

Sugar &
SPACE



FOOD DESIGN

JASHAN P. SIPPY

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Cover art by Elisa, Sono Allergica

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*To opening our minds
and persevering
to make our wildest dreams
come true.*

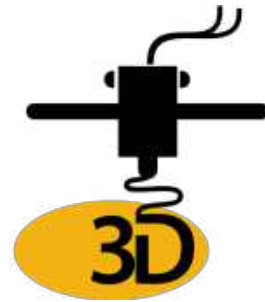
About Us

Sugar & SPACE is a food-focused design and innovation agency. We create meaningful connections for a sustainable food future. We use food as a medium to create engaging, interactive and multisensory experiences.



Inner/outer experience: By considering not only food but also the space in which it is consumed, we can create full body experiences.

We offer services in 4 verticals: **Architecture and Interior Design** for spaces of food; Conceptualizing, curating and hosting **Eating Experiences**; Facilitating **Lectures, Talks and Interactive Workshops** to students at Design, Hospitality and Business Schools; **3D Food Printing** to enhance the bespoke eating experience through technology.



Our work: Architecture for Food, Eating Experiences, Education & 3D printed food

Our Beliefs

1. Sustainability

At Sugar & SPACE, we strive towards a more **sustainable** future. Jashan Sippy, our founder, is an Indian Green Building Council Accredited Professional (IGBC AP). We constantly research the use of sustainable and edible materials in construction and interior design including mycelium bricks, Himalayan salt blocks, ice and pasta. We designed and installed the world's first and only Al Dente Wall in Mumbai in March 2019. We upcycled 28,800 pieces of macaroni past its sell-by date to create an interactive, tactile and photogenic feature wall.

2. Meaningful Connections

We embody a growth mindset and focus on building **meaningful connections** while curating bespoke eating experiences. Food is a great medium for strangers to connect with one another. We have welcomed over 850 guests to our experiences in a span of just 12 months. We consciously try and stay away from packaged fruit and vegetables available at grocery stores as much as possible. Majorly, our produce is procured from local farmer's markets. These are approved by the MSAMB – Maharashtra State Agricultural Marketing Board. This enables us to meet, build meaningful relationships and support the local farmers, producers and their livelihoods. Excess food (if any) generated from our events is donated to the less privileged children in and around Mumbai.



*Our beliefs: Sustainability, Meaningful Connections,
Quality Education & Circular Economy*

3. Quality Education

We believe strongly in raising awareness and promoting **education**. Whether it is our experiential events or interactive workshops, we strive to break down valuable information on the particular subject to make it engaging and impactful. We have worked with over 350 students since January 2019 and ensured that they become more aware and critical about the environment and sustainability. 100% of the institutions that we have worked with have repeated our services.

4. Circular Economy

Through our 3D Food Printer, we create delicious, sustainable food for people to enjoy in the age of modern technology. We use food waste in the form of fruit and vegetable scraps and transform it into delicious, edible “ink”. We believe that a **circular economy** is the way forward and aim to accomplish it across our entire organization.

Our Projects

In the pages that follow, we will present a hand-picked selection of some of our favourite projects, our proudest achievements and some unforgettable moments.



EDIBLE BYTES

We partnered with Dutch Tech company byFlow 3D to expand our offerings from pixels to plate.

Using our food and design expertise, we create Edible Bytes. These are a series of unique, attractive and delicious edible patterns, designer snacks and beautiful dishes. They range from sweet to savory and everything in between. We print fruit preserves, butter sculptures, mousses, purees, chocolate, cookies, crackers and more!

At Sugar & SPACE, we stand for a sustainable food future. We support the circular economy by using fruit and vegetable waste to experiment with leftover pulp, peels and skins and develop original, sustainable and plant-based 3D printed Edible Bytes. We even print pates and off cuts of meat, to encourage reduced and responsible consumption of meat.

How it works:

Choose or customize 3D design

Prepare edible ink

Print and watch the magic happen

Eat and be amazed

Look left: Spectators are awed by the mesmerizing patterns created by the printer as it moves swiftly across the printing surface. They are surprised even further when they are invited to taste the printed designs.



EAT MONDRIAN.

“Mondrian [...] advocated pure abstraction and a pared down palette in order to express a utopian ideal of universal harmony in all of the arts. By using basic forms and colors, Mondrian believed that his vision of modern art would transcend divisions in culture and become a new common language...”

Thus, an interactive sit-down dinner inspired by the art philosophy of Dutch artist Piet Mondrian. From a specially curated playlist of the Bahaus artists’ favourite jazz music to multiple courses based on the guiding principles of his work, guests were encouraged to eat with their mouths as well as their minds.

Course 1: Color

Course 2: Contrast

Course 3: Grid

Course 4: Interpretation

Course 5: Communion

Look Left: Guests pause and wonder what to do when served nothing but a safety pin during ‘Interpretation’.



FREEZE THE FLAVOUR

A hands-on multimedia experiential workshop in collaboration with Mumbai-based REIN Design Studio.

Participants are taught the science of working with an unusual material – resin, while sipping on specially curated cocktails. Once familiar with the material, guests are treated to an unusual and delicious designer dessert, plated live.

On tasting, guests are encouraged to forge their own artistic associations, based on flavours and their personal perceptions or memories. Thereafter, they move back to the resin casting table. And freeze a memory of the eating experience using an array of edible ingredients.

Look left: 'Nectar' consisting of 3D-printed pastry, pressed flower sugar cookies, rose petal jam, lemon honey drizzle, salted honeycomb shards, wild honey whipped cream and fresh edible flowers. The narrative of the dessert raised awareness regarding adulteration of commercial honey and the importance of the disappearing bee population in the contemporary ecosystem.





How we end our lives is the most important and costly conversation India isn't having.

'Death Over Dinner' in association with Roundglass, is focused on bringing this conversation into the forefront. The dinner is designed as an uplifting, interactive adventure that transforms this seemingly difficult conversation into one of deep engagement and empowerment. It has become a global movement and one of the most effective end of life discussion awareness campaigns to date.

At this edition of Death Over Dinner, the courses of the meal were designed as artistic interpretations of the five stages of grief – Denial, Anger, Bargaining, Depression and Acceptance.

Look top left: Acceptance - vanilla bean panna cotta.

Look bottom left: Strangers connected over food and shared their views, opinions, fears, thoughts and anecdotes on everything related to death.



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Architectural Food Tours

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Bombay / London / San Francisco

Our memories of a city are inextricably linked to the food we eat and how we interact with it. 35 countries and 65 cities later, we've produced what we believe is an unforgettable mix of food and the city.

We will be on foot and stop by some iconic landmarks and eating joints while unravelling the unique eating culture of the city.

But you will also have specially curated Sugar & SPACE treats to taste paired with the architecture to up your Instagram game!

We've launched a series of walks in Bombay, San Francisco and London. Hosted by food-lovers, historians and architects, our Architectural Food Tours are powered by Airbnb Experiences and help us reach an international audience. This is the perfect gift for anyone who is new to the city or for city-dwellers who want to experience their hometown differently.

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EAT// SENSE

Each of our bodily senses - sound, touch, taste, smell and vision - play an important role in the way we perceive food. But how aware of this are we?

Research has shown that high levels of background noise can heighten our ability to perceive savory flavors; rounder desserts are perceived to be sweeter; and heavier cutlery can simply make food taste better.

At EAT//Sense, we experiment with smells, sounds, textures and engage all your senses to show how 'off-plate' elements play a role in the perception of flavor. With a surprise, self-revealing menu, we unveil multiple courses and tease your senses.

Look top left: Guests were encouraged to ditch their cutlery and feel the contrasting temperatures of a hot churro bowl and cold ice cream using their lips and tongues.

Look bottom left: Guests were guided through a blindfolded course of the meal, designed to trick them and challenge their perceptions of culture-centric cutlery, form of food and flavor expectations.



I Dolci di Gulliver

© HARTS STUDIO

Storytelling through Choux

Choux pastry is the perfect medium for telling stories. During the baking process, pate-a-choux triples in volume. Each individual bun is unique and takes on its own identity, only guided toward its overall form during the piping process.

The architect at Sugar & SPACE discovered that the rigid exterior crust encapsulates a series of soft, organic architectural spaces, the perfect setting for telling stories. A series of levels, rooms and transition spaces lead to different iterations to identify the most suitable and unexplored architectural plans and sections, as well as three-dimensional forms.

During the workshop, participants will understand the art of making the perfect choux pastry. As it bakes in the oven, participants brainstorm to come up with plots / storylines based on fantasy or real life experiences. Once baked, participants cut into their choux pastries to reveal the architectural shell. They then develop their stories to fit in the setting of their choux and fill their pastries with suitable delectable fillings and put it all together to create an edible landscape. Sharing stories and devouring delicious pastries, participants are happy, in belly and mind.



[EARTHEN]

IMMERSIVE CULINARY EXPERIENCE

Several cuisines and cultures across the world cook underground, with the earth and in the soil. At EARTHEN, guests engage all their senses to fully immerse themselves in a life based around indigenous eastern food from India, Asia and the Middle East.

Guests dig their own underground ovens, forage for fresh organic produce, cook and eat together and talk about different ideologies behind food and cooking while exploring new, innovative and sustainable natural cooking techniques. Engaging with the elements, together, they unravel and discover delicious, mouthwatering and umami flavours.

Activities:

Foraging fresh ingredients

Creating edible clay parcels

Slow cooking in underground ovens

Look left: Guests pack their marinated ingredients into parcels (wrapped in banana leaves or dipped in clay) and place them in underground pits for slow cooking.



SMITH
London



Popcorn
GIN

A Journey ● through *Gin*

As the Gin Craze 2.0 kicks in and the spirit takes over menus again this millennium, we predict the widespread celebration of the spirit and give our followers a kick-start to being on top of their Gin game.

We know what it's like to need to kick back, relax and sip on a crisp G&T! *A Journey through Gin: The Complete Guide to Hosting Your Very Own Gincredible Experience* takes guests through the history of the beloved spirit.

We've put together everything you need to know to host like a pro - from scannable music playlists, DIY décor and set up ideas to boozy party games – we've got you covered.

What's more? Get exclusive access to over 25 specialty gin cocktail recipes packed with pro-tips to serve up a storm. We've even lined up over 25 easy to make gin-infused recipes for appetizers, mains and dessert, because what's a good dinner party if it's not a Gin-Din?

A glass of whiskey with ice cubes is the central focus. The glass is filled with a golden-brown liquid and several large, clear ice cubes. The glass sits on a dark, weathered wooden branch. The background is a light green color with a pattern of thin, vertical lines, resembling grass. The text 'GRASSY' is overlaid in a light green, sans-serif font at the top. The text 'sweet' is overlaid in a white, lowercase, sans-serif font in the middle. The text 'WOODSY' is overlaid in a light green, uppercase, sans-serif font at the bottom.

GRASSY

sweet

WOODSY

WHISKEY & the atmosphere

A complex but familiar flavour, whiskey, lends itself exceptionally to demonstrate the influence that multisensory attributes of the environment have on its perception.

This interactive experience is curated specially for whiskey drinkers. There are three specific designated zones - green, red and brown which respectively bring out the grassy, sweet and woody notes in whiskey. Each zone is equipped to enhance this experience. Visitors will ultimately be wowed by the fact that the same drink tastes different in each zone.

Zone 1: Green

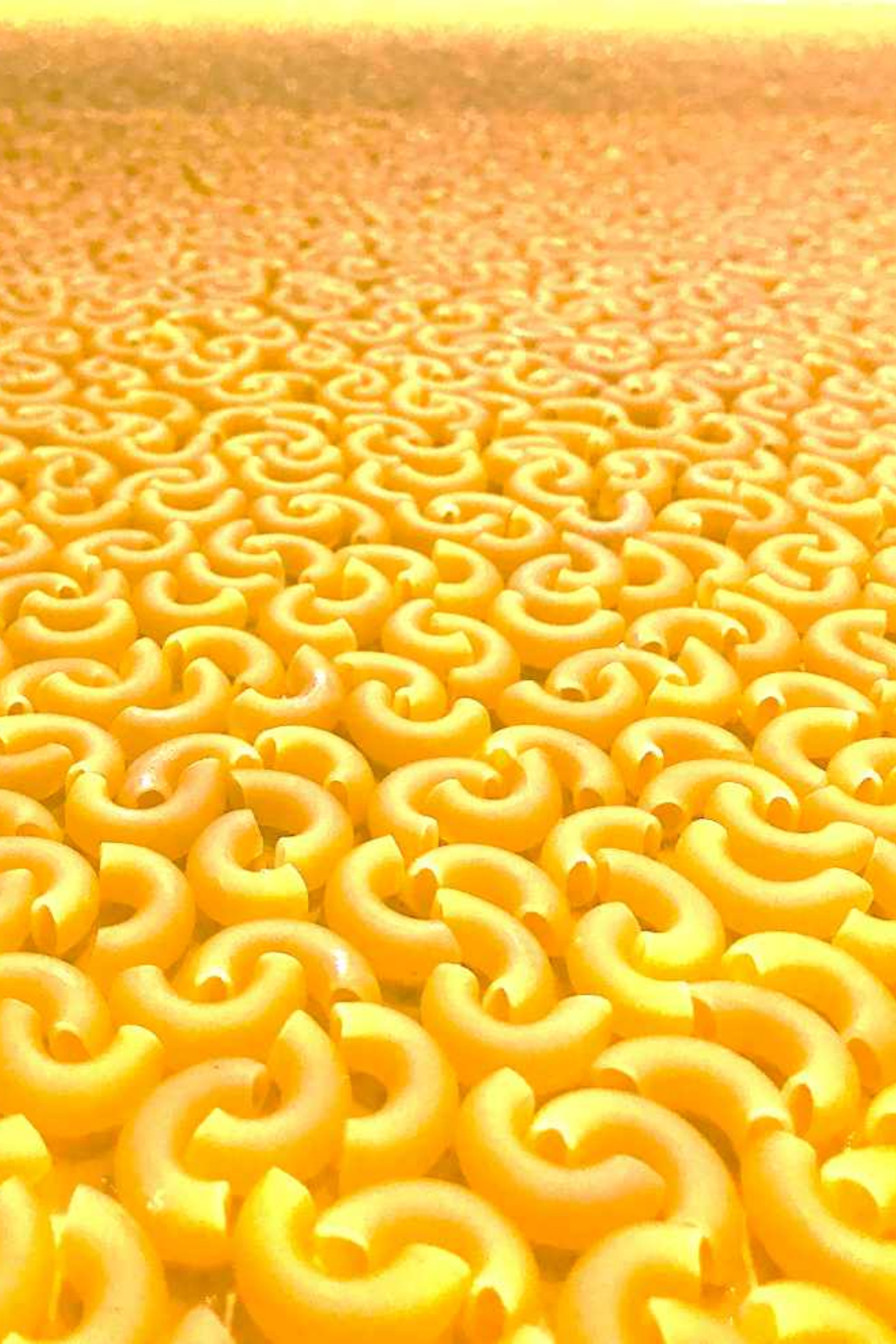
Natural light, aromas of freshly chopped grass and sounds of wind blowing and water flowing

Zone 2: Red

White light tinted red, sweet aromas, shiny surfaces, high pitched bells tingling

Zone 3: Brown

Candle light, rough surfaces, raw wood, sounds of fire crackling and wood creaking



Al Dente Wall

A fundamental difference between food and architecture are their lifespans. Food is made to be eaten almost immediately, while architecture is built to survive. Food waste represents one of the most significant social, economic, and environmental issues facing our planet.

For over a decade now, several designers have been analyzing pasta, its form and structure. There have been design competitions, literature and talks about the various kinds of pasta. Put together, the different types of pasta create mesmerizing, hypnotic patterns. We explored these options and have created textured Al Dente Wall panels.

The use of an edible material such as pasta in architecture (due to its long life and durability) encourages conversation. We use boxed pasta which is past its expiration date, and therefore would otherwise be thrown away and contribute to food waste.

Spectators feel the urge to touch, sniff and interact with the wall. This multisensory element lacks in the modern-day materials we use for building spaces.

Meet the Team

We're an international, passionate multidisciplinary team. We work with chefs, architects, graphic and product designers, event planners, building contractors, artists and other businesses.



Top left: Jashan Sippy – Bombay / San Francisco (Founder & Creative Director); Top right: Ishita Shah – Bombay (Creative Chef); Bottom left: Mia Holmsen – Oslo / New York City (Head of Sustainability); Bottom right: Suubi Nambwayo – San Francisco / Kampala (Strategy & Partnerships)

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Notes

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Notes

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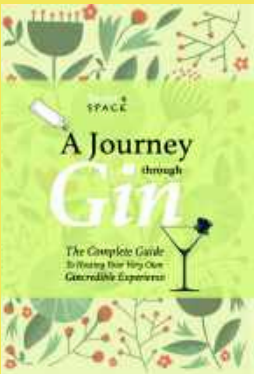
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Other titles by Jashan Sippy:



Scan for the gram:

