



## **Future Food Seminar: from challenge to design – October 2015 Eindhoven**

Following the Provocative Seminar on Food in May 2015 about 105 people from around the world and with different backgrounds gathered to work together on solutions for the future of our food system in October.

The seminar was organised in the context of **Age of Wonderland**, a social innovation programme jointly developed by **Hivos**, **Baltan Laboratories** and the **Dutch Design Week**. As this programme is based on mutual knowledge exchanges between creative practitioners within Hivos' global network and the creative high-tech community in Eindhoven, the Netherlands, this Future Food Seminar also brought together a varied audience of i.a. policy makers, designers, researchers, consumers, entrepreneurs, and CSO's.

Initiating the evening, independent art curator **Nat Muller** explored the relation between power and food referring to (technological) food innovations during times of war. Memories of loved food often keep people going during such times. *What are your food memories that gave you comfort?*

**Marcel Beukeboom**, head of nutrition and food security, highlighted three challenges with which the Ministry of Foreign Affairs is confronted. He invited the audience to think on solutions with him by questioning: *What do you bring to the table for partnerships on food with the government?*



**Koert van Mensvoort**, ambassador of the Dutch Design Week 2015, philosopher, the head of the Next Nature Lab at the Industrial Design Department of the Eindhoven University of Technology, showed his work on new ways of producing and consuming meat. Can we grow in vitro meat inside a petri dish? Koert invites you to visit his in vitro bistro and check out future meat recipes. *What are your most important innovations in the food system?*



Together with Hivos, the International Institute for Environment and Development (IIED) and the Kabarole Research and Resource Centre (KRC), **Mr Asaba Ruyonga**, the Mayor of Fort Portal, Uganda, works within the Food Change Labs on policies and solutions for a resilient food system. He invited the audience to think with him on how to feed the low income citizen in a sustainable way in his rapidly growing city.



**Prof. dr. ir. Gerard de Vries**, Former Head of the project group WRR report “Towards a Food Policy” and Advisory member of the WRR, closed the evening by highlighting the issues of health, sustainability, and the complexity of our food system. New business models will be needed to make our food system resilient.

The participating audience invited the Ministry of Foreign Affairs to continue to work on these issues and organize a two-day follow-up think tank in December with all the different perspectives provided in the room.

Hivos would also like to congratulate **Yoyo Yogasmana**, one of the Age of Wonderland creatives who has been awarded with the first ECO coin – a coin for nature’s ecology value – for his work on preserving 130 rice varieties in Indonesia without any pesticides.



**Please also visit the following links about the award, a video of the evening, and other reports:**

Report: [www.thegreentake.wordpress.com](http://www.thegreentake.wordpress.com)

Report: <http://we-make-money-not-art.com/archives/2015/10/from-challenging-to-designing.php#.VingfxArLeR>

Report: <http://ageofwonderland.nl/process>

Video conference:  
<http://openwebcast.nl/?p=4859>

Award: [www.ddw.nl/en/press/symbolic-presentation-eco-coin-at-dutch-design-week](http://www.ddw.nl/en/press/symbolic-presentation-eco-coin-at-dutch-design-week)

Bistro in vitro:  
<http://bistro-invito.com/nl/home/>

Thank you very much for your inspiring active participation!

*Pictures by Sas Schilten*