

Food as a City Masterplan: Three Visions

diseño de comida
dieta
ciudad
escenarios especulativos
food design
diet
city
speculative scenarios

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En junio del 2021 tuvo lugar en Sevilla, organizado por LaPlasita, el congreso Ciudades Alimentadas. Mi ponencia consistió en plantear tres hipótesis donde una dieta se plantea como un agente urbanístico y social para planificar una Ciudad.

El título; Food as a City Masterplan

Las tres dietas eran analizadas y comparadas con mis proyectos de Food Design que actuaban como referencia, y finalmente se describía un escenario de como estos sistemas podían alterar la Ciudad, tanto urbanísticamente como socialmente.

De las tres dietas la que más me interesaba era la tercera, la que mediante la negación de la agricultura la ciudad pasaba a ser una plataforma relacional y de eventos, y donde este objeto comestible, La comida, es una parte importante de este set, libre del acto de cocinar y del tradicional comedor con mesas y sillas posicionado al lado de cocinas, almacenes de comida, y todas sus necesidades. De todas maneras, esta propuesta sería la más especulativa, siendo la segunda la más realista.

La segunda propuesta consiste en unir la agricultura ecológica con los nuevos sistemas de economía colaborativa gestionados mediante DAO, blockchain y tokens, esto permite visualizar una gestión de huertos ecológicos de grandes superficies.

Este texto escrito a posterior intenta profundizar sobre todo en esta segunda vía, la del huerto ecológico de periferia, el "Extrarradio Jumbo Gardening"

In June 2021, LaPlasita organized a conference titled "Ciudades Alimentadas" (Fed Cities) Seville. My presentation there consisted of proposing three hypotheses for designing a city using a diet as an agent of urban and social planning.

The title: Food as a City Masterplan.

The three diets were analysed and referenced against my Food Design projects, and ultimately, I presented a scenario that described how these systems could alter the city on both an urban and social level.

Of the three diets described, I was personally most drawn to the third – which proposed that through the elimination of agriculture the city would become a platform for relationships and events, with food, the edible object, liberated from the act of cooking and from the traditional accoutrements of eating: dining rooms, food storage, all the usual necessities. This proposal was the most speculative I presented.

The second proposal was the most realistic and consisted of uniting organic farming with the new collaborative economy systems managed by DAO, blockchain and tokens. This created a visualization of how large-scale organic gardens might be managed.

This text, written after the fact, aims to provide an overview of all three proposals with a particular practical focus on the second, that of growing crops on the urban periphery, which I call "Extrarradio Jumbo Gardening"

HYPOTHESIS 1: LICHTNAHRUNG

This hypothesis is based on the book *Living on Light: The Source of Nourishment for the New Millennium*¹, by Australian author Jasmuheen. Lichtnahrung is normally defined as a lethal pseudoscience. There are several documentaries² about it. One was removed from social networks, after a German teenager died following the diet. Lichtnahrung, as its name suggests, consists of feeding solely on sunlight. The documentaries depict people who have tried and failed to follow the diet, and others who do supposedly follow it and claim it's difficult at first but gets easier. One aficionado lists "not having to go to the supermarket" as one of the diet's advantages. In one sequence, a couple sits at a table, but only one of them is eating. There are also interviews with doctors and nutritional specialists who declare that the diet is entirely incompatible with life.

The book *The Buddha hinter dem Bretterzaun*³ (The Buddha behind the picket fence), by Dutch novelist, poet and travel writer Cees Nooteboom, describes the author's experience as a young initiate in a Buddhist temple. I remember reading his account of how difficult it was to spend so many hours in a row meditating with his legs crossed, and how in the early days he lost weight due to the austere temple diet. After a while, he got to know his fellow initiates, who showed him how to hide a cushion to support those long meditation sessions, jump the fence on the weekend to go to McDonald's and even drink and visit prostitutes.

Armed with this knowledge, Nooteboom's daily hunger and discontent at the temple subsided. Lichtnahrung is a diet as pyramid scheme, a system in which there is a sole creator, a variety of accomplices, and below them the scammed, who are numerous.



Fig. 1 – Antto Cooking, drawing. Plan of the Restaurant. Solar Kitchen Restaurant, Martí Guixé, 2011.

Related projects by the author

1/Solar Kitchen Restaurant⁴, 2011

A restaurant that cooks with sunlight (Fig. 1).

2/Pharma Food⁵, 1999

A macromolecule muesli that can be literally inhaled (Fig. 2).

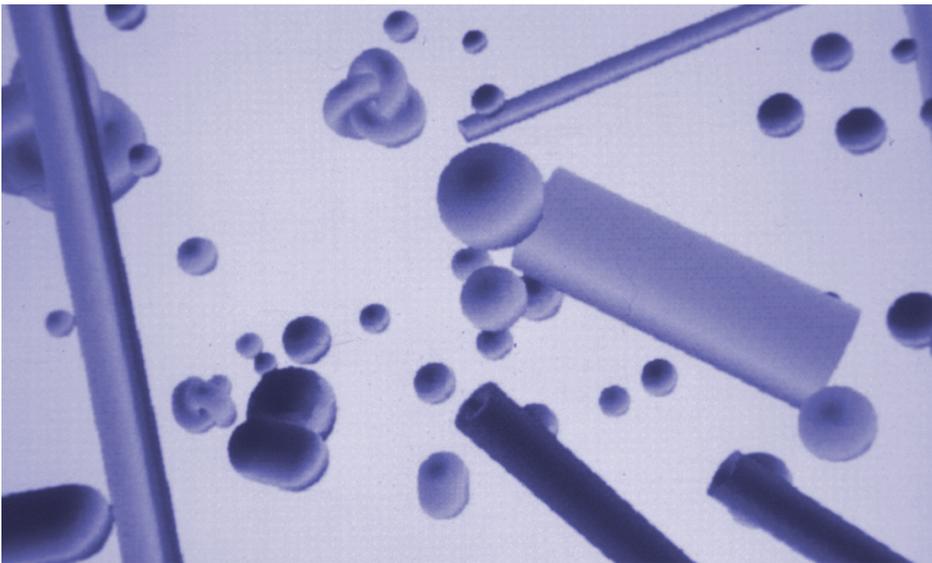
3/Gatfog⁶, 2004

An ultrasound machine that creates a gin and tonic mist

4/Camper Temporary⁷, 2000

Customers can graffiti the walls of the stores, building a complicity with the brand (Fig. 3).

In the city that follows the Lichtnahrung diet, there are those who believe, or who act as if they



do and therefore integrate into the city, while those who do not believe remain separate. The citizens who don't eat (at least publicly) are fed by light. There are no kitchens, no restaurants, no supermarkets. Food circulates illegally and in secret.

Effects

The city becomes closed and complicit. A wall of psychological protection is created between those who are inside and outside, and the day as regulated by food intake disappears. The city becomes a people united by the concealment of eating.

HYPOTHESIS 2: "EXTRARRADIO JUMBO GARDENING"

I know of two organic garden systems that are conceived and executed on a small scale, but which have potential to become large-area farming systems.

One is Gaspar Caballero de Segovia's "Parades en Crestall"⁸ and the other the "do nothing" system developed by Masanobu Fukuoka⁹, also the inventor of the well-known "seedballs," or Seed Bombs as appropriationists call it.

Rethinking these projects on a large scale presents two levels of difficulty: the cultivation and management of crops and their transport and distribution. With the latter issue I have a precedent, the workshop I gave at Slow Food Pollenzo¹⁰ in Italy in 2008, which gave birth to the "Locale of the Locale" project.

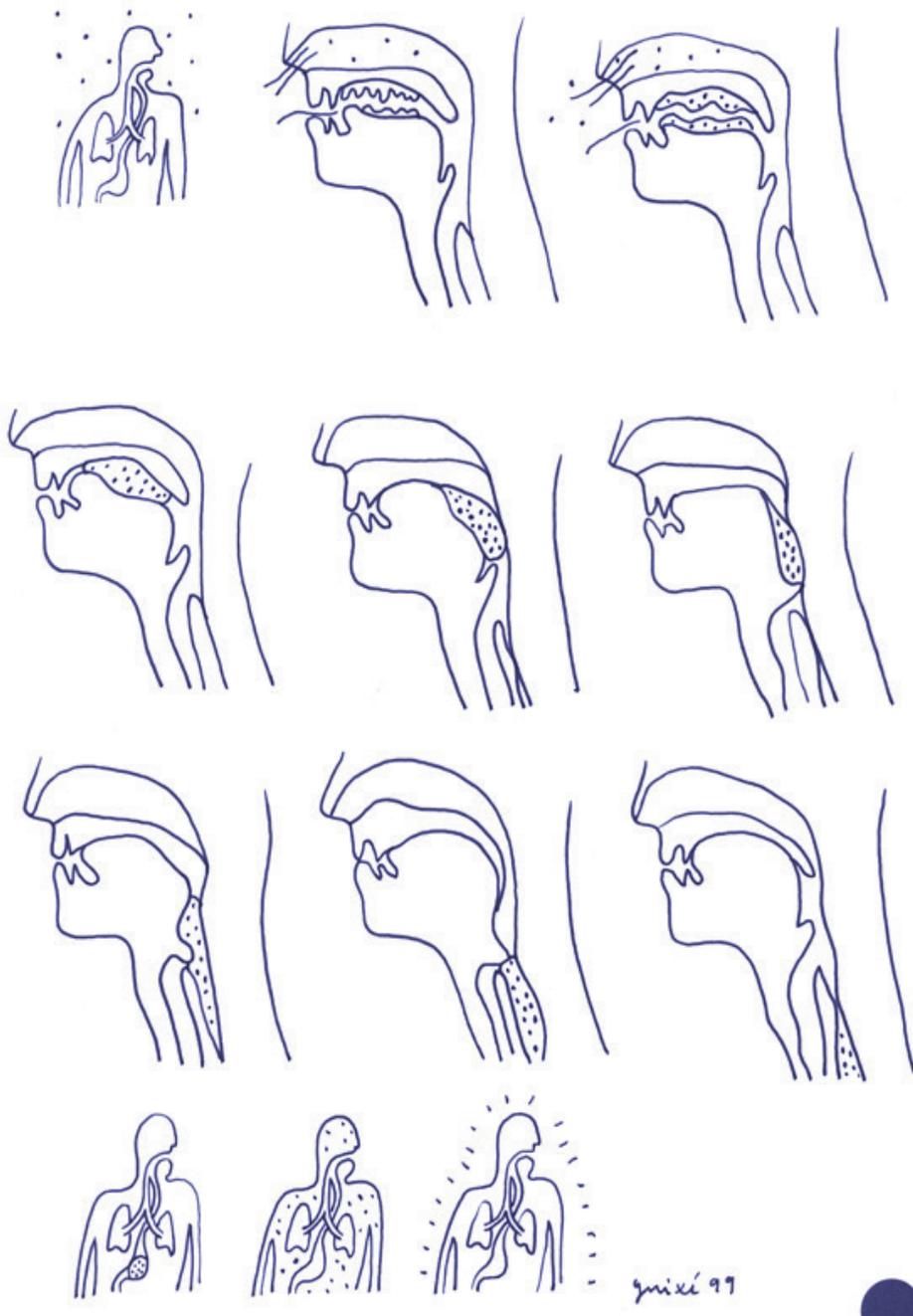


Fig. 2 - Pharma Food. Rendering of the micro muesli. Drawing of the process of ingestion of dust. Marti Guixé, 1999.



Fig. 3 - Camper Temporary. First shop in Milan. Photo Inga Knölike, 2000.



Fig. 4 – Final Presentation of the workshop Locale of the locale, Slow Food, Pollenzo. Foto Inga Knölke 2008.

Food Networks Workshop.
Università di Scienze
Gastronomiche di Pollenzo- Cuneo
e Slow Food. Pollenzo, Italy. 2008

Locale of the Locale

Martí Guixé talks about a system to transport and distribute fresh fruit and vegetables around a fixed geographical area.

The project promoted the idea of designing a system or platform to, by means of a network of economic or social interests and influences, create a new link between producer and consumer.

The Pollenzo workshop was hectic for several reasons. I proposed that all participants (there were over 20) work in a single team, like a startup. I directed the work and each individual or subgroup was in charge of a function: research, conceptualization, design, drafting... it struck me as an effective format and was a direct reflection of the reality of developing ideas for commercial purposes. Some participants understood and rolled with the challenges, but a majority mutinied in the middle of the

workshop and there were a number of heated arguments. Shortly before the workshop wrapped up, a computer virus destroyed the PowerPoint presentation we had developed and in the end we had to improvise a non-digital presentation. Presenting through storytelling and some pre-rehearsed choreography made us the star group at the event (Fig. 4).

The title: "The Locale of the Locale" refers to a place where everything is local (obviously referring to fruit and vegetables, which was the theme)

The issue was to design a system to organize the distribution of fresh products in a limited, "local" area. We wanted to bring producers and consumers of fresh organic fruit and vegetables as close together as possible. The two main points under consideration were sustainable agriculture and local distribution.

For this we needed an interface in the form of a brand. Since we were in Pollenzo (Piemonte) we put Slow Food (Pollenzo) as a reference and Turin as the center of our geographical area.

The "Locale of the Locale" consisted of a conceptual umbrella that encompassed a bookstore, an archive, a brand, a supermarket, a food production company and a space with daily news of fruits and vegetables.

It was a platform (of a kind very fashionable at the time) that acted as a local fruit and vegetable "publisher" and had a central building (the Locale) in Turin.

The Locale had a master of ceremonies, or curator, who made selections as though they were editing a fruit and vegetable blog, creating, essentially, a "market d'auteur."

The Locale also had a structure in place to process fruit and vegetables and make packaged products such as juice and soup, which created a new line of business for those products that were no longer saleable and promoted sustainability by not discarding them. Naturally, the packaged goods were organic and artisanal.

The Locale was to be managed by dividing shares in the business between the local city council,

the companies interested in buying space, the consumers and eventually the farmers. These shares also had repercussions on the people involved and were dependent on the sales and general management of the premises.

We fixed a radius of approximately 100 km in which our platform would be effective, and therefore the second aim of the project was to develop a system to bring fresh products from the countryside or the outskirts to the centre of Turin and the Locale.

It was decided that some slots on the premises could be opened with keys (now they could be opened with a smartphone code) to deliver merchandise. Some attempts were made to create an affordable 24-hour system: for example, a farmer's son going partying in Turin could make a delivery en route and be compensated for his time. Or someone from the countryside going to the doctor could likewise make a delivery, without having to manage delivery times or preplan the trip; the system allowed them to go at any time. Naturally, regular shipments were also forecasted.

This 100 km radius allowed for modularity, so that in the end large geographical areas could be configured in circular groups of 100 km in diameter that could supply entire countries.

The diagram used to calculate the distances and the supply was inspired by the PENTA¹¹ graphs, the "Plan Emergencia Nuclear Tarragona" a Nuclear Emergency Plan in case of catastrophe (using plans that are in fact of American origin), where the areas affected by radiation are indicated according to distance and wind (Fig. 5).

Seen today, this project from 14 years ago still seems modern, and it could be redefined through

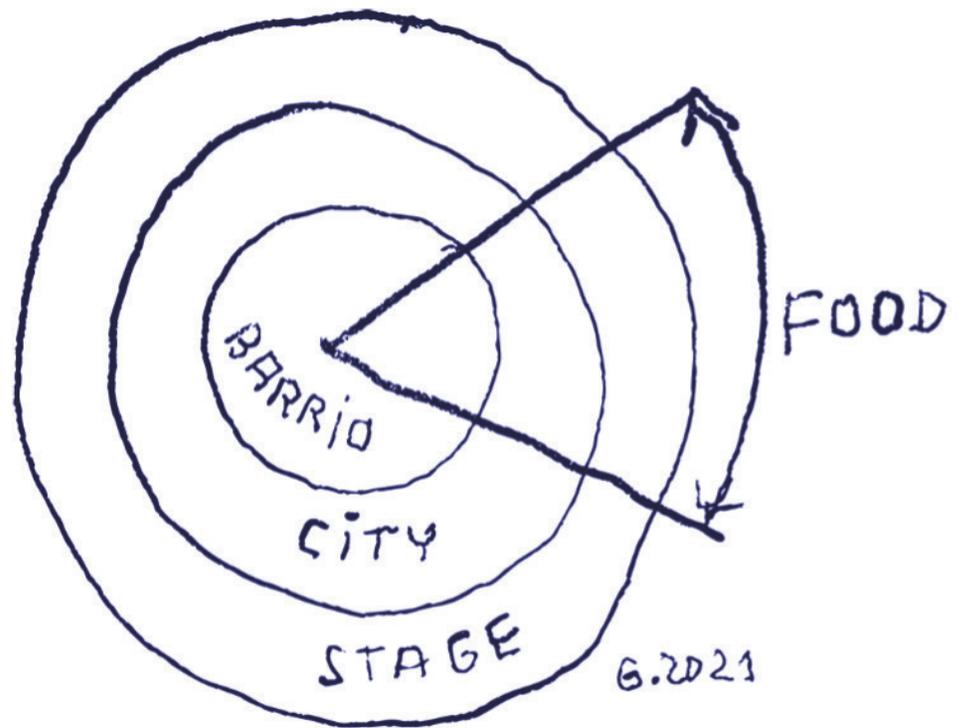


Fig. 5 – Food as a City Masterplan: Three Visions. Diagram.

new technologies, especially those based on DAOs (Decentralized Autonomous Organizations), Blockchain and tokens.

The collaborative economy and its remuneration systems creates a perfect platform to involve young people through gamification, which would allow a more agile and simpler implementation of remuneration management, and emotional involvement in the shares and processes.

Projects by the author

5/Food Facility¹² 2005

A restaurant outsources its kitchen and its cooks, and organizes its meals via other takeaway restaurants (Fig.6).

6/Park Life¹³ 2003-2009

In Park life, work is play. Physical work, sometimes ancestral, is a sport.

7/Spamt karaoke¹⁴ 2000

The collaborative economy blurs the border between producer and consumer (Fig. 7).

A 100km-area around the city with sustainable, organic

agriculture based on the "Parades de Crestall" system of Gaspar Caballero de Segovia, or the "do nothing" of Masanobu Fukuoka.

Gaspar Caballero creates well-designed organic gardens organized into "parades," or strips. The garden areas can in this way be multiplied, scaling up production.

Masanobu Fukuoka proposes cultivation by means of planting seeded mud balls, and then doing nothing. These two alternate methods could configure different types of crops in city outskirts.

The process would be managed through DAO (Digital Decentralized Autonomous Organization), and work paid for via tokens.

Effects

The city becomes diluted as it reaches the outskirts, and an ecology or economy is built of movement, blockchain, elements of the participatory economy, real and virtual connectedness.

Displacement builds the city, mobility and self-management through digital technologies.

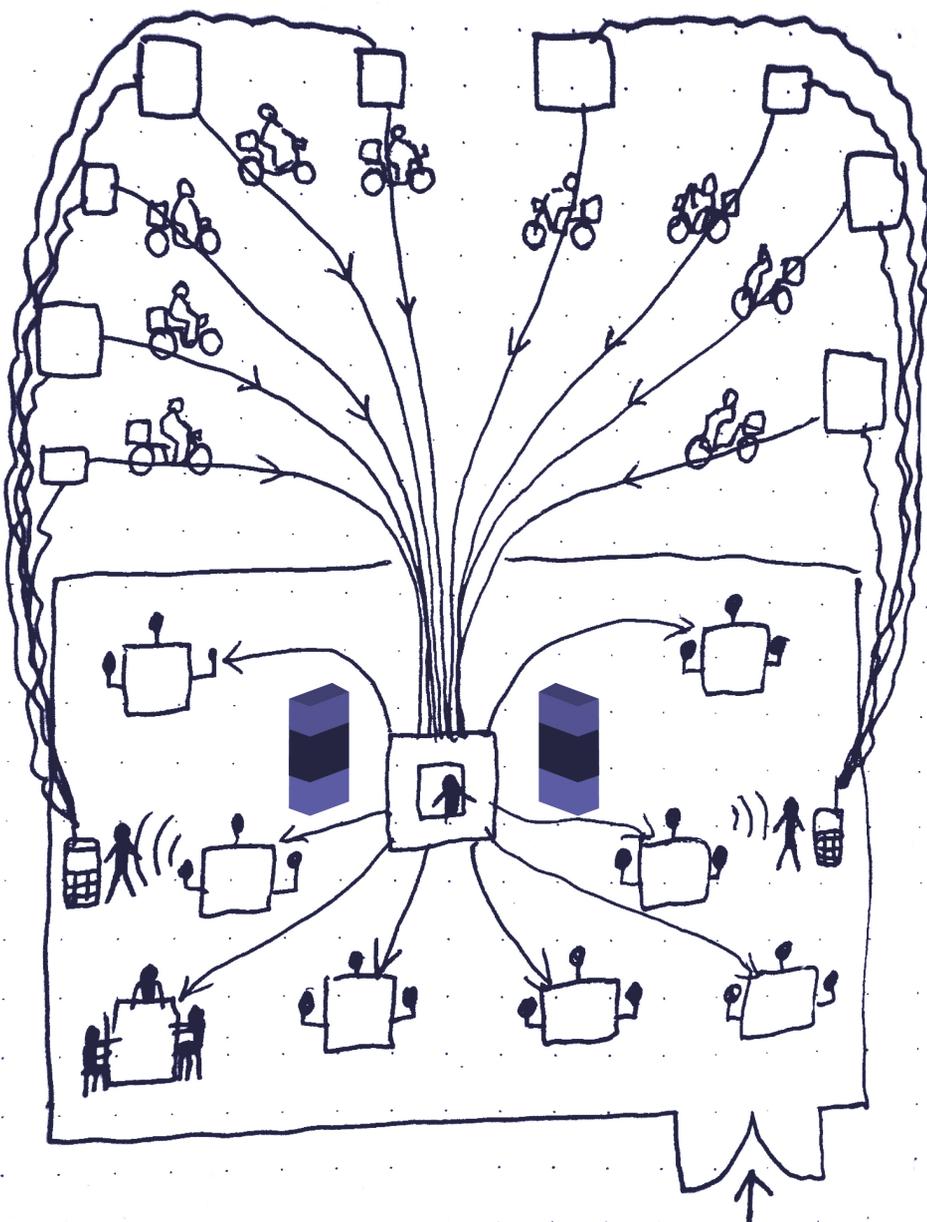


Fig. 6 – Food Facility. Diagram. Martí Guixé, 2005.



Fig. 7 – Spamt Karaoke. Foto Inga Knölke, 2000.

HYPOTHESIS 3: AGRICULTURE-FREE FOOD DESIGN

In the book *The Golden Age of Humanity: Paleolithic Chronicles*¹⁵, author Jean Chavaillon considers the Paleolithic as the golden age of mankind. In this period groups of humans lived nomadically in Europe, moving continuously, completely free, hunting and gathering. There was no agriculture, and therefore neither the concept of economy nor of property or territory existed.

Humanity was on the same level as nature. The moment agricultural production began, the modern economy, capitalism and the consequent destruction of the planet began too.

The challenge, therefore, is to develop healthy and sustainable food without resorting to agriculture, through the technical cultivation of substances that can be combined to create a diet liberated from the constraints of nature. Long-term, the production of the bases of our diets, whether fruits and vegetables or meat or fish, becomes obsolete.

Projects by the author

8/Sponsored Food¹⁶, 1997

The sponsorship of food production could potentially liberate us from the consumer society. This will become the “new nature” and humans will once again be able to circulate freely, eating for nothing, in a new golden age of humanity.

9/Tonic Death Diet¹⁷, 2013.

Directed active hypotonia induced by hypnosis (Fig. 8).

A series of pills and instructions that allow people to forego traditional food for relatively long periods of time.

10/Digital Food¹⁸, 2017

Food is printed through an architectural project, produced

Tonic Death Diet

Directed active hypotonia induced by hypnosis

NOTES

¹ JASMUHEEN, Ellen Greve. Lichtnahrung. Die Nahrungsquelle für das kommende Jahrtausend. Koga-Verlag, 1997

² STRAUBINGER, Peter-Arthur. In the beginning there was light. Documentary film, Produced by Helmut Grassler, Germany, Austria, 2010, 90 minutes

³ NOOTEBOOM, Cees. Der Buddha hinter dem Bretterzaun. Suhrkamp, 1993. ISBN-13: 9783518405185

⁴ https://www.guixe.com/projects/guixe_project_lapin_kulta_solar_kitchen.html

⁵ https://www.guixe.com/exhibitions/guixe_exhibition_Pharma_Food.html

⁶ https://www.guixe.com/exhibitions/guixe_exhibition_GAT_FOG_Casco_projects.html

⁷ https://www.guixe.com/interiors/guixe_interior_camper_milano.html

⁸ CABALLERO DE SEGOVIA, Gaspar. Parades en Crestall. 2002. Español-Inglés, Catalán-Japonés, Francés-Alemán.

⁹ FUKUOKA, Masanobu. The dragonfly will be the Messiah. Penguin Books Uk, 2021. ISBN-13: 9780241514443

¹⁰ https://en.wikipedia.org/wiki/University_of_Gastronomic_Sciences

¹¹ <https://www.boe.es/boe/dias/2009/11/10/pdfs/BOE-A-2009-17889.pdf>

¹² https://www.guixe.com/projects/guixe_project_Food_Facility_mediamatic_Amsterdam.html

¹³ https://www.guixe.com/projects/guixe_project_parklife012.html

¹⁴ https://www.guixe.com/exhibitions/guixe_exhibition_Food_work.html

¹⁵ CHAVALLION, Jean. La Edad de oro de la Humanidad: Crónicas del Paleolítico. Península, Spain, 1998. ISBN : 84-8307-133-9

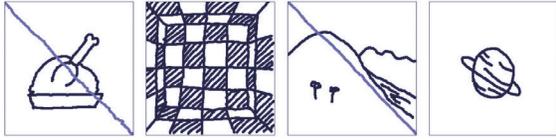
¹⁶ <https://food-designing.com/>

¹⁷ https://www.guixe.com/exhibitions/guixe_exhibition_tonic_death_diet.html

¹⁸ https://www.guixe.com/exhibitions/guixe_exhibition_digital_food.html

¹⁹ https://www.guixe.com/exhibitions/guixe_exhibition_pfic_bar.html

CONTEXT



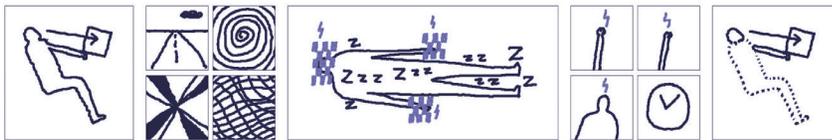
1. Avoid gastronomy
2. Bye bye real world
3. Severe contamination
4. Extraordinary situations

CONCEPT



Partial body coma-like induced by hypnosis

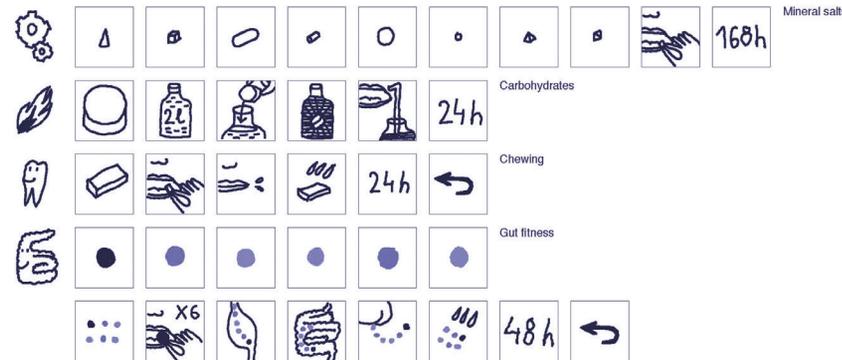
INDUCED COMA



Run an autohypnosis app

TDD B

DIET



THE TONIC DEATH DIET

The Tonic Death Diet combines 3 areas of knowledge: medicine, animal biology and hypnosis. The Diet is designed to subvert the concept of the virtual world as a substitute of the real world, creating the opposite perception.

The 2 main components of the TDD are the autohypnosis app and the nutrition pills.

The diet helps you reach a temporary transordinary lifestyle status. This status promotes virtual activities that can be performed through any conventional computer interface. This temporary situation rejects real world, as conventionally understood.

The Tonic Death Diet can be followed through ritual, spiritual, functional, emergency or fun purposes. It can also be followed simply to avoid gastronomy.

A temporary active hypotonia is caused as directed by the autohypnosis app, and the body reaches a coma-like status. Body temperature descends to a hypothermia off 35,9 degrees. The mind feels active and concentrated; basic body functions are minimized but active. The trance state can last for a long period of time and the nutrition pills help you stay in it. The pills provide clean and healthy nutrition.

WARNING A "line of no return" can be reached.



Fig. 8 – Tonic Death Diet. Instruction card. Martí Guixé, 2013.

from ingredients not linked to nature. The resulting diet is much more complex, technical, and tasty.

11/Pfic Bar¹⁹, 2008

An urban element (a fountain) is instrumentalized to create new synergies between citizens, and promote new interpretations of a public space.

A city that doesn't farm, doesn't cook. Instead, there is an eco-

friendly industry that builds healthy and delicious food to be eaten and enjoyed, invested with nutrients, stories and rituals.

Effects

The architecture is in the food. The city is just a set, a stage for the choreography. There is no manual production of food at all, only consumption. Eating is both leisure and sport, and the city is the new nature.