

1/6 **the transparent canteen_updated (wip)**

the canteen where you can observe, jump in and help at any stage of your lunch production process



the transparent canteen

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List of third-party materials used

Stock imagery:

http://www.freepik.com/free-photo/cookbook-surrounded-by-food_871881.htm>Designed by Freepik

http://www.freepik.com/free-photo/ingredients-to-make-a-tasty-dessert_877565.htm>Designed by Freepik

http://www.freepik.com/free-photo/man-cooking-vegetables_917264.htm>Designed by Freepik

<http://elteonline.hu/wp-content/uploads/2016/02/celebrity-waite31.jpg>

<http://symposiumevents.org.uk/images/corporatdunches.jpg>

http://www.aboutcleaningproducts.com/wp-content/uploads/2012/04/Fotolia_22919937_SubscriptioXL.jpg

<http://p-px.com/iphone-6s-plus/> - iphone mockup

Solution

The whole canteen works like a clock mechanism, where you can choose what gear to be.

Entering you will take clean plates and on your way to the food buffet, where you will be served by other co-workers who volunteered there, you will say hello to a group of people from the office next door who today wanted to help the cooks.

In the meantime, you took a look at today's ingredients and recipes using the app. During lunch, you had a pleasant chat and before getting back to work you planned to spend half an hour being a food buser, while you continue discussing the hot topic you and your colleague found just a couple of minutes earlier.

Status: 15.06.2018

Think Outside the Lunchbox



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Which target group is your concept for?

Aims all the groups mentioned in the brief.

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How does digitization & connectivity create a unique eating experience?

The digitization connects elements outside the kitchen (like the ingredients and the possibility given to the users to see the source of the ingredients and even contribute with their own), the kitchen itself (by enabling the same users to select, rate, suggest recipes, or to volunteer if they want to participate in any of the sectors available), and also with workers, since they will be able to see who is volunteering for what in-app sections like "meet the food bussers of the day"

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What other amazing features does your concept offer?

The correlation between the app and the layout of the whole canteen, that comes in support of the transparent canteen idea, by wrapping the eating area around the kitchen.

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What is the core idea behind your campus food experience?

A holistic approach to the food experience which, through transparency, digitization, and smart layout, will enable the employees not only to interact with each other, and have a better lunch, but gain new skills which they can use later in the privacy of their homes, boost their self-confidence, build a sense of responsibility and ownership, and improve the appreciation of the canteen staff, their co-workers, and the food itself.

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Creative's profile



Sabin Prodan **PRO**

Architect, Photographer, Designer

Bucharest, Romania

Creative's top 5 skills

Architecture, Graphic Design, Photography, Product Design

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jovoto

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