
FUTURE FOOD FORMULA

The Future Food Formula is an interactive installation that allows consumers to step into the shoes of a high-tech farmer and design their personalized future vegetables. Growing conditions like water, the amount of color and light and pH value influence the taste, color, size and nutritional value of our crops. Scientists are already experimenting with this technology, but mainly for efficiency purposes. Now what if we make smart use of the technology and create entirely new generations of crops with unique characteristics? Without the use of genetic modification, but by using nature and scientific knowledge. Moving forward to an era in which we will be cooking with growth-recipes instead of ingredients!



Imagine... It's 2030 and every kitchen is equipped with a hightech vertical farming device. You put a seed inside the breeding cell, download or create the growth-recipe of your liking, and watch your personalized vegetable come to life. Purple or orange? Mild or extra spicy? With increased vitamine C? Perfectly ripe just in time for Friday night dinner! The customized growth-

recipes turn these vegetable fantasies into a reality. Via an interface the visitors can create their own growth-recipe, and monitor how their input directly affects the crop. While designing, the visitor simultaneously learns about plant growth. Eight examples of future vegetables are displayed, including their growth-recipes. The installation can be handled from both sides as it has two displays and interfaces.

WHY BOOK THIS PROJECT?

This project addresses the future of food, and more specifically, the future of food crops and its production. Inspire your visitors with this interactive, high-quality project on your festival, conference, company or museum. The discussions triggered by this project stimulate innovative thinking.

WHAT DO WE OFFER?

- A thought-provoking and inspiring experience about future food production
- Eight Future Food prototypes
- A taste of future crops
- A trained guide to stimulate discussion with your audience



COSTS

The costs of hiring the Future Food Formula include preparation, transport from- and to the location, eight prototypes, a trained tour guide and building the installation.

We have an extra charge for longer guided opening hours, multiple days and extra staff.

- The costs depend on your wishes and available facilities. Please contact us for a made to measure offer.

TECHNICAL DETAILS

Height 2,30 meters

Length 4,20 meters

Width 0,35 meters

- Minimal size of site is 4,5 by 2 meter
- 220 Volt electricity supply needed

- Indication Future Food Formula in NL: € 1500

SUPERSIZE ME!

This project can be customized to meet your needs. To maximize impact we recommend combining it with our workshops and / or lectures.

Inquire about possibilities via expo@nextnature.net

Please fill in this digital form accurately and return it to us via email.
We will get back at you as soon as possible.

Name contact person:

Phone number:

Email address:

Name event:

Date:

City/town:

Short description:

Goal of the event:

Target group:

Expected amount of visitors:

Opening hours (max. 8 Hrs):

Address location event:

Is catering available for crew?: Yes No

CONTACT US

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