

# HUMANISTIC FOOD MANIFESTO

## THIS MANIFESTO

*aims at promoting a culture in which food is brought back to the very core of human-centered thinking and designing.*

## TOP 8 GIVEAWAY

*Thimus' take on the future of food.*

## THIMUS'S PERSPECTIVE

*The more basic needfinding operation shall not start elsewhere if not from the essence of humans: their emotional understanding of the universe.*

## SUCCESS TIPS

Why are broken relationships with food a challenge for human experience ?

Neuroscience - Ethnography - Philosophy - Poetry - Food - Design - Technology - Holistic - Sustainability

1.

**Food is the nexus of human interaction with Nature.** Food is not only a mean, but the reason of our existence, of who we are and how we are.

Experiencing food goes beyond rational and functional understanding, it is a matter of emotional and social interpretation of reality. **Consider food as a kaleidoscope on how the perspectives food can provide to reality.**

2.

3.

**Food choices influence all areas of human experience:** we make sense of the identity of individual, familiar, group and national dimensions of self through food. Therefore, food choices are emotional, cultural, political, and economical.

Food is not only the point of contact between humans and nature, it relates to resiliency, sustainability and preservation of anything human. **Cultural neuroscience is the newest and the oldest frontier.** The archeological dig to explore and explain how Humans experience Food and the World.

4.

5.

Current food systems have severed the seamless continuum of **World-Nature-Food- Human** by inserting the mass industrial means of production\processing.

Technology has gone from being an integral way to facilitate Nature to a manipulating, pro-ducing (pro-ducere: command for a specific purpose) mean to go beyond Nature's limits. **Technology is also not an independent force; it obeys the will of humans.**

6.

In a time of profound transformation of food systems, **the purposed goal of sustainability by the means of new food technologies runs a real risk** of completely overlooking the question on the justice of technology and its inseparableness from financial economies.

7.

What is Technology? Why is AI the ontological peak of current technology? Can technology be reconducted to its role as a tool in a broader humanistic design? **Purpose and intention determine the role of technology and innovation.** And repurposed as a tool for rehabilitating or healing the broken relationship between humans and food

8.