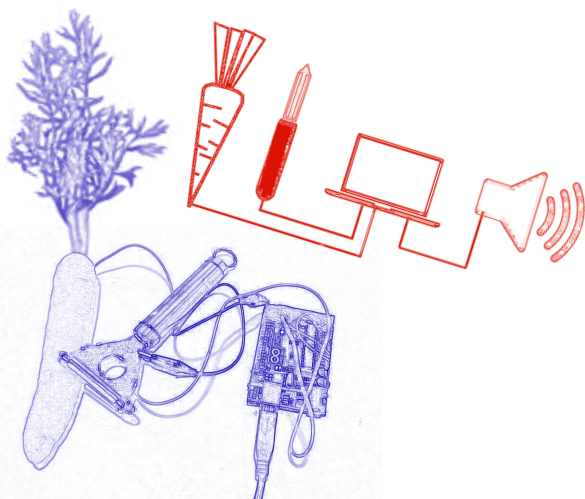




# FOOD HACKERS

FOOD TINKERING  
SELF-EXPERIMENTATION

FOODHACKING BASE, REAL VEGAN CHEESE



THE FOOL

# FOOD HACKERS

## FOOD TINKERING SELF-EXPERIMENTATION

Imagine that you are a Food Hacker. You have the skills to build fantastic DIY food devices and are not afraid to experiment with novel diets.

What diet would you like to try out? What food-tech gadget would you build for that?

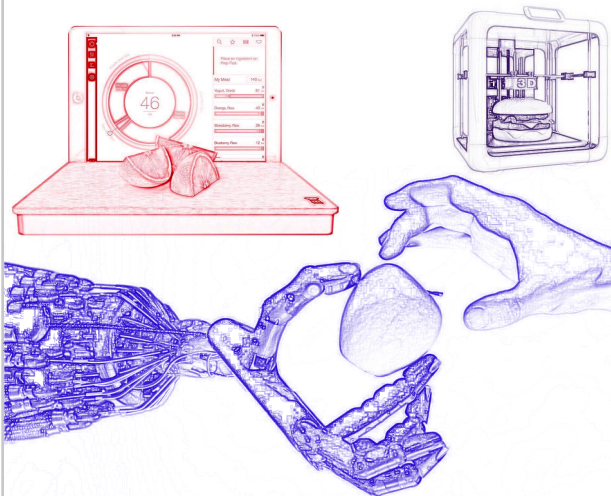


# FOOD GADGETEERS

SMART KITCHENWARE

3D FOOD PRINTING

FOODINI, IKETTLE, JUNE, FRIDGECAM, NIWA



THE MAGICIAN

# FOOD GADGETEERS

## SMART KITCHENWARE 3D FOOD PRINTING

As a Food Gadgeteer, you have a kitchen full of high-tech kitchenware — 3D food printer, smart fridge, intelligent oven — you have it all.

How would you cook and eat together with your food-tech helpers? Who would be responsible for what? Which tasks would you take care of, which would you pass on to the kitchenware?

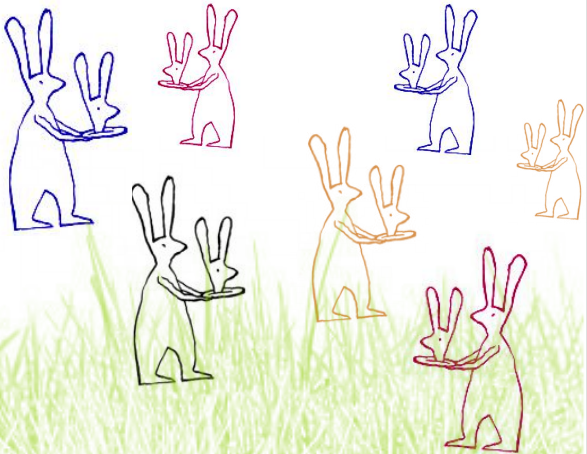




# ETHICAL CANNIBALS

EAT YOURSELF  
BODY AS A FARM

HUMAN CHEESE, EAT CELEBRITY MEAT



THE POPPES

# ETHICAL CANNIBALS

## EAT YOURSELF BODY AS A FARM

Dear Ethical Cannibal, it's great that you've decided to save the Planet and stop eating animals. Instead, you prefer to eat yourself and grow food on your own human body.

What exactly do you grow on/in yourself? How do you eat it? Do you share it with others?



# GUT GARDENERS

MICROBIOME DIET

GUT FLORA TWEAKING

UBIOME, FECAL TRANSPLANTS, FERMENTATION



THE EMPRESS

# GUT GARDENERS

## MICROBIOME DIET GUT FLORA TWEAKING

As a Gut Gardener, you like to take a good care of your intestines and feed your gut microbes well.

Sometimes, you also perform more radical experiments to tweak your gut flora, like fecal transplants.

Tell us more about your diet, food habits and experiments. What do you eat? What do you avoid? Do you use some supplements?

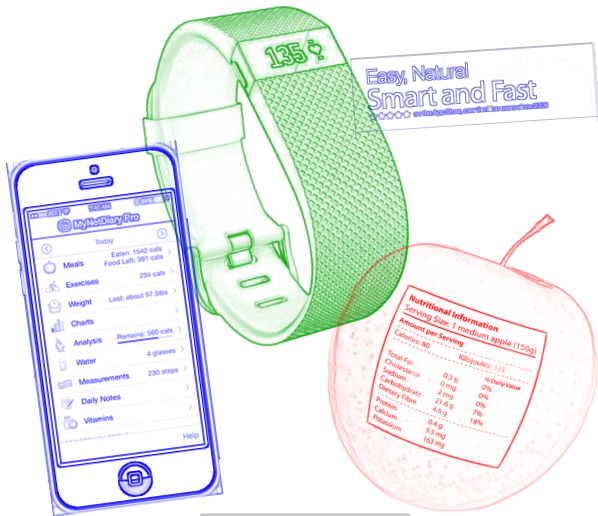


# DATAVORES

QUANTIFIED DIETS

SELF-TRACKING

QUANTIFIED SELF, FITBIT, LOOSE IT!



THE EMPEROR

# DATAVORES

## QUANTIFIED DIETS SELF-TRACKING

As a member of the Datavores tribe, you really have a taste for data. Unlike carnivores or omnivores, you can't just eat meat or whatever. That's so oldschool! You need quantified data and statistics to feed yourself.

What kind of data do you use to plan your perfectly balanced meals? What do you measure about your diet and yourself — calories intake, nutrients, energy outmake?



# P2P FARMERS

COMMUNITY GARDENS

URBAN FARMING

AMPLE HARVEST, CLICK & GROW, SPROUT



THE HIEROPHANT

# P2P FARMERS

## COMMUNITY GARDENS

### URBAN FARMING

You're a member of a community-driven P2P farming network. You like to share your crops and land with others to cultivate diversity.

Who are the other members of the network? Select at least three other cards (tribes) from the deck and bring them in. Describe what and how do you share together. How do you support each other? What challenges do you face?

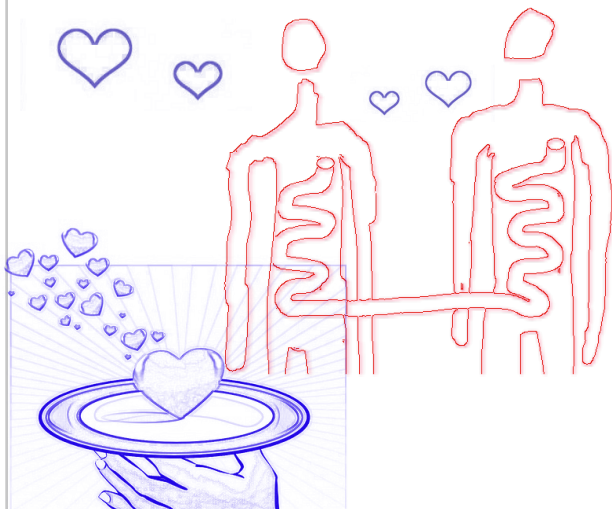




# NUTRI AMORISTS

TINDER-LIKE FOOD DATING  
SOCIAL DINING

RESTDEJTING, FOOD LOVERS PASSIONS, EAT WITH



THE LOVERS

# NUTRI AMORISTS

## TINDER-LIKE FOOD DATING SOCIAL DINING

As a Nutri Amorist, you take the saying “love goes through stomach” rather seriously. You only choose romantic partners who have the same taste and diet preferences as you. Or those whose food practices you find exciting.

Describe your recent date. Whom did you meet and how? Was it someone from the other tribes in the Tarot deck? Where did you go to eat? What did you order?

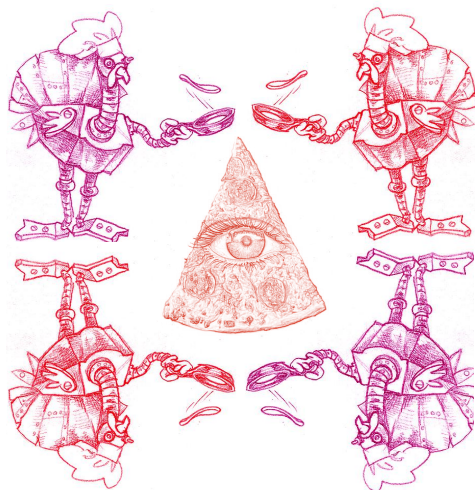


# TURING FOODIES

ALGORITHMIC COOKING

AI IN THE KITCHEN

IBM CHEF WATSON, FOOD PAIRING



THE CHARIOT

# TURING FOODIES

## ALGORITHMIC COOKING AI IN THE KITCHEN

As a Turing Foodie, you trust algorithms more than you trust your guts. Your AI food companions are guiding your personal foodways. They plan your diet, cook your dinner, and decide about your grocery shopping plan.

What kind of gadgets do you use? What makes you trust your smart food-tech helpers? Tell us how did you prepare your lunch last week.

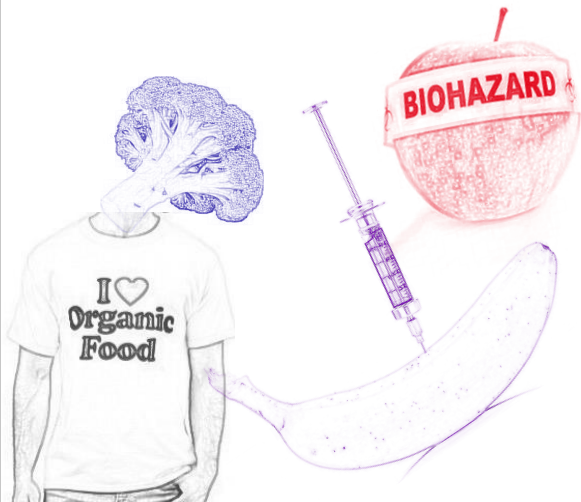


# MONSA[N]TANISTS

ORGANIC FOOD JUNKIES

ANTI-GMO PURISTS

NXTNUTRIO, BUYCOTT, WHOLEFOODS



JUSTICE

# MONSA[N]TANISTS

## ORGANIC FOOD JUNKIES ANTI-GMO PURISTS

So you are a Monsa[n]tanist. You really hate GMOs, don't you. You fight them everywhere, using various technologies — from online databases of 'bad' GMO ingredients to mobile apps scanning bar codes on food products.

So, where exactly do you get your daily food — a grocery store, supermarket, community garden? Which places and products do you avoid? How do you spread the word about the GMO evilness — what channels and tools do you use?

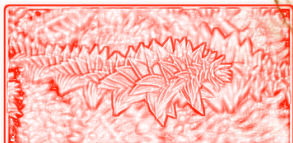
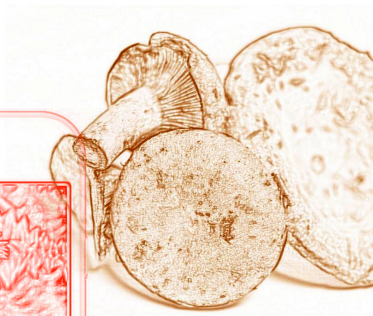


# URBAN FORAGERS

FRUIT & VEGGIE GLEANERS

LOCAVORISM

FALLEN FRUIT, FALLING FRUIT, VILD MAD



Bunya Bunya Palm

*Araucaria bidwillii*

FOUND AT  
31 Baptist Street,  
Redfern, NSW

FOUND BY  
*bunter\_gatherer*



THE HERMIT

# URBAN FORAGERS

## FRUIT & VEGGIE CLEANERS LOCAVORISM

As an Urban Forager, you really like to source your food in the wild, be it in a forest or in the urban jungle. There are many online mapping systems, location services, and food sharing apps that help you in your foraging practice.

Imagine that you're going out for a foraging trip — whom would you take with you and why? Select at least two other friends (tribes) from the Tarot card deck. What gadgets would you use to find enough food?

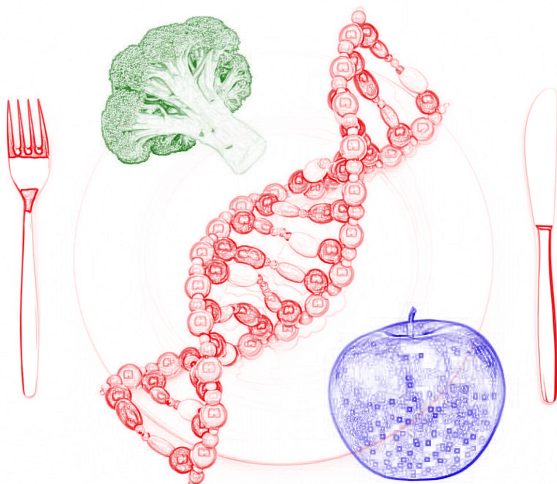




# GENOMIC FATALISTS

DNA DIET PERSONALISATION  
NUTRIGENOMICS

23ANDME, MY GENE DIET, DNAFIT



WHEEL OF FORTUNE

# GENOMIC FATALISTS

## DNA DIET PERSONALISATION NUTRIGENOMICS

Imagine that you can be a Genomic Fatalist and design your diet according to your DNA. To do that, you would need to send your biological sample to some proprietary service like 23andMe that can decode your DNA and send you a diet plan tailored to your genes.

What would you be interested to know about your genetic predispositions to digest food? Imagine your results showed that you are prone to develop alcoholism. What are you going to do — have a drink or...? Are there any risks involved in DNA dieting that you're concerned about?



# NUTRI EXPLORERS

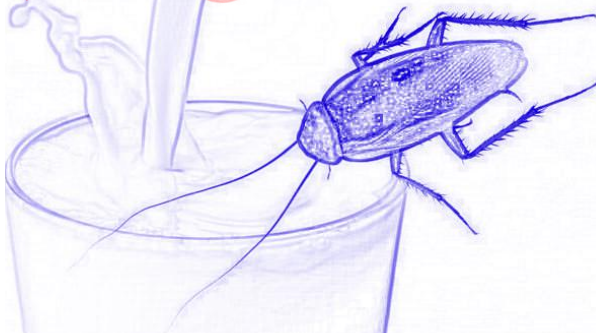
NEW NUTRIENT SOURCES

SUPERFOODS

BEYOND MEAT, HAMPTON CREEK, EXO

CRICKET

COW/BEEF



STRENGTH

# NUTRI EXPLORERS

## NEW NUTRIENT SOURCES SUPERFOODS

As a Nutri Explorer, you like to experiment with new nutrient sources (bugs, weeds, etc), superfoods, and supplements.

Draw a picture of your fridge — what is in there?  
Sketch out your usual breakfast menu.



# GASTRO MASOCHISTS

APPETITE & CALORIE RESTRICTION  
DISCIPLINED FOODIES

HAPIFORK, SPÜN, SMART PLATE



THE HANGED MAN

# GASTRO MASOCHISTS

## APPETITE & CALORIE RESTRICTION DISCIPLINED FOODIES

Your decision to become a Gastro Masochist required a lot of self-discipline. But it seems that you really like to put constraints on yourself and restrict your appetite.

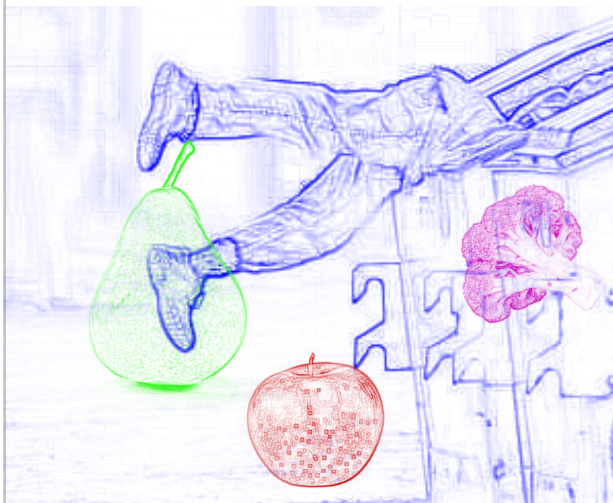
How do you control your diet? What devices do you use to be a 'good' disciplined foodie? What is the most common social background of the members of your Gastro Masochist tribe?



# FOOD NEOPUNKS

## DUMPSTER DIVERS FOOD WASTE MAPPING

DUMPSTER DIVING MEETUP, DUMPSTERMAP



DEATH

# FOOD NEOPUNKS

## DUMPSTER DIVERS FOOD WASTE MAPPING

As a Food NeoPunk, you really care about the Planet and think of yourself as a morally conscious person. You avoid buying food at all. Instead, you prefer to eat what others threw away — you want to save your money as well as the environment.

Or do you? Why did you decide to become a Food NeoPunk and feed yourself with food waste? Where do you usually get your food in your local neighbourhood? Any tips and tricks to share?





# FOOD INTOLERABLES

ALL-FREE DIETS

PRECAUTIONARY EATING

CAN I EAT IT, ALLERGY REALITY, MY.SYMPTOMS



TEMPERANCE

# FOOD INTOLERABLES

## ALL-FREE DIETS PRECAUTIONARY EATING

As a Food Intolerable, you are really picky about your food. Either because you can't digest it or for moral reasons. Or you just like to be on a diet and can't stop talking about it. Some of your tribe fellows avoid peanuts, some hate gluten and lactose, others would never put meat on their plate.

What is your Intolerable diet — what do you avoid to eat and why? Design a device that will help you to check for allergens in food and make you feel safe.



# GLAM DINERS

MODERNIST CUISINE

MOLECULAR GASTRONOMY

MOLECULAR MIXOLOGY KITS, SOUS VIDE COOKERS



THE DEVIL

# GLAM DINERS

## MODERNIST CUISINE MOLECULAR GASTRONOMY

Oh, fancy Glam Diner. You know how to enjoy your fine dinner and wine, and indulge your gustatory self. You also don't mind paying for it.

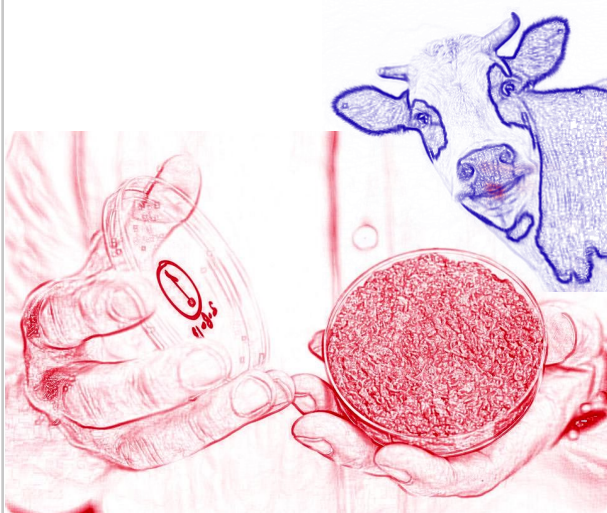
Select two other tribes (cards) from the Tarot deck and imagine that you are going to have a dinner together. Where would you go? What would you eat and what would you (not) share?



# PETRI DISHERS

LAB-GROWN PROTEIN  
IN-VITRO FOOD

MODERN MEADOW, LE BISTRO INVITRO



THE TOWER

# PETRI DISHERS

## LAB-GROWN PROTEIN IN-VITRO FOOD

Petri Disher, you really like to eat your steak, don't you. Following the newest scientific advancement, you prefer to eat meat grown in-vitro from stem cells. You feel quite good about being a more ethical eater than the average carnivore. But still, you feel a bit conflicted about your diet. Is it really necessary to have your steak grown in a lab? Or should you better eat something else?

Share your dietary dilemmas with others. Select one other card (tribe) from the deck and imagine that you're having a conversation about your diet, in a bar. Write a short transcript .

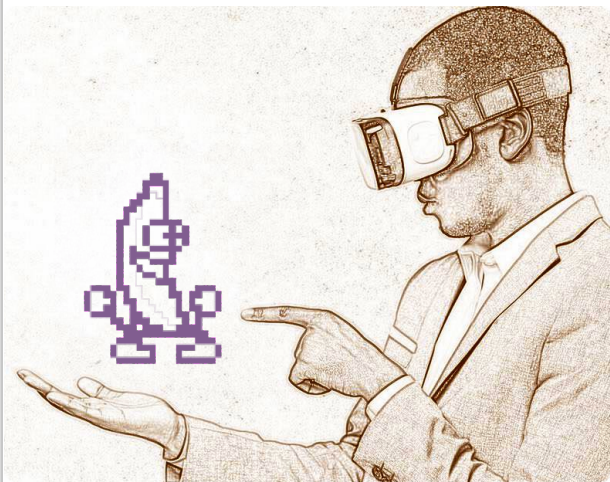


# CHEW TRANSCENDERS

MULTI-SENSORY HACKS

VR/AR FOOD MIMICRY

TASTE+, GHOSTFOOD, HANA YAKINIKU



THE STAR

# CHEW TRANSCENDERS

## MULTI-SENSORY HACKS VR/AR FOOD MIMICRY

Chew Transcenders have ditched their chews. No more masticating, no more useless calories. In VR we trust! Chew Transcenders are typically seen with Oculus Rift on their heads, turning their boring dinner into a spectacular yet illusive feast.

Imagine that you're a Chew Transcender. What would be your favorite VR dinner setup (what's on your plate, where do you eat, with whom)?



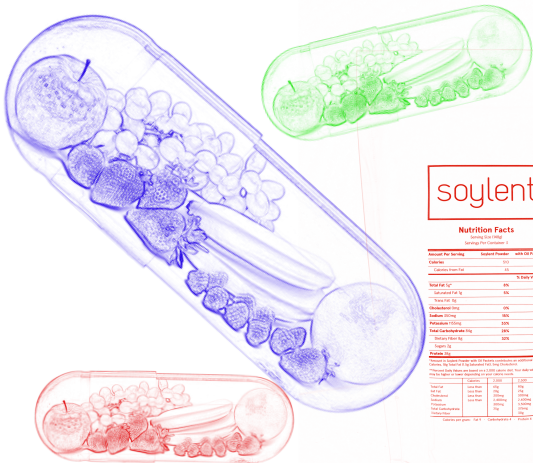


# FOOD ASCETICS

## FOOD REPLACEMENTS

## MEAL IN A PILL

SOYLENT, AMPLE, QUEAL, MANA



## Nutrition Facts

**Serving Size 100g**  
**Expires 05/2018**

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Amount Per Serving	Servant Per Pound	with Oil Paired
Calories	510	521
Calories from Fat	150	167
<b>% Daily Value*</b>		
Total Fat 14g	28%	143%
Saturated Fat 1g	2%	15%
Trans Fat 0.5g		
Cholesterol 10mg	20%	20%
Sodium 100mg	10%	10%
Potassium 150mg	3%	15%
Total Carbohydrate 10g	20%	10%
Dietary Fiber 0g	0%	0%
Sugars 0g		

---

**Preface** 21.

	Calculus	2,500	5,000
Total/Fat	Joan/Joan	40%	80%
Inf./Fat	Joan/Joan	80%	40%
Cholesterol	Joan/Joan	2,000mg	10,000mg
Insulin	Joan/Joan	2,000mg	2,000mg
Proteinuria	Joan/Joan	10,000mg	5,000mg
Inf./Cholesterol	Joan/Joan	20%	10,000mg
Inf./Proteinuria	Joan/Joan	20%	10%

## THE MOON

# FOOD ASCETICS

## FOOD REPLACEMENTS MEAL IN A PILL

After joining the Food Ascetics tribe a few years ago, you had to give up on common foods. For lunch, you now sip meal replacement shakes; in the night, you dream about a food pill.

Now, tell us the truth — what food do you really dream about? And what is your guilty pleasure food? Imagine that you're going out to have a dinner with your friends — what is the least 'harming' food that you would order?

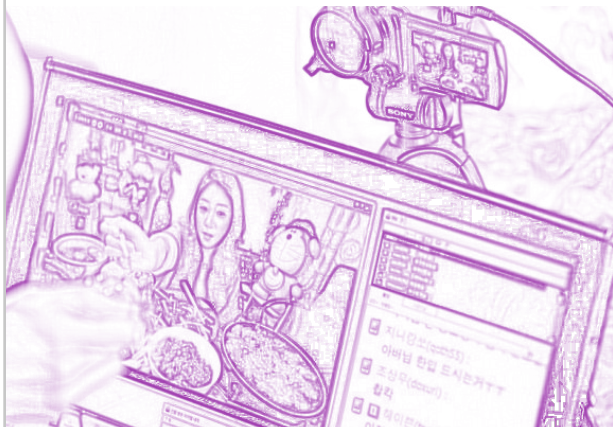


# FOODCASTERS

DIGITAL COMMENSALITY

REMOTE CO-DINING

MOK-BANG, TABLE TALK, KEEP UP WITH ME



THE SUN

# FOODCASTERS

## DIGITAL COMMENSALITY REMOTE CO-DINING

You are a Foodcaster, which means that you are a really social creature — you simply can't imagine eating alone. But somehow, you are too busy to find a proper dining partner. That's why you started co-dining online, using various video chat systems!

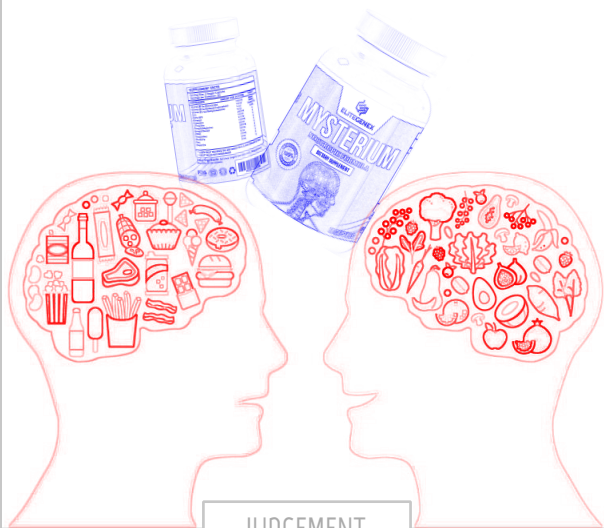
Select one card (tribe) from the Tarot deck and plan a romantic dinner for the two of you. What would you have? How will your dining setup look like? What joys and troubles would you possibly encounter?



# FOOD PSYCHONAUTS

NEURONUTRITION  
SELF-BIOHACKING

BIOHACK.ME, BODYHACKING CON, STACKLIFE



JUDGEMENT

# FOOD PSYCHONAUTS

## NEURONUTRITION SELF-BIOHACKING

As a Food Psychonaut, you are well-known for your relentless effort to become a super human. You like to augment your body and rewire your brain. And your guts, of course. You keep experimenting with new diets to hack yourself and be faster, better, stronger.

Tell us about your latest self-hack: did you experiment with some food supplements? Cognitive enhancers? Some software/hardware? Draw a picture of yourself before and after.



# FOOD ALTRUISTS

## FOOD SHARING MAPS & APPS

## FOOD WASTE REDISTRIBUTION

SHAREYOURMEAL, FOOD FOR ALL, FOOD COWBOY



THE WORLD

# FOOD ALTRUISTS

## FOOD SHARING MAPS & APPS FOOD WASTE REDISTRIBUTION

Your decision to join the tribe of Food Altruists was driven by your big fat generous heart. You don't want to just feed yourself but also the others. You share your food, help track and redirect food waste, and map edible resources. Food for all! is what you shout every morning when you get out of the bed.

Also, you are an inventor and designed this awesome Food Altruism gadget that helps people get their stomachs full. Describe the gadget and tell us about its pros and cons. Who can (not) use it? Is there something that is not working out quite well?