

THE FUTURE OF LIFESTYLE



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> **Food Futurology** is a science and an art which analyses food trends with indicators in geo-politics, ecology, fashion, interiors, human behaviour and street observation, all of which drive consumption and desire for certain foods, food packaging and the whole spectrum of eating and dining.

TEXTURE



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- to counter-balance the virtual world
- to give meaning to the increasing regimentation
- new interest and USP



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BACK TO THE LAND & THE RITUAL OF THE EVERYDAY

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- connection to something more meaningful
- away from purity and towards soil and blackness
- increasing population in cities, people who crave nature



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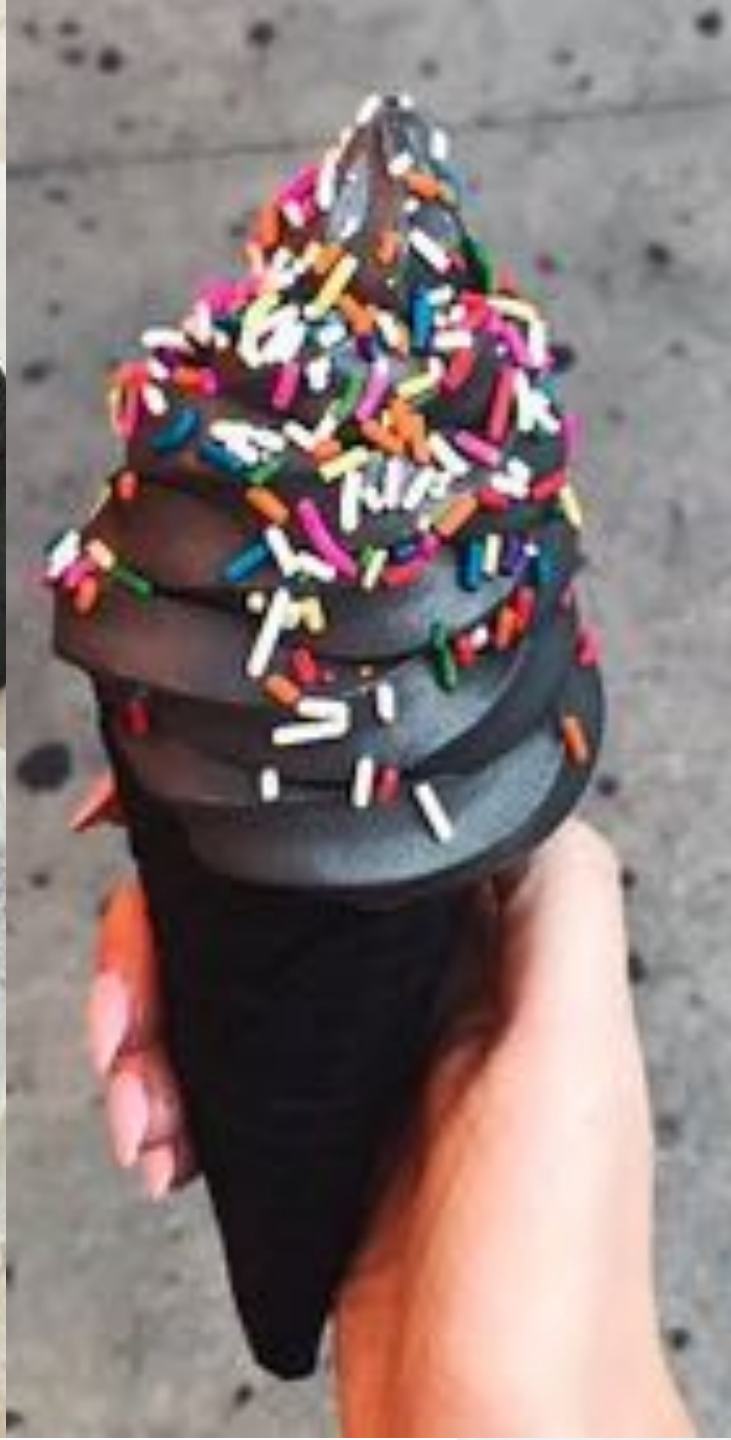
















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SKIN



- growing use of skin as a digital interface
- skin as a unique organ will give more attention (from colour to scent)
- packaging membranes will be create forms of edible skins and containers



PANTONE 55-3 C

PANTONE 44-2 C

PANTONE 476 C









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Zia Valentina

Waffleshot™

Variety Pack

S'mores



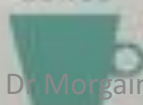
Speculoos



Hazelnut



Coffee



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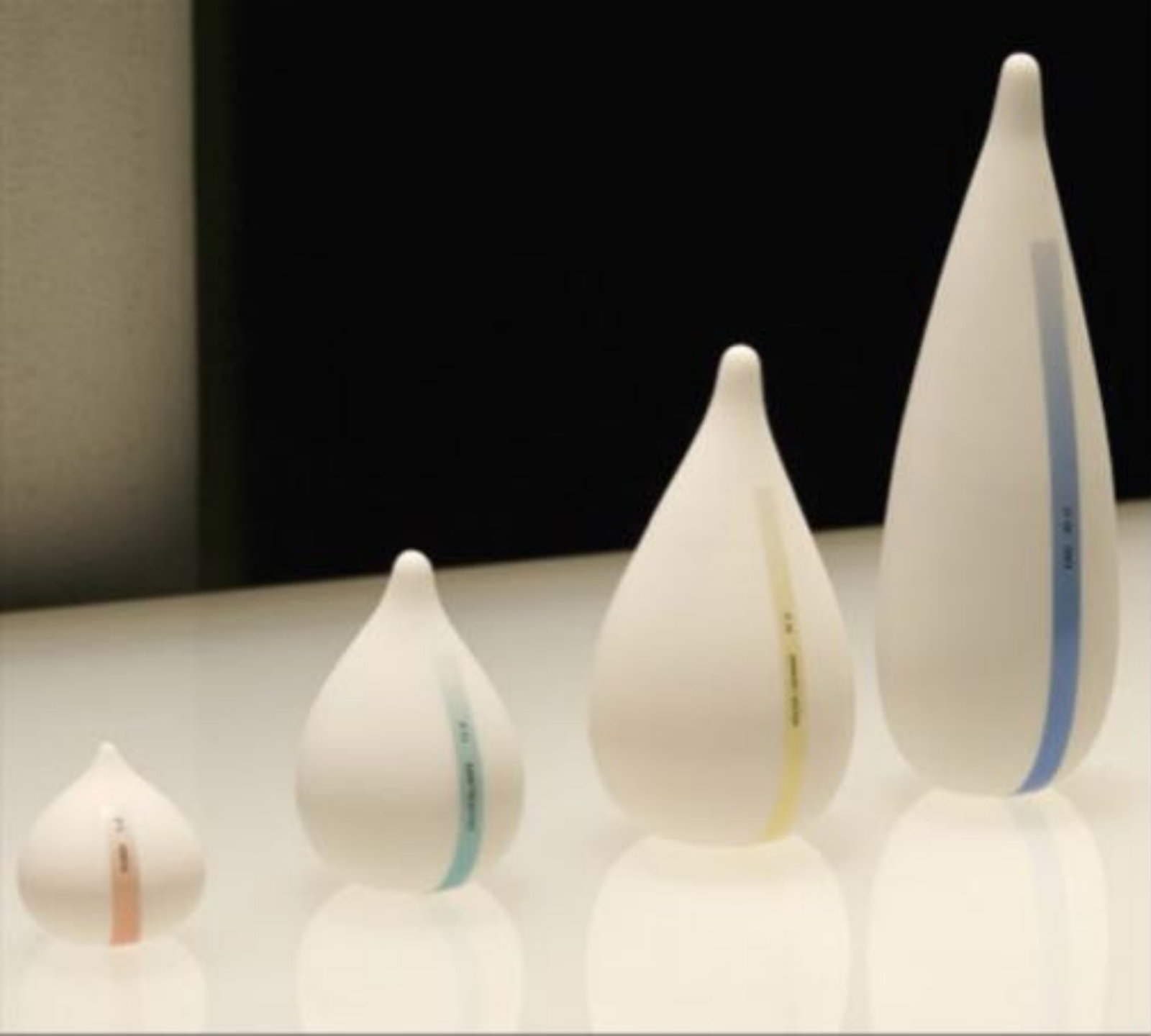
Ice Cream



Baking











ECO-FRIENDLY

MADE OF TEFLON & SILICON







PAUSE

(another chapter of minimalism)



- growing need for sanctuaries of peace and tranquillity
- turning inward to explore our feelings and stillness within
- simplicity reflected in homeware, clothing, consumer goods















DISRUPTION



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- lawlessness, overcrowding, natural disasters, dissent
- fakery to give a sense of stability
- imperfect is the new beautiful



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KFC







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Before

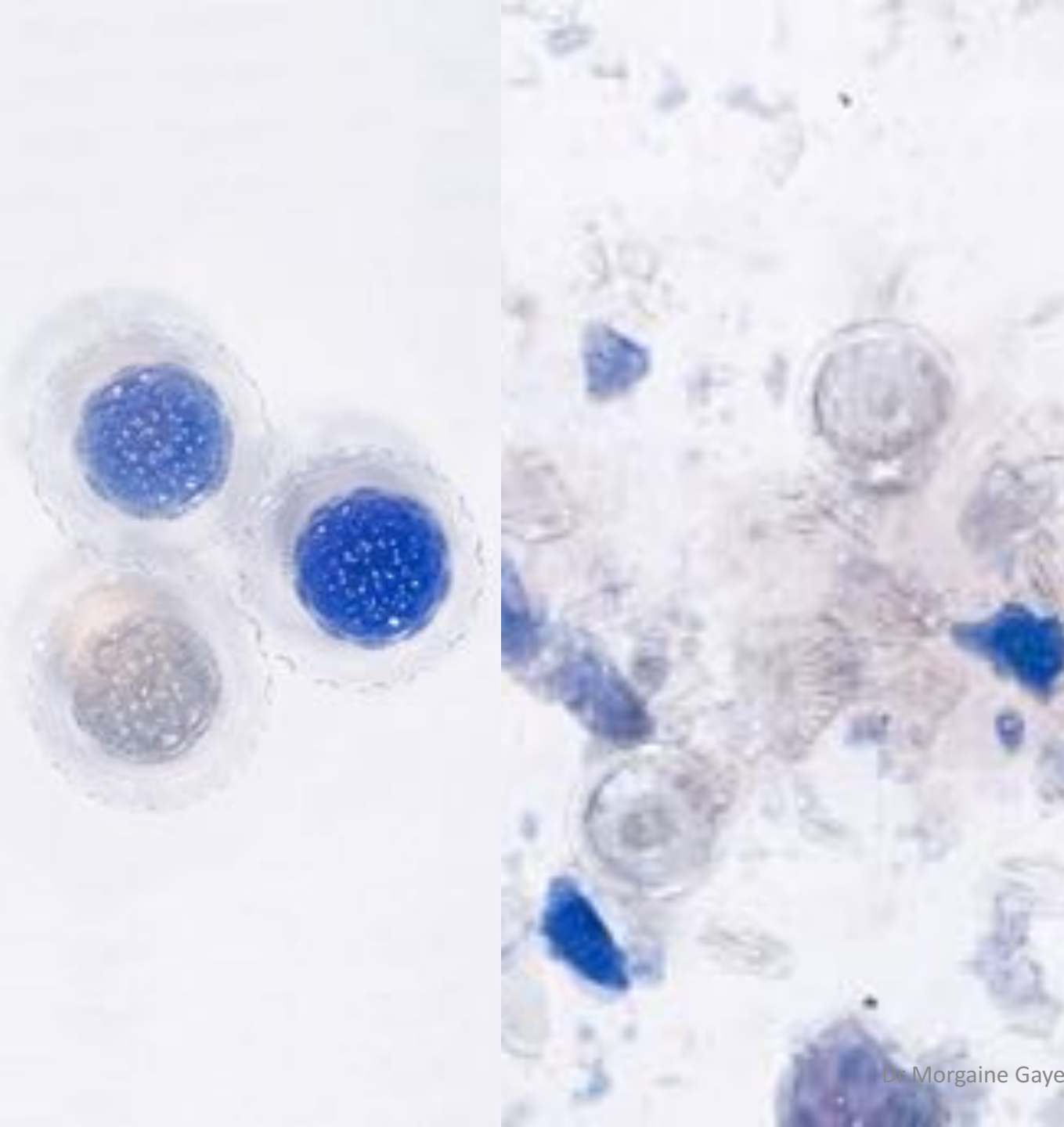


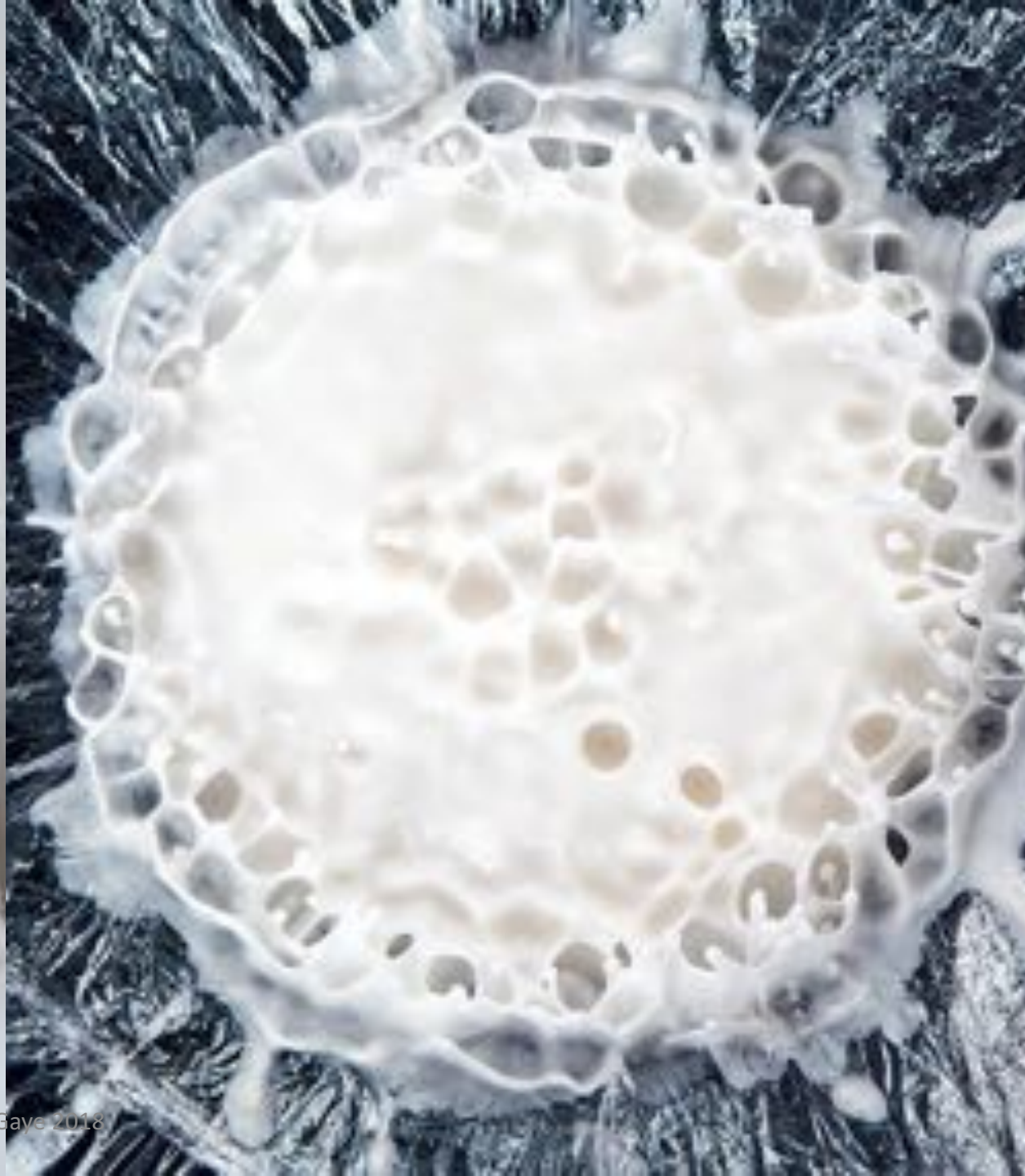
After















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*... the charisma of food, its capacity to be everything.
It is identity, and culture, and history.
It is science, and nature, and botany.
It is the earth. It is our family, our philosophy, our past.*

*It is the most important matter in our lives.
It is more than its ingredients. It is transcendent...
But it is also just dinner. It means nothing. It is serious, and
not.*

(Buford in Brillat-Savarin (2009): xii introduction)



thank you



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