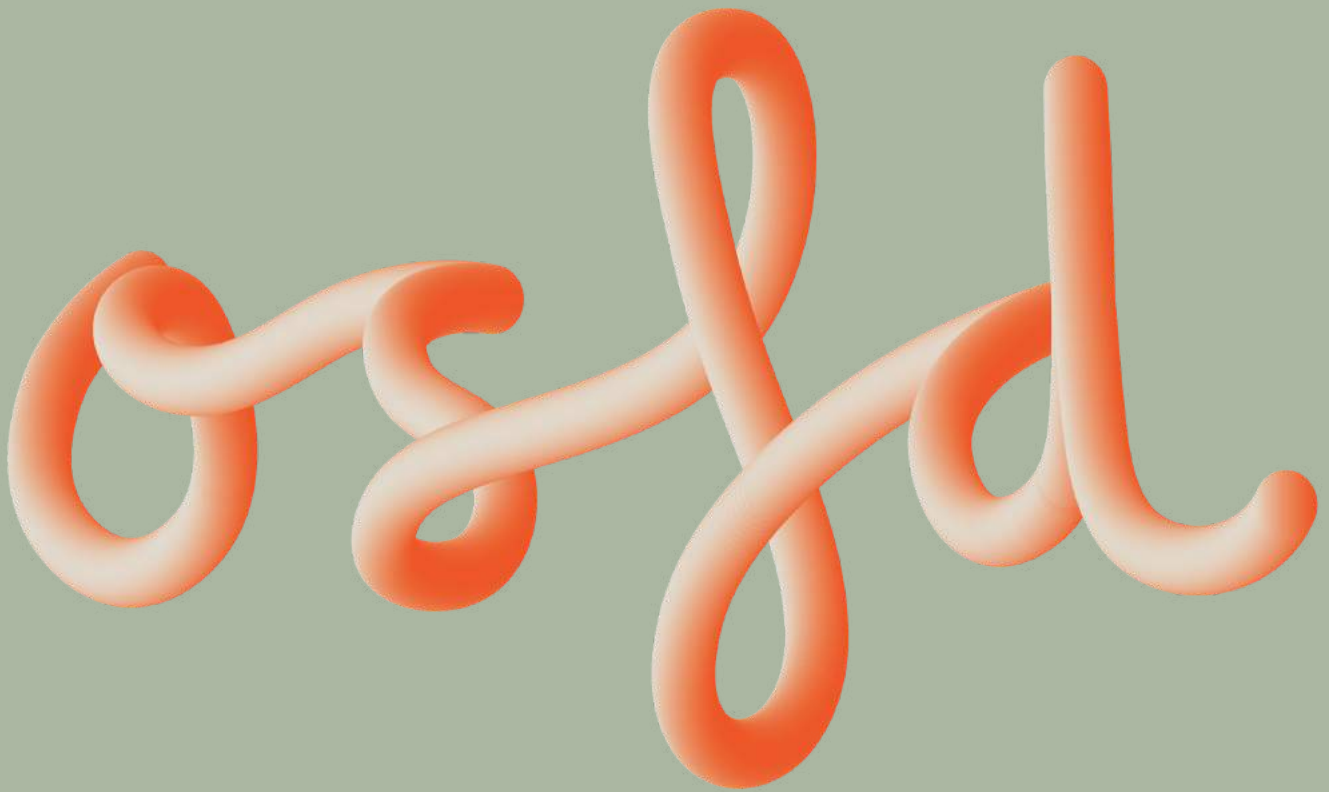


# ONLINE SCHOOL OF FOOD DESIGN



## Break the limits of food.

Powered by \_\_\_\_\_ Dr. Francesca Zampollo  
& Food Design Nation

# ONLINE SCHOOL OF FOOD DESIGN

The [Online School of Food Design](#) founded by [Dr. Francesca Zampollo](#) and powered by [Food Design Nation](#) is a transdisciplinary multimodal experiential learning platform.

We combine food, creativity and sustainability to break the barriers of our current means of food education, with the ultimate goal of improving our global food systems.

Through new learning approaches and hands-on workshops through expert-driven practise, we offer a range of courses from international professionals having diverse food design-related backgrounds. Our courses are content-based and practise-based and available in various formats - prerecorded, live and hybrid. Each varies in duration.

We empower those people who cannot or do not want to invest the time and money in the current Master's and University food design degrees currently available but want to upskill or start their career in food design. Through our mindful, diverse and resilient community of creators, we are taking baby steps to create the world we want to live in.

## Powered by



**Dr. Francesca Zampollo**  
Founder  
Chief of Inspiration

[Food Design Thinking](#)



**Jashan Sippy**  
Co-Director  
Head of Vibes

[Food Design Nation](#)

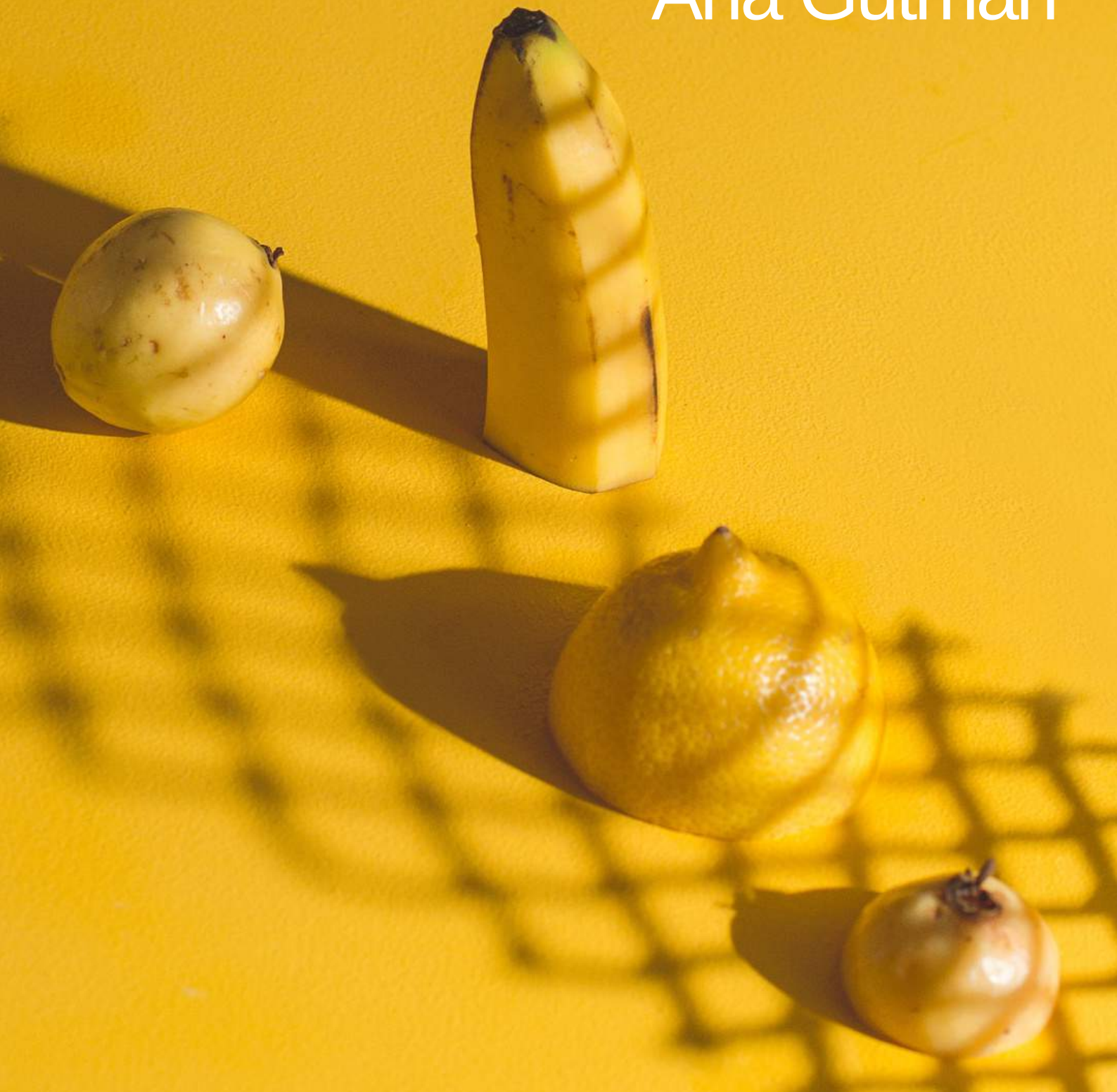


**Nicole Vindel**  
Co-Director  
Chief Heart Officer

[Food Design Nation](#)

# CREATIVE FOOD PHOTOGRAPHY

Ana Gutman



ONLINE SCHOOL



FOOD DESIGN



# Ana Gutman



## About the Instructor

Ana Gutman is a food designer, photographer and creative director based in Mexico City who explores food through its material, healing and emotional properties. She is the co-founder and Creative Director of [Yaca Ñaca](#), a Mexican company that produces vegan food made from jackfruit following a regenerative agriculture and production system.

Her work as a food designer has led her to participate in important design fairs such as Dutch Design Week 2020. Ana shot the cover for the first issue of Food Design Nation's periodical global publication, [FDzeeN](#). Her *Toilet* series has been widely spoken about. She's currently collaborating on various projects that seek to have a powerfully positive impact on the food industry.





### What students will learn:

This course gives your students the right tools that they need to **discover their true and unique creative style** through Food Photography. They will learn how to create head-turning images following an effective and enjoyable process.

Ana shares **7 action-based strategies** to help students come up with original ideas, including:

- How to find your own creative voice and style
- How to come up with unique concepts
- How to translate an idea into a striking still-life food photography
- Basic compositions, colour theory and sketching techniques
- How to create stunning backdrops and props on a low-budget
- The basics of a photoshoot (with materials, tools and set-ups)

Students will have access to **over 3 hours of content**, including 19 videos and additional downloadable educational material, so they can rewatch it as many times as they need. Additional tasks will push students to think in their own way and give them the confidence to listen to their own creative voice.

After taking this course, students will have valuable insights to create truly unique and eye-catching photographs that reflect who they are and what they want to say to the world.



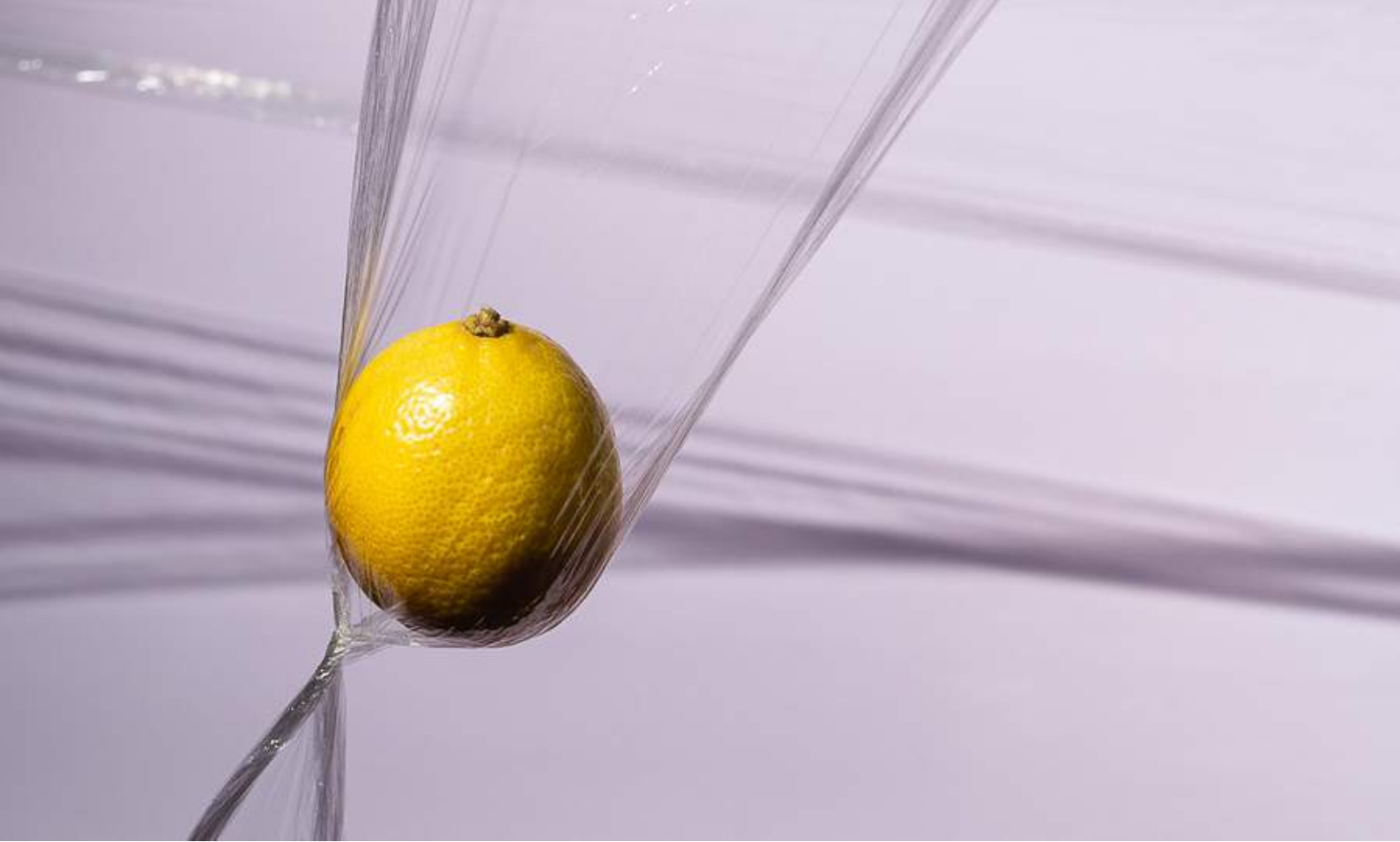
## Why Creative Food Photography

Numerous graduates from various design disciplines and creative backgrounds express experiencing burnout, lack of confidence and question their purpose and path forward. Ana Gutman helps students **find their voice** through a liberating, proven process using a universally accessible tool - food.

### Who this is for:

Ideal for those interested in **exploring food from a design perspective**. Enrolled students include practising photographers, designers of all kinds, culinary artists, restaurant owners and even art directors.

The course is designed with a beginner (or intermediate) level in mind. Students need basic knowledge and handling of a preferred camera, whether it be a DSLR, a film camera or even a phone. Ana encourages students to use the tool they're most comfortable with, there's no need to complicate things. The course does not go deep into the technical side of photography, rather, concentrates on concept creation and finding one's own creative voice.



## **1 - 1 Mentorship Session**

Students will also have the opportunity to book a private coaching session with the instructor to get personal feedback on their creative projects. They can also use this special occasion to take a deep dive into particular subjects they're interested in or ask for guidance for their creative journey.

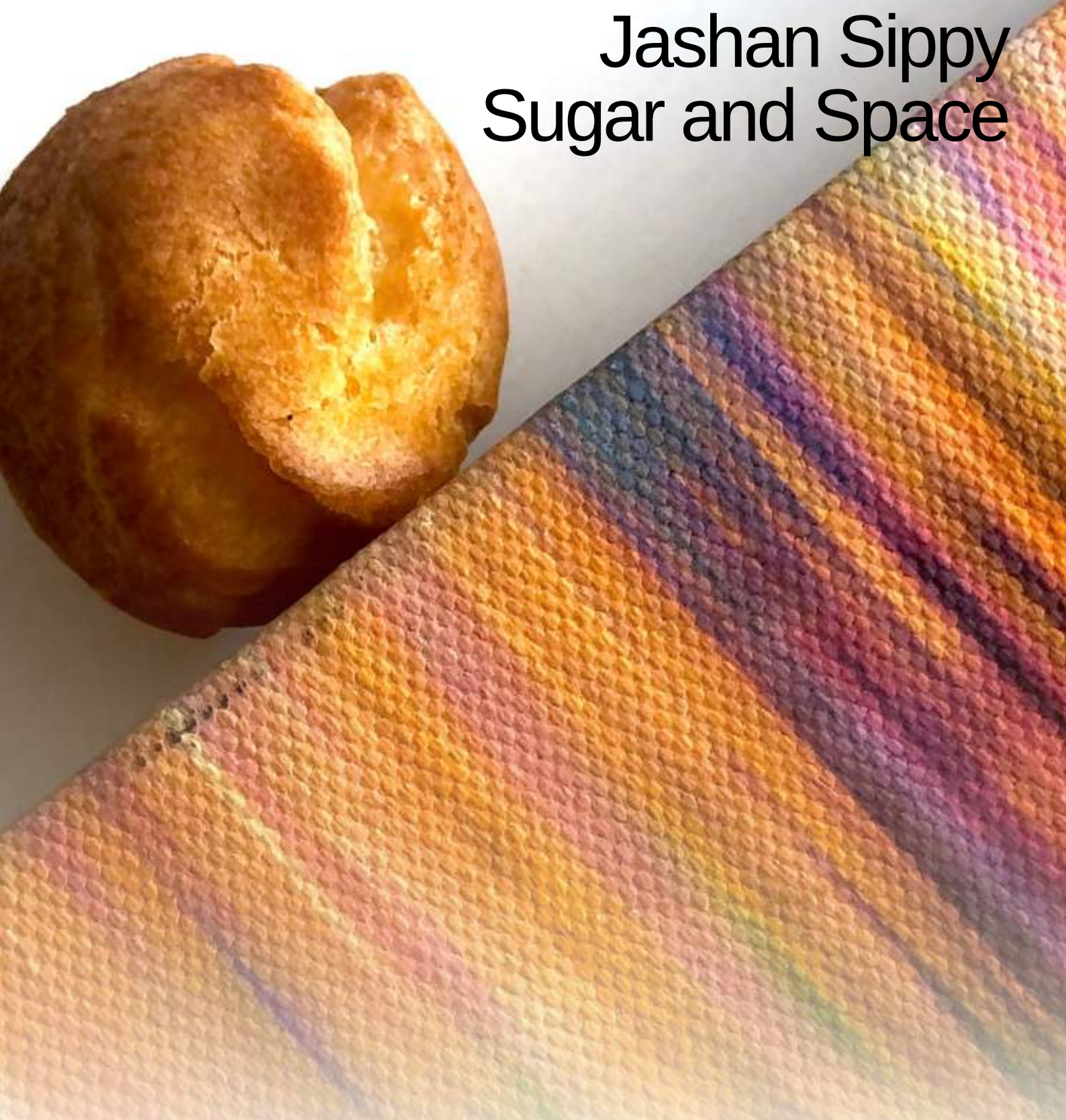
To find a plan that's right for you,  
reach out to us at:

**[hello@onlineschooloffooddesign.com](mailto:hello@onlineschooloffooddesign.com)**

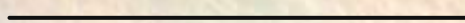


# STORYTELLING THROUGH CHOUX

Jashan Sippy  
Sugar and Space



ONLINE SCHOOL



FOOD DESIGN



# Jashan Sippy Sugar & Space



Jashan Sippy is a green building certified architect and founder of [Sugar and Space](#), a creative agency based between Mumbai and San Francisco. His dissertation titled 'Gastronomy & Architecture: Multisensory Experiences' formed the basis of his unconventional current practice. The international team of chefs, sustainability experts and designers create unconventional spaces of food, conceptualise and curate bespoke eating experiences and use food waste to 3D print food.

Jashan pursued an M.Sc. in International Business from the HULT International Business School specialising in entrepreneurship. During this time, we worked with people from sixty different countries, studied at three of the six international campuses of the school through rotation programs and was also associate professor at four of the six international campuses including San Francisco, Boston, Dubai and Shanghai. He took on a management role at Candytopia, a made-for- Instagram pop up art installation inspired by candy: Willy Wonka in real life!

He has also been the food and space correspondent for [The Dutch Institute of Food & Design](#). In August 2020, he co-founded [Food Design Nation](#), a digital platform which connects global food creatives to collaboratively design better futures of food.

Jashan teaches students of architecture, design, hospitality, innovation, anthropology and entrepreneurship globally. He has worked with students of well-known universities globally including California College of the Arts, University of San Francisco, ESHE Portugal, ISDI Mumbai, Academy of Architecture and Don Bosco College of Hospitality Studies among others.





Our minds typically rely on a change in scenery and sensory stimulation to break through creative blocks in order to find inspiration from new and varied sources. Choux pastry is an unassuming tool that has the power to keep that creator's block at bay (not to mention it also gets your appetite rolling).

This **mixed-media workshop** encourages you to find inspiration from the most unexpected places and to express yourself in a modality of your choice – writing, poetry, video, photography, painting, drawing, 3D modelling, dancing or beyond. You can go the extra mile and make your own choux pastry in preparation for the workshop (using accessible ingredients like flour, eggs and butter), or get some from a local bakery.

In this course, you will make your way through a creative and reflective exercise, personalized to you, but with choux! It will be personal, specific and full of no wrong answers. Feel free to go at your own pace, but remember, engage with the process. This will leave you feeling unblocked, inspired and refreshed for your daily tasks ahead.

By the end of this course, you will learn how to deliver compelling, multisensory presentations for any creative project.





### **Who this is for:**

This program is NOT designed to make you an expert choux-pastry maker. This workshop is ideal for budding/practising architects, interior designers, product designers, writers, photographers, creative chefs or anyone from transdisciplinary backgrounds looking to get out of a rut and switch gears to push the boundaries to transform their creative practise and express themselves in a unique way.

**Get started now!**

**Storytelling through Choux**

**Enroll for  
\$ 49.00 + VAT**



# Course Curriculum

## **Introduction**

Meet Jashan  
Influences

## **Make your own choux pastry**

Setting up your workspace  
Baking as a process of design

## **Get to know your material better**

Connecting with choux  
Five minutes with five senses

## **Storytelling through photographs**

Why storytelling?  
Setting the scene  
Documenting the process

## **Storytelling through words**

Building the narrative

## **Storytelling through drawings**

Visualizing 3D spaces

## **Storytelling through the senses**

Delivering multisensory presentations

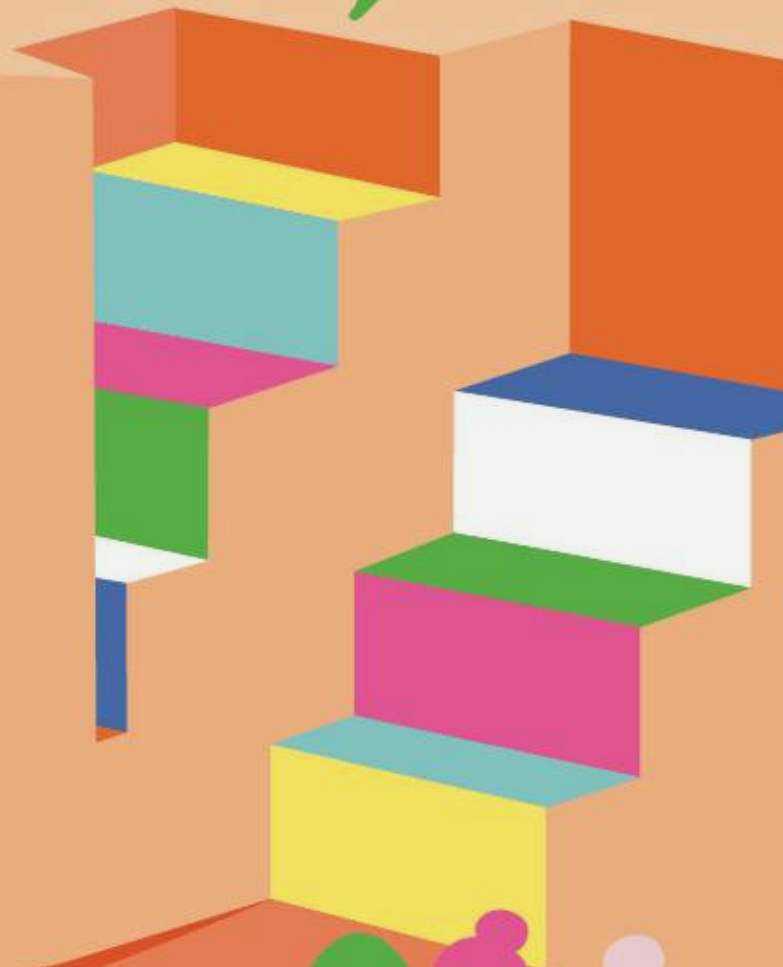
## **Conclusion and final project**

Keep creating



# FOOD GAMIFICATION & CULINARY ESCAPE GAME

Marion Ozanne-Bréda /  
You Foodish People



ONLINE SCHOOL

FOOD DESIGN

# Marion Ozanne-Bréda

## You Foodish People



Marion Ozanne-Bréda is a French entrepreneur & experience designer. Passionate about creativity, food design and games and a huge believer of the power of curiosity and serendipity, Marion creates events and products mixing food and games.

A few years ago, she launched [You Foodish People](#): a service design company, mixing food and game via a culinary escape game concept.







At You Foodish People, they play while eating, eat while playing, and even make their guests play while eating. Food games loosen the tongues, trigger smiles, arouse curiosity, awaken the small and large children who sleep in us. Yes, the association "food + game" is Marion's domain. Through You Foodish People, she offers two kinds of services including a Culinary Escape Game for team-building events, and a Gamification Studio, creating custom made food-games.

**Why playing with food, you ask?** To build customer loyalty strategy, marketing, and even events, food gamification can help you achieve your goals in a fun and happy way! This course is ideal for food businesses who want to create a powerful experience for their customers. But also for curious people who want to create games for their next food event!

In this course, you will learn:

- Why playing create a powerful customer experience that lasts
- How to create a powerful gaming scenario
- How to create food-games
- How to design an “outside the plate” experience

During this course, Marion will share her journey around creating your first culinary escape game and her method for food-game design, with a focus on concrete examples. At the end, you will create your own food-game.



Also, you will be able to test two of You Foodish People's culinary escape games.

- One that you will receive it at home, (available in French or English), so that you can play with family and friends (4 people maximum). It includes: a vegetarian apéritif... that will be locked! You will need to play in order to eat :)
- One during a **LIVE session**, where you will be able to play with other students, improve your food-game project together, and get personal feedback from Marion.

### Get started now!

Food Gamification and Culinary Escape Game	One time purchase \$ 549
Food Gamification and Culinary Escape Game	3 payments of \$ 189 + VAT/MONTH



# Course Curriculum

## Food for thought

What happens in our brain when we play?  
15 concrete examples of how to mix food and game  
Culinary escape game: What is it, and how does it work?

## Shaping your project

Set your goal and your red thread  
Define your target experienceur  
Design your target experienceur  
Write an interesting scenario  
Design the spine of your food-game

## Food game design

How to design a global experience for your food-game?  
Design what happens before and after your food-game  
15 types of riddles and how to twist them for your scenario

## Let's go

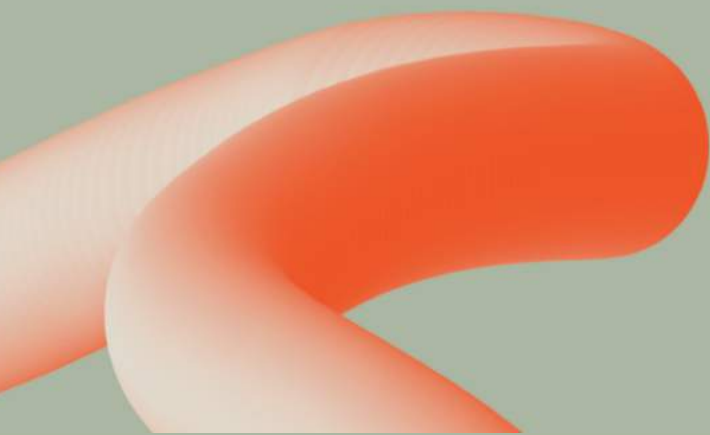
Designing your own Minimum Viable Food-Game Project





**ONLINE SCHOOL  
OF FOOD DESIGN**

**Learn.  
Innovate.  
Lead.**



[www.onlineschooloffooddesign.teachable.com](http://www.onlineschooloffooddesign.teachable.com)



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& Food Design Nation