



The Imminent Future of Food 2024

Bompas & Parr

September 2023

BOMPAS & PARR

REFLECTIONS ON 2023

2023 has been a year of continuance.

The headlines of the previous three years were filled with tectonic shifts in our global behavioural, geopolitical fabric: punctuated by two tsunamis - the pandemic and the Russian invasion of Ukraine. In contrast, 2023 has been a year of relative business as usual. Gone are the grand narratives - instead we've had some months of subtle, nuanced shifts here and there. A little better in some places. A little worse in others...

This is reflected in the nature of the food trends we've chosen for this year's Future of Food - big, tidal trajectories in the foodscapes of the future, rather than reactions to whiplash changes of the present.

For the Bompas & Parr studio, 2023 has been a year we've really dug into food. This may sound like a strange thing to say for an experience design studio that specialises in F&B. Indeed, food is and has always been there. But food - its texture, taste, origins and rituals - is a land of on-going discovery. 2023 has been a year of return to the rudiments of what makes food special and so good at bringing people together and telling stories.

For food, at Bompas & Parr is an immense joy.

But food, it is impossible to ignore, is also an immense global challenge. As a species, we're struggling to balance the books when it comes to providing people with the food they need, while working within the environmental constraints of our planet.

This report concentrates on the intersection between these two realities of food. Food as immense joy. Food as immense challenge.

Last year's Future of Food we looked into such things as Gastro Survivalist Chic, Hyperspatial Wonder, Responsive Dinners, Euphoric Foods, Dining As Your Dog & Post-Vegan Adventures.

This year we've built a similar set of audacious predictions, out of microscopic social, creative and culinary flutterings. We make sure to absorb information from an audaciously expanded field - the latest scientific discoveries, design innovations, technology advancements, mass paranoias, and fake conspiracy theories, to name but a few.

This reflects an approach that drives Bompas and Parr's strategy more generally - 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.

Overall, however, we see it as our role to be optimistic about the future of food, in full understanding and appreciation of the challenges we face.

How can food experience design enchant the future of F&B?

How can innovation be joyful?

How can we innovate joy itself?



Driving Questions...

**HOW CAN INNOVATION BE
JOYFUL?**

**HOW CAN JOY ITSELF BE
INNOVATED?**

GOING BEYOND TREND REPORTS

Conventional trend reports get it wrong for so many reasons, especially when it comes to *The Future of Food*.

Even if it's always better to define yourself by what you *are*, rather than what you're *not*, here are a few ways in which normal trend reporting gets in wrong...

1. Somethings just aren't that complex
3. Things don't magically disappear from one year to the next
4. The past can hold the answer
5. Just because your friends like it, doesn't mean everyone does.
6. So-called 'trends' are by their nature impermanent and often best to be avoided

How do we know this? Because our report is cut directly from the heart of what we do at Bompas & Parr everyday – a living breathing, factory of innovation.





Introduction

THE RISE OF SYSTEMS THINKING

A fractal tree with a color gradient from light pink to dark brown, set against a black background. The tree has a central trunk that branches out into a dense, symmetrical canopy of intricate, swirling patterns. The colors transition from a pale pink at the top to a dark brown at the bottom, with the trunk being the darkest. The overall shape is roughly circular and highly detailed.

Currently our global food system is...

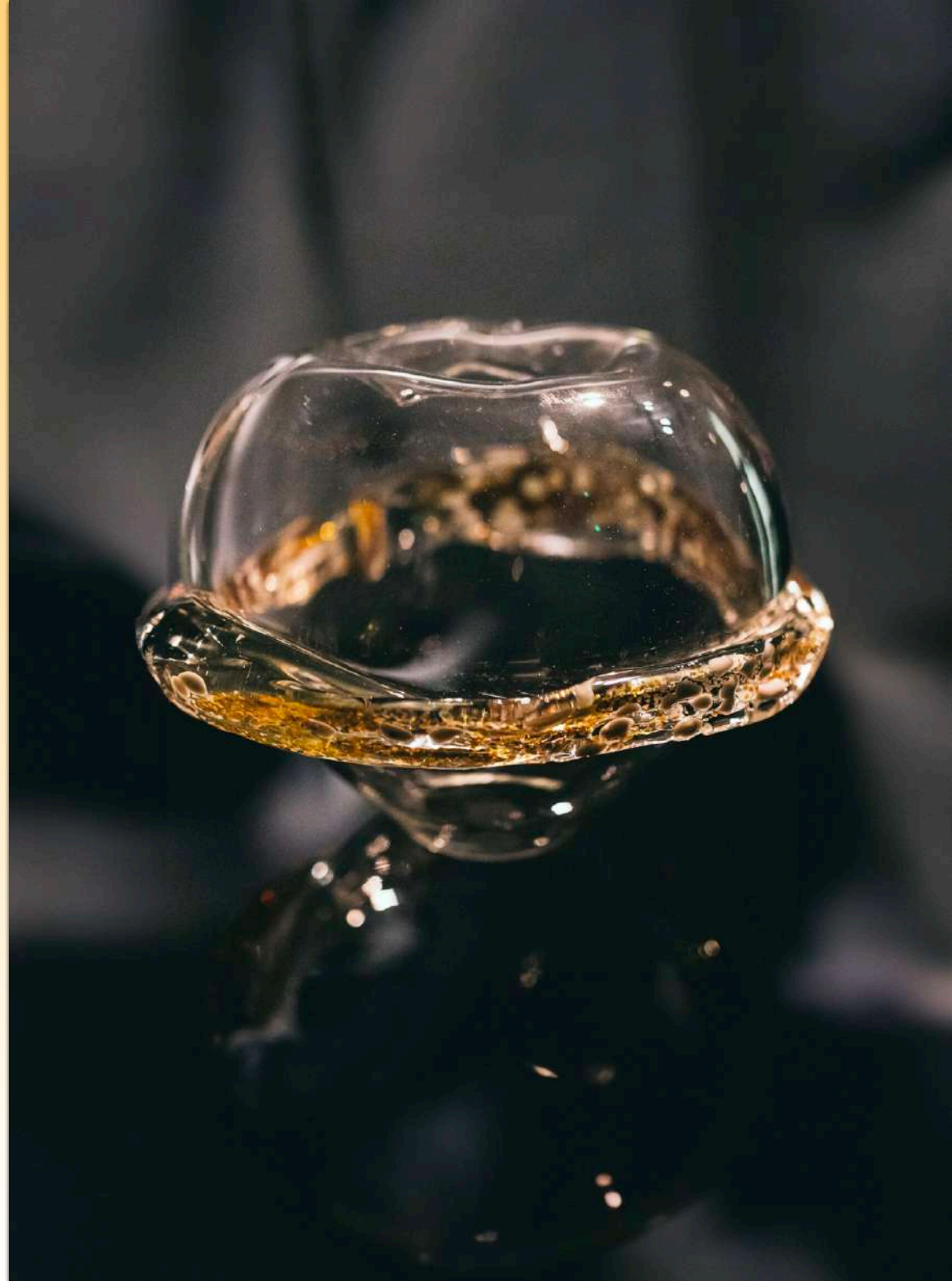
fragile due to its simplicity.

FOOD FRAGILITY

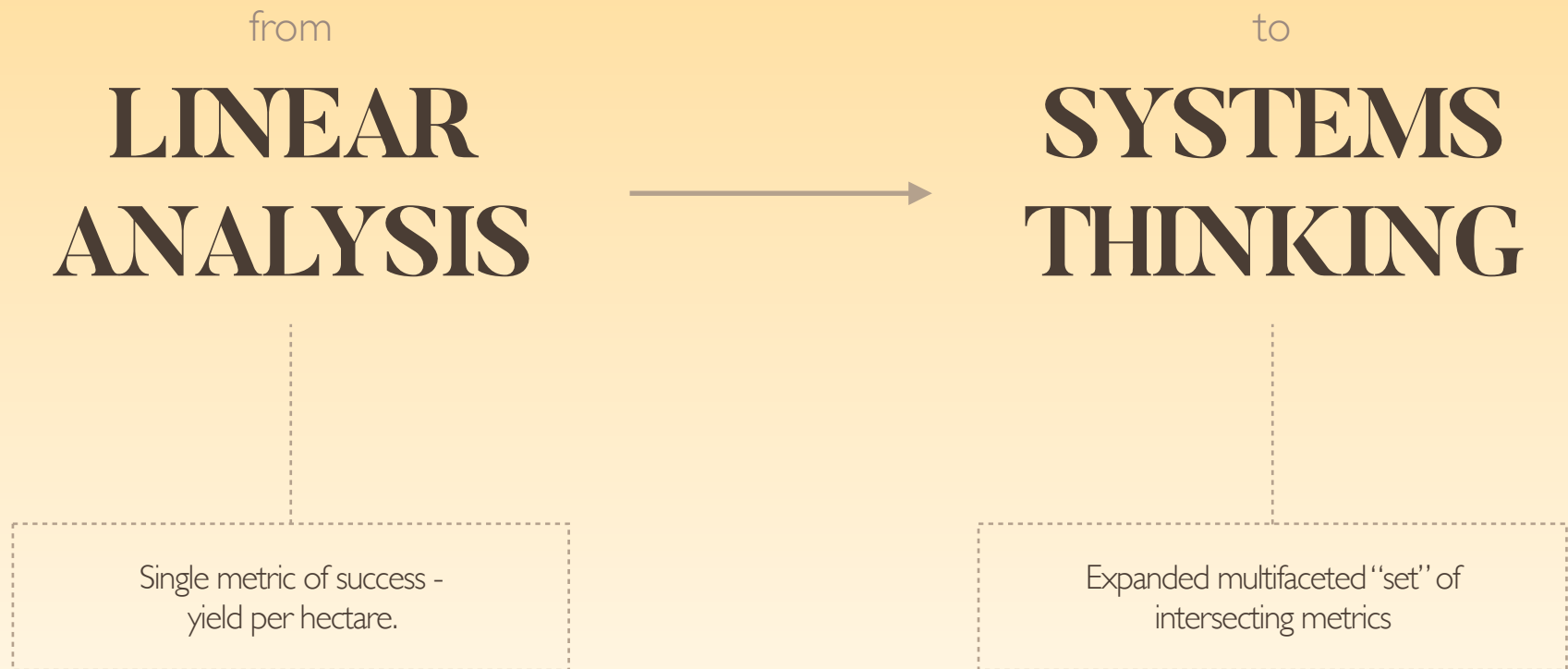
OUR AGRICULTURAL PRODUCTION IS ALARMING IN ITS LACK OF DIVERSIFICATION

Just four crops - wheat, rice, maize and soybeans - account for 60% of the calories grown by farmers.

The world's food production is become less complex, and therefore less resilient.



Our way of measuring the effectiveness of our food production is becoming more complex.





A recent global study supported by the Global Alliance for the Future of Food (GA) and led by the United Nations Environment Programme on the Economics of Ecosystems and Biodiversity for Agriculture and Food (TEEBAgriFood) developed a holistic framework to examine agriculture and food systems so that appropriate policy responses can be developed to fix our broken food systems (TEEB, 2018). This study found that a key feature of today's ineffective food systems was their inappropriate choice of metrics (Sukhdev et al., 2016). *

“This study found that a key feature of today’s ineffective food systems was their inappropriate choice of metrics.”

“[E]xcessive reliance on productivity per ha of single crops as a yardstick of agricultural performance, without due attention being paid to other significant but economically invisible costs and benefits.”

There was excessive reliance on productivity per ha of single crops as a yardstick of agricultural performance, without due attention being paid to other significant but economically invisible costs and benefits – so-called externalities – such as impacts on greenhouse gas (GHG) emissions, water scarcity, biodiversity, on-farm and off-farm health, local livelihoods, and employment.

This study suggested that one way to develop more appropriate and holistic performance measurement systems is to understand and map all significant impacts and dependencies of current agricultural and food systems on natural, social, and human capital in addition to produced capital, in order to develop more appropriate policies and mechanisms that can deliver truly sustainable farming and food systems.*





Instead of focussing excessively on yield, researchers are developing metrics for success that **integrate human wellbeing and environmental impact.**

A NEW SYSTEM - CNF in Andhra Pradesh

New Holistic Methods

Researchers and farmers often cite the emergent farming practices in the Andhra Pradesh region of India as a more holistic form of agro-ecology in action. This practice is known as Andhra Pradesh Community Managed Farming (APCNF) system.

What is Agro-ecology?

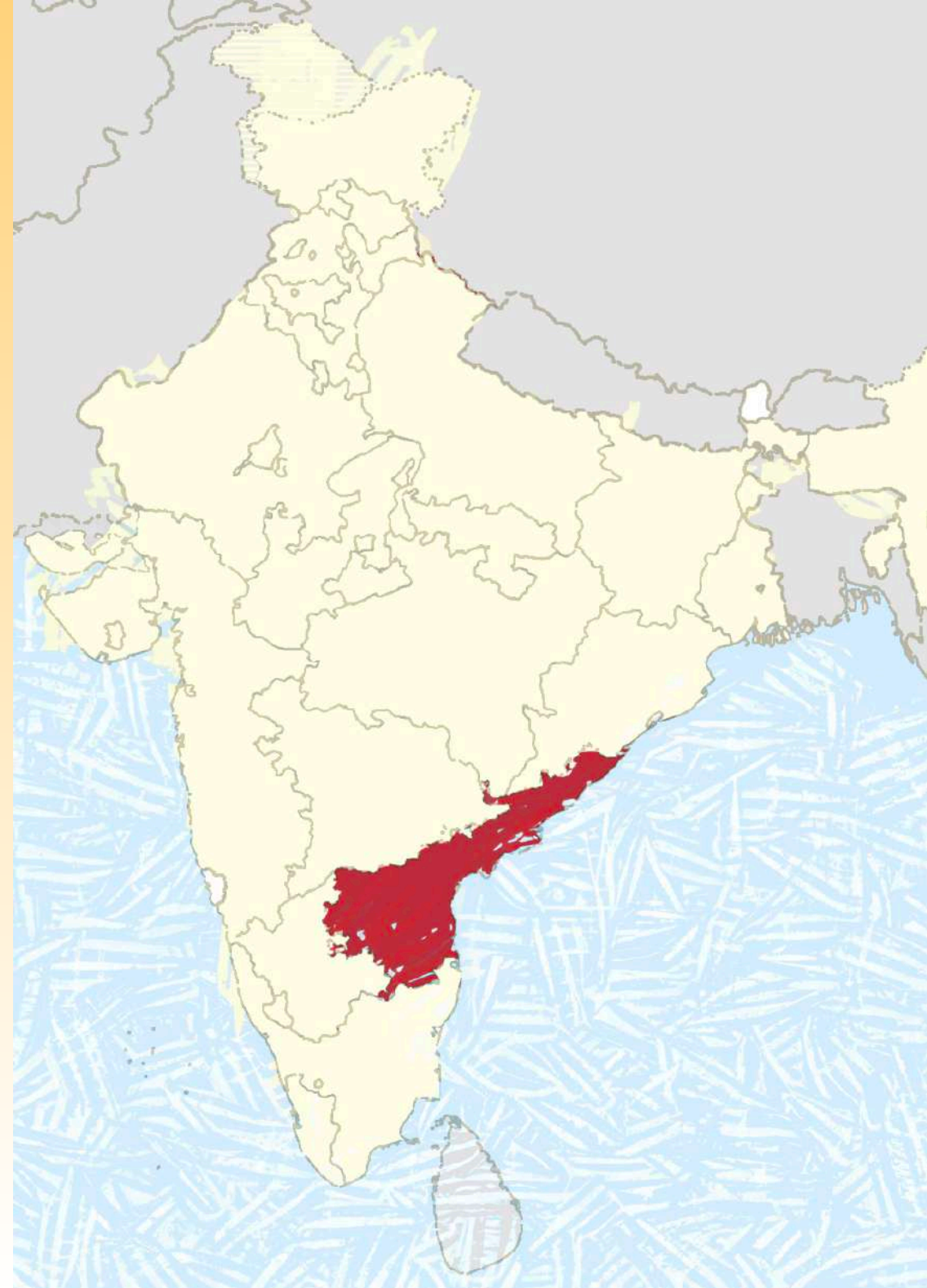
Agroecology is defined as the interaction between farm, people, and other living species by using the principles of ecology (Altieri, 1995; Sandhu, 2021). It has 10 basic elements: diversity, synergy, recycling, efficiency, resilience, circular economy, co-creation of knowledge, responsible governance, human and social values, and culture and food systems (FAO, 2021). It does not recommend one practice over another in growing food. It promotes four dimensions of food sustainability: environmental, economic, social, and agronomic. There is a focus on the diversification of food systems to improve soil health and biodiversity.

What are its benefits in the region?

The adoption of CNF has led to improvements in crop diversity, comparable or higher yields, higher incomes, lower input costs, improved social capital, and improved health, and correlates with lower health costs in all three regions that were analysed. Overall, CNF gives positive returns on public investment. Social capital compensated for the lack of education and experience, enabling the CNF farmers to reap productivity gains. The average economic loss was highest in villages where chemically intensive farming was practised, proving CNF to be the food production system with better returns both in terms of farm economics and human well-being.*

CNF proves that productivity, profit and wellbeing are not always mutually exclusive.

*SOURCE: Report Natural Farming Through a Wide-angled Lens, conducted by GIST Impact & Global Alliance for the Future of Food, July 2023



A large, multi-layered cake with various toppings like fruit, nuts, and cream, set against a dark background. The cake is decorated with slices of citrus, nuts, and other ingredients, and is presented on a wooden log base.

CNF proves that...

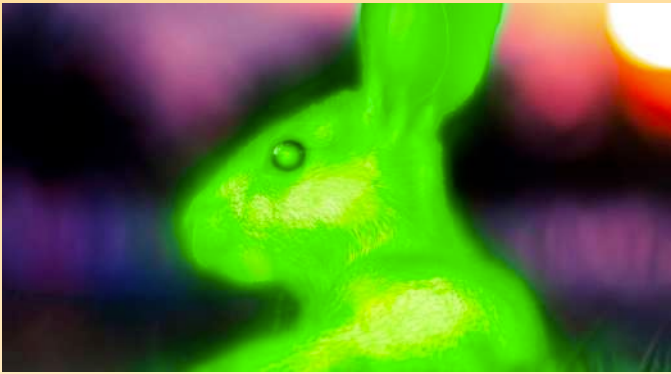
**Productivity, profit and wellbeing are
not always mutually exclusive.**



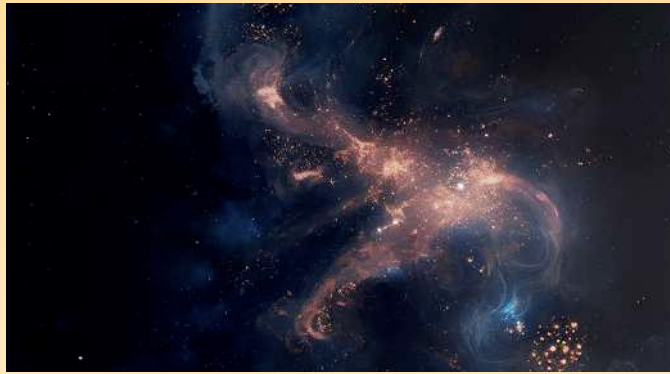
TRENDS

for 2024 and beyond

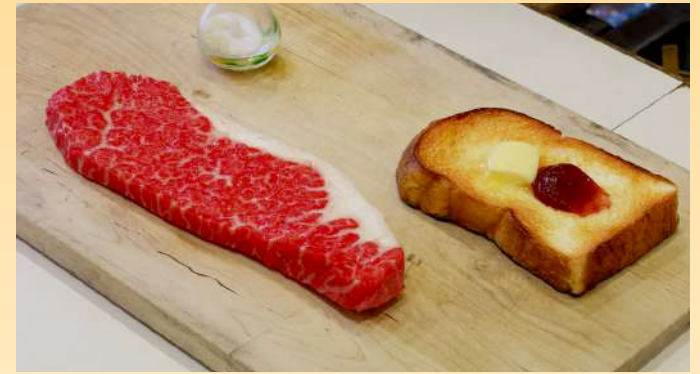
Synthetic Enchantment



Not Quite Out Of This World



Way Beyond Authenticity



Restaurants Are Rubbish



Water Archeology



Hyperbolic Foods





Prediction I

SYNTHETIC ENCHANTMENT

A photograph of two men in profile, looking at a vertical hydroponic farm. The man on the left is wearing a green shirt and has curly hair. The man on the right is wearing a blue and white striped shirt. The hydroponic farm consists of several vertical black pipes with green leafy plants growing from them. The background is a light-colored wall.

1.

**NEW FOOD RITUALS WILL
EMERGE TO ACCOMPANY
AND ENCHANT THE
INNOVATIONS THAT WILL
SAVE US ALL.**


ROMANTICISING THE FUTURE

Our perception of ethical food production is deeply influenced by what cognitive historian Jeremy Lent calls a 'root metaphor' - an idea so deeply embedded within our imaginations, that we're not conscious of how it affects our preferences.

In his book *Regenesi*s George Monbiot argues that the association of outdoor reared, organically produced sheep farming with 'ethical' farming is deeply influenced by Christian pastoral metaphors. Jesus Christ is the shepherd and we are the lambs, herded across the fields. In fact, organic free range lamb is impossible to up-scale and has hugely damaging effects on the biodiversity of rural Britain.

We predict, then, a large-scale cultural movement to romanticise and enchant new forms of agricultural practice, ones that are genuinely sustainable and climatarian. New technologies of food production are not enough in themselves, people need to feel ritualistically attached to the methods of production, in the same way they are to current so-called 'authentic' farming methods.



A petri dish containing a pink, textured substance, likely cultured meat, with a dark blue overlay and scattered blueberries.

55% of vegetarians claimed they were too disgusted by the idea of cultured meat to even try it.

Dr Jason Thomas, Aston University

ENCHANTING THE SYNTHETIC

Farm-free PYOs

In the US, the “Pick Your Own” dates back to the 1930s, when farmers cash-strapped due to the great depression and declining sales, decided to sell a commodity nobody could believe they wanted - farm labour. In the UK, the PYO we now know dates back to the Victorian period, when metropolitan middle classes desired a break from the city, and to reconnect with the origins of their fruit and veg.

We predict, then, that the noble history of the PYO to be brought increasingly into the realm of the farm-free farm, with guests roaming freely through the new food laboratories assessing and selecting their choice produce.

Might this new ritual engagement be the rebirth of the humble pedalo - a boating technology that has been in need of a rebrand for some decades now? We envision a world in which giant plastic swans glide elegantly through the latest aquaponic growing lakes, delighting in the gentle aromas of the produce as you pedal.

Farm-free Thill Seekers

Agriculture's increasing verticality is bringing it into ever greater proximity to a field of experience design from which it was previously completely detached - extreme sports. Extreme sports all have gravity as their raw material - somehow fighting it, or succumbing spectacularly to its omnipotent might.

Towering walls of fruit & veg will become the must-have climbs of the world's most daring free-climbers. Different kinds of produce will then become associated with different 'altitudes', or skill levels needed for their harvesting, leading to updated narratives of premiumisation.

In 2022 Luigi Cani skydived with 100 million seeds over deforested parts of the Amazon - another union between extreme sports and regeneration.

Soil Has Nothing To Loose But Its Chains

A farm free future will liberate the soil beneath our feet from its human enforced servitude for the first time in millennia. What does retirement hold, then, for this majestic workhorse and its unending chthonic energy? There will be retirement homes, rejuvenation centres and hospitals for soil, for it to optimise once more. Mounds of soil in hospital beds being assessed for its wellbeing. Soil will be seen more and more by artists as a potential collaborator, looking to harness its inherent creativity.

Wearable Farms

How fashionable can farmland become? In the coming years we envision arriving to dinner parties wearing the produce we intend to offer up to the meal, for it to be harvested from our attire, by the other guests. 'Looking fresh', your host might say, as they open the door.

Open Cast Food Waste Mining

It is said that the three traces of the Anthropocene will be nuclear waste, plastic and... surprisingly... chicken bones! Humanity's apparently insatiable desire for chicken (in the US alone 8 billion chickens are eaten every year), has led to deposits of chicken bone large enough to become types of rock in the future. Our love for chicken will literally become a geological phenomenon.

How can this food waste, of geological proportions be mined? Before, that is, it becomes rock? How can the caloric potential of this waste be harnessed before it petrifies?

Techniques of Romantic Efficiency

Ultimately, however, we need new luxuriant, indulgent practices that romanticise what are otherwise forms of productive efficiency. In the future people will be cherry smoking and fermenting their pea protein mixtures, *slowing down* this exceptionally fast means of nourishment.

Prediction 2

NOT QUITE OUT OF
THIS WORLD

2.

**ACTUAL SPACE IS FOR LOSERS.
THE COOL KIDS WILL FEAST
INTELLIGENTLY AT VERY
HIGH ALTITUDES.**

BALLOONING WITH YOUR LOBSTER

Trend reports from 2022 were all about space tourism, extra-planetary exploration and the 'billionaire space race'. The latter was, understandably, met with sizeable cultural backlash for being ego-centric and a colossal waste of CO2 emissions.

The more responsible and accessible alternative to Jeff Bezos blasting out of the atmosphere, is high altitude dining. But the question is - how high are we talking?

In 2022 Dutch master chef Angélique Schmeinck attracted attention after taking her cooking to the skies with CulAir, offering meals at anything from 500 - 2500 feet.

2023 saw the first test launches of Space Perspective - a balloon flight that will take guest to the *very edge of the atmosphere*, giving them a full overview effect of the earth. Unlike the traditional 'space tourism', this flight results in virtually no fossil fuel emissions - suspended from a bubble of hydrogen.





WHAT IS THE OVERVIEW EFFECT?

The overview effect is a term that's been in use since the 1980s, first coined by self-proclaimed space philosopher Frank White.

It describes a psychological state in which we become viscerally aware of the planet's fragility, the terrifying thinness of the earth's atmosphere and a strong sense of our place as part of complex, interconnected system.

Ideally, once experiencing the overview effect, the guest's sense of care and responsibility to earth increases significantly, as their sense of national belonging dissolves.

The overview effect is a feeling of global oneness and care.

FOOD FOR THE OVERVIEW EFFECT

The New Space Influencers

A group of 5 women at MIT Media Lab (Danielle Wood, Natalyia Kosmyna, Ariel Ekblaw, Jualiana Cherston, & Dava Newman) are driving aerospace science, not with space colonisation in mind, but with a desire to improve life on planet earth. "Mars is not planet B. It's all about how we can live better here on earth", says Danielle.

Interplanetary Fast Food Cutlery

2023 saw the announcement of the winners of the NASA Deep Space Food Challenge, with design studios around the world competing to define the future of food in space. Few of these inventions will ever make it to deep space, but the allure of designing for space will push innovation.

We predict the space cutlery-less packaging designs of recent RCA graduate Nikolas Grafakos will make it to a burger van near you in the near future.

Space Is Empty & Scary

After the intrepid glamour of space tourism has subsided, it becomes apparent that space is a tricky combination of both mildly boring and deeply scary. This has initiated a whole new set of roles and functions for food. It is there to both combat the anxiety of being so high up, and also educate guests on the wonders they're witnessing.

The Age Of The Billionaire Lab Rat

Space travel offers invaluable insight into the medical mysteries of the human body. The fact that we age considerably faster in space, for example, is giving scientists clues on how to combat the ageing process here on earth. Since the only people able to afford the journey into microgravity environments are the super-rich, it is at long last the billionaire class who will be the lab rats for these experiments.

Rehydration Canapés

In more day-to-day hospitality circles, we predict that techniques of rehydrating foods, and the interactive potential of these techniques, to be increasingly employed on canapé spread near you in the near future.

Multi-planetary Probiotics

According to researchers working in the field of nutritional psychiatry for deep space missions, 'unlocking the power of the microbiome could help humanity become multi-planetary'. Our micro-biotic make up could help astronauts combat spaceflight hazards, protect against radiation, and increase resilience to stress. Researchers go so far as to say that our second genome can act like a 'back up crew' for deep space - before we tackle the mysteries of deep space, we must solve the mysteries of the galaxy within.

Apple Sauce in Space

Apple sauce was the first ever food eaten in space by John Glenn in 1962. Apple sauce, then, is the perfect ritual food for people to consume when first confronted with the world in its entirety. Apples are after all (in the Christian tradition) the fruit of forbidden knowledge.

We predict a proliferation in apple sauce experimentation as the signature dish of the overview effect. But this burgeoning interest in the humble apple is also finding more widespread popularity, according to world's flavour houses. Indeed, we predict apple flavour to replace pumpkin this autumn...



Flavour Predictor:

APPLE IS THE NEW PUMPKIN*

* Cleaning company Grove Collaborative put out its first-ever limited edition Harvest Apple scent in late July for its line of hand soaps, detergents and cleaner concentrate. Within the first two weeks, the brand sold 32% more of its apple products than its limited edition Spiced Pumpkin scent, which is back for the second year in a row. Within the first month, apple products was performing 82% better than pumpkin, generating nearly double the revenue.

Prediction 3

**WAY BEYOND
AUTHENTICITY**



3.

**WE HAVE REACHED PEAK
AUTHENTICITY. GLORIOUS
FAKERIES ARE IN.**

LOOKING BEYOND THE AUTHENTIC

'Being real' on the authenticity-promoting BeReal social media app has already, it appears, lost its appeal.

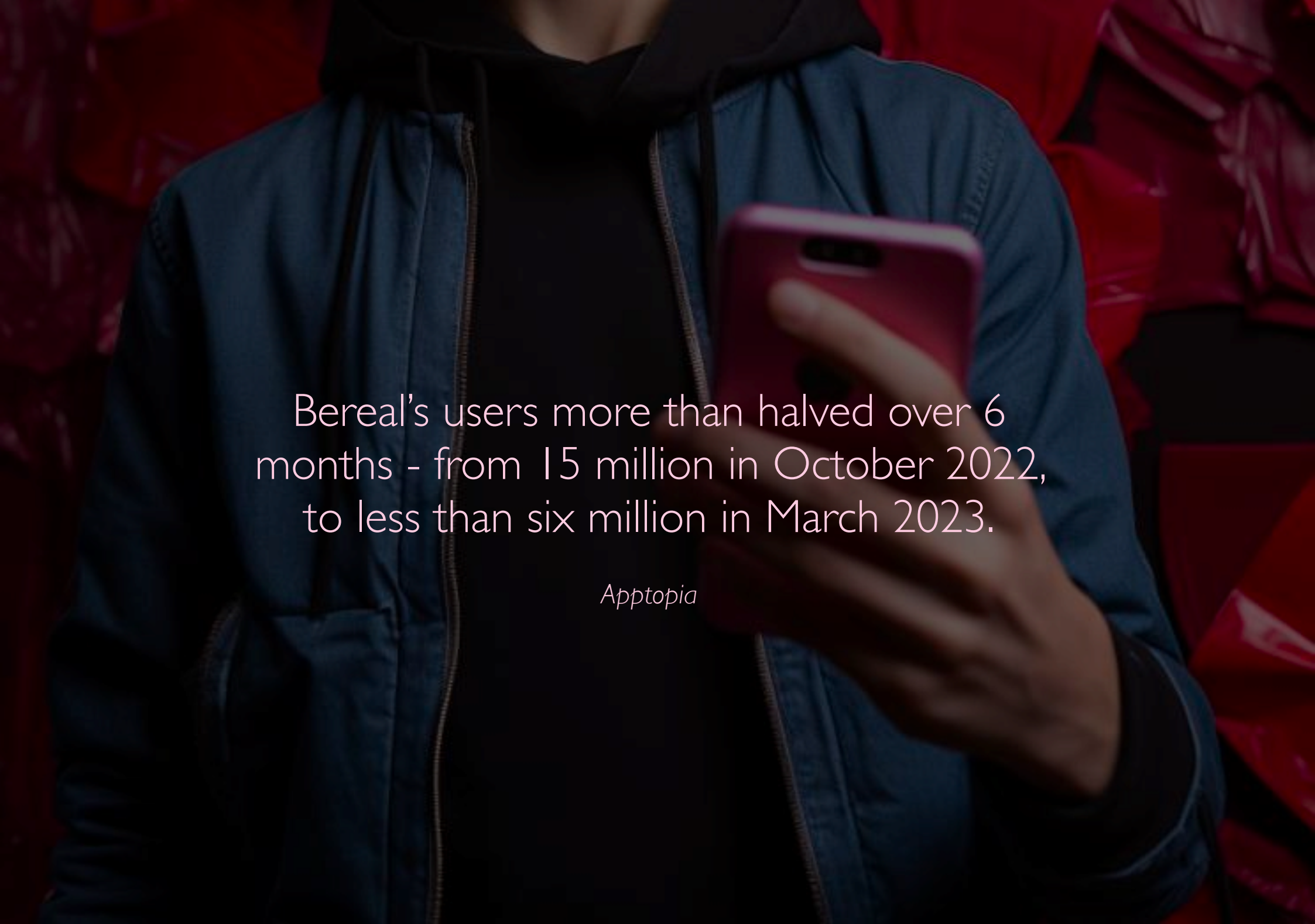
The app's monthly downloads have been slipping since September 2022, according to data from Sensor Tower, a market intelligence firm. The number of people who use the app daily has dropped 61 percent from its peak, from about 15 million in October 2022 to less than six million in March 2023.

The problem? Authenticity, it turns out, can get damn monotonous after a while.

Oliver Haimson, an assistant professor at the University of Michigan, calls this phenomenon the online authenticity paradox. We consider authenticity to be important, but often fall short of achieving it in our digital presences for very human reasons. For example, because we want to share exciting moments with others, or we care what our followers think of us.

This fall for BeReal is also part of a more general shift away from the traditional SM platforms to ones that represent the user's specific interests. This is the rise, for example, of Twitch, or longer form sites like Substack.



A person wearing a dark blue jacket is holding a pink smartphone. The background is a vibrant red, possibly a gift-wrapped area. The text is overlaid on the image in a white, sans-serif font.

Bereal's users more than halved over 6 months - from 15 million in October 2022, to less than six million in March 2023.

Apptopia

BEYOND AUTHENTICITY

Maximalist Beauty

In beauty, this trend can be seen in the popularity of maximalist make up - where it's important to look as much like a glazed doughnut as is humanly possible. Beauty trends are set to continue to polarise like this - veering between ultra-performance and the 'natural look'.

Entirely fake foods

Fine dining is well-known for its rigmarole, stress, and waste. And all this fuss when a large number of diners are there simply to catch an exclusive snap of themselves at an elaborate set of culinary masterpieces. We predict the rise of high-end restaurants where the food is entirely inedible, either made from synthetic materials, or real food encased in transparent resins.

Their tables are there for people to sit at, talk and take photos, but never eat, because they can't. When they're done, they leave, and the next guests sit down to eat nothing as well.

Plastic Fantastic

But maybe plastic food is, in fact, edible? Designer Eleonora Ortolani, an MA student on the Material Futures MA at Central St Martins, has created the world's first ice cream made from plastic. Eleonora worked with Food Scientists at the London Metropolitan University who have used E. Coli bacteria to sever the super strength bonds in polymers to transform it into vanillin, a synthetic flavour substitute for vanilla.

It stands as a reminder - plastic doesn't stand external to nature, but is part of it. As long as we refuse to recognise that, it will remain a problem.

Vintage Wine Forgeries

The fascination with high-end art forgery is on-going and, you could say, timeless. Back in 2015, Dulwich picture gallery held one of its most popular exhibitions, exhibiting a fake Rubens midst an exhibition of real ones. Who could spot the imposter? Embarrassingly (but for who?) on 10% could. But the headline is - embracing forgery drove engagement!

What if fine wine forgery became the brand identity of a super market wine? A wine brand containing all the shoddy delight of a knock off Louis Vuitton bag. Drive consumer engagement through increasingly ingenious ways in which the brand manage to avoid lawsuits.

Male Breastfeeding

The summer of 2023 saw the debate around male breastfeeding flare up. Declarations of trans-women breastfeeding without apparent difficulty with help, in part, from the drug Domperidone, sparked the debate - surely male partners of expectant or breastfeeding women should share the lactation burden. Whether dosing new fathers with Domperidone will become the norm anytime soon, less radical shifts into the gender balance of child feeding rituals would contribute hugely to gender equality. This would be the rise of male breastfeeding appendages, as was released recently by Japanese tech firm Denstu.

There's No Such Thing As A National Dish

In March of 2023, the Italian academic Alberto Grandi courted controversy with bold claims about the phoney authenticity of much so-called 'classic' Italian food. Among his most hard-hitting assertions was that the most authentic Parmesan cheese is made in Wisconsin. Even if it's clearly less tasty.

This is part of a more general awakening - there is no such thing as local cuisine. Great food is fundamentally fusion.

Prediction 4

RESTAURANTS
ARE RUBBISH

A photograph of a restaurant dish, likely fried chicken, served on a white plate with a gold rim. The chicken is golden-brown and garnished with fresh herbs. To the left of the chicken is a side of sliced cucumbers and tomatoes. In the background, a glass of a green beverage is visible. The entire image is dimmed to serve as a background for the text.

4.

**CONSUMER PRESSURE WILL
RISE FOR RESTAURANTS TO
FORM NEW & UNUSUAL
COLLABORATIONS TO STAY
EXCITING AND SOCIAL.**

SHOULD THE RESTAURANT PACK ITS BAGS?

Legend has it that the first restaurants were founded in by chefs in Paris in the 19th century, providing restorative broths and consommés to the general public of the city. These broths were designed to be fortifying, easy to digest pick me ups. They were *restaurants*.

Fast forward to now, and our streets are full of restaurants, providing poorly cooked, overpriced, unhealthy food to people who know they could've done a better job themselves. Why?

What is the point in the vast majority of restaurants? Not only is the food quite often rubbish, but they pay their staff terribly, the chefs are anxious wrecks, and the food waste is off the charts.

There are of course spectacular restaurants, culinary artistry and marriage-saving hospitality. Not all of them expensive - their worth is clear for all the world to see. But for the most part - restaurants are rubbish and an insult to the ones which do it well.

We envision a world in which the general public wake up to this undeniable fact, placing increasing pressure on restaurants to partner up with other sectors, producing exciting new experiential juxtapositions.



RESTAURANTS ARE RUBBISH

Michelin Star Gaming Cafes

The unstoppable rise of Esports is no secret, and has been underway for some years now. The video gaming cafe has become a mainstay of the city centres around the world. This increased competitiveness of gaming has led to gamers giving up on the burgers and pizzas and becoming increasingly concerned by nutrition and performance enhancing dietaries.

We envision a world in which the two worlds of gaming and food continue to converge, with it only a matter of time before ultra-high end Michelin Star gaming cafes - serving explosives delights to optimise finger dexterity.

Feeling Alive Will Be The Priority

Singers is a new bar in Brooklyn, NY, that according to its owner will do 'anything to make you feel alive'. From lube wrestling to smoking championships, this is a bar that exists for the memories, and judging by the footfall, people are in need of them. More of this to come...

Economics Bars

Restaurants are educating people about the systems that dominate our world. The Drink Exchange is a bar whose menu mimics the volatility of the stock exchange - with popular drinks rising in value, and less popular drinks decreasing. Things fluctuate as the party builds, before, that is, the system crashes.

Burberry's Greasy Spoon

For London Fashion Week, the fashion houses are abandoning the normal restaurants, choosing to go back to basics and show their support for the greasy spoon caff. Unions of high and low like this are a tantalising trend that is set to continue.

Designer Dark Kitchens

Dark or ghost kitchens have been perceived as vaguely disingenuous and dystopian since they emerged to meet the demands of Deliveroo and other food delivery services. And yet perceptions of dark kitchens are changing - with their model of food centralisation as not only hugely efficient, but also, when done right, potentially great for the local community.


British architecture studio Downen Farmer Architects has released plans for Portal Road, a multistorey ghost-kitchen tower block in west London that would shuttle food to a public food hall like the "Ministry of Magic".

A tower block of dark kitchens is no longer a dystopian image. The ground floor of the building would contain a vast public food hall housing 50 to 100 cafes, street vendors and restaurants that would aim to draw people to the site and create a sense of community.

Food Heist Amnesty Banquets


Food theft is up at small and large scales. 1 in 10 adults admit to stealing food in the last year - with shop owners complaining thieves 'use their stores like a larder'. Large scale food heists, run by organised criminal groups, are also on the rise. The CargoNet report, which tracks cargo theft in the US, saw a 42% rise in food cargo theft from 2021-2022.

The situation is such that the only reasonable response are community-centred food heist amnesty canteens, allowing the overlords of food theft to anonymously give their bounty back to the people in joyous feasts.



**4% OF THE WORLD'S
CHEESE IS STOLEN.
THAT AMOUNTS TO 886,800
TONS OF CHEESE.**

The Centre For Retail Research




Prediction 5

WATER ARCHEOLOGY

A dark blue, atmospheric scene featuring a waterfall. The water is illuminated from below, creating a shimmering effect. In the upper left, there are several glowing, star-like lights. The overall mood is mysterious and serene.

5.

**WATER WILL
BE TREASURED.**



If current usage trends don't change, the world will have only 60 percent of the water it needs in 2030.

The United Nations

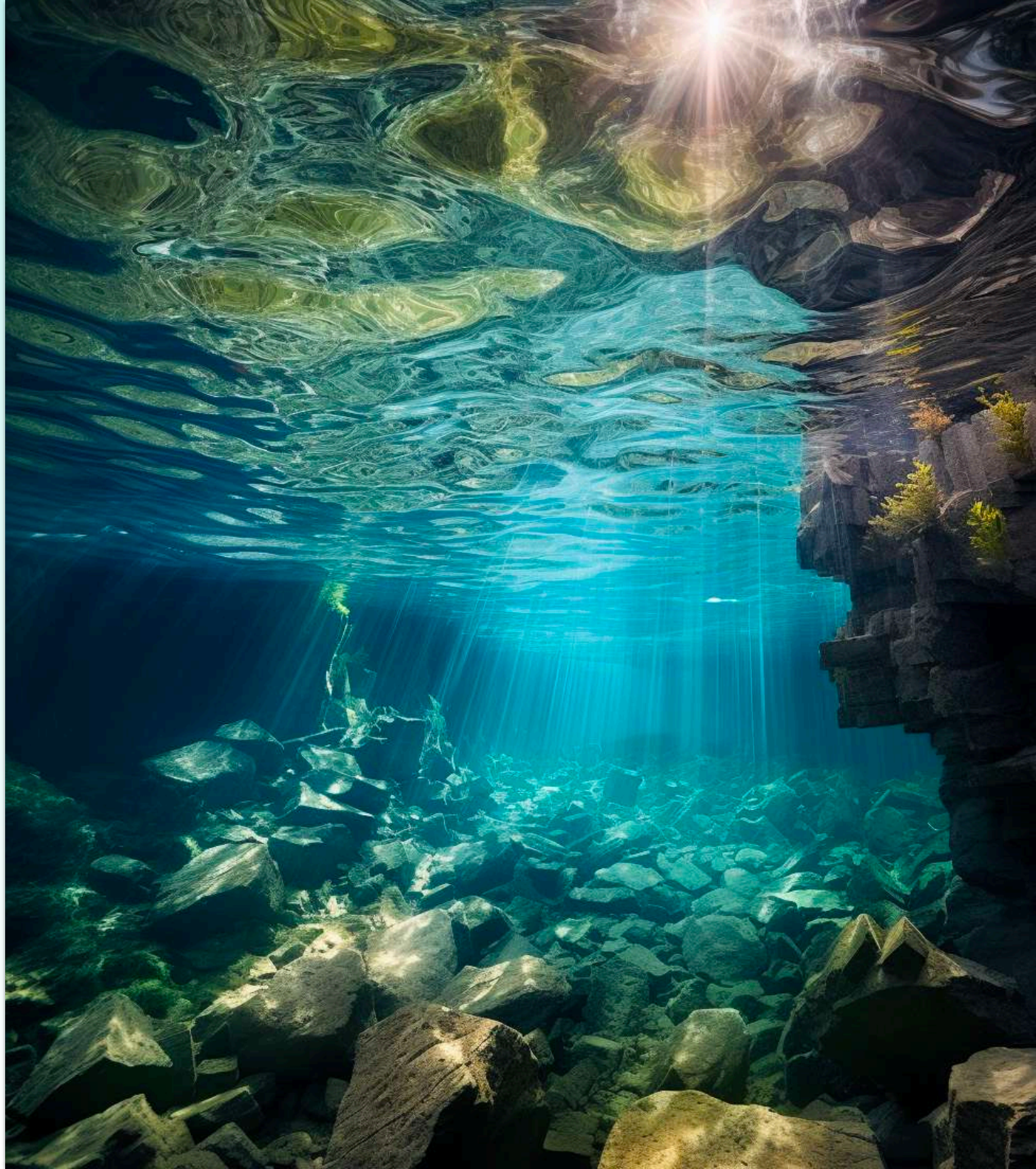
FOSSILISED WATER

In California's Mojave Desert, a company called Cadiz Inc. are tapping into the vast reserves of ancient water held 300 feet under the arid landscape. They're reaching into a 700 square mile subterranean body of water laid down in an entirely different climatic era - a wetter period in the area's history that ended some 10,000 years ago.

This is just one of the numerous ancient deposits of water, held outside of the flow and flux of the planet's water cycle. In Libya, for example, the dictator Muammar Qaddafi tapped fossilised water to power his Great Man-Made River, one of the world's largest irrigation projects. In India, desert aquifers fed the Green Revolution, transforming the country into the world's second-largest producer of wheat.

But while all this is legal, debates are currently underway as to whether or not this water can be used to large scale and urgently needed irrigation projects.

Is this water normal water, or a form of treasure?



THE FUTURE OF WATER

More Experimental Water Branding

2022 - 2023 saw a proliferation in seriously unusual ways of rebranding water - ranging from snake oil elixirs, to brand identities that seem to break every rule of water branding - such as Liquid Death. This has been accompanied by an explosion of supposedly 'engineered waters' - hexagonal water - that supposedly enhance nutrient absorption, remove metabolic wastes, and enhances cellular communication. All of this has been exposed as quakery by health care professionals.

This search for new meanings to water is reflected in the more grass roots water mania that took over TikTok in 2023. WaterTok featured weird and wonderful, often extremely sugary flavoured water recipes, that some users claimed to live on. Again, doctors advised against.

What this shows, however, is that consumers are searching for surprise and a new sense of possibility with the water they consume.

The Golden Age of Water Tourism

In the UK, the widespread outrage at the government's handling of the sewage-filled rivers and coastlines of the country is galvanising a latent care people have for the health of waterways.

We predict that the golden age of water tourism is fast approaching, with people chasing new and exciting varieties of water to consume and immerse themselves in. Beyond a refreshing dip in the latest 'wild swim' (if such a thing exists), this involves unlocking the hydro-therapeutic powers of ancient water.

It is only a matter of time before we bathe in baths of water extracted from meteors, water that is older than planet Earth.

Let's Gamify Desalination

It's often said we have a salt problem, not a water problem. Desalination technologies will become increasingly an arena of international competition. Should the be a water world cup set up?

The Guinness World Record holder for desalination is currently Jebel Ali Power Plant and Water Desalination complex, operated by the Dubai Electricity and Water Authority (DEWA), with a total desalinated water production capacity of 2,227,587 cubic meters per day (490 MIGD) as verified on 22 September 2022.

And Then Fill This Town With Fountains

It's likely that plastic bottled water to become as frowned upon as smoking in the coming years. Reusable alternatives - in durable plastic, aluminium or stainless steel - have taken off in a major way, some with dubious ecological credentials.

But what can be more sustainable, more joyful, than a public fountain? We at Bompas & Parr are tireless campaigners to fill the cities of the world with glorious, gushing drinking fountains, and can do nothing else but envision this coming true.

Novelty Waste Water Beverages

As pressure rises to reduce water waste, we're going to see humorous responses to this from the food obsessed. 2023 saw the launch of the Save Pasta Water campaign. Mixologists got involved - inventing the [Pasta Water Martini](#). Brooklyn-based immersive fragrance company D S & Durga went a step further to bring out a [Pasta Water Candle](#) - filling your home with aromas of that starchy umami.

Fragrant London Rain

London rain will soon be treasured, rather bemoaned. Restaurants across the city will serve jellies made from distilled rainwater source from across the city, lightly fragranced with hydroponically grown herbs.



Prediction 6

HYPERBOLIC FOODS

A person's back is visible in the upper half of the image, featuring a tattoo on the left shoulder blade. Below the person is a large, rectangular cake decorated with numerous swirls of pink frosting, resembling roses. The cake is placed on a reflective surface, creating a clear reflection. The entire scene is set against a dark, moody background.

6.

**FOODS THAT EXAGGERATE
WILL FLOURISH.**

AMPLIFY, ACCENTUATE & GO OTT

The elephant in the room of every trend report of 2023 is the Metaverse.

In 2022, every single one, without exception, predicted big things for the VR world. A year on, the alternate reality revolution seems little more than an inconvenient television on your nose.

In 2024 people will be looking for full embodiment, celebrating foods and culinary experiences that take full advantage of our deeply human powers to touch, smell, taste, see and hear.

Making a bit of a mess IRL is high on the agenda with food trends for the coming months while we relish the fact that the Matrix hasn't become a reality. Not yet at least...

This is hyperbolic food!

In geometry a 'hyperbole' is the description of a plane that curves in two directions. The Pringle crisp is a geometric example of a hyperbolic shape. Along with packing efficiency, the design is said to amplify the crisp's crunch as the sound ripples up your jaw bone.

Twice fried hyperbole, that is.



FOODS THAT EXAGGERATE

Troughs & The Death of Small Plates

The trough might be collectivised, messy dining at its most extreme, and some experimentation with this eating device will take place, we predict, in 2024. What the trough really represents, however, is the death of the small plate, something that is long overdue for culinary explorers.

Hole-y Foods & Food Crushing

Replacing wormholes into the minds of our disembodied avatars, we envisage a surge in interest in foods that contain networks of tunnels. Crumpet cafes popping up on high streets across the UK.

Videos of pneumatic crushing are going viral on TikTok at the moment. How long until this drifts into the world of F&B experience? Instead of water features, restaurants could install crushing devices as primary attractors. Watch out for journeys through the history of crushed foods, culminating in tastings of the exceptionally elegant French delicacy - Pressed Duck.

Texture Adventures Will Continue

One way to excite diners in 2024 will be to wow them with unusual hyperbolic textural combinations, an adventure people have loved, and are looking to continue loving.

Messy Hybridity Is The Future

While physicality is key to food experience in 2024, hybridity will continue to develop, becoming less cerebral, and messier. Developers will look closer at How Gen Z and Gen Alpha use their phones. This demographic of 'digital natives' organically develop a highly dynamic hybrid usage of their phones. The phone, often encased in rubber, is chucked around like a piece of chicken, whilst they eat their chicken. This isn't stilted scrolling or sterile headsets, but dynamic, wild and playful. This is the future of hybridity.



Synthetic Enchantment



Not Quite Out Of This World



Way Beyond Authenticity



Restaurants Are Rubbish



Water Archeology



Hyperbolic Foods





Thank You

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