

**Agrarian economics. Dry farming.
Moral food. Vaporized nutrition.
Synthetic flavors. Engineered waste.
How are these a function of design?
12 February 2016**



Taste.

SPEAKERS



Frances Anderton is the Executive Producer and Host of KCRW's *DnA: Design and Architecture*, a radio show and blog exploring what matters in our designed world. For many years she produced KCRW's acclaimed current affairs shows, *To The Point*, and *Which Way, LA?*. She is the author of many books, and a recipient of the Esther McCoy Award for her work in educating the public about architecture and urbanism.



Nadia Berenstein is a doctoral candidate in History and Sociology of Science at the University of Pennsylvania, where she studies the relationship between technology and nature, food and culture, and scientific knowledge and sensory experience.



Michael Bierut is a partner at Pentagram and co-founder of Design Observer. He studied graphic design at the University of Cincinnati's College of Design, Architecture, Art and Planning, and worked for ten years at Vignelli Associates before joining Pentagram.



Mark Bittman is one of America's best-known food writers. A writer for the *New York Times* for years he left to devote his time to cookbooks, teaching at Berkeley, and working on food movement strategy with the Union of Concerned Scientists. A co-founder of The Purple Carrot—a national company that delivers weekly vegan meal kits—Bittman has authored more than a dozen cookbooks.



As co-founder and CEO of SproutsIO, **Jennifer Broutin Farah** leads the development of new technologies that redefine our interaction with food.



Savinien Caracostea is an architect, pastry chef, and cultural entrepreneur, whose focus lies at the intersection of food, cities, art, and social phenomena. He has degrees in Architecture from the Harvard Graduate School of Design and from Cornell University, and a degree in Pastry Arts from the French Culinary Institute in New York City.



Lynda Deakin, a Partner at IDEO, brings eighteen years of experience working with a broad range of food and beverage clients to her work. She is the Managing Director of IDEO's Food Studio, helping companies solve their toughest problems and identify opportunities for growth.



Ron Finley is most widely known as the “Gangsta Gardener” he has also been nicknamed the “Renegade Gardener” and the “Guerrilla Gardener” because he planted organic vegetables in the parkway in front of his South Los Angeles home and a revolution was started. Ron's belief that gardens build communities has blossomed into a quest to change how we eat.



forkCHESTRA is a collaboration of Media Design Practices (MDP) graduate students at ArtCenter College of Design. The team consists of members from specialized tracks within the program, with Josh Bookman, Elaine Cheung, and Nan Tsai from the Lab Track, and Erika Barbosa from the FieldTrack.



Jessica Helfand is a designer, author, educator, and a founder of Design Observer. She is a former contributing editor and columnist for *Print, Eye and Communications Arts* magazine, and host of award-winning podcasts.





Evan Kleiman calls herself a culinary multi-tasker. She is a chef, author and former restaurateur living in Los Angeles, and is host of KCRW's *Good Food* show. The 5,000 plus interviews she's conducted for her radio show since 1997 with celebrated chefs, local farmers and food scientists, among many others, explore how food intersects with human life.



Lucy Knops is a designer and strategist interested in using the artifacts of design to challenge and shape social norms – whether it be through products, experiences, or brand identities, and co-founded Critter Bitters with Julia Plevin.



Jessica Koslow worked in pastry at the James beard award winning restaurant Bacchanalia in Atlanta, Georgia. Upon returning to California, Jessica was attracted to the diversity of local produce and started Sqirl, a preserve company that focuses on using produce from family-owned farms that practice sustainable, certified organic methods that are in close proximity to LA and the accompanying restaurant.



Josh Kun is a Professor in the Annenberg School for Communication and Journalism and the Department of American Studies and Ethnicity at USC, where he is Director of the Popular Music Project of the Norman Lear Center. He is an award-winning author and editor of several books, most recently *To Live and Dine in L.A.: Menus and the Making of the Modern City*.



Julia Plevin is a designer, strategist, and writer with a keen eye for innovation and a passion for cultural change. She has worked at startup magazines and technology companies and most recently at IDEO and SYPartners. Julie is a co-founder, with Lucy Knops, of Critter Bitters, a series of cocktail bitters made with toasted crickets. .



Dr. Ricardo Salvador is senior scientist and director of the Food and Environment Program at the Union of Concerned Scientists in Washington, DC where he works with citizens, scientists, economists, and politicians to transition our current food system into one that grows healthy foods while employing sustainable and socially equitable practices.



Nathan Sharp is a Texas bred, San Francisco based designer at Twilio, a web communications company, who lives aboard an historic wooden fishing boat in Sausalito.



After winning the 2013 Thought For Food Challenge and launching his startup Henlight as a result, **Edward Silva** joined the Thought For Food team to spearhead and energize new partnerships.



Alissa Walker writes and speaks about design, architecture, cities, transportation and walking for many publications and events. She is the urbanism editor at *Gizmodo* and her work has appeared regularly in *Los Angeles Magazine*, *LA Weekly*, *Dwell*, *Fast Company*, *GOOD*, *the New York Times*, and the *Los Angeles Times*, among others.



LinYee Yuan is Executive Director of MOLD, a food design editorial platform exploring the processes, materials and systems that will define our food futures.



SCHEDULE

9:35-9:45

Michael Bierut + Jessica Helfand

Opening Remarks

9:45 - 10:10

Morning Keynote

Dr. Ricardo Salvador, Union of Concerned Scientists

How We Designed for Paradise and Lost Our Way

10:10 - 10:35

Frances Anderton, KCRW Host, DnA

In Conversation with

Evan Kleiman, KCRW Host, Good Food

10:35 - 11:00

Savinien Caracostea, Architect and Pastry Chef

Edible, Cinematic Architecture

11:00 - 11:25

Nadia Berenstein, History of Science PhD Candidate,
University of Pennsylvania

Flavor by Design: Making Flavor Additives, 1900-1960

11:25 - 11:50

Nathan Sharp, Designer

In Conversation with

Scott Palmer, Kiva Confections

How Nice Guys Like Us Got Into Selling Drugs

11:50 - 12:15

Josh Kun, Annenberg School for Communication, USC

To Live and Dine in LA

12:15 - 2:00

Lunch Break

2:00 - 2:25

Afternoon Keynote

Mark Bittman, UC Berkeley

2:25 - 2:50

Lynda Deakin, IDEO

How can design help us create a better food future?

2:50 - 3:15

Alissa Walker, Gizmodo

In Conversation with

Jessica Koslow, Chef, Sqirl

3:15 - 3:45

Afternoon Tasting Menu, Presented by MOLD

Erika Barbosa, Elaine Cheung, Nan Tsai, + Josh Bookman, forkCHESTRA

Julie Plevin + Lucy Knops, Critter Bitters

Edward Silva + Lorena Galvan, Henlight

3:45

Mid-Afternoon Break

Featuring cold brew courtesy of Stumptown Coffee + ExoBars

4:00 - 4:25

Jennifer Boutin Farah, Sprouts IO

Future of the Connected Kitchen

In Conversation with LinYee Yuan, MOLD

4:25 - 4:50

Edward Silva

Thought for Food

4:50 - 5:15

Ron Finley, Artist, Designer, Gangsta Gardener

Growing a garden: How I learned to fuck the system and you can too.

5:15

Mike Errico, Singer/Songwriter

