



KITCHEN EXPERIMENTS

By Josh Walker

09 : 01 : 2017

KitchenLab : Frame Magazine : LivingKitchen

Cologne – Frame magazine has collaborated with LivingKitchen to present the KitchenLab exhibition.

: The exhibition will feature works by 15 Dutch designers including Sabine Marcelis, Tessa Geuze and Giulia Soldati

: The pieces will examine consumer behaviour and food production and preparation

The exhibition, curated by Frame magazine, explores the production, processing and consumption of food. Pieces by the participating designers will give a unique, design-led perspective on how innovation and aesthetics can work together to create sustainable and desirable products and services, and give insights into consumer behaviour.

‘Consumer behaviour in regard to the food we eat and the related question of the sustainable and ecological growing of products is a controversial subject,’ explains Robert Tiemann, CEO of Frame magazine. ‘The 15 projects are an excellent example of how innovative design approaches to the subject of food and cooking can be integrated into the existing design and style of the home.’

Contatto by **Giulia Soldati**, one of the show’s standout works, removes unnecessary components in the human-food relationship. Challenging the existing culinary culture, which ‘neglects essential sensorial experiences’, Soldati places ingredients directly onto visitors’ hands, enabling them to rediscover the raw, tactile sensation of food in an intimate exchange between server and diner.

The Big Picture

To learn more about about the innovations and categories that are driving the future of food, read our [Food and Drink Market 2016](#) insight.