

Chloé Rutzerveld

By
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Chloé Rutzerveld is a critical food designer who explores and challenges food production and consumption. She is fascinated by nature; the human body and the strange relationship people have with food. After she graduated Cum Laude from the Eindhoven University of Technology in 2014, she started her own studio as Food and Concept Designer.

Her work is interdisciplinary and a direct response to the things she questions or is fascinated about. By combining aspects of design, science and technology she thinks up new ways to make our food more efficient, healthy and sustainable.

She communicates her ideas through speculative design probes, workshops and experimental dinners. By using food as medium, she makes new technologies and food related issues tangible for a wide variety of people, resulting in more understanding and in-depth discussions.

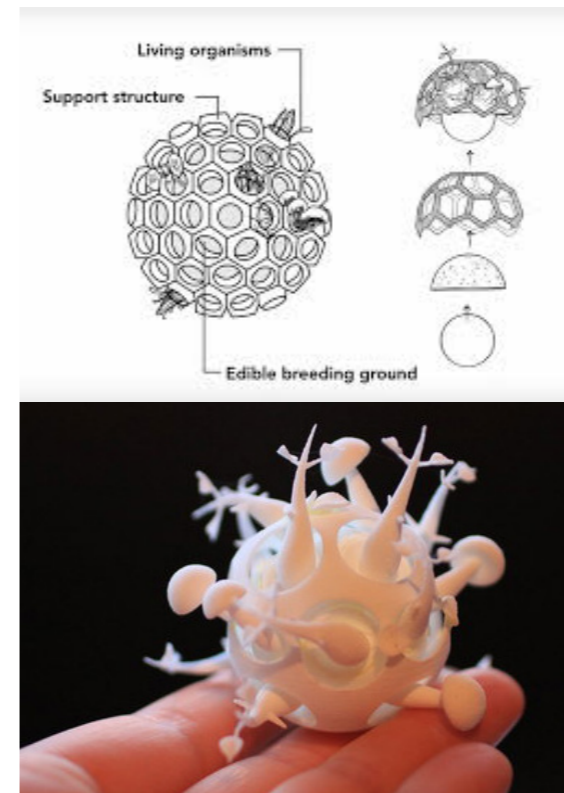


Bio

Edible Growth is a critical design project about the potential use of additive manufacturing in food production. It's an example of high-tech but fully natural, healthy, and sustainable food made possible by combining natural growth, technology and design.

Edible Growth

2014



<https://www.youtube.com/watch?v=sHsxDvt9mb8>



- Modern urban farming & consumer involvement in food production. The consumer becomes the farmer and will be more involved in the production of their food, without spending a lot of time gardening. The farmer will become the supplier of the raw materials.
- This will reduce the agricultural footprint. Farming of both livestock and crops is the largest human endeavor on Earth, using more than 38% of ice-free land.
- Since only the raw materials have to be delivered, the food production chain is very short. Produce does not need to be transported from field to distribution center - to an auction - wholesale - packaging - supermarkets and eventually to the consumer.
- The produce doesn't need to be stored and therefore can not turn bad, which also makes conservatives in our food unnecessary.

STROOOP!

2016

The project explores creative ways to turn by-products of the vegetable industry into high quality products by making smart use of the natural characteristics of vegetables. Each waffle is made out of 100 grams of carrot, beet or other roots. The juice of the vegetables is turned into a syrup by reducing the water content and the waffle is made from vegetable fibers.



<https://www.youtube.com/watch?v=Sk2NSMFxuPI>

- Many vegetables are thrown out before reaching the stores because they are damaged or look weird. The waffles give an alternative to soups and sauces.
- They are 100% plant based and 100g of vegetables making them free of gluten , nuts, and dairy .
- After the enormous success during the Dutch Design Week (2016) and other events where people were able to taste the waffles, it became clear that consumers are really interested in plant-based, healthier and more sustainable alternatives for cookies and snacks! So, at the moment they are figuring out how to turn the stroopwafels from proof of concept into a real consumer product.



Questions

Do you think if this technology became easily available to consumers it would take off, or would fast food chains still out rule farm to table?

Edible Growth was designed to be a home appliance, could you also see it being used in restaurants or would there be issues?

What other technologies do you think can be combined with these ideas to make them better or how can it be used in something other than food?

Thank you