertakes the mission of ensuring lasting happiness through Sweety, an innovative lollipop that offers the same satisfaction as sugar but without its side effects. In the end, users receive personalised on-screen feedback and a letter of comfort to remind them of the sweet moment spent with Sweety.

3. SHRIMPATHY



Humans tend to feel greater empathy towards animals that look more similar to them: it is obvious that shrimps, which resemble insects rather than pets, receive even less attention than goldfish. Shrimpathy is a pet shrimp farm that aims to bring out the uniqueness and relevance of each animal. To identify the most suitable people to adopt a shrimp, Shrimpathy has created an innovative aptitude test that lasts a week: through the Jacquarium, a real digital aquarium, the aspiring shrimp-parent will have to provide the necessary care and attention to Jacques, a virtual shrimp that will judge the candidate's suitability.

4. AVOCARTEL



Nowadays, avocado is among the most popular fruits. Still, while consumers continue to buy it at a paradoxically affordable price, its real cost lies in the abuses inflicted on Mexican labourers. Avocartel is one of the most influential Mexican cartels, leveraging consumers' individualism and indifference to position itself as an industry leader willing to do anything to offer the best avocado on the market. Thus, Avocartel introduces Libre, a food scale that provides the weight in grams and associate it with the corresponding social cost. It is up to the customers to decide how much they are willing to pay to stay true to their not-so-irrevocable values.

5. 343^{MS}



Over the years, humans have transformed corn from a symbol of biodiversity to an emblem of industrial agriculture, causing the loss of most of its genetic heritage. Its yellow colour is proof of this, so widespread that it makes one forget the wide range of colours of other species of cobs. In this context, 343MS studies and experiments with different ways of obtaining sounds from the formal characteristics of plants. The company launches ZEA, a device that translates the chromatic and structural information of the cobs into sounds, creating ambient music tracks. The complexity of the melodies generated reflects the rich colour of the cob, encouraging the public to seek out and explore the biodiversity of corn.

6. NJÖRD



Humans are often unwitting agents in transforming the world, now commodified and influenced by our consumers' desires. As it is for other resources, salmon cannot escape this logic: producers colour their flesh by adding carotenoids to their diet. In this way, they can obtain the precise colouring required by the various markets. NJÖRD, a leading multinational in the seafood sector, allows complete control over the pigmentation of its products. Customers can now customise and order salmon with the colour and texture they want using a particular device in participating stores.

7. NEPTUNA



Contemporary society is increasingly enslaved by speed, forced to find quick solutions to its needs, including food. While canned tuna represents a practical solution to these problems, the frantic pace of production and consumption has led to growing pollution and resource exploitation, negatively impacting the product's quality. Adapting to the needs of an accelerating society and the changes in an increasingly polluted marine ecosystem, in 2050, Neptuna launches a new line of tuna-based snacks. Thanks to the Neptuna Vending Machine, new customers can receive a voucher for a selected snack, learning what there is to know about the product in exchange for their time.

8. PdP



The tomato is undoubtedly an emblem of Italian gastronomic identity. Yet, this brightly coloured fruit hides a paradox invisible to most. While the fruit is celebrated, those who work hard to cultivate it are ignored and exploited. To defend Italian tradition comes the Partito del Pomodoro (Tomato Party), whose goal is to enhance the cultivation of tomatoes, restoring Italy to its destined glory. The R.O.S.S.A, Rigogliosa Opera Sociale per Salvare l'Agricoltura (Luxuriant Social Work to Save Agriculture), is a device designed to celebrate the party's achievements during its five-year mandate. As a final step, users can (and should) become members. If not, they gain the label of "Disgrace to our Country".

9. OKOME



In a world where water availability is affected by climate change and excessive human exploitation, the cultivation of rice plants is constantly threatened by the potential depletion of this vital resource. In 2098, Okome produces new rice varieties cultivated in inhospitable terrains by taking advantage of climate change. The first three variants, Kanso, Kori, and Kokai, are grown respectively in deserts, soil from thawed permafrost, and submerged lands. To immerse the user in this world, the O-machine allows them to visualise all the desired rice variety from 24 options, modifying structural parameters of the grain and discovering appearances of the environment in which it will be cultivated.

10. HEEP

Potatoes are one of the most essential foods globally. Today, due to their versatility, they are produced in such quantities that consuming them all is no longer possible. In a context where the imminent depletion of fossil fuels threatens the planet's energy production, the electrical charge of excess tubers can provide a concrete alternative. Hence, HEEP (Holding for Electric Energy from Potatoes) aims to transform overproduction and food waste into an alternative towards energy transition. Thanks to Qubo, a practical and manageable domestic electricity generator, every user can autonomously produce part of the necessary electricity, all thanks to a simple potato.

11. I.C.I.



Coffee is an integral part of the daily routine of the world's population. Yet, what is now assumed for granted could become a luxury in the near future. The fungus Hemileia Vastatrix already caused a damage to over half of coffee plantations in 2012, leaving open the possibility of future epidemics. And what if we fail to contain the next one? In 2053, the International Coffeological Institute (ICI) is established as a reference point for the research and certification of coffee plantations to restore value to each rare coffee gem. In 2083, ICI introduces Aestimo, an abacus designed to guide users in the complex coffee gem market, transforming the approach to investments in the sector.

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