

FOODTURE



2023
BARCELONA

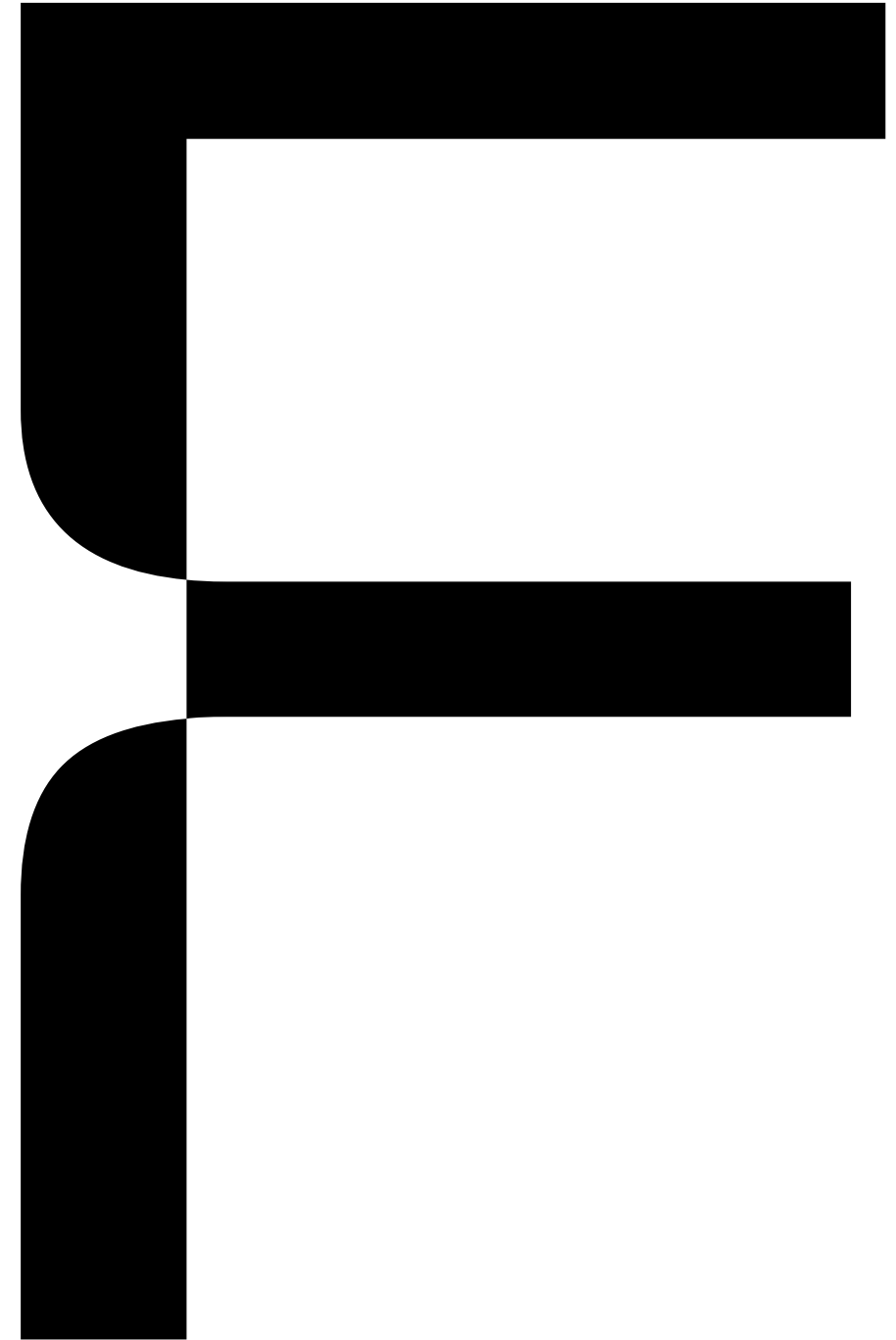
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FOODTUTURE



BARCELONA

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ABOUT
US

THE FUTURE KITCHEN

Foodture Barcelona is the Summit of Innovation in Food Design, Food Tech, Social Food & Sustainability born in Barcelona city.

We seek to create an open space where diverse disciplines such as science, design and innovation come together to explore and redesign the future of food.

Our purpose is to **highlight and bring together creative minds that are leading the change** in the world food order. We present proposals that may be perceived as utopian but are already a reality.

In this fifth edition, we joined the **Gastronomic Forum Barcelona** to contribute our knowledge to the restaurant and gastronomy sector. Our main objective has been to showcase the most disruptive food innovation in order to explore and define new trends in *Food Design, Food Tech, Social Food, and Sustainability*.

Under the theme **The Future Kitchen**, we explored topics such as agriculture, energy, UX cooking techniques and waste management.

With experts in each area, **we imagined the kitchens of the future considering various possibilities** such as intelligent systems, nomadic setups, regenerative practices, energy-efficient solutions, self-sustainable approaches, waste-transforming methods, and even envisioned them as new spaces for cultivating and harvesting food.

Additionally, we hosted the **Foodture Sustainable Innovation Awards** sponsored by **Supermercados Consum** to promote ideas, projects, products, and services of disruptive innovation that contributed to the transformation of residual orange peels from juice machines in their supermarkets.



THE FUTURE KITCHEN

50 **Barcelona centre de Disseny**



Barcelona Design Centre understands design as a factor of transformation for competitiveness, sustainability and a positive impact on society, in line with the United Nations Sustainable Development Goals (2030 Agenda).

They **support innovation, creative talent and the promotion of Barcelona design worldwide**. BcD also acts as the strategic partner in design to create joint value with companies, entrepreneurs, professionals and entities.

As co-founders and co-creators they help in the design, development and diffusion of Foodture Barcelona. By connecting their network and partners with the organization they provide a space of promotion and value of emerging talent.

Co-Founder and Co-Creator

plat[®] institute



Plat Institute is an open-source creative platform that through R&D, innovation and education addresses the Food+Health challenges that humanity will face in the future.

One of their goals is to **nurture and inspire the thinkers and innovators of tomorrow.** They define themselves as talent growers.

With the support of leading specialists in technical and creative fields they exchange knowledge and inspiration through talks, demos, workshops, conferences and special events in their Sci-Fi Food Lab in Barcelona.

As co-founders and co-creators they help in the curation, design and development of Foodture Barcelona. The Summit is a way for them to foster and advance the future of food they believe in.

By creating a network of multidisciplinary experts around the event, Plat Institute sets an example of what can be obtained when we exchange knowledge and inspiration.

Co-Founder and Co-Creator

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FOODTURE
2023

REGENERATIVE SUSTAINABILITY



20 21

FOODTURE



2.1

PROLOGUE

FOODTURE

Since ancient times, the kitchen has served as a space for dialogue with food. It is no longer understood as just a room in a house; instead, it is seen as a territory, the central axis where everything surrounding food takes place—where the harvest is gathered, and ingredients are transformed into meals. The concept of the kitchen holds the techniques that orchestrate culinary experiences; and unfortunately, it is also the source of billions of tons of waste generated every year.

Over time, **the kitchen has evolved to adapt—along with its spaces, tools, and systems—to our changing lifestyles.**

In today's world, the escalating political tensions, resource management issues, and threats posed by climate change present significant challenges to how we cultivate, process, and consume food.

The Future Kitchen invites us to wonder, **in light of these global concerns, how should the kitchen evolve? How does its systems and rituals adapt to the futures that lie ahead?**

Envisioning the future involves imagining advanced technologies that power this kitchen, take into consideration planetary and human cycles and enhance the sacred rituals of the gastronomic experience.

Self-sufficient, shared, nomadic, regenerative, or slow kitchens. As we have been able to portray it, **there is not a singular kitchen of the future but rather multiple configurations, announcing a shift in how we conceive, produce, and enjoy food.**



FOODTURE



2.2

TALKS

FOODTURE

Foodture 2023
TALKS



CHALLENGE

THE FUTURE KITCHEN

Envisioning the future

The kitchen as a solution to the contextual situation. We will explore the space that allows cooking beyond food, through cultivation systems, storage, cooking, ritual design, user experience and even the management & transformation of waste.

SPEAKERS

Paco Roncero, founder of **Sublimotion**, a high-end dining experience located in Ibiza. Known for its innovative approach to gastronomy, combining avant-garde cuisine with cutting-edge technology & immersive dining experiences.

TOPICS

ENVISIONING COMPLEXITY

AN HOLISTIC APPROACH

MODERATORS

Ignacio de Juan-Creix,
Head of Innovation & Tech at
Plat Institute



ENVISIONING COMPLEXITY

We are living at the peak of innovation and technological advancement in our history, and yet, when faced with the task of providing answers to the foreseen circumstances of the future, we are tossed by complexity.

During this talk, our speaker opened up our imagination by sharing his insights on navigating complexity to reach the top of exclusive and innovative gastronomic experience.

Paco Roncero perceives the kitchen as a performative territory, where the table is the main stage where multiple elements come together, and when assembled, they 'produce the magic,' as he pointed out.

But the magic is only possible with a **team of talented people from multiple disciplines** — in his case, designers, photographers, engineers, illusionists, and composers — capable of approaching complexity from different perspectives and summing up diverse skills.

AN HOLISTIC APPROACH

The Future Kitchen is developed beyond the confines of the table and traditional gastronomy.

Such task requires synthesizing planetary knowledge, both ancient and new, developing sustainable farming systems, engineering self-sufficient and independent energy solutions, and creating new habits and experiences compatible with the rhythms of our bodies, our cities, and our planet. It should possess a structure that enables us to cook, preserve, and repurpose what we traditionally understood as waste.



Foodture 2023
TALKS



CHALLENGE

We will discuss with experts about efficient and regenerative farming systems, biodynamic agriculture, aquaponics, aeroponics, hydroponics, micro-vegetables and sprouts. This will allow us to visualize a new multi-system that integrates the best of these alternatives and compare it with traditional systems.

FARMING

FROM KMO TO MTO

SPEAKERS

Aleix Dalmau, founder and CEO of **Can Garús**, leading company in the cultivation and sale of edible micro-sprouts.

Joan Salicrú, Agricultural Engineer & Founder of **Vivers Salicrú**, specialists in organic and biodynamic farming. A method to work the field, taking into account the balance between all the natural elements involved: earth, cosmos, men, environment, cycles, vital rhythms, energies.

Loïc Le Goueff, CEO of **Green in Blue**, the first company in Barcelona dedicated 100% to the development and implementation of acuponic solutions and urban agriculture.

TOPICS

FROM KMO TO MTO

PLANETARY, URBAN AND HUMAN CYCLES

MODERATORS

Ignacio de Juan-Creix,
Head of Innovation & Tech at Plat Institute



FROM KMO TO MTO

Should we continue consuming food grown on a farm 100 km away, or could we shift to food sourced within 10 km? What about thinking 0 km and have the growing system integrated in The Future Kitchen?

To discuss agriculture is to talk in a holistic way about the different farming systems we could use for the future, where the most immediate and important change is to shorten the distant relationship we have with the food we consume. **It is urgent to have greater awareness on our human cycles in order to align them with those of the planet.**



PLANETARY, URBAN AND HUMAN CYCLES

In this talk, we not only took a multidisciplinary and holistic approach to imagining The Future Kitchen, but also had the opportunity to **deepen our understanding of farming as a system that involves different scales.**

On one side we have the contribution of **Aleix Dalmau** from **CanGarus**, helping us reflect on what our real nutritional needs are and the smartest way to grow our food. **Should we shift our perspective and start cultivating faster-growing yet more nutritious local micro-vegetables for our meals?**

This definitely requires a transformation in awareness regarding our growing needs, and our cycles, those of our dietary requirements and those of the cities we live in.

Not only that, we learned there is bigger but no less important scale of cycles involved in the cultivation of our food.

Joan Salicru's biodynamic agriculture reminded us of what our ancestors already knew, that **there is an interaction between the cosmos, the soil, the plants and the beings**

living in a farm, which together constitute a whole that has to work harmoniously.

When considering how to translate these needs into solutions, it becomes essential to be applicable not only in rural areas but also in the increasingly urbanized future.

“WE FACE A HIGHLY COMPLEX ENVIRONMENTAL CHALLENGE THAT CAN ONLY BE ADDRESSED THROUGH DIALOGUE.”

Loic Le Goeiff, Green in Blue.

As an answer, **Loic Le Goeiff**, from **Green in Blue**, explained more technified possible solutions: aquaponics, hydroponics, and vertical gardens, a middle ground between the mainly technological and the natural organic response.

Modular and scalable alternatives that enable us to farm in urban areas. How could we integrate them into The Future Kitchen?

Foodture 2023
TALKS



UX & COOKING TECHNIQUES

FROM FIRE TO
ULTRASOUND

CHALLENGE

Since the beginning of time human beings have cooked with fire, innovations in terms of cooking techniques and technologies (heating, ultrasound, kinetic energy) can be applied to future nomadic systems that open up possibilities of portability and efficiency only imagined until now.

SPEAKERS

Laila Snevele, Sensory Food Designer & Creator of **Senseverse**, initiative transforming unused areas in Paris into urban agriculture spaces. Creators of the Nature Urbaine project, Europe's largest rooftop farm.

Mathieu Felix, Founder & Creative Director of **TigreLab**, pioneers in the field of cultivated meat. They grow real steaks directly from cow cells without harming animals or the environment.

Xavier Morón, Founder & CEO of **Hidden Factory Barcelona**, a company reinventing the world of plant-based protein.

TOPICS

FROM FIRE TO ULTRASOUND

AUGMENTED RITUALS

UX FOR DYSTOPIA

MODERATORS

Ignacio de Juan-Creix,
Head of Innovation & Tech at
Plat Institute



FROM FIRE TO ULTRASOUND

In this talk, we looked back at how our culinary techniques have transformed over time, evolving into the rituals we practice today.

Drawing insights from Laila, Mathieu, and Xavier—three experts in user experience across different disciplines—we found that **technological advance and innovation in gastronomy not only helps us in terms of functionality and entertainment. But it's also a powerful tool for shaping how we imagine our adaptation to potential dystopian or alternative futures.**



AUGMENTED RITUALS

The sacred rituals surrounding food, combined with the transmission of knowledge from generation to generation, have always been complemented by our ability to tell stories.

According to **Mathieu Felix** from **Tigrelab**, we now have the opportunity to explore the possibilities offered by our traditional theatrical or museographic resources, such as light, to elevate, enrich and transform a diner's journey around a table.

In this area, gastronomy transcends its traditional boundaries, placing the diner at the center of an augmented gastronomic experience. **The Kitchen of the Future, from his perspective, serves as a blank canvas for new myths and stories that recall engaging all our senses.** While becoming a space to dim the lights and disconnect from the external inputs of our fast-paced world, in order to redirect our attention to more meaningful—and nurturing—moments.

UX FOR DYSTOPIA

But tomorrow's entertainment experiences can only take place if we can build our way into the future. Innovation in UX also has another powerful role: **helping us imagine alternative futures that arise from our complex current realities, allowing us to create, prototype, and test ways to confront them.**

Laila Snevele's work at Senseverse aligns with this direction, and in these talks, she spoke to us about a future on Mars, intelligent and self-sufficient systems independent of Earth, providing nourishment for our bodies and desires. **Growing crops, cultivating insects, cellular agriculture, and lab-grown meat were once considered crazy ideas, now they are almost realities.** This field releases ideas into the collective imagination and takes a step forward to embrace the unknown, the different, the radical, to generate viable and enjoyable ways to face the future.





CHALLENGE

We will discuss the opportunities presented in the context of the fragile global situation arising from the Russian-Ukrainian war. We will re-think the creation of systems that address energy and food sovereignty while being able to resolve the dependence on obsolete traditional commercial systems.

ENERGY

NOMAD & EFFICIENT
ENERGETIC SYSTEMS

SPEAKERS

Audrey Belliot, Co-Founder, Designer & Maker of **Slowlab**, a sustainable urban farming initiative that produces locally grown microgreens and offers growing systems, displays and kits.

Juan Umbert, Co-Founder & CEO of **Makeat**, Aquaponics consulting and systems, they develop sustainable urban agricultural systems inspired by nature.

Marcelo de Medeiros, Co-Director & Designer at **NuncaEstudio**, an interdisciplinary research group investigating emerging technologies for the design and transformation of cities, buildings and public spaces.

TOPICS

SELF-SUFFICIENCY

SLOWING DOWN

MODERATORS

Ignacio de Juan-Creix,
Head of Innovation & Tech at
Plat Institute



SELF-SUFFICIENCY

We live in complex societies that expose us to various tensions in our contexts, such as war, resource management, and energy crises. These issues have evolved beyond isolated problems, as processes of globalization progressively diminish distances and bring these challenges closer.

This closeness has made us a large global community, which **not only increases the urgency to find a solution, but also brings more minds together into thinking about solutions.**

In these talks it has been very clear the need to develop solutions that allow us to be more independent from the big systems and infrastructures of our current society.

Re-thinking the kitchen can help us to leave behind the extractivist models and the exploitation of the resources of our planet, to opt for **alternatives where we serve of the commons through philosophies that are more respectful towards our planet and each other.**



SLOWING DOWN

As **Juan Umbert** from **Makeat** suggests, it is very important to rethink our systems, for instance the waste system in order to find new sources of energy. Where the key will be that the kitchens of the future will be multidisciplinary in nature, ready to learn constantly, able to collect and intersect data with technology.

Similarly, **Marce de Medeiros** from **NUNCAEstudio** emphasized the importance of future generations unlearning as much as possible, a sentiment **Audrey Belliot** from **Slowlab** echoed in suggesting we let go of the idea that the kitchen is a confined space in the house. Instead, we should perceive the kitchen as a distributed space. Slowing down a bit and adapting to where the energy is, cooking where there is sunlight or preserving food where it is cold.

Concluding finally on the idea that the future is not just inventing new technologies but using the ones we already have to augment what we have used for generations.





CIRCULAR DESIGN

WASTE
TRANSFORMATION

CHALLENGE

Both in the kitchens of homes and in industry, a lot of waste is produced that should be transformed into new materials that in turn respond to the current needs of packaging and merchandising, or simply be transformed into new raw materials. With the help of the best experts in the sector, we will analyze the challenge we face and the opportunity that lies ahead.

SPEAKERS

Giacomo Giannotti, Director of **Paradiso Cocktail Bar** and **Paradiso Lab**, a sustainable urban farming initiative that produces locally grown microgreens and offers growing systems, displays and kits.

Marco di Maio, Operations Manager at **Krill Design**, Aquaponics consulting and systems, they develop sustainable urban agricultural systems inspired by nature.

Martina Mazzarello, Postdoctoral Researcher at **MIT Senseable City Lab**, an interdisciplinary research group investigating emerging technologies for the design and transformation of cities, buildings and public spaces.

TOPICS

NEW ROUTINES, NEW HABITS

FROM THE INDIVIDUAL
TO THE COLLECTIVE

MODERATORS

Ignacio de Juan-Creix,
Head of Innovation & Tech at
Plat Institute



NEW ROUTINES, NEW HABITS

There is an important radical transformation taking place in the minds and actions of designers, thinkers, and makers of the future—a transformation closely tied to our understanding of the things that surround us and the narratives and mechanisms we have developed for them.

Understanding food waste as an opportunity is already a part of our collective imagination. As explained by **Mario di Maio** from **Krill Design**, some solutions already exist; the challenge now is to introduce them both into industrial dynamics and on a small scale into our individual routines.

The kitchen of the future, as envisioned by **Martina Mazzarello** from **MIT Sensible City Lab**, is one that integrates our knowledge of dynamics and behaviors, consumption data, and methods for processing waste into systems that allow us to constantly measure, understand, and adapt with accessible, practical tools easily incorporated into our habits.



FROM THE INDIVIDUAL TO THE COLLECTIVE

From the individual, domestic, or restaurant scale to massive industrial production and management, there is still a long way to go. However, as **Giacomo** from **Paradiso Cocktail Bar** explained, it is only through taking matters into our own hands, through trial and error in experimentation and research, exchanging information, processes, and outcomes that we can make the significant leap we need.

In conclusion, the kitchen of the future will have no waste—it will be a modular, adaptable, and transformative system, self-sufficient and regenerative, where nothing is wasted, and everything is recovered.



FOODTURE

2.3

INNOVATION AWARDS

FOODTURE



@ **consum**

Juntos es cooperativa

The orange peel poses a problematic waste for the food industry. It is estimated that 38.2 million tons of peels are produced worldwide each year, waste that occupies a significant volume and currently has limited uses.



At FOODTURE Barcelona, we joined forces with Supermercados Consum to seek the most innovative and disruptive ideas for repurposing orange peel waste generated after juice extraction from the machines at their locations.

The 10 selected participants showcased their ideas during FOODTURE 2023 at the Barcelona Gastronomic Forum on the 6th, 7th, and 8th of November. A jury composed of professionals in the industry determined the winning project, which received a prize of €1,500.





AGRO BIOMATERIALS
Berta Daina Troguet



BIOMATERIA
Natividad Rodriguez



BIO'N'D
Makeat



EL MOS DE TORONJA
Monica Parra & Anna Claviera



LA PELL DE LA TARONGE ES
MENJA?
Nora Corominas Pedro



NITRA
Pilar Folgueiras Guarna



OATMIC
Paula Galli



ORANGE FOOT SPORT
Susana Jurado & Elisenda
Jaquemot



REMONDA
Celia Camacho, Marina Pérez
& Mónica Villoslada



VEGGRO
Interesting Times Gang

FOODTURE

2.4

FOOD DESIGN PLATFORM

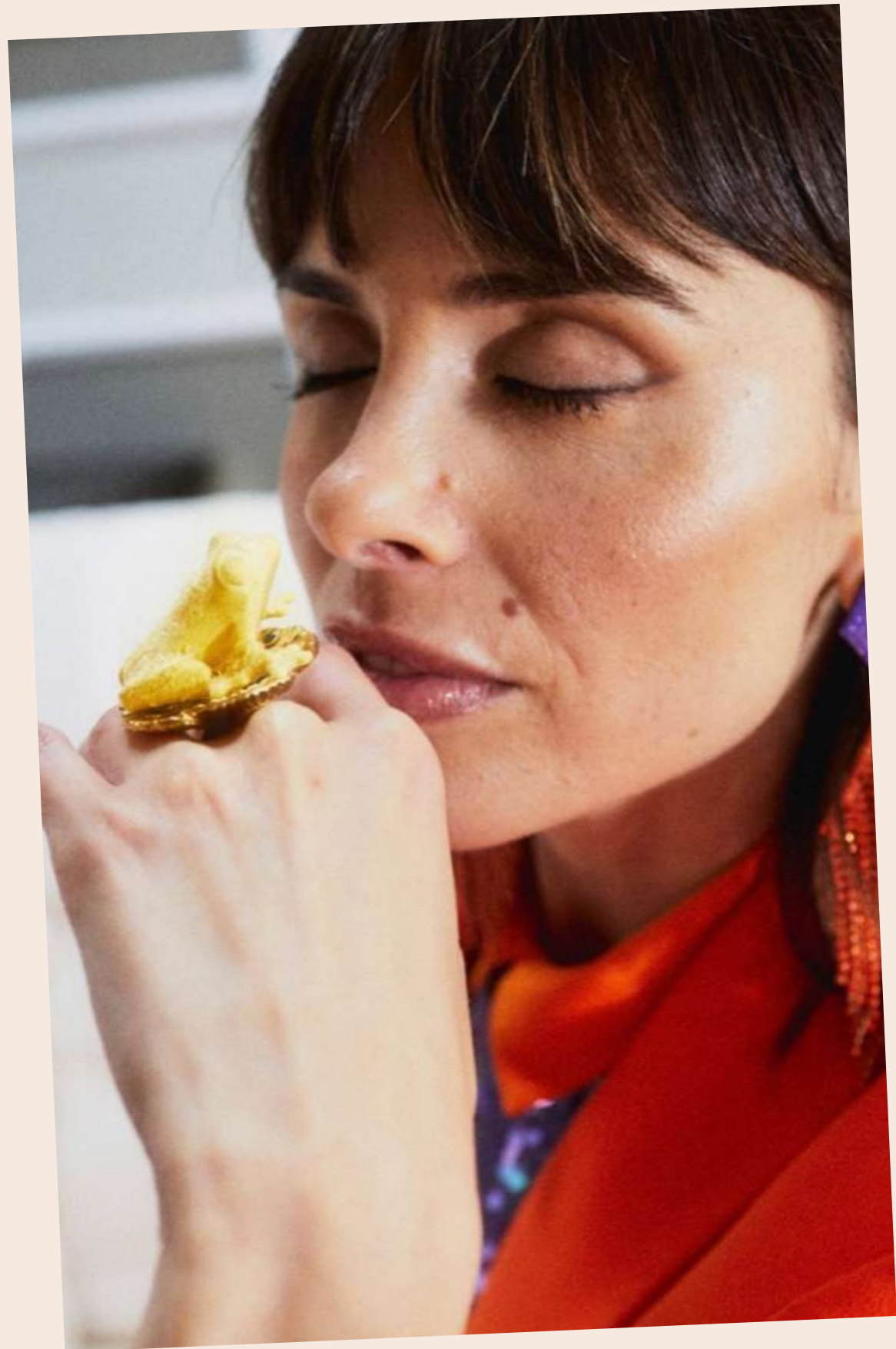


FOODTURE

In the 5th edition of the Summit, the ten chosen projects will now be part of the **Foodture Connecting Platform**. A digital space open to all those artists, designers, startups, inventors, companies and brands that want to **show their disruptive projects related to emerging disciplines of the food sector** and want to be part of the FOODISM edible cultural movement.

It is a public and digital showroom to meet, connect and share innovation + knowledge in which FOODTURE will act as talent curator and meeting channel. This platform will be nurtured throughout the year with new projects and it will keep evolving in order to showcase the inventors of tomorrow.

FOODTURE

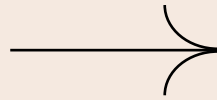


2.5

GASTRO EXPERIENCE

FOODTURE

Foodture 2023
KITCHENLAB



KITCHENLAB

Cata Sommelier
By **Cervezas Alhambra.**
Food Design Experience
By **Makeat.**

GASTRONOMIC EXPERIENCE

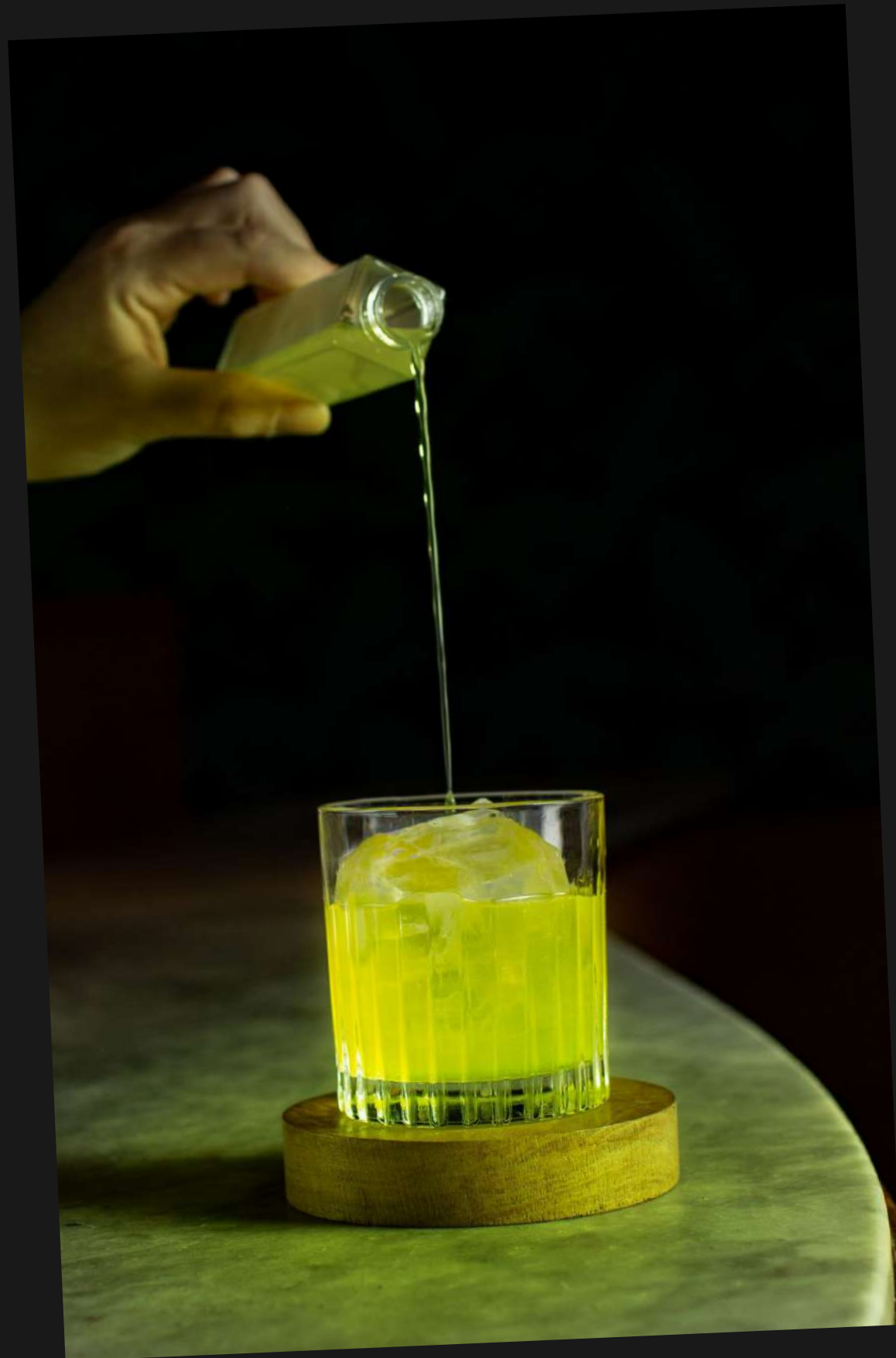
Only by testing it can be understood. On our Foodture Gastronomic Experiences we bring together talent, artistry, innovation and gastronomy to create a holistic food-based experience. Attendees are part of the creative process while tasting a menu inspired in the latest trends of gastronomic innovation, from the hands of chefs and food designers from Barcelona.

FOOD

Makeat is a pioneering Food Design Studio based in Barcelona, specializing in research, design, and innovation within the gastronomic ecosystem. They shape the future of gastronomy with a commitment to sustainability and a unique approach grounded in Food Design Thinking.







2.6

RESULTS

After the success of last year, we are thrilled to announce that our participation in the fifth edition of the **Gastronomic Forum Barcelona**, was a success. Once again we shared our expertise with the most relevant profiles from the restaurant and gastronomy sector.

Comparing the data gathered from the fourth edition in 2022, this year's event has experienced a remarkable growth of 14.9%, attracting an audience of 18,500 visitors, the majority of whom are professionals associated with the gastronomic field.



OVER
18.000
VISITORS



FOOD
EXPERIENCES
FOR +1000
ATTENDEES

Our participation in the Gastronomic Forum Barcelona allowed us to host the KitchenLab, offering captivating food design experiences to our visitors.

This year, in collaboration with our sponsor, Cervezas Alhambra, we curated unique gastronomic encounters, serving over 1000 users with beer sommelier tastings.

Additionally, Makeat delighted around 400 attendees with an exclusive tasting of edible beer, elevating the sensory journey at the intersection of gastronomy and brewing.

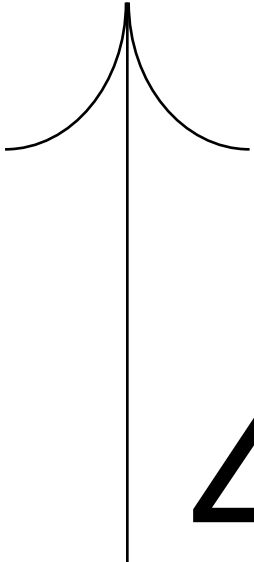
Our Kitchen Lab became a hub for exploration, creativity, and delightful experiences, showcasing our dedication to pushing the boundaries of culinary experiences.

If we take a look at FOODTURE social networking sites, we can see a very similar evolution as in the attendance data.

With 42 posts, 99 stories and 5 reels we've reached 17,445 accounts and increased the number of followers by a 46.05% from our previous report with 6,308 followers. Other interesting facts are that we managed to get 63,953 impressions organically.

If we look into follower's engagement, there has been a growth of 9.9% on likes, with a total of 2,250 likes in this year's posts.

There has also been an increase of 9.6% on the number of comments, reaching a total of 165.



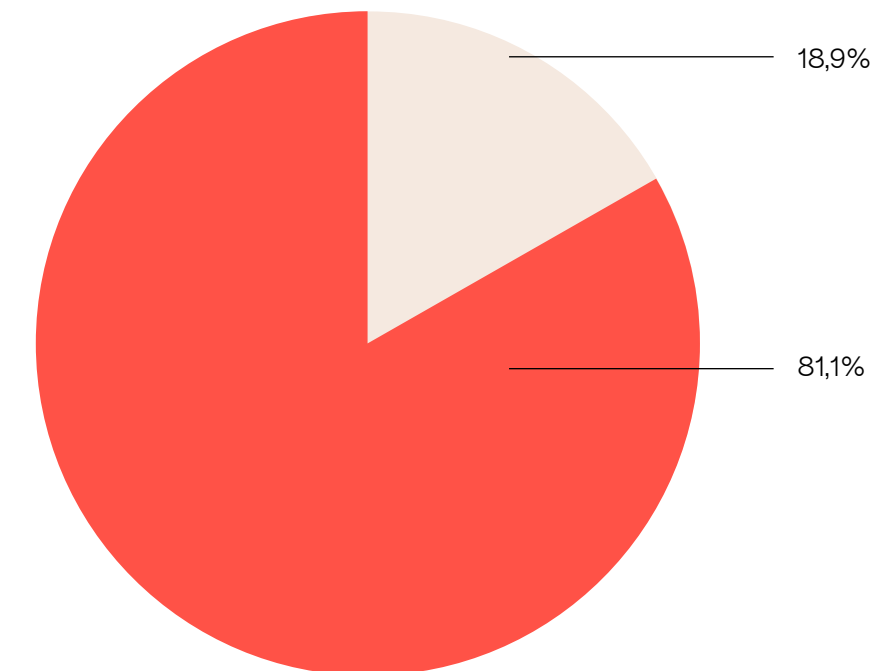
46,05%
INSTAGRAM
FOLLOWER
INCREASE



311,5%
WEBSITE
USERS IN
OCTOBER

A total of **4,5K** users visited Foodture's website during October, this was an increase from the 1,1K that was registered in September. Also 4,3K were new users and most of them revisited since the total sessions score was 7,1K.

The average of each session was 2:42 minutes. The average of pages visited was 2,38 per session, making a total of 16.950 visits.



NEW VISITOR

RETURNING VISITOR



2.7

EPILOGUE

Foodture Barcelona focuses on disseminating and fostering innovation for the food sector. We deeply thank all the speakers and collaborators involved in this edition for being spearheads of humanity today and leading planetary innovation through their vision, projects and brands.

Although we are in times of uncertainty, these emerging food systems draw regenerative models that serve as pioneering examples that merge economic and ecological systems **seeking to generate an economy with benefits that protect ecosystems**, which are **key for a sustainable and everlasting future**. By adding all this knowledge to a structured plan we will be able to build an **emerging regenerative future** capable of adapting to each environment.

There's an enormous possibility of generating intercontinental collaborative structures that can help humans in an unprecedented global and local way.

Businesses and brands have the opportunity and the responsibility of transforming into pathfinders of positive change. Plat Institute is born to guide, advice and provide tools, mechanisms and solutions for those brave enough to integrate and develop this new, sustainable and circular future.



3

CREDITS

This book was conceived, edited and designed by
Plat Instute of Augmented Gastronomy

MADE IN BARCELONA

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Interesting Times Gang

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Pilar Folgueiras Guarna

Raül Maldonado

Remonda

Sensoverse

Sublimotion Ibiza

SQUEEZE THE ORANGE

Natividad Rodriguez

Nora Corominas Pedro

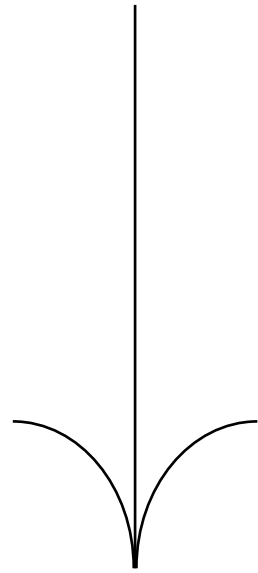
Makeat

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ACKNOWLEDGEMENTS & CONTACT

We extend our deepest gratitude to those who make FOODTURE Barcelona a reality.

Your support allows us to inspire and design a better future of food.



Barcelona Centre de Disseny / Isabel Roig
Plat Institute / Carolina Angeli & Ignacio de Juan-Creix
Supermercados Consum / Montserrat Ballarín
Gatronic Forum / Fina Solà

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THANKS.