

IMMINENT FUTURE
OF FOOD

BOMPAŞ & PARR

2022



**GOING BEYOND THE
REGULAR TREND REPORTS
TO DRAW BACK THE
CURTAIN ON WHAT YOU'LL
BE EATING SHORTLY**



As we sit back and reflect on the rollercoaster of a year that has been 2021, we look forward to the possibilities of 2022 and beyond. This year, as that nation have rolled back their sleeves for a dose of Pfizer, and as Jeff Bezos achieved spending 10 minutes in space...the studio has treaded carefully back into live events, taking into account new covid protocols, and adapted to a new way of living. Whilst the world around us has changed, we have continuously looked for those iridescent nuggets of inspiration in order to deliver another Imminent Future of Food report.

As with our previous reports, this report is differentiated from other 'trends' reports by steadfastly refusing to comment on existing patterns, and identifying the smallest of seeds being sown that suggest a distinct, interesting and evolution in culinary, cultural and behavioural terms. This approach reflects a wider strategy that drives Bompas & Parr's projects – it's one that attracts commercial partners, government agencies and artistic collaborators as it leverages the studio's capacity to consider and develop nascent ideas before they have already reached critical mass.

Our work regularly brings us into contact with psychologists, biologists, technologists, artists and other disciplines who work at the cutting edge. Just like last year's report, which focused on vehement foods, nihilist baking, sheep spas and other predictions, we will be monitoring the months and years ahead for signs of wider adoption of these and our 2022 trends.

A report that goes deeper

Why go beyond trend reports?

This sort of report is increasingly relevant. The speed of the food cycle is increasing exponentially. Regular trends reports may have more qualitative and quantitative data, but by the time they are published, the trend is probably over. You certainly won't gain much traction from it, should you explore your own variant.

While the fake meat trend of two weeks ago may make the write-up, those wishing to appear innovative should steer away – any subsequent version will look derivative. Instead, we hope this report serves to inspire others to some original thought that interpret these findings and predictions in their own way – that it becomes a goad to creativity in its own right and can help shape the zeitgeist in a more meaningful way rather than being more simply a journal of record.

2022 Predictions



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PREDICTION I

Hypnotic Dining

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Hypnotic Dining

We have seen hypnosis being used by stage performers to create altered states of consciousness through which we can experience reality differently: from making onions taste like fresh apples, to making people believe they are flying.

Now, hypnosis is growing in the health sector, treating both mental and physical illness, even being used as an alternative to any form of sedative for a dental implant operation on Tomas Schröck, who used his own expertise on self-hypnosis to block pain*. Schröcks idea for surgery under self-hypnosis came about after wanting to raise awareness of the humans ability to be able to put itself in a trance state and skew from reality. He speaks about how everyday we are all doing this in some way or another - for example on monotonous car journeys, our mind drifts in order to pass the time quickly.

Our ability to alter our own present states has huge potential. We've all heard of the age old phrase that we only use '1% of the mind' - this prediction looks at using some of that other 99% to create the ultimate personalised experience.

In the future, Bompas & Parr envisages a greater exploration of hypnosis, using it as a tool to induce altered states that could enhance the general dining experience – from the experience of space and environment to the taste of the food itself.

We envisage a menu that is accompanied by a guide to self hypnosis, allowing the diner to transform a dish in any way they like. Lexical-gustatory synesthesia is a rare neurological condition in which individuals experience phantom tastes when hearing, speaking, reading, or thinking about words, but what if we could tap into self-hypnosis to sweeten or even add salt to a dish, without the need for salt itself - a healthier, virtual salt - just by seeing words.

This could further extend into environments. Pick from a menu selection that can literally transport you somewhere else, all through hypnotic thinking. Eat your starter in your happy place and end with a dessert in yesterdays memories.

The background is a vibrant, abstract composition. A large, white, teardrop-shaped object is positioned in the upper center. Below it, a red, textured, rounded shape is visible. The background is filled with numerous thin, overlapping lines in various colors, including red, green, blue, and purple, creating a sense of motion and depth. The overall aesthetic is modern and digital.

PREDICTION 2

The Food Metaverse

The Food Metaverse

The metaverse is something that we have all become accustomed to reading about over the last couple of years, as our worlds have turned increasingly virtual, through necessity of remaining in contact with new environments and people. This foray into the digi-sphere has inspired this prediction, and an idea for a collaboration between the studio and NFT platform, Artcryption.

The metaverse is visually extremely sensory - its boundary-less environments allow for the corners of the imagination to be brought to a digital reality. This piqued the multi-sensorial minds in the studio - what happens to food and drink in the digital world? Whilst we can be visually excessive, what happens to our other senses in the metaverse?

Realising food fit for a digital world feels appropriate for the era hypothesised by Lovelock, AI dystopia, where food sources become diminished due to AI takeovers - in a dystopian world, will sensorial and luxury food be obsolete in the imminent future, and only available for enjoyment in digital format, as we all slowly convert to the virtual world?

Over the last few weeks, we've brought to life 'Digital Canapes', a collaboration between Bompas & Parr, Artcryption and MA+Creative, which explores the realm of possibilities when you apply a virtual layer to food and drink. As our current world tumbles towards NFT everything, this collaboration will allow us to see what happens when something as tangibly enjoyable as food becomes virtual and exclusive. Is the new luxury an exclusively designed edible Digital Canapé? Canapés have traditionally been served alongside drinks and to support dinners, originating in the 1800s in France. The word Canapé literally translates to 'sofa', drawing the analogy that the garnish sits atop a piece of bread as people do on a sofa. So what happens when they go digital? We are spending increasing amounts of time sitting on our sofas, scrolling through social media, that we ourselves have become Canapés, consuming content at alarming rates. A Digital Canapé becomes a Canapé for the Canapé of sorts...



The Food Metaverse



Our virtual worlds will create a new food repertoire, going beyond the rather trite food photos we've satisfied ourselves with over the last decade.

The metaverse can store large amounts of data on pretty much anything - what if it could store food data? As we build up our bank of Digital Canapés, what if we could build up a bank of everything we have ever eaten? Food and memory are intrinsically linked - in a book called 'The Omnivorous Mind', John S Allen states that 'Over time, food abundance has become a vehicle for memory enhancement at the cultural level. Feasts serve not only an abundance of food but an abundance of memories.' However, our ability to remember all of those wonderful feasts and dishes that we have ever eaten is somewhat an impossible task. So what if we could create a metaverse repository of every meal we ever ate, for immediate access? We've all had those evenings, sitting on the sofa wondering what to make for dinner and coming up with no ideas. What if you could tap into the metaverse to travel through your own personal bank of food memories and recipes, and use that information to shape future orders?

Over time, this would allow us to create a historic resource of food over time, from the memories of those who lived through that time. The repository could tackle health problems related to food, could work out what foods are best eaten for success from those who have eaten just before winning a big pitch, as well as creating a more seamless approach to tailored menus.

There's a lot to be said for the metaverse, and we are excited to see what happens to food and drink in a space that doesn't (yet) allow for the activation of taste and smell senses. From Digital Canapés to data banks of all the food ever eaten, there are some intriguing avenues for our food futures.



PREDICTION 3

Geophagy for Health

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Geophagy for Health

We are always on the lookout for the next best way to get the correct nutrients into our systems, and in the most sustainable way possible. This prediction explores the idea of geophagy for health.

For generations we have taught children not to eat dirt, and conversely telling someone to 'eat dirt' is a powerful expression of contempt, a way of demoting them from human to animal.

However historically the need to eat dirt has been recognized since 5th century BC, where it is noted that pregnant women often had cravings for earth or charcoal, spiritually seen as a way to protect the stomach and ward off morning sickness.

Whilst it is not recommended to eat soil (it can create serious complications in the body due to the bacteria it could host), it got us thinking - what if soil really did contain the answer to the vitamin dosage that we need?

Professor Duncan Cameron, Professor of Plant and Soil Biology at the University of Sheffield investigates the physiology and chemistry of plant-microbe interactions in the soil in the context of sustainable agriculture and global food security. His work has seen him look at soil quality for harvesting better crops, to a soil-less agriculture future for places where water is scarce.

For this prediction, we explore the soils that contain the best minerals for humankind, and, working with an expert such as Professor Duncan Cameron, generate geophagy-based dishes for those in need of a vitamin fix up.

Clay, soil and dirt have seen a massive resurgence in interest off the back trends in wellness and clean eating. Clay, in particular seen as a natural filter, binding poisons and bacteria to its porous surface. In Tokyo restaurants like Ne Quittez Pas, serve soil at over £100 a bowl, whilst other restaurants prefer to imitate that rustic look by recreating soil using dehydrated beetroot and dried mushroom, opting to use the combination to lightly dust dishes before serving.

Perhaps in our near future you'll eat a mountain for breakfast, soaking up the minerals of the alps in one mouthful, with our soil being presented as a miniature version of Mont Blanc on your plate. Or perhaps you'll see culinary soil excursions take off to find the next best dirt, best paired with a local spring mineral water.

We can also see a huge trend towards a clearer understanding of where our food and drink comes from, through a thoughtful exploration of soil and earth using simple taste tests to gain a better understanding of the alkaline and acidic qualities of the soil which bares the food we consume, taught by our very own 'earth sommelier'.



PREDICTION 4

Dates, Dates, Dates

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Dates, Dates, Dates

You might see them in polystyrene trays in your local corner shop, but alas, the date is the humble fruit that we believe is set to be big news in our imminent futures. This comes in light of reading Saudia Arabia's Cultural Vision report, that details the importance of driving its culture forward to the world, even developing its own Ministry of Culture in 2018 in order to progress cultural exchanges. This got us thinking about cultural signifiers of Saudia Arabia - dates are a part of everyday life in KSA, always being given out to guests as hospitality, and also eaten because of the many health properties that dates have. They have the potential of becoming a cultural icon.

Most of the world's dates are produced in the Middle East, as it has the best climate for these beautiful fruits from palms. In fact, each year, Egypt produces around 1.7 millions tonnes of dates, followed by Iran (1.1 million tonnes), and then Algeria (1 million tonnes). That's a lot of dates, and it feels a shame that for us here in the UK, those dates end up in plastic packaging in the local corner shop.

We predict a global realisation of the power of the delicious, sticky date fruit. We expect for date honey to take over supermarket shelves, for date bites to be handed out at dinners and for elevated packaging that goes beyond the polystyrene trays of today to give the date the environment that it truly deserves.

For the Bompas & Parr studio, we also foresee the date highlighting the culture of the Middle East, with excursions made to that part of the world to see dates in their natural habitat - much like we travel to Italy to try the best pasta in the world, we'll see Egypt or Saudi Arabia becoming the foodie home of dates.

Date Varieties

There are over 200 varieties of dates in the world to be explored.

Barhi



Zaghloul



Halawi



Medjool



Khadrawy



Deglet Noor



Fard



Zahidi



Dayri





PREDICTION 5
Road to Excess

PREDICTION 5

Road to Excess

As the pandemic continues to appear at the top of headlines across the world, we believe that the potential hedonistic outcome of it will increase to excessive measures. For two years, the world has lived on tenterhooks, awaiting the good news that the pandemic is over; and for two years, we have become accustomed to the monotony of heading back into restrictive living - staying away from public spaces, wearing masks and remaining at a safe distance from others.

The desire for a more hedonistic approach to life can only grow from this - it is a Greek philosophical belief that life-long happiness and the virtues that sustain it are the principal concerns of ethics.

So what might happiness look like in a world that no longer has to count the minutes before a meal reservation has to end and sanitisation has to begin? What might we do when masks can come off and people can eat and drink together again?

We recently came across an article about someone selling artfully folded ham on Facebook - whilst sounding quite ridiculous, the popularity of it just shows a need for excessive creativity in these dark times.

An Era of Excess in the culinary realm could see a number of twists and turns on everyday reality. For years we have seen an obsession with all things miniature, from miniature glasses to miniature resin jellies, tapping into a human need for a sense of control. Now that our sense of control has been lifted from us, and we have somewhat gotten used to it, we expect to see this materialised through oversized design. A hedonistic future sees wine served from giant goblets allowing us to relinquish some control. On the subject of alcohol and signifiers of hedonism, we have started to see a rather gross parallel between spotting vomit on pavements and lockdown rules being lifted, inspiring Sam Bompas to write an article called 'Salute To Puke'. A hedonistic future might celebrate once frowned upon rituals of excess, generating new and once taboo signifiers of fun. One of which, 'licking the plate clean' - a phrase used when something is delicious but is often frowned upon to actually do it. However, if something is tasty, why not lick the plate, showing your appreciation to chefs.

Eventually, we will emerge from the pandemic - will the new underground subculture be that of excess? Will we see dimly lit doors down alleyways that lead to worlds of plate licking and vomiting? Will we be served artfully folded ham alongside architectural cheeses and an excessively large glass of Bordeaux?



PREDICTION 6

Tea is the New Coffee

PREDICTION 6

Tea is the New Coffee

We have reached peak coffee. From 'hipster' blends to robotic dispensers, coffee is swiftly moving down the slope of Rogers' adoption curve. As with most 'trends' that rise and fall on a cyclical basis, their opposition will rise to fame as they tumble into modern history.

The opposition to coffee? Tea. At Bompas & Parr, we believe that tea and its elevated rituals and blends is set to make a bigger entry into society as oat milk lattes and organic espressos step into yesteryear.

Tea has the potential to gain connoisseurship levels of status - not the stuff that we have as English breakfast tea, but those that come with stories of exploration and endeavour. Shunan Teng owns a tea shop in New York called 'Tea Drunk' - she 'liken high-grade teas to fine wines, with regions developing their own unique terroir, cultivars, and processing methods'. When she's not in her shop, she is travelling to China to explore the leaves of interesting trees for tea.

You can find the biggest tea drinkers in East Frisia in Germany. Their tea drinking culture is so important that it has been acknowledged by UNESCO. When tea is served (Assam), it is poured onto a piece of rock candy, followed by a 'little cloud' of whipping cream.

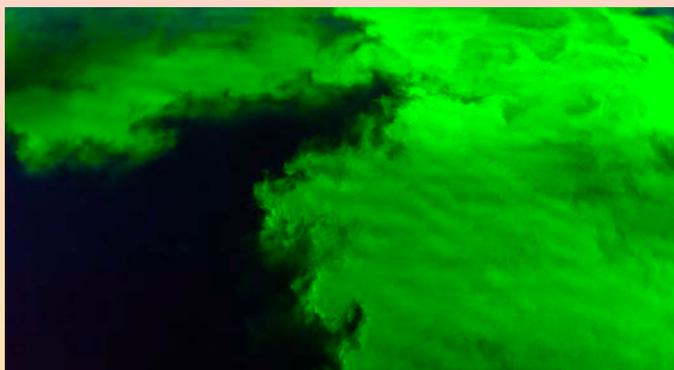
In Argentina, tea is made for socialising - Yerba mate tea is drunk from a gourd with a metal or bamboo straw, which is often passed around groups of friends for all to enjoy. Each person drinks the entire gourd and refills it with water. This process is repeated until the Yerba mate is flat.

Across the world, tea is drunk in many ways, but those rituals and flavours rarely pass the borders of its origin in a significant way. We imagine a future where tea is regarded as 'craft' as coffee is - the many rituals and flavours give it huge potential to delight many different subcultures of people.

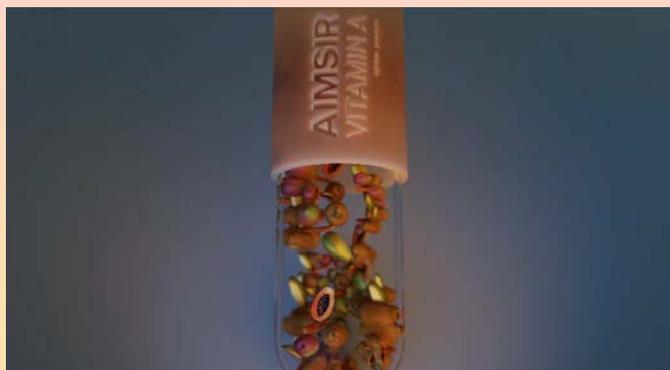
When popping to your local cafe in the future, we expect to see menus of tea rituals. This will also build into a wider trend of staying out for longer, and spending more time at the table with friends, as people look for distractions from mobile devices and an all round slower experience.

Future of Food 2022

Hypnotic Dining



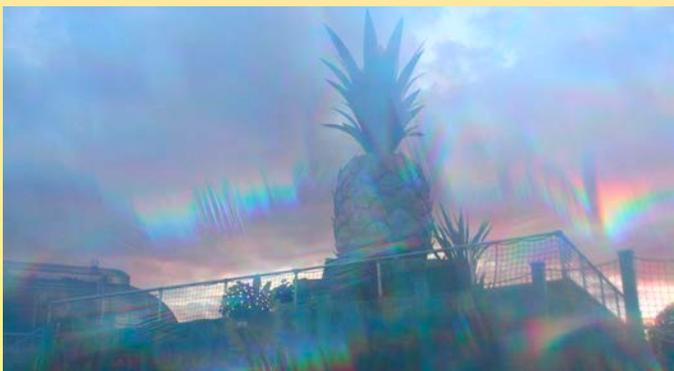
The Food Metaverse



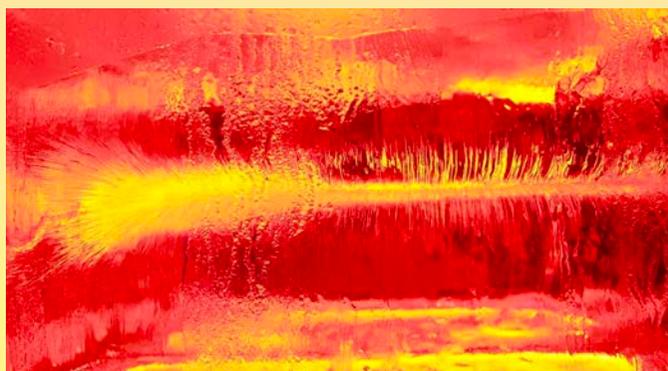
Geophagy for Health



Dates, Dates, Dates



Road to Excess



Tea is the New Coffee



About Bompas & Parr

Architects of Taste: Feeding Minds and Stomachs

Bompas & Parr is globally recognised as the leading expert in multi-sensory experience design.

The studio works with commercial brands, artistic institutions, private clients and governments to deliver emotionally compelling experiences to a wide variety of audiences.

Sam Bompas and Harry Parr first came to prominence through their expertise in jelly-making, but the business rapidly grew into a fully fledged creative studio offering food and drink design, brand consultancy and immersive experiences across a diverse number of industries.

The founders' backgrounds in marketing and architecture play a key role in the positioning and nature of the studio's output and Bompas & Parr activations boast a bold ambition, distinct aesthetic style and interpretive vigour that's unrivalled among creative practices.

The company has grown from just Sam Bompas and Harry Parr into a team of 20 skilled and ambitious people eager to generate a wide range of projects. The multi-disciplinary studio now consists of a team of creatives, designers, cooks, specialised technicians, producers and film-makers and also contracts externally with structural engineers, scientists, artists and psychologists - in fact, any other discipline that facilitates a particular response to a creative brief.

Genre-defining projects include Alcoholic Architecture, an inhabitable cloud of gin and tonic; the world's first Multi-Sensory Fireworks display for London New Year's Eve 2013; and the Taste Experience for the Guinness Storehouse in Dublin. Bompas & Parr also founded the British Museum of Food, the world's first cultural institution exclusively dedicated to food and drink, and has published six books that explore humankind's relationship with food.

The studio is based in south London but in the past year has realised projects on practically every continent.





Thank You

For further details please contact:
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BOMPAS & PARR