



SUMMARY WORKSHOP

FOOD AND CREATIVE INDUSTRIES

HELSINKI, FINLAND, 5-6 SEPTEMBER 2012.

On 5-6 September, New Nordic Food brought together people from the Nordic countries representing the creative industries, who work with food as art, with food and design and with food as a branding tool, for a workshop. These notes are just as informal as the days in the workshop. The discussions were sometimes quite lively, which benefitted the process and made us learn much more about the challenges within the area.

PURPOSE

The aim of the workshop was twofold:

- to exchange experiences and knowledge as well as to inspire,
- to discuss food as its own creative industry, as well as food as branding tools for other creative industries.

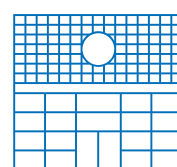
METHOD

Since the purpose was somewhat broad and this was the first meeting with Nordic actors working with food within the creative industry in this context, we wanted the framework to be as flexible as possible. We sought to maximize the network and the dialogue, but still achieve progress in defining areas of challenges and possibilities. The methodology employed in the workshops draws on the idea of communication as a tool for innovation. Creating reality by naming it and creating a

new field through language are the basic assumptions behind the things we did in the workshops. The communication in the workshops was organized in order to explore and conceptualize food as culture and as a business. An artificial division was made to strengthen and separate the two different standpoints art-as-food and art-as-business. This was done to be able to discover new combinations in the interspace between these two positions.



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SUMMARY

We started out on 5 September with an introduction to World Design Capital Helsinki 2012 and to Kellohalli, the newly opened old slaughterhouse that hosted us on day 1. We then had some highly interesting cases and presentations, representing a wide range within the industry. It was such an awesomely inspiring input, although it would have been perfect, if we had had even more time for this part – also in order to discuss and to ask questions. Perhaps next time in another set-up. The first days, discussions revolved around themes such as definitions; what are we doing? What is their value? How can they be used? Who are they good for? The evening started off with a public lecture given by Martí Guixé, followed by a WDC Helsinki 2012 design exhibition and then dinner, where the ‘starter’ was a famous food design performance “Tomato tapas” by Martí Guixé,

Antto Melasniemi and evening guest stars Björn Ylipää, Nikolaj Danielsen and Bo Lindegaard.

Day 2 also started with a broad discussion about more general topics. Soon, though, we moved on to a discussion about the art scene as a possible framework; here, food was perhaps less important than the experience in itself. We brought back ‘reality’ on the agenda by spending the last hour of the workshop to discuss business models and financing. When we said goodbye to one another, most of the questions were still unanswered, but perhaps they we had sharpened them, and we had come up with some interesting solutions or proposals. One thing, however, was decided: to see each other again, in Copenhagen in November 2012, and to keep the dialogue running.

IN DETAILS

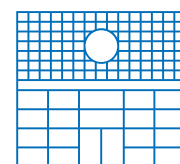
During the workshop process, we mainly discussed the following five areas:

- Definitions – what are they/we working with?
- Value – what does it do?
- Target groups – who needs them?
- Communication platforms – where to shop?
- Financing/business models

See word clouds for the dialogue below. They illustrate summaries or ‘snapshots’ from the discussions and are not further analyzed. Together, we need to examine these in depth, as well as other challenges and questions along the process, before we are able to draw any specific conclusions. We believe that definition, formalized/unformalized network and business models are very important areas that should be given a high priority next time.



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DEFINITIONS – WHAT ARE THEY/WE WORKING WITH?

Eating is not required – just add on
 Creative process Experiences Added value (1+1+=3)
Involving Differ from art Redefining Engaging Satisfaction
 Meeting possibilities Creators Need for understanding
 Music as important as eating No label – audience decide
No need for new words Active Definition
Multi designers Desperately looking Heavy Metal
 Space of table Expect the unexpected
Misunderstood experience

VALUE – WHAT DOES IT DO? DOES IT IMPROVE?

Basic needs Food connects everyone Democratize
 Art of necessity Integrating Sustainability – add value
Proudfness – democratic Spectacular Unnecessity
 Makes eating more powerful Broad population Eat smarter
Better way of consciousness People deserve better
Luxury Artyfarty Sustainability – creating something
Respect food – don't spoil it Luxury – food is luxury
 Sustainability – producing vs combining





AREA OF USE:

Culture consumption **Eating is another way** **Improving**
Connectors Change pattern **Poetry – long explanations**
Power of design – will food change/challenge **Packaging**
To much play **Artyfarty** **Inspiration** **Product development**
 Use us in an active way – not just catering
Participating eating experiences **Pure communication**
Communication through food broader
Way of founding people **Storytelling by food**
Problem with academic add on **Exclude normal restaurants**

FOOD AS ART? FOOD AS BUSINESS?

Art scene – frame work **Staging** **Guest – giver (advanced)**
Broad media **Space – scene** Experience **Design**
Sensibility **Invite scenes** **Business vs art** **Awareness**
Founding (Art) – ROI Rural – urban **Founding food event**
Back to the roots **Music – food** **Gap not to pay**
Sponsor defined – more easy to work with
Start mindset **Creative chef – need to be businessman**
Analysis of food part (%) of culture **Sustainability**
Different competences needed **Part of the society**
No one come to Paris without the culture (part of the brand)
Need to define the platform

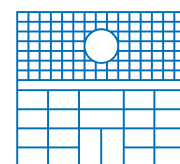


BUSINESS MODEL

Culture vs business Brands connected Co-branding
 Restaurant day/Cleaning day Culture institutions
 Big companies Make money- activate the brand Kick start
 Business not local Sponsors - need to be commercial?
 Citizens put money Crowd founding Part of the business
 Shared platform - each other Experience NNM add on
 How to shop it Transform model Local farmers
 Connectors WDC 2012 - defined target groups Exposure
 Design - can do me make Show business model Grass root
 Gallery Food & peace Business ideas - logistics
 Crowd founding Long term founding Top down movement
 El bulli - follow the heard Festivals - volunteers Volunteer
 Chosed for not paid Resources - peace of mind Cash flow
 Social profit Sustainability in different ways Structure
 Staff is an issue - frame Retail products 'Gourmetal' issues
 Founding International branding (NNM?) Turn over - or hobby?
 Target group Event bureau - just want catering? Performance
 Feed your own table first Something to sell - a platform
 Collaborations Underestimating the market mechanism
 Remember the gap - way of thinking Cook you own brand
 Bridge - visual communication Make the choices - decisions
 More people - usage Strategy vs business model
 Performance, experimental part Agents as a business model
 For how long is new nordic food 'new'? Exchange flow
 Commercial vs founding



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PARTICIPANTS WORKSHOP FOOD AND CREATIVE INDUSTRIES

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|-------------------------|---------------------------------|--|
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| Martí Guixé (ESP) | (LECTURE) Martí Guixé | www.guixe.com |
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| Linnea Svensson (NO) | Øya Musikfestival | www.o.yafestivalen.com |
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| Milla Visuru (FI) | WDC Helsinki 2012 | www.wdchelsinki2012.fi |
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| Elisabet Skylare (SE) | New Nordic Food II | www.nynordiskmad.org |

VIDEO AND PHOTOS

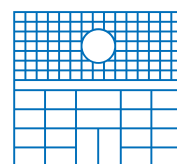
Video: <http://www.youtube.com/watch?v=jSYnLt9aZSw&feature=plcp>

Photos: <http://www.flickr.com/photos/78628320@N05/sets/72157631495200270/>



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