

FOOD FOR THOUGHT:

DESIGNING TO IMPROVE THE QUALITY OF LIFE



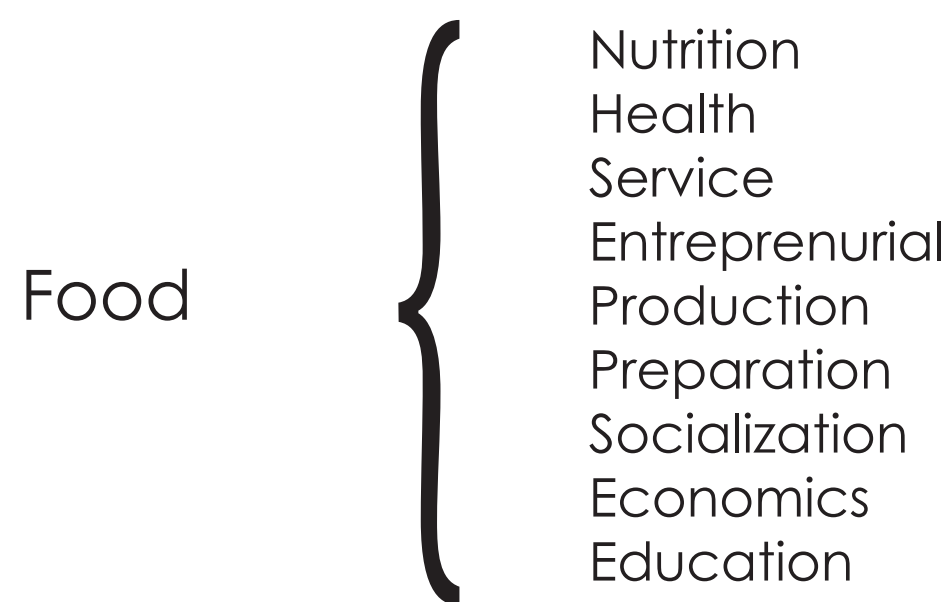
Abstract:

Food has the ability to operate as a tool for increasing the health of individuals, communities, cities and even regions (Franck, 2005). It can bring vitality and conviviality to urban life encouraging social exchange and interaction (Franck, 2005). By studying different facets of food and their environments, the ways in which food can improve the quality of life for an intergenerational living community in an urban setting can be extracted.

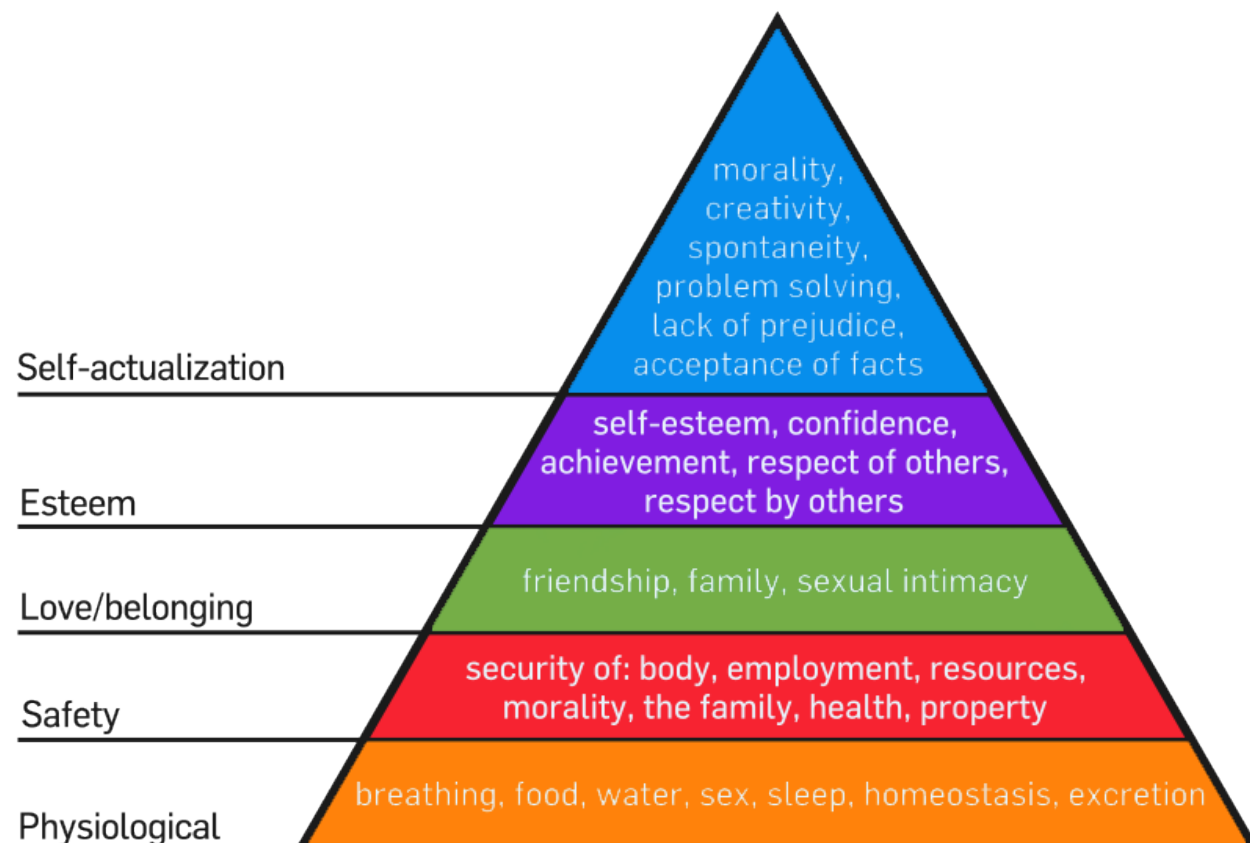
This study explores multiple facets of food through literature review to determine elements of the designed environment that could contribute to an improved quality of life based on psychologist Abraham Maslow's study of the hierarchy of human needs. To show how food has the ability to improve the health and well-being for multiple generations, each study is classified into one of Maslow's five categories of human needs as well as by the different facets of food in order to create a matrix. From there, the matrix can be used as a design tool to determine opportunities for space to contribute to a healthy living environment.

American urbanist William Whyte made the claim that food attracts people who attract more people. If you want to seed a place with activity, put out food (Whyte, 1980). Food-related activities occur in many places and shape much of the built environment, indoors and out (Franck, 2002). The purpose of this study is to understand the ability of food within the designed environment to improve the quality of life.

Facets of Food:



Maslow's Hierarchy of Needs:



Design Opportunities Matrix:

	Nutrition	Health	Service	Entrepreneurship	Production	Preparation	Socialization	Economics	Education
Self-Actualization									
Esteem									
Love/Belonging									
Safety									
Physiological									

Schematic Design Matrix Solution:



Self-Actualization:

Improvement: fulfillment and pursuing inner talent
 Facet of Food: entrepreneurship, economics, socialization
 Designed Environment: **Food Market**
 Case Study: Pike Place Market, Seattle



Esteem:

Improvement: achievement, respect for others, respect by others, self-confidence, recognition
 Facet of Food: socialization, preparation, education
 Designed Environment: **Classroom Kitchen**
 Case Study: Le Cordon Bleu Cooking Workshops



Love/Belonging:

Improvement: friendship, family
 Facet of Food: socialization
 Designed Environment: **Community Dining**
 Case Study: Ronald McDonald Houses of Chicago



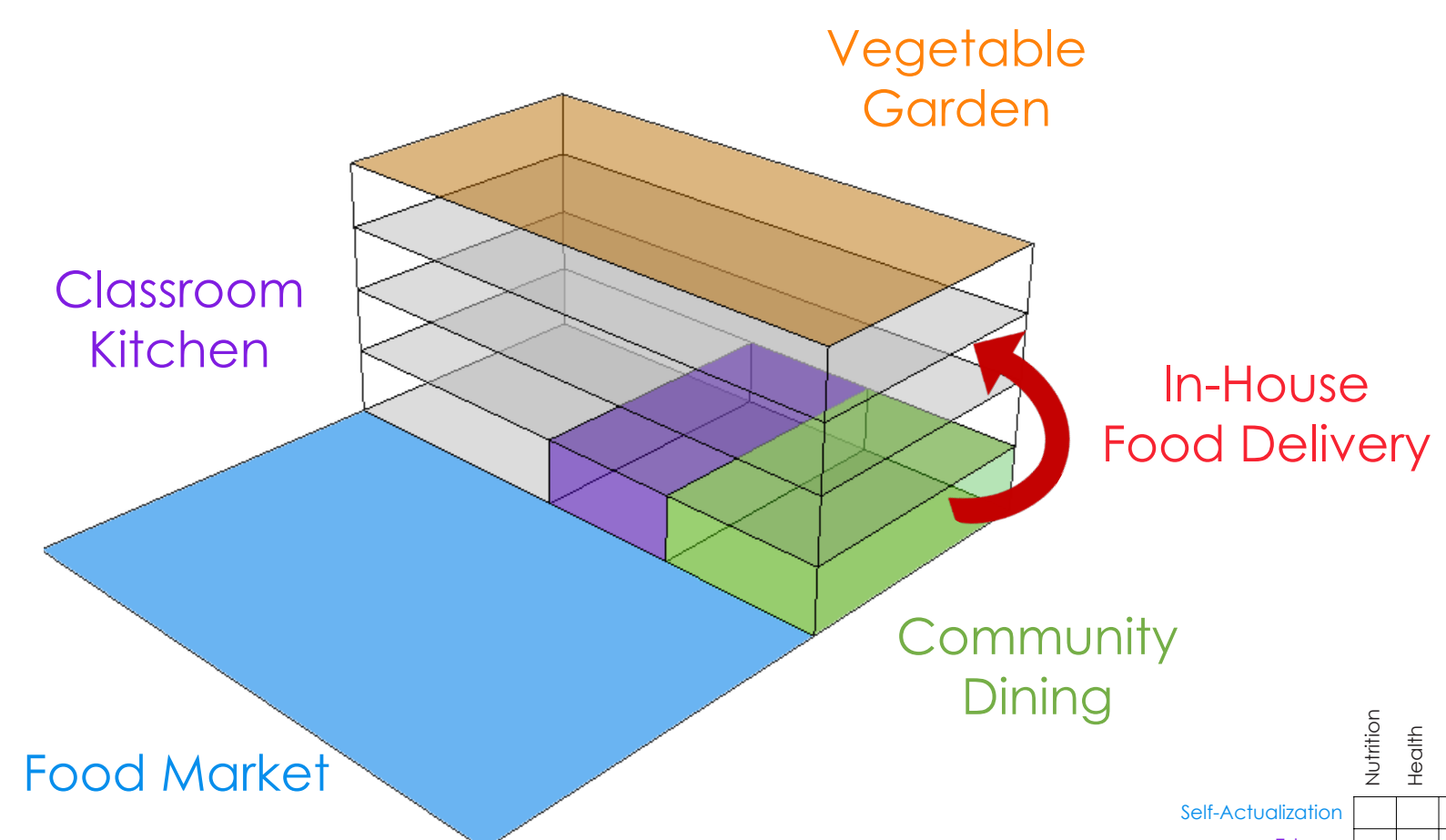
Safety:

Improvement: stability, freedom from fear, health
 Facet of Food: service, nutrition, health, socialization
 Designed Environment: **In-House Food Delivery**
 Case Study: Meals on Wheels Program



Physiological:

Improvement: food, strength, health
 Facet of Food: production, health
 Designed Environment: **Vegetable Garden**
 Case Study: The Peterson Garden Project, Chicago



	Nutrition	Health	Service	Entrepreneurship	Production	Preparation	Socialization	Economics	Education
Self-Actualization				•					
Esteem							•		
Love/Belonging							•		
Safety	•	•	•				•		
Physiological	•				•				

Summary:

By combining the research of different facets of food with Maslow's Hierarchy of Needs, the Design Opportunities Matrix allows for a wide variety of different studies in order to produce a rich collection of ideas and potential design strategies for creating an environment that improves the quality of life.

References:

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- Whyte, William Hollingsworth. The Social Life of Small Urban Spaces. Washington, D.C.: Conservation Foundation, 1980. Print.