



QUINTA DA PIMENTEIRA
Estrada da Pimenteira, 1300-125 Lisbon - Portugal

www.fooddesignlab.pt

FOOD DESIGN LAB
IS A MEMBER OF

FORK

What is Food Design?

@fooddesignlab.lisbon

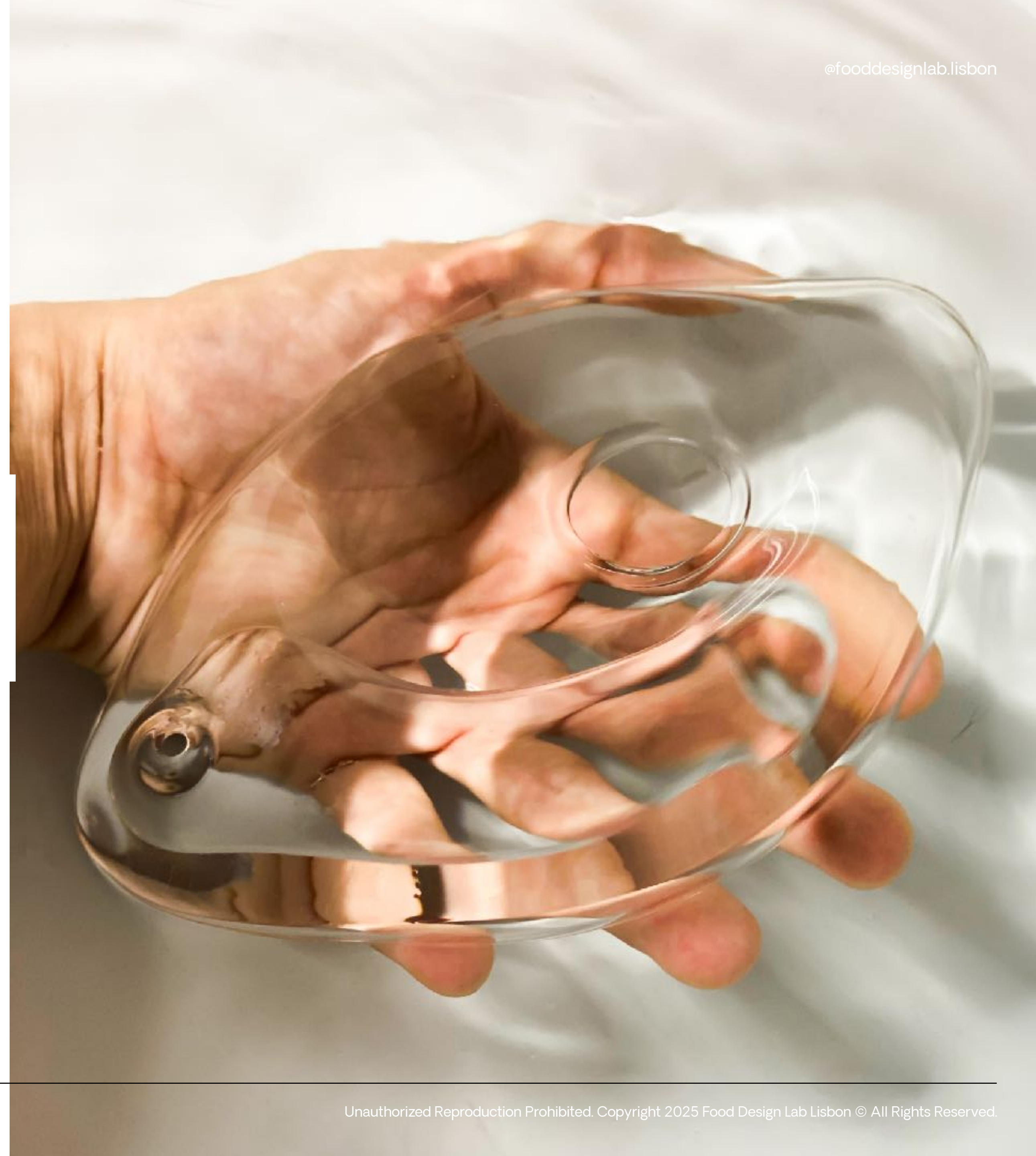
“Food design isn’t just about food—it’s about shaping how we eat, think, and live”.

Why Food Design?

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A CROSS-DISCIPLINARY
TOOL THAT COMBINES
FOOD, SCIENCE,
DESIGN, AND
SUSTAINABILITY.

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IT CHANGES
THE WAYS FOOD
IS PRODUCED,
PROCESSED,
DISTRIBUTED,
CONSUMED,
PERCEIVED,
AND WASTED.

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A HUB OF INTERACTIONS BETWEEN DESIGN, SUSTAINABILITY, AND FOOD.

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2024

Nudo Project by Lucía Sanchis

In partnership with ELISAVA School of Design and Engineering
of Barcelona and Imppecto, Catering & Events



New Brand New Stories

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FOOD
AS FUN
~~or~~ and
FOOD
WITH
PURPOSE

ONE
BRAND
TWO
TERRITORIES



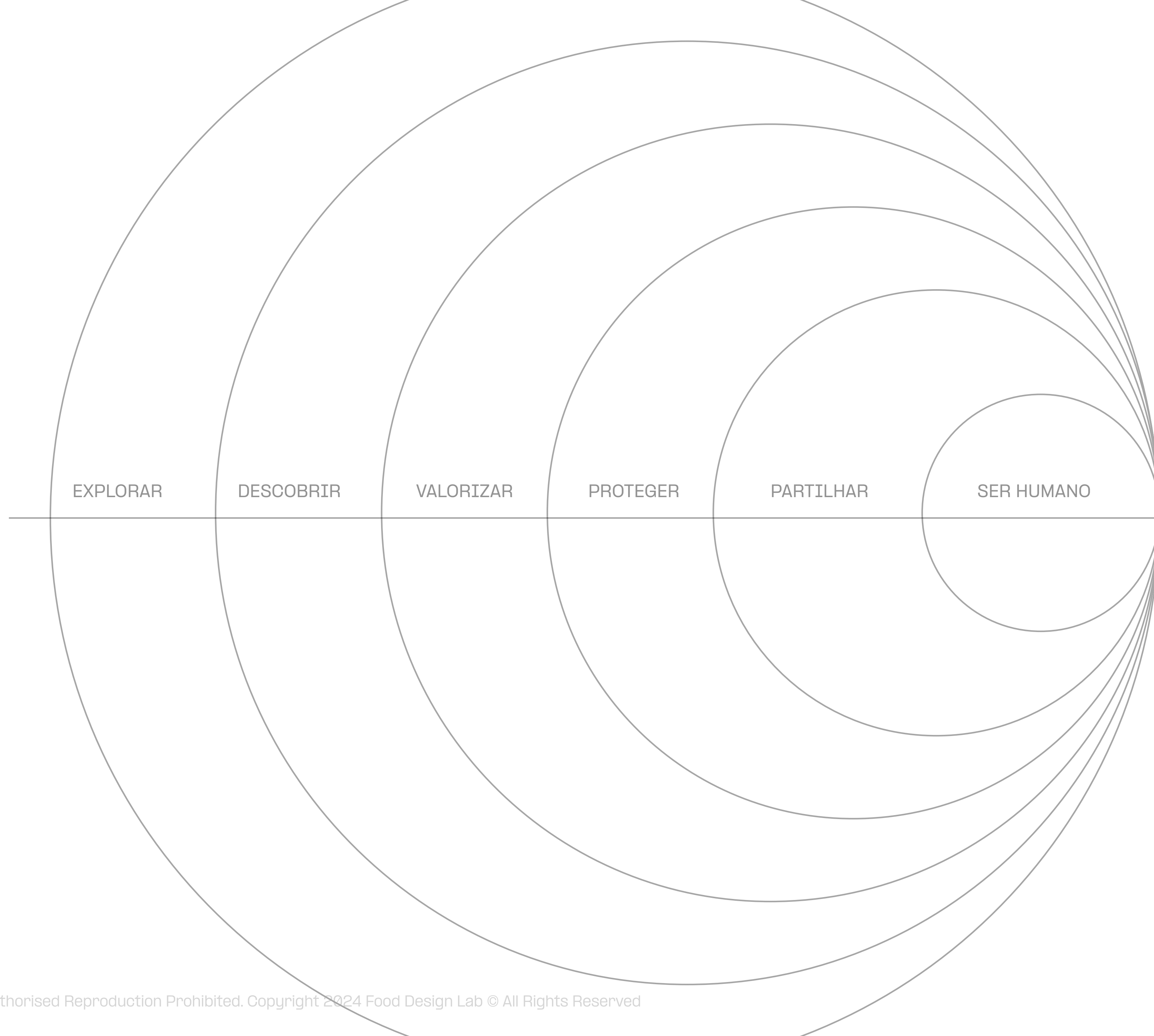
Crafting the Future of Gastronomy with Creativity and Sustainability

Situated in the heart of Lisbon's green lung, Monsanto – Quinta da Pimenteira, the Food Design Lab Lisbon is a creative lab and studio where gastronomy, design, and sustainability converge to shape the future of food. Here, innovative chefs, creative food designers, and visionary partners collaborate to create exciting new flavors, reimagine culinary traditions, and craft unforgettable dining experiences that honor local heritage while creating a more sustainable tomorrow. With each dish, product, and concept, the creative studio and experimental lab transform food into an art form that nourishes people and the planet.



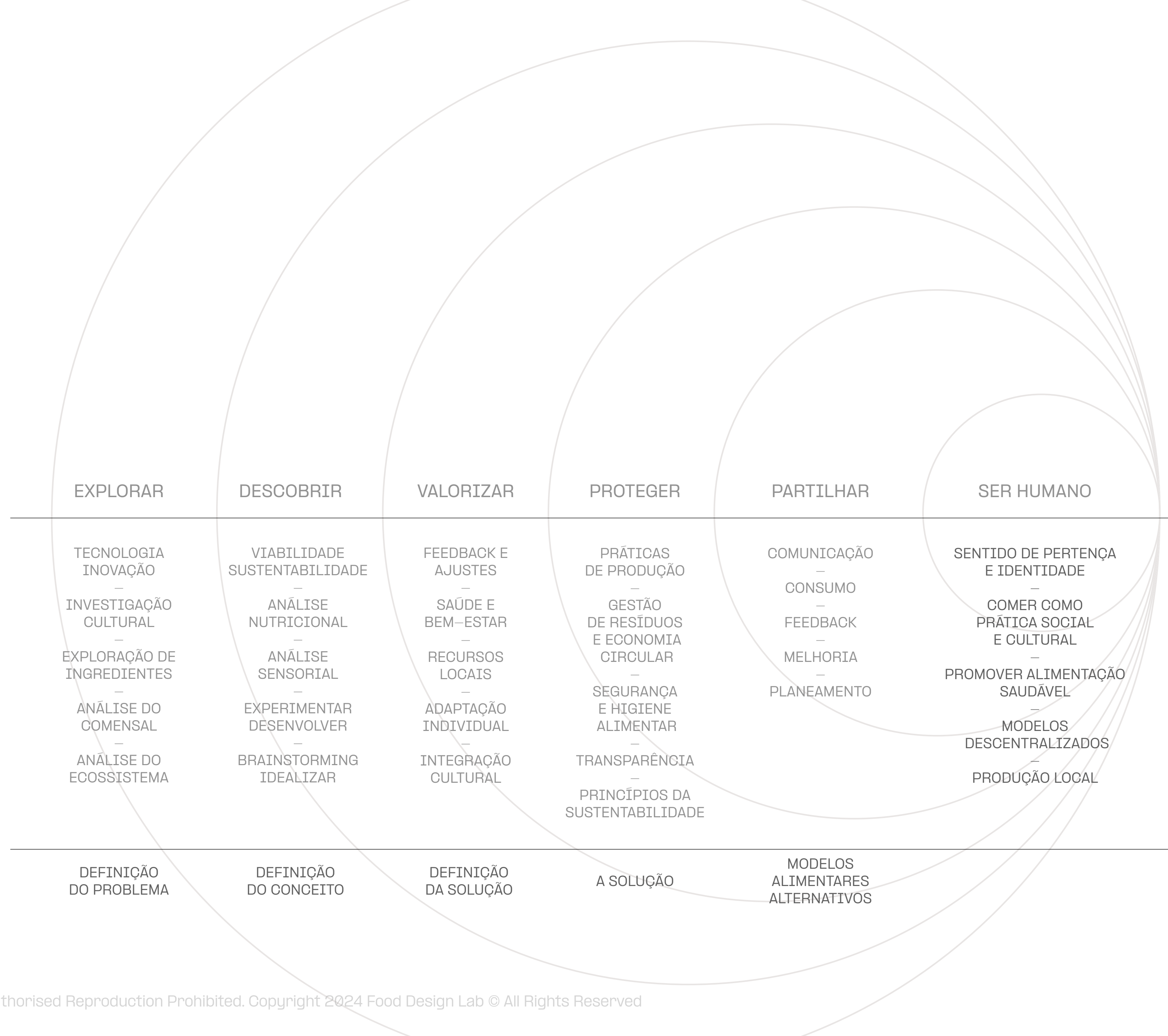
At Food Design Lab Lisbon, our process is grounded in a systemic and human-centered approach to food innovation. We begin by exploring the ecosystem—analyzing ingredients, cultural practices, and consumer behavior—before identifying opportunities or challenges within the food system. Through collaborative ideation and concept development, we create original recipes and experiences, validating them through sensory analysis, nutritional evaluation, and sustainability assessments. Our work emphasizes local resources, well-being, and cultural integration, ensuring that each creation aligns with community values. Once developed, we support the communication and positioning of the product, providing clear storytelling and visual identity, while collecting feedback for continuous refinement. While we don't handle industrial scaling, we partner with collaborators to bring these concepts closer to market reality.





FOOD DESIGN LAB

O FUTURO DA GASTRONOMIA



FOOD DESIGN LAB
O FUTURO DA GASTRONOMIA

PhD Ricardo Bonacho

Partner, Cofounder & Food Designer

Ricardo is a university professor, researcher, food designer, and speaker in the fields of Food, Gastronomy, and Food Design. He holds a degree in Communication Design and a PhD in Design from the Faculty of Architecture at the University of Lisbon, specializing in Food Design.

Currently, he is an assistant professor at Universidade Europeia—where he coordinates the Bachelor's program in Hospitality Management—and at ELISAVA Barcelona, contributing to the Bachelor's program in Design for Food Systems. Additionally, he teaches as a guest lecturer at the University of Coimbra.

With over ten years of experience in institutions such as the Estoril Higher School of Hospitality and Tourism, he collaborates on research projects and serves as a peer reviewer for specialized journals.

In parallel, he co-founded The F.O.R.K. and the Food Design Lab in Lisbon and serves as the Director of Innovation, Marketing, and Communication at Imppecto, where he provides consultancy on various national and international projects.

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André Gerardo

@fooddesignlab.lisbon

Partner, Cofounder & Executive Chef

André Gerardo is the executive chef at Imppacto, Catering & Eventos, one of Portugal's leading catering and events companies, and cofounder of the Food Design Lab Lisbon. His passion for cooking began in childhood, spending time in his parents's kitchens, where he helped with small tasks like peeling potatoes and making toasts. This early exposure ignited his love for the gastronomic world and set him on a path to professional success. Guided by a philosophy of letting life lead him "like the wind," Gerardo has built a career marked by adaptability and creativity. At Imppacto, he oversees menu planning, food preparation, and the delivery of exceptional gastronomic experiences for events of all scales. Recognised for his expertise, he has a Master's Degree in Innovation in Culinary Arts. With a deep passion for gastronomy, André Gerardo continues to shape Portugal's catering scene through innovation and dedication to his craft.

Lucinda Pinto

Partner, Cofounder & General Manager

Lucinda Pinto is a leading figure in the Portuguese catering and events sector, with over three decades of experience shaping unforgettable gastronomic experiences. As a co-founder and partner at Imppecto, Catering & Eventos, one of Portugal's most prominent catering companies, she has played a pivotal role in transforming the sector through innovation, creativity, and a deep commitment to excellence. Her passion for food and event organisation led her to expand her expertise beyond catering, cofounding the Food Design Lab – Lisbon. This initiative is dedicated to rethinking gastronomic experiences through design, fostering innovation in food products, services, and culinary concepts. At the core of her work is a philosophy that blends quality, creativity, and sustainability. Constantly evolving to meet client expectations, she remains committed to delivering memorable, immersive, and forward-thinking culinary experiences.



Our Team



Maria João Leite
Food Designer



Susana Batista
Account Manager



Rafael Pinto
Development Chef



Ana Torres
Development Chef

Food as Purpose

@fooddesignlab.lisbon

FOOD AS PURPOSE

@fooddesignlab.lisbon

At Food Design Lab Lisbon, every bite tells a story of innovation and purpose. Here, food goes beyond mere sustenance—a thoughtfully crafted experience driven by a design-centric approach that turns bold ideas into concrete products and services. Our multidisciplinary team investigates new food solutions, from concept to final creation, developing progressive food products that blend innovation with functionality. Whether reimagining a new food product, designing sustainable packaging, or crafting distinctive branding and narratives, we translate visionary concepts into market-ready solutions that enhance how we eat, connect, and nourish the world.





FOOD DESIGN LAB

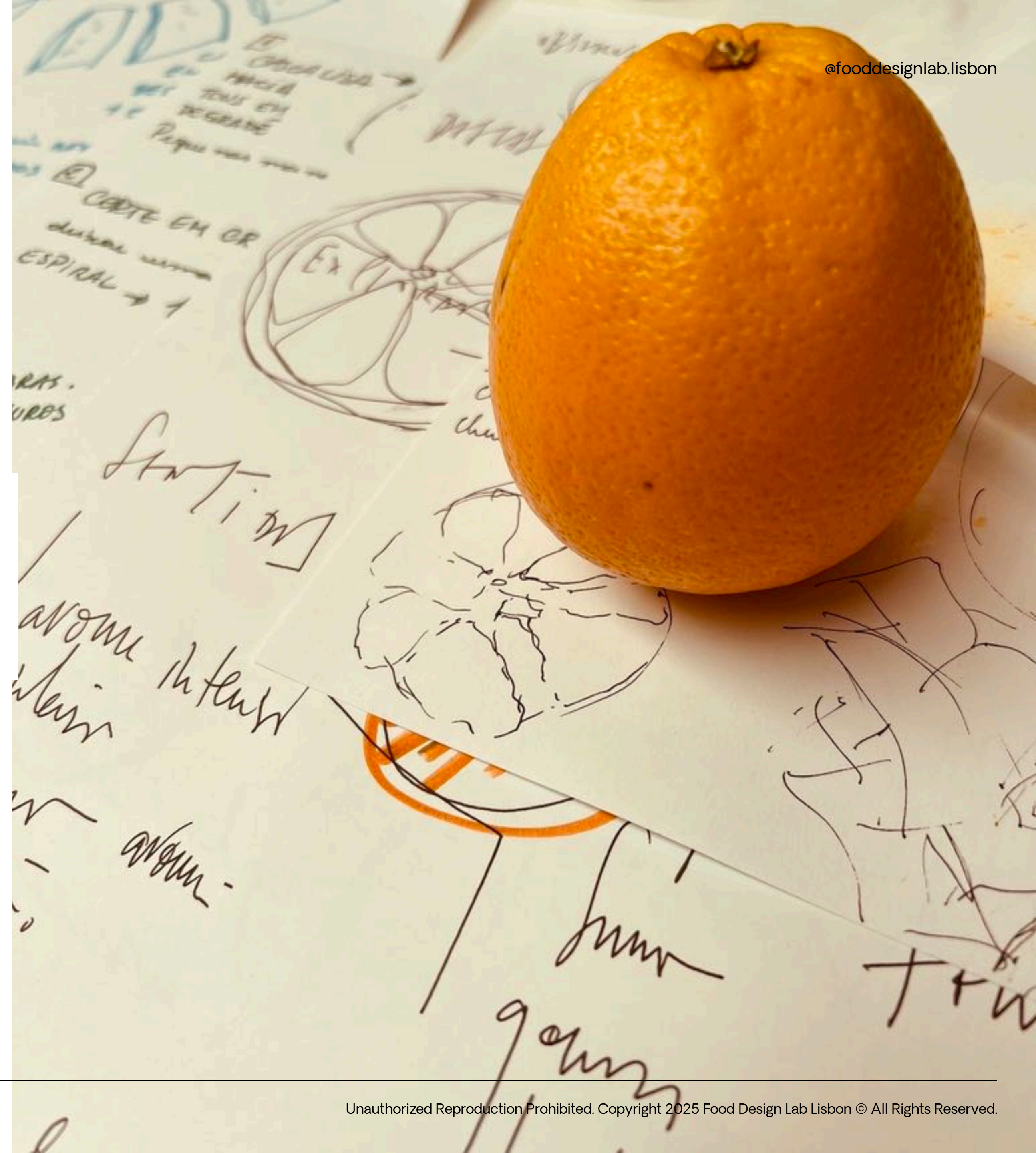
FEEDING
CREATIVE
INNOVATION

SERVICES

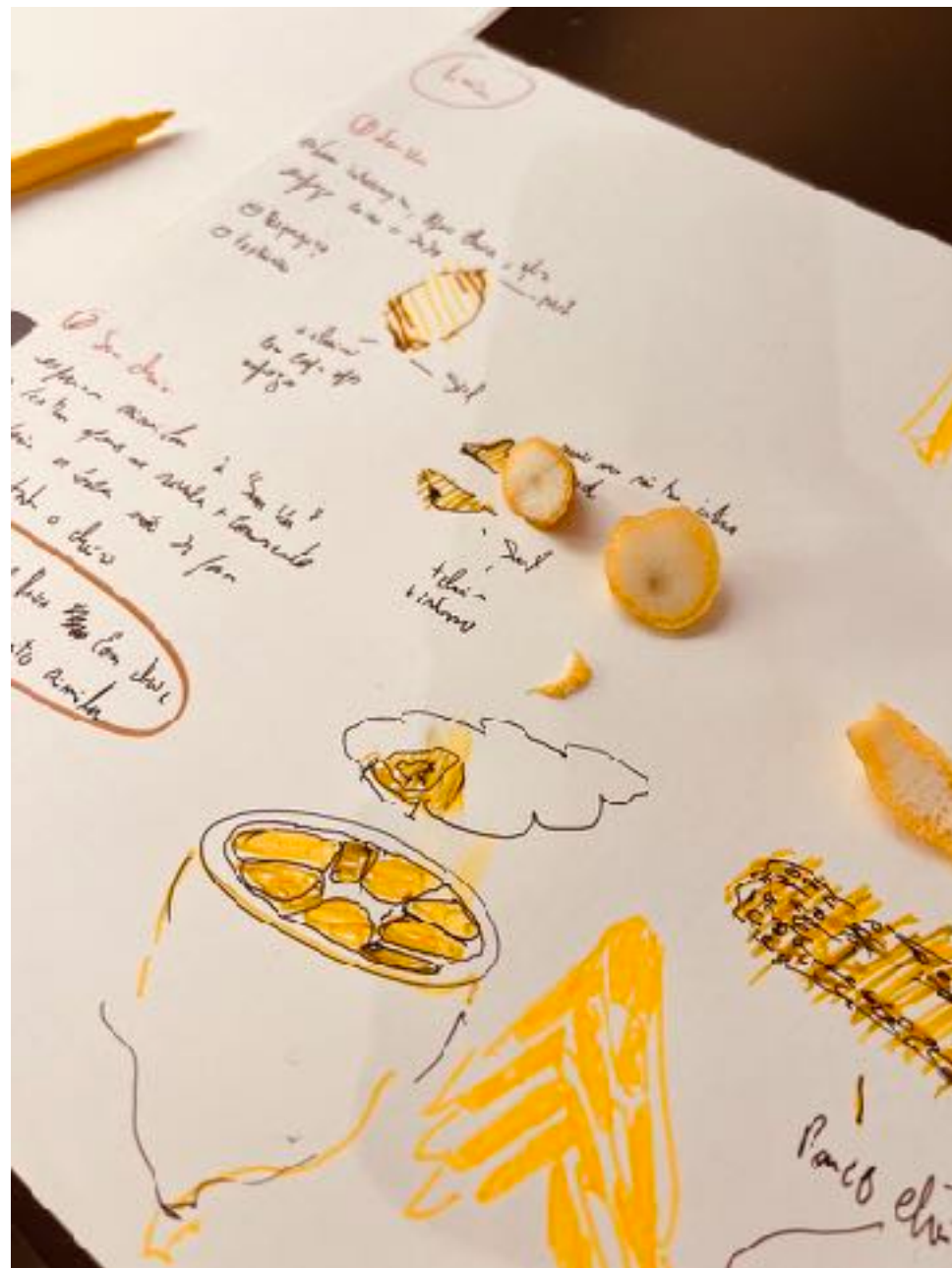
FOOD PRODUCT DEVELOPMENT
SUSTAINABLE PACKAGING AND BRANDING
FOOD RESEARCH AND TREND ANALYSIS
CUSTOMIZED CULINARY SOLUTIONS
EDUCATIONAL AND CONSULTING SERVICES

WORKSHOPS, MASTERCLASSES, TALKS AND, SHORT COURSES IN FOOD DESIGN

At Food Design Lab Lisbon, we provide hands-on learning experiences that connect gastronomy, design, and innovation. Whether you are a chef, designer, entrepreneur, or food enthusiast, our programs furnish the tools to explore food for both purpose and entertainment. Through engaging and thought-provoking formats, our workshops, masterclasses, and short courses inspire participants to reconsider the future of food.



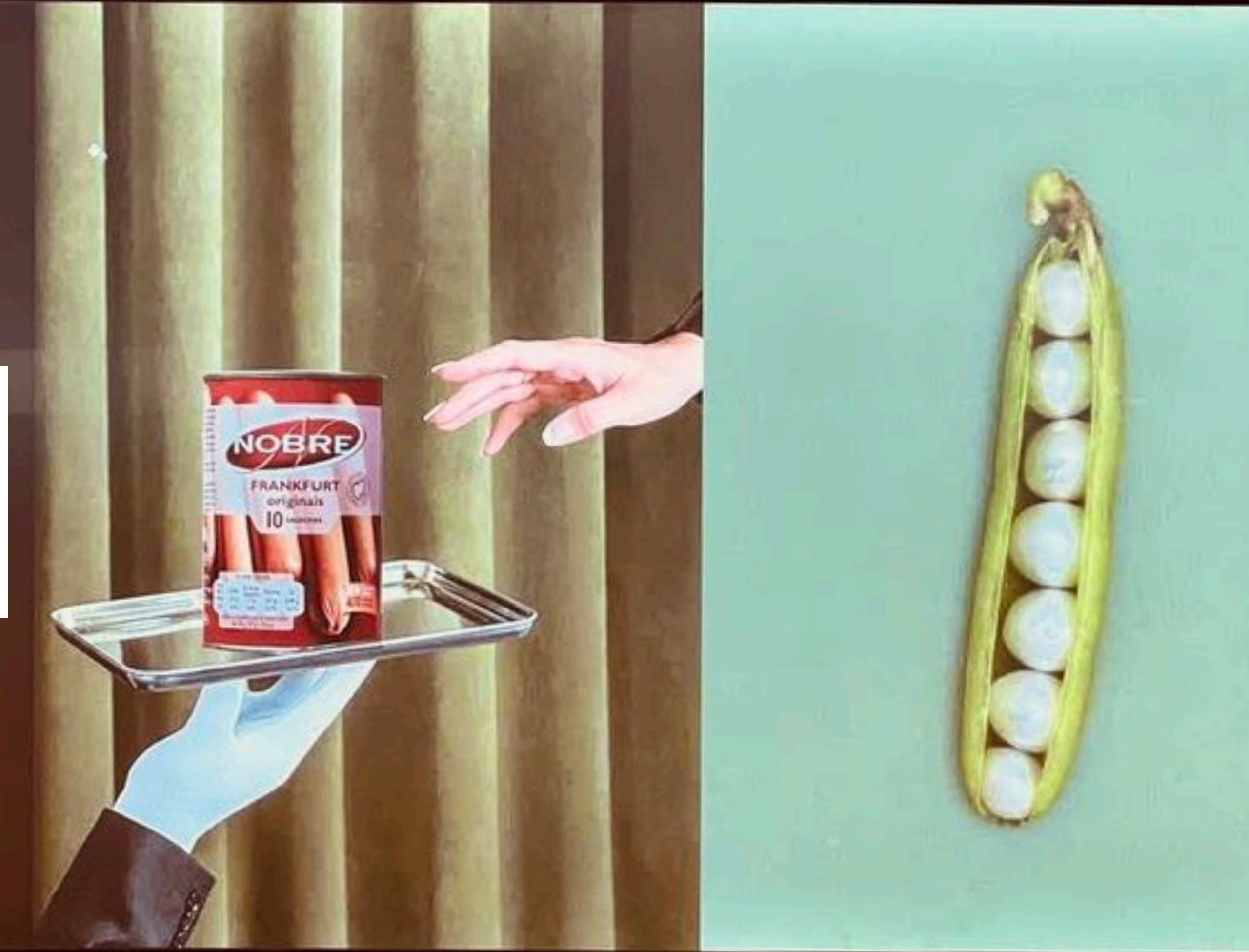
SHORT COURSE IN FOOD DESIGN LEVEL I



2024
Workshop on Food Design Level I (24 hours)
Client: ESAD Matosinhos
Venue: Exploratório da Esad—idea

SHORT COURSE IN FOOD DESIGN LEVEL I

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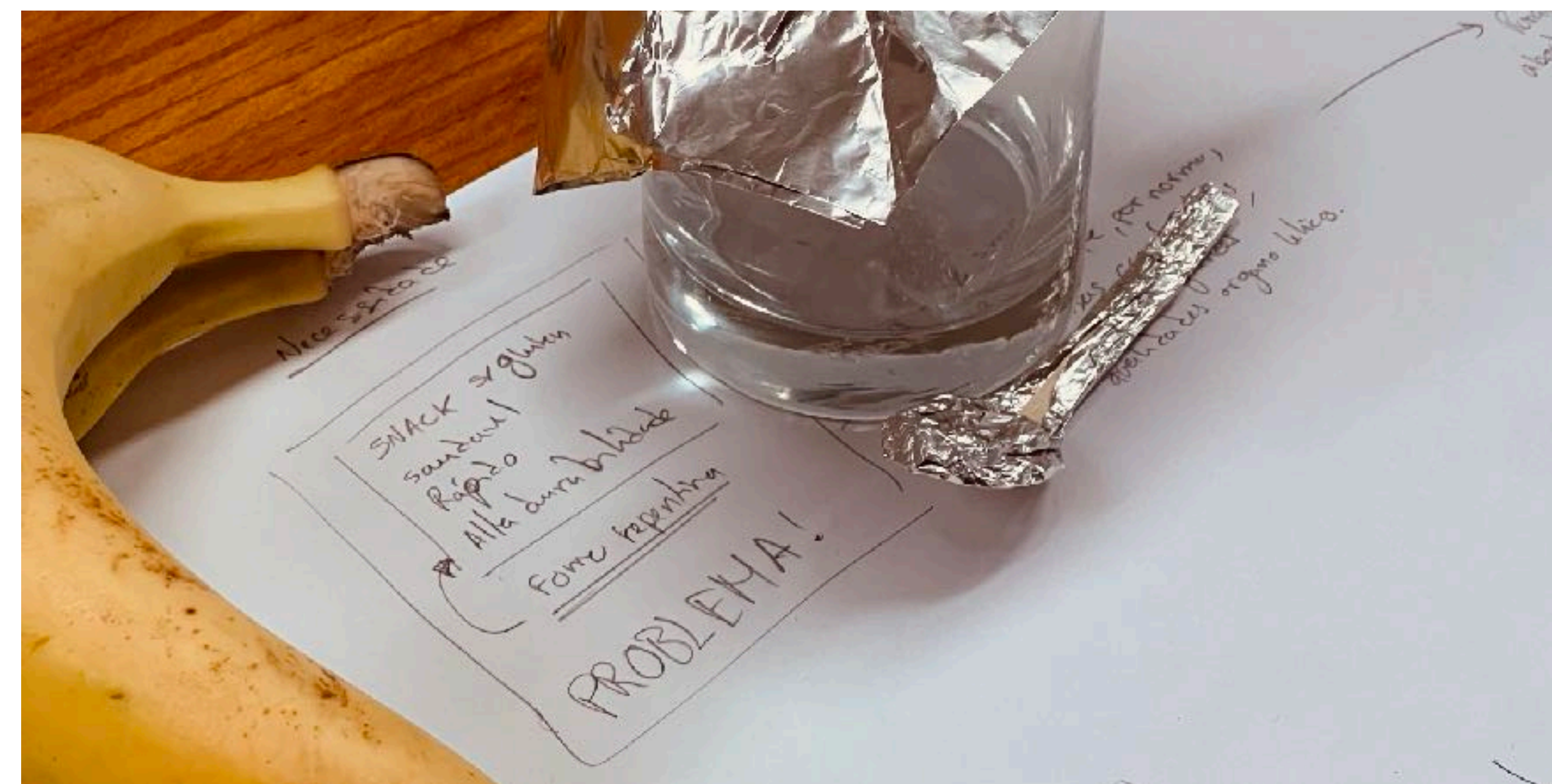
2024
Workshop on Food Design Level I (24 hours)
Client: ESAD Matosinhos
Venue: Oporto School of Tourism and Hospitality

WORKSHOP FOOD DESIGN LEVEL I

2024

Workshop on Food Design Level I (4 hours)

Venue: Food Design Lab Lisbon



MASTERCLASS SUSTAINABILITY & INNOVATION

2024
Matosinhos
Venue: Matosinhos





TASTE PORTUGAL AHRESP

@fooddesignlab.lisbon

2023

Portugal

Venue: Portuguese restaurants - Tasca da Esquina, Noélia, Taberna Albricoque



CÂMARA MUNICIPAL DE SINTRA

2024

Núcleo de Educação e Qualidade Alimentar da CM Sintra

Venue: Escola Básica Visconde Juromenha





ASSOCIAÇÃO LOCALS

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2024

Associação Locals

Venue: Associação Locals, Mercado da Ajuda





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MOLECULAR CUISINE LEVEL I, II & III WITH CHEF RUI MOTA

2024
Food Design Lab
Venue: Food Design Lab



FISH WITH CHEF FILIPE RODRIGUES

2024
Food Design Lab
Venue: Food Design Lab



STORYTELLING BRANDING COMMUNICATION PACKAGING

At Food Design Lab Lisbon, we believe food means more than just taste—it represents a story, an identity, and an experience. We create compelling narratives and design strategies that enhance food brands, transforming them from mere products into memorable experiences. By combining design, sustainability, and emotion, we assist food brands in building meaningful identities that leave a lasting impression.

EAT LOCAL
EAT SEASONAL
EAT REAL



MEDDiET
- MENUS 4 CAMPUS -

EDIBLE SEAWEED MUSEUM

**HOSPITALITY
EDUCATION
AWARDS**

Winner of Best
Educational Project,
2023

2023

Concept, Branding, Storytelling and Communication



Developed within the Master's in Innovation, Arts, and Culinary Sciences at ESHTe, this project by Food Design Lab explores seaweed as a sustainable and underutilized food resource in Portugal. With a mission to bridge urban and rural communities with ocean ecosystems, the initiative envisions a museum as a hub for education, awareness, and gastronomic innovation. By integrating food design methodologies, it aims to enhance public literacy on seaweed consumption, its nutritional value, and its role in environmental sustainability. The project embodies a sensory, immersive experience, reinforcing the importance of knowledge, culture, and food tech in shaping future diets.

EDIBLE SEAWEED MUSEUM

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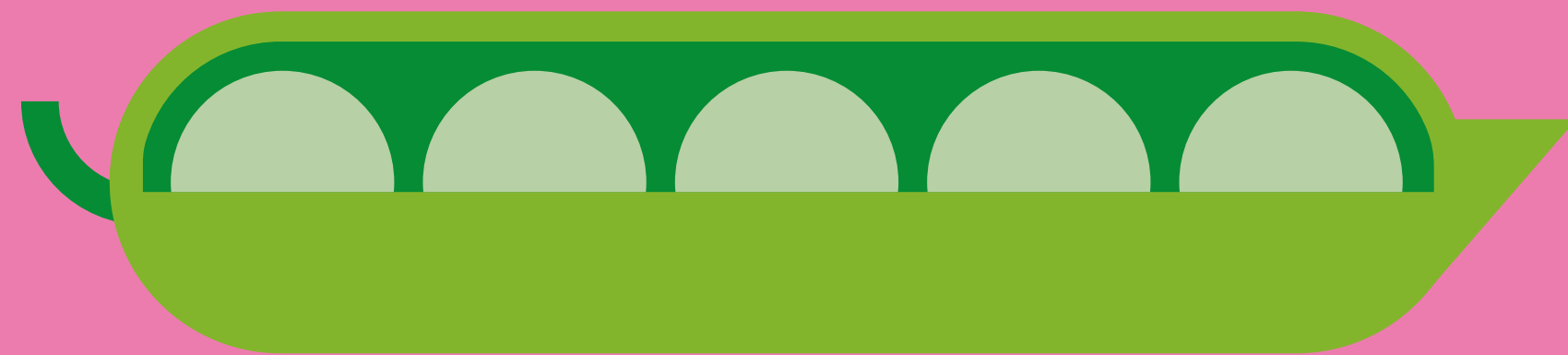
HOSPITALITY
EDUCATION
AWARDS

Winner of Best
Educational Project,
2023

2023
Concept, Branding, Storytelling and Communication



PLANT BASED
IS THE NEW
DELlicious



MEDDiET
- MENUS 4 CAMPUS -

MEDDIET MENUS 4 CAMPUS

2024

Concept, Branding, Storytelling and Communication

Redefining Healthy Eating for the Next Generation: MediDiet4Campus is a project that promotes the Mediterranean diet as a sustainable, nutritious, and appealing choice for university canteens. Designed with a young, dynamic, and engaging identity, the project seeks to demystify traditional dietary perceptions, making healthy eating accessible, diverse, and exciting. By integrating food design methodologies, it aligns nutrition, visual communication, and food experience to inspire students to adopt balanced, seasonal, and plant-based choices. MediDiet4Campus not only enhances dietary awareness but also strengthens the connection between health, sustainability, and everyday food habits.

MEDDIET MENUS 4 CAMPUS

2024
Concept, Branding, Storytelling and Communication



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NUTRITOSUSTAIN PLANET FRIENDLY NUTRITION

2023

Concept, Research, Strategy, Branding, Storytelling and Communication

Nutri2Sustain is a forward-thinking initiative that redefines nutrition through sustainability, offering ready-to-eat meals made with alternative proteins such as insects, seaweed, and legumes. This project embodies a holistic food design approach, integrating culinary innovation, environmental responsibility, and lifestyle adaptation. By considering the entire food system—from ingredient sourcing and production to packaging and consumer experience—Nutri2Sustain ensures coherence across every touchpoint. More than a product line, it is a strategic response to the challenges of global food security, proving that nutrition, sustainability, and modern living can coexist in a balanced and accessible way.

Nutri2Sustain

PLANET FRIENDLY NUTRITION



NUTRITOSUSTAIN PLANET FRIENDLY NUTRITION



PLANET FRIENDLY NUTRITION

Nutrition
to sustain
the planet,
to sustain
people,
to sustain
life



MADALENA COOKING

2023

Concept, Product Development, Strategy, Branding, Storytelling and Packaging

TEMPO
DE REAVIVAR
MEMÓRIAS
Madalena

COZINHA COM TEMPO

Madalena Cooking is a brand that redefines ready-made meals, offering frozen, high-quality, homemade-style dishes that honor traditional Portuguese cuisine. More than just convenience, the project is built around the importance of time—time spent with family, time saved from cooking, and time invested in crafting meals that respect tradition, quality, and authenticity. By merging culinary heritage with modern lifestyles, Madalena Cooking provides an effortless way to enjoy comforting, nutritious meals, preserving the essence of home-cooked food while giving people more time to savor life's moments.

Tempo para
SABOREAR
PASSEAR
ESTAR
SORRIR
DESCANSAR
DORMIR
AMAR



WEVENT

2024
Concept, Branding, Storytelling and Communication



WORLD TOURISM DAY 2023, 2024 EUROPEIA UNIVERSITY

2024
Concept, Branding, Storytelling and Communication



Tm
R2S
mO
27 SETEMBRO
DIA MUNDIAL
DO TURISMO
2023

FOOD PRODUCT DEVELOPMENT

Food Design Lab Lisbon is not only a space for learning and exploration, but also a creative studio with the expertise to develop innovative food concepts and original recipes with market potential. Combining gastronomy, design, and strategic thinking, we collaborate with brands and entrepreneurs to craft unique food experiences tailored for today's consumers. While we focus on concept creation and recipe development, we work alongside partners to scale these ideas for industry production and commercial launch.





ESPAÇO 3 REDES

2022

Product and recipe development, styling and photography

Developed by Food Design Lab, this project embodies the synergy between chefs and designers, utilizing food design methodologies to create a healthy, visually enticing grab-and-go concept. With an emphasis on nutritional balance and appetite appeal, it transforms everyday eating into a sensorial experience that is both convenient and indulgent. By integrating culinary creativity with design precision, this initiative redefines fast, healthy food, ensuring that aesthetic presentation, taste, and practicality harmonize seamlessly. The result is an accessible yet sophisticated food experience, proving that well-being and pleasure can coexist in every bite.

ESPAÇO 3 REDES



M3X

2023
Concept, menu, Recipes, Team Training, Branding, Storytelling and Communication

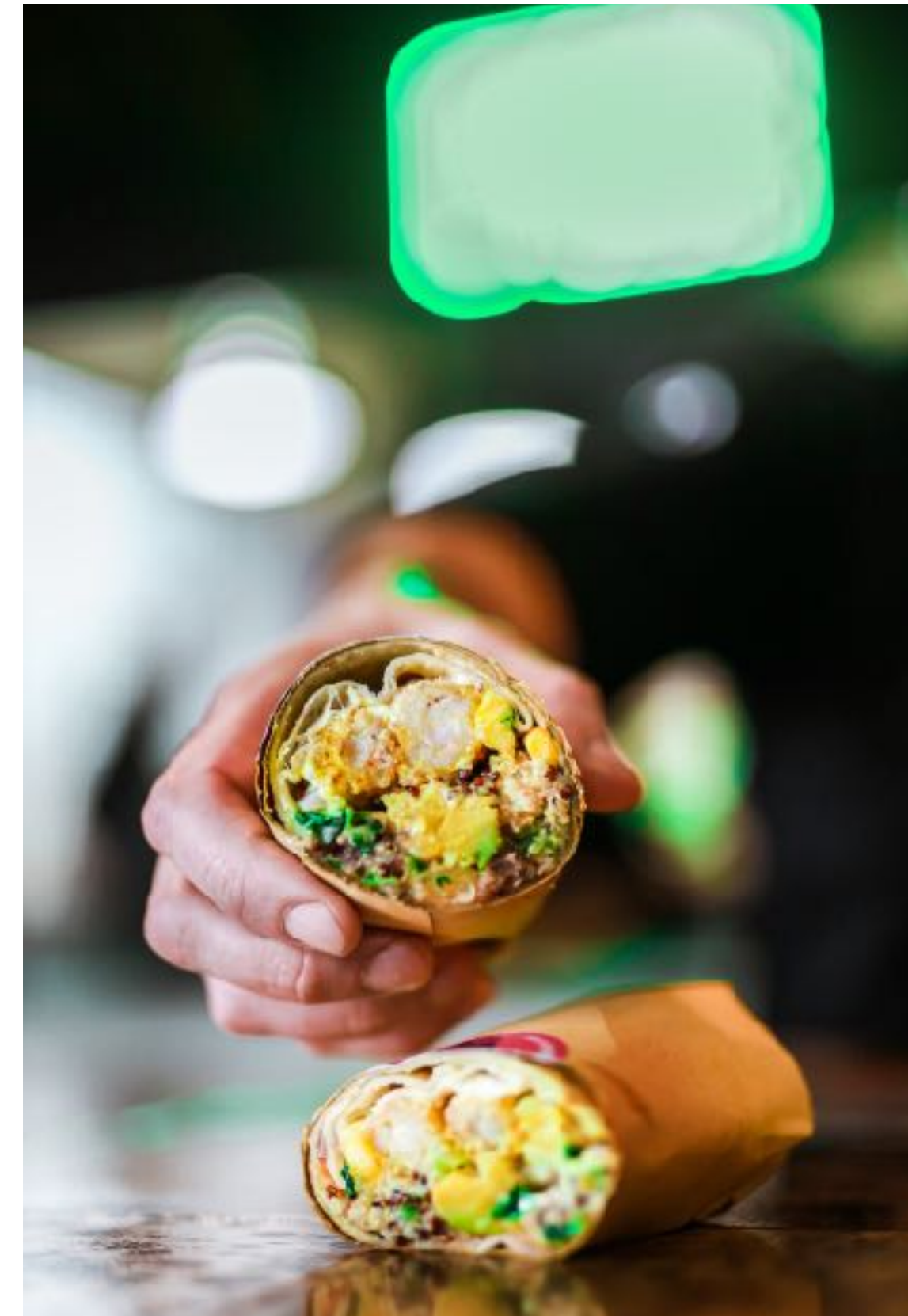
M3X is a fully immersive Mexican restaurant concept where food design shaped every aspect—from menu and recipes, and team training to branding and communication. As a 360+ project, the design team's continuous involvement ensured a cohesive identity, optimizing both culinary and operational elements. This holistic approach highlights the added value of food design, where deep insight, strategic coherence, and innovation create an authentic and engaging dining experience.





M3X

@fooddesignlab.lisbon





VIVID FARMS

@fooddesignlab.lisbon

2024

Product and recipe development, styling and photography

This project outlines a collaborative project between Vivid Foods and the Food Design Lab (FDLab), focused on developing sustainable, innovative, and high-quality food products aligned with conscious consumer trends. The initiative is built on key pillars such as sustainability, innovation, holistic health (One Health), and circular economy. It aims to create a positive social impact through regenerative design, food education, and community engagement. This collaboration led to the creation of unique recipes that highlight the organic product baskets from Vivid Farms. These recipes serve not only to promote the use of locally sourced, high-quality ingredients but also to illustrate and communicate the principles of regenerative agriculture. By integrating storytelling with culinary creativity, the initiative helps consumers better understand the environmental and social value of sustainable farming practices.

VIVID FARMS

2024
Product and recipe development, styling and photography



ARROZ SALUDÃES

2024

Product and recipe development, styling and photography and video for social media



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Food as Entertainment

FOOD AS ENTERTAINMENT

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At Food Design Lab Lisbon, food is more than just a meal—it's a playground of flavors, textures, and emotions. We create immersive gastronomic experiences that blur the boundaries between fine dining, art, and storytelling, turning every bite into a multisensory journey. From interactive tasting menus to theatrical dining encounters, we invite guests to explore food unexpectedly—where sight, sound, touch, and emotion enhance the experience. Whether it's a playful twist on a classic dish or a fully immersive culinary performance, we transform dining into an unforgettable adventure, demonstrating that food is meant to be tasted, felt, and experienced.





FOOD DESIGN LAB

DESIGNING
MEANINGFUL
EXPERIENCES

SERVICES

IMMERSIVE DINING EXPERIENCES
FINE DINING CONCEPT DEVELOPMENT
INTERACTIVE AND EXPERIMENTAL FOOD EVENTS
SENSORIAL GASTRONOMY & WINE PAIRING
BESPOKE CULINARY PERFORMANCES

EXPERIENCE GIRA'S SECRET TASTE EXPERIENCE

2025

Gastronomic Experience Gira's Secret Taste Experience

Client: Cristina Ferreira's Brand #eusouGIRA

The Gira gastronomic experience, crafted by Food Design Lab Lisboa, invites you on a sensory journey that mirrors the brand's core: endless transformation, inclusive beauty, and empowering self-care. Each moment in this adventure draws inspiration from life's natural cycles, awakening all your senses and creating a connection between body, mind, and what we eat. A seasonal, locally-sourced menu evolves with life's rhythms, showcasing cutting-edge culinary techniques and elegant, meaningful presentations that reflect the ever-changing beauty of existence.

EXPERIENCE GIRA'S SECRET TASTE EXPERIENCE



2025

Gastronomic Experience Gira's Secret Taste Experience

Client: Cristina Ferreira's Brand #eusouGIRA

Venue: Gomes Freire Palace, Lisbon - Portugal

O|O FDL



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EXPERIENCE GIRA'S SECRET TASTE EXPERIENCE



2025

Gastronomic Experience Gira's Secret Taste Experience

Client: Cristina Ferreira's Brand #eusouGIRA

Venue: Gomes Freire Palace, Lisbon - Portugal

EXPERIENCE SALUS PER AQUAM

@fooddesignlab.lisbon

2024

Gastronomic Experience Salus Per Aquam

Client: Grohe Spa

Inspired by the timeless wisdom of “Salus per Aquam” and “Mens sana in Corpore Sano,” our vision unfolds as an immersive multisensory journey—a true celebration of life’s natural harmony. Imagine “Ritual Sensory,” where every aspect of your experience is a carefully choreographed ritual, awakening all five of your senses and deeply connecting you with nature’s healing force. In this transformative culinary journey, water serves as the sacred thread connecting mind, body, and spirit. Each course is a meditative ritual, encouraging you to savor flavors that are nutritionally balanced and reflect organic, local, and seasonal integrity. Here, the act of dining transforms into a soulful celebration of wellness, sustainability, and the art of living vibrantly.

EXPERIENCE SALUS PER AQUAM

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2024
Gastronomic Experience Salus Per Aquam
Client: Grohe Spa

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EXPERIENCE SALUS PER AQUAM

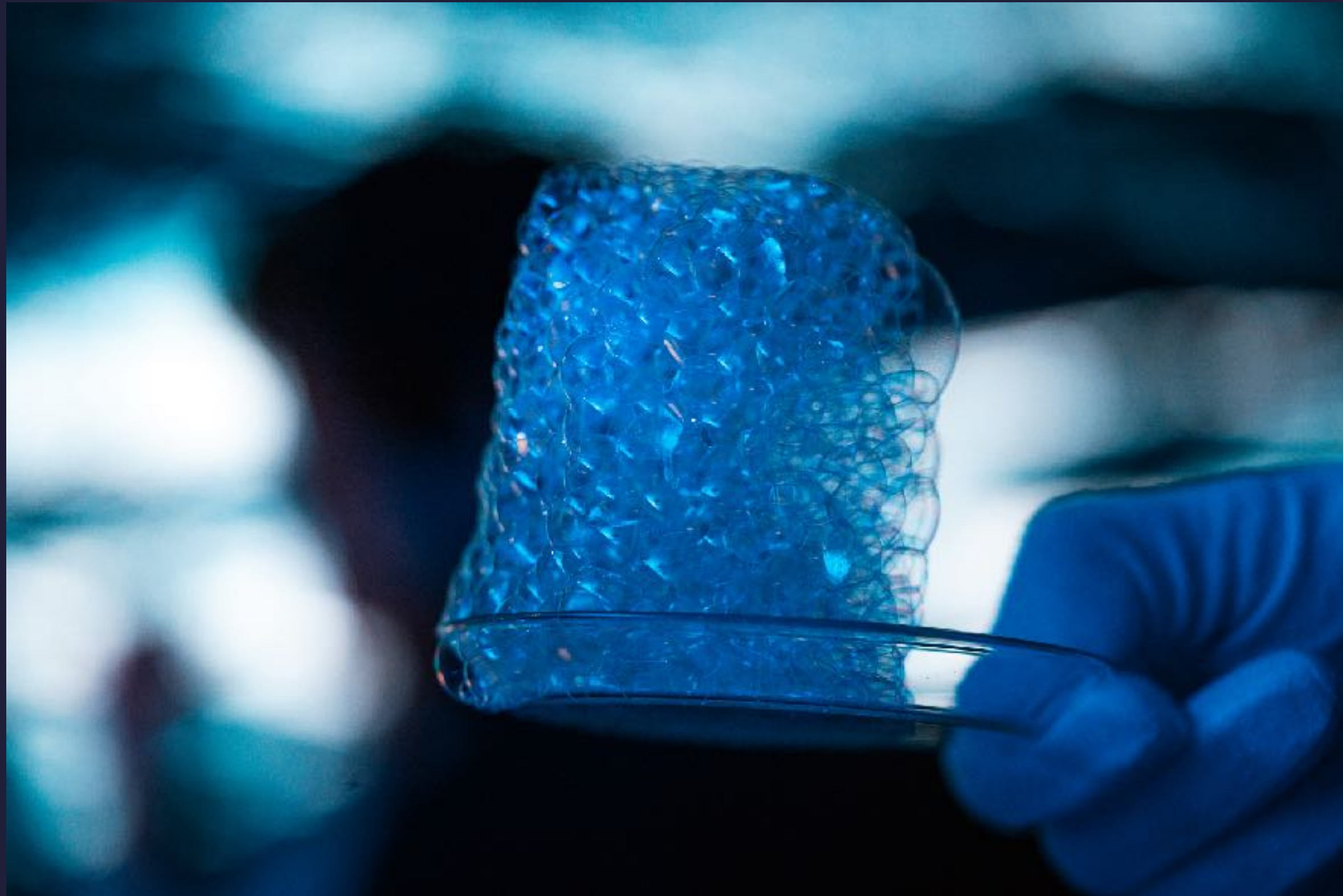
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2024
Gastronomic Experience Salus Per Aquam
Client: Grohe Spa



EXPERIENCE SALUS PER AQUAM

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2024
Gastronomic Experience Salus Per Aquam
Client: Grohe Spa

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2024
Gastronomic Experience Salus Per Aquam
Client: Grohe Spa

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EXPERIENCE THE CRITICAL SESSIONS

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2024

Gastronomic Experience The Critical Sessions

Client: Axians + Expresso Newspaper

This immersive gastronomic experience, explores the intersection between human creativity and artificial intelligence under the theme of a sustainable future. The concept is grounded in a collaborative process where AI is used as a creative tool. The creative journey unfolds in multiple stages. It begins with AI-generated flavor pairings, followed by adjustments based on sustainability criteria such as seasonality, local production, and sensory experience. Finally, the chef refines these suggestions, adding his own creative touch and culinary expertise to craft a unique and memorable tasting menu.

EXPERIENCE THE CRITICAL SESSIONS

@fooddesignlab.lisbon



2024
Gastronomic Experience The Critical Sessions
Client: Axians + Expresso Newspaper



EXPERIENCE THE CRITICAL SESSIONS



2024
Gastronomic Experience The Critical Sessions
Client: Axians + Expresso Newspaper

EXPERIENCE SPRING HAS SPRUNG

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2024

Gastronomic Experience Spring Has Sprung

Client: Imppacto Catering e Eventos

Developed to Imppacto Catering e Eventos, Spring has Sprung is a multisensory dining experience inspired by the arrival of spring. Blending gastronomy, seasonality, and creativity, the project transforms ingredients, colors, textures, and aromas into a vibrant culinary journey. With an immersive and exploratory approach, it celebrates the infinite possibilities of spring-inspired cuisine, crafting dishes that evoke renewal, freshness, and connection to nature. This experience showcases how food can be a medium for artistic expression, emotion, and storytelling, engaging diners beyond taste and turning each meal into a celebration of the season's awakening.

EXPERIENCE SPRING HAS SPRUNG



2024
Gastronomic Experience Spring Has Sprung
Client: Impacto Catering e Eventos



EXPERIENCE SPRING HAS SPRUNG



2024
Gastronomic Experience Salus Per Aquam
Client: Grohe Spa

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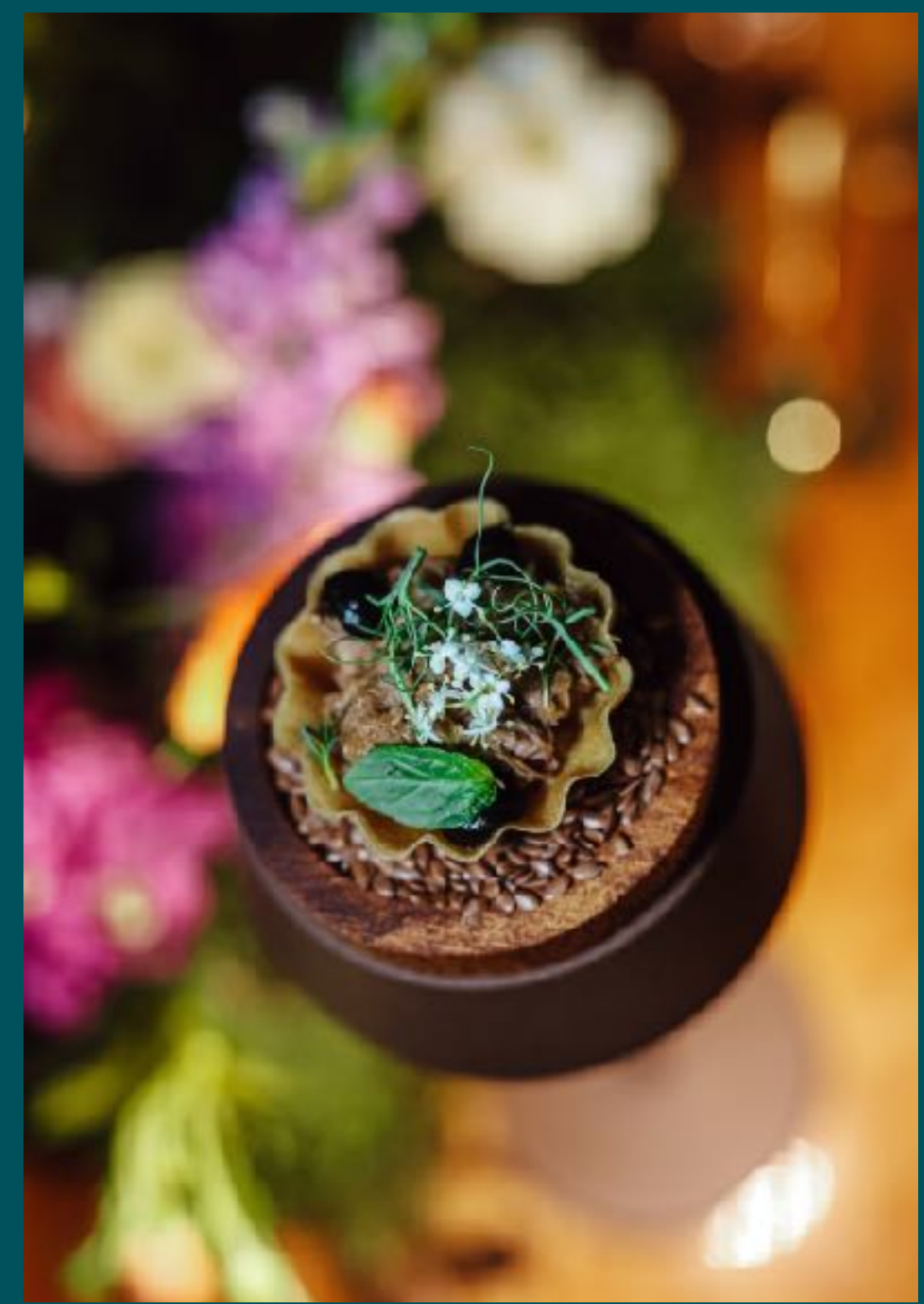


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EXPERIENCE SPRING HAS SPRUNG

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2024
Gastronomic Experience Spring Has Sprung
Client: Impacto Catering e Eventos

EXPERIENCE SPRING HAS SPRUNG



2023

Gastronomic Experience Essentia - Feeling who we are!

Client: IMPPACTO, CATERING & EVENTS



EXPERIENCE EDIBLE LANDSCAPE IADE

@fooddesignlab.lisbon

2025
Client: IADE
Venue: IADE, Lisbon - Portugal

A Multisensory Coffee Break Experience designed for IADE, Future Bites is a sensory-driven coffee break designed to stimulate creativity and reflection on the future of food. The experience is structured around five themed acrylic boxes, each representing a different sense—vision, hearing, smell, touch, and taste—through innovative food presentations. From edible terrariums to interactive aromas and textural contrasts, this immersive break engages participants beyond traditional catering. Rooted in sustainability, the menu features seasonal, locally sourced ingredients, reinforcing a connection between gastronomy, design, and sensory exploration.

EXPERIENCE EDIBLE LANDSCAPE IADE



2025
Client: IADE
Venue: IADE, Lisbon - Portugal



EXPERIENCE ESSENTIA – SENTIR QUEM SOMOS

@fooddesignlab.lisbon

2023
Gastronomic Experience Essentia
Client: Imppecto Catering e Eventos

Esssentia is a sensory-driven project by FoodDesignLAB that explores the deep connection between food, nature, tradition, and innovation. Rooted in the essence of Portuguese heritage, it blends foraging, sustainability, and creativity to craft memorable gastronomic experiences. The project emphasizes the emotional and sensory impact of food, engaging participants through a multi-sensory journey that highlights family, cultural identity, and the environment. With a focus on authenticity, innovation, and storytelling, Esssentia invites people to rediscover the core of their food experiences while fostering a deep respect for nature and culinary traditions.



EXPERIENCE ESSENTIA - SENTIR QUEM SOMOS



2023
Gastronomic Experience Essentia
Client: Impacto Catering e Eventos

EXPERIENCE ESSENTIA - SENTIR QUEM SOMOS

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2023
Gastronomic Experience Essentia
Client: Impacto Catering e Eventos

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EXPERIENCE ESSENTIA - SENTIR QUEM SOMOS



2023
Gastronomic Experience Essentia
Client: Impacto Catering e Eventos



2023
Gastronomic Experience Essentia
Client: Impacto Catering e Eventos

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EXPERIENCE ENO-LABEL- GASTRONOMIC

@fooddesignlab.lisbon

2025

Client: Fine Arts Faculty, University of Lisbon and Mutante Magazine

Venue: Faculty of Fine Arts, Lisbon – Portugal

Developed for the Faculdade de Belas-Artes da Universidade de Lisboa, this exclusive cocktail experience is designed to engage all five senses through carefully curated food and wine pairings. Each element—vision, taste, aroma, touch, and hearing—is represented by a unique combination of ingredients, such as lobster with ginger for vision and goat cheese with cranberries for hearing. This event – a multisensory cocktail experience – not only enhances the gastronomic experience but also highlights the artistic and conceptual synergy between food, wine, and sensory perception, making it a refined and interactive culinary journey.

EXPERIENCE ENO-LABEL- GASTRONOMIC

2025

Client: Fine Arts Faculty, University of Lisbon and Mutante Magazine

Venue: Faculty of Fine Arts, Lisbon - Portugal



EXPERIENCE EFOOD 2022

@fooddesignlab.lisbon

2022
3.ª International Conference of Food Design and Food Studies
Client: EFood

Developed to Imppacto Catering e Eventos, Spring has Sprung is a multisensory dining experience inspired by the arrival of spring. Blending gastronomy, seasonality, and creativity, the project transforms ingredients, colors, textures, and aromas into a vibrant culinary journey. With an immersive and exploratory approach, it celebrates the infinite possibilities of spring-inspired cuisine, crafting dishes that evoke renewal, freshness, and connection to nature. This experience showcases how food can be a medium for artistic expression, emotion, and storytelling, engaging diners beyond taste and turning each meal into a celebration of the season's awakening.

EXPERIENCE EFOOD 2022



2022
3.º International Conference of Food Design and Food Studies
Client: EFood



EXPERIENCE EFOOD 2022



2022
3.º International Conference of Food Design and Food Studies
Client: EFood

EXPERIENCE BLUE KLEIN

@fooddesignlab.lisbon

2023
Client: Private
Venue: Algarve

Step into a dining experience where food transcends taste and becomes a living canvas of Blue Klein—intense, bold, and hypnotic. The plates mirrors a painter’s palette, where electric blue cocktails, and sapphire-hued desserts challenge perception and awaken the senses. Inspired by the depth and vibrancy of Yves Klein’s iconic blue, each dish is not just a flavour but an immersive journey—where color, texture, and taste dissolve into an unforgettable, almost surreal, gastronomic masterpiece.

EXPERIENCE BLUE KLEIN

@fooddesignlab.lisbon

2023
Client: Private
Venue: Algarve, Portugal



EXPERIENCE WHAT DOES JEWELRY SMELL LIKE?

2023

Client: Laurel Association and Ousia Clinic

Venue: Ousia Clinic

Imagine an experience where each element is crafted like an exquisite piece of jewellery—delicate, rare, and precious. Like a velvet-lined jewellery box, the aromas unfold layer by layer—glazed fruits shimmering like gemstones, smoked salts with an air of aged opulence, and edible gold leaf catching the light and scent of citrus mist. Each bite is a treasure, a fusion of artistry and flavour, transforming food into a sensory masterpiece as valuable as the finest jewels.

EXPERIENCE WHAT DOES JEWELRY SMELL LIKE?

2023

Client: Laurel Association and Ousia Clinic

Venue: Ousia Clinic



EXPERIENCE WHAT DOES JEWELRY SMELL LIKE?

2023

Client: Laurel Association and Ousia Clinic

Venue: Ousia Clinic



EXPERIENCE IN TOUCH WITH NATURE

2023
Client: Self-Project with Helena Costa
Venue: Monsanto, Lisbon - Portugal

The Foraging project, explores how to reconnect urban centers with surrounding rural landscapes through foraging experiences. The project aims to create a sensory and educational journey, blending nature, food, and community. It proposes activities like foraging in Monsanto, culinary workshops, and communal dining experiences, fostering a deeper understanding of local, wild ingredients. The initiative highlights the importance of food literacy, sustainable practices, and the need for better policies to support foraging near cities. It envisions a collaborative effort involving designers, artisans, biologists, and educators to make foraging an accessible and enriching practice.

EXPERIENCE IN TOUCH WITH NATURE

2023

Client: Self-Project with Helena Costa

Venue: Monsanto, Lisbon - Portugal



EXPERIENCE IN TOUCH WITH NATURE

2023

Client: Self-Project with Helena Costa

Venue: Monsanto, Lisbon - Portugal



Brand Activation & Self-Projects

MARKETEER AWARDS 2023

2023
Client: Self-Project
Venue: Páteo da Galé



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FOOD ENVISION THINKING THE FUTURE OF DESIGN IN FOOD INDUSTRY

2023

Client: Self-Project and Bite Club

Venue: Bite Club

The Food enVision – Food Design Lab project explores the role of food design as a tool for education, sustainability, and social change. It aims to make food design more tangible, accessible, and engaging by fostering discussions on food systems, habits, and sustainability through interactive experiences. A key feature is the Jefferson's Dinner, where multidisciplinary stakeholders engage in dialogue over a plant-based menu, using design thinking to address food-related challenges. The project emphasizes gastronomy as a driver for education, culture, and sustainability, aiming for a more responsible and regenerative food system.



FOOD ENVISION THINKING THE FUTURE OF DESIGN IN FOOD INDUSTRY



FOOD DESIGN LAB OPENING

2023
Client: Self-Project
Quinta da Pimenteira



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FOOD DESIGN LAB OPENING

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2023
Client: Self-Project
Quinta da Pimenteira



FOOD PREJUDICE

2024
Client: Self-Project and Elisava

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Clients, Partners, Collaborations

Clients,
Partners,
Collaborations

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FOOD DESIGN LAB RESEARCH

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At Food Design Lab Lisbon, research is at the heart of our mission to shape the future of food. We collaborate on both national and international projects, bridging academia and industry to explore the intersection of gastronomy, design, sustainability, and technology. Our research drives innovation and influences both academic discourse and professional practice. Through thorough research and strategic partnerships, we propel innovation that redefines how we think about, create, and experience food.



International Collaborations

INTERNATIONAL COLLABORATIONS

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At Food Design Lab Lisbon, food is more than just a meal—it's a playground of flavors, textures, and emotions. We create immersive gastronomic experiences that blur the boundaries between fine dining, art, and storytelling, turning every bite into a multisensory journey. From interactive tasting menus to theatrical dining encounters, we invite guests to explore food unexpectedly—where sight, sound, touch, and emotion enhance the experience. Whether it's a playful twist on a classic dish or a fully immersive culinary performance, we transform dining into an unforgettable adventure, demonstrating that food is meant to be tasted, felt, and experienced.



EFOOD2024

2024

4th International Food Design and Food Studies Conference, Experiencing
and Envisioning Food, Designing for Phygital Food Systems

efood24.elisava.net

Food Design Lab Lisbon is proud to collaborate with EFOOD—International Conference on Food Design and Food Studies, a leading platform exploring the intersection of food, design, and innovation. Through this partnership, we engage in research, education, and creative projects that challenge the limits of food design and sustainability. This collaboration enhances our dedication to redefining the role of food design in society and shaping the future through design, creativity, and interdisciplinary research.



B(i)TES EXHIBITION

Venue: ELISAVA Barcelona School of Design and Engineering

B(i)TES – Mapping Food Design through Phygital Food Systems, an exhibition proposed by Elisava in collaboration with FORK, Food Design Lab Lisbon, and Foodscapes, reimagines the concept of recipes as a powerful interface for envisioning the future of Food Design. This exhibition sees recipes as more than just cooking instructions but a bridge between the physical and digital worlds, reflecting our interconnected cultural, ecological, and political realities. Visionary food designers were encouraged to expose comprehensive recipes beyond the kitchen, mapping new territories and showing environmental impact on political structures and social systems.

B(i)TES

Mapping Food Design through
Phygital Food Systems



B(i)TES

Venue: ELISAVA Barcelona School of Design and Engineering



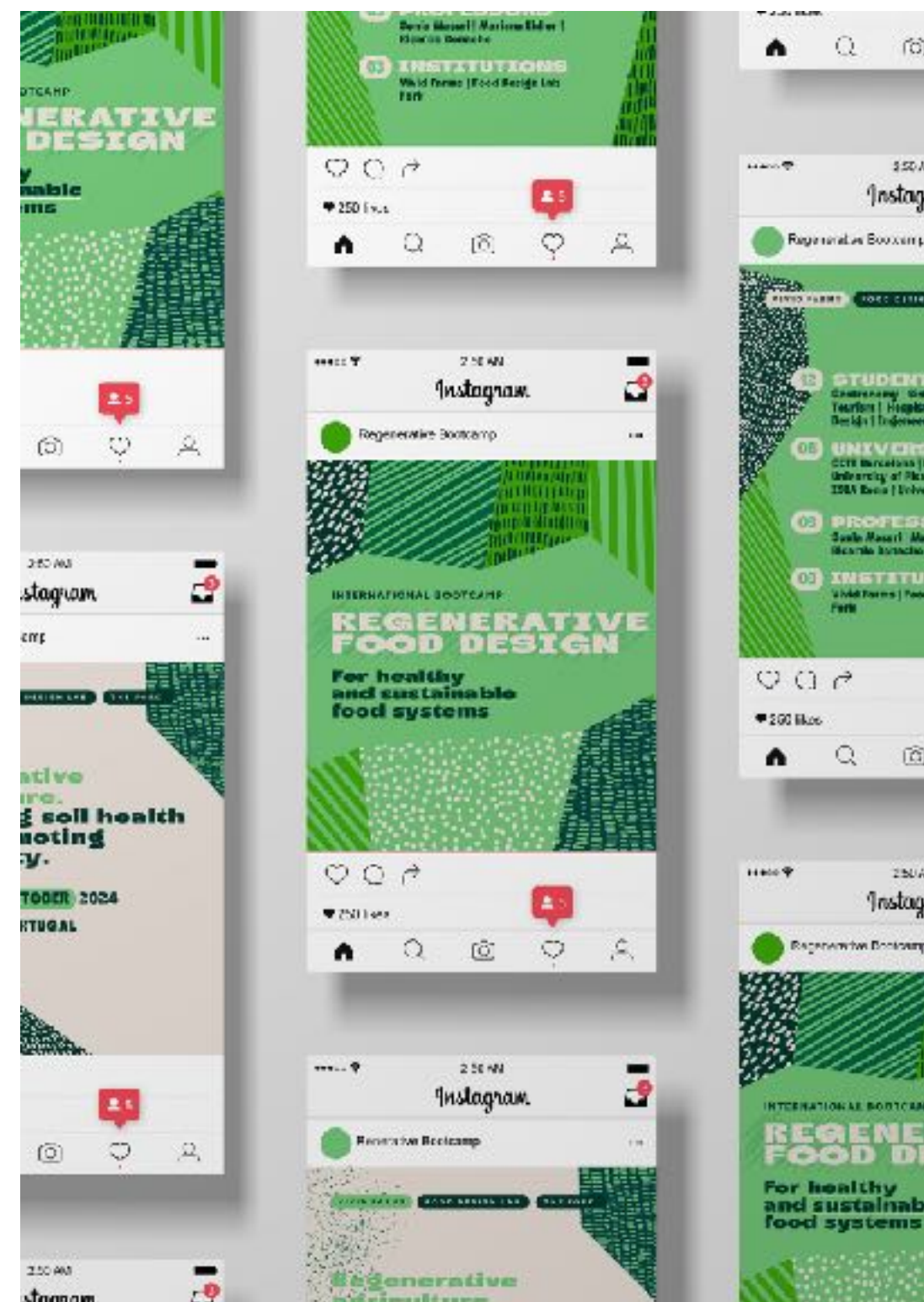
BOOTCAMP REGENERATIVE FOOD DESIGN

2024

Concept, Organization, Visual Identity

Organized by Food Design Lab, to Vivid Farms, the International Bootcamp is a pioneering initiative that brings together students, teachers, and professionals to explore the intersection of food design and regenerative agriculture. Focused on restoring soil health, promoting biodiversity, and rethinking food systems, this program highlights the critical role of design in shaping sustainable agricultural practices. By integrating systemic design thinking with regenerative food solutions, participants develop innovative approaches that ensure both environmental resilience and nutritional quality. This initiative underscores the urgency of shifting toward regenerative models, reinforcing that healthy food starts with healthy soil and that food design is a key driver in creating a truly sustainable food future.

BOOTCAMP REGENERATIVE FOOD DESIGN



INTERNATIONAL BOOTCAMP

REGENERATIVE FOOD DESIGN

**For healthy
and sustainable
food systems**

VIVID FARMS

FOOD DESIGN LAB

THE FORK

**Regenerative
agriculture.
Restoring soil health
and promoting
biodiversity.**

13 19 **OCTOBER** 2024

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Text by Ricardo Bonacho for Gràffica n°35, Special Issue on Food Design edited by Mariana Eidler.

GRÀFFICA.INFO

N.º 35

gràffica

Food Design

REPORTAJE
¿Papá, dónde está el tetrabrik?
POR MARIANA EIDLER

ENTREVISTA
Laura Gisbert
es la diseñadora
detrás de Vailà

CULTURA VISUAL

ENTREVISTA
Mugaritz, el
lugar donde
las ideas se
convierten en
emociones

DEBER CONOCER
Referentes
del Food Design

OPINIÓN
MANUE VISELLANIS
RICARDO BONACHO
ELISA VIANZO
SONIA MASSARI

MÁS ALLÁ DE LA BELLEZA: EL FOOD DESIGN COMO CATALIZADOR DE CAMBIO

RICARDO BONACHO

El Food Design, a menudo malentendido como el «arte de emplatarse» o el «estilismo culinario», es un territorio transformador que va mucho más allá de la estética o de presentar los alimentos de manera atractiva. Se sitúa en la intersección de la innovación, la cultura y la sostenibilidad, dando forma al futuro de nuestros sistemas alimentarios de maneras que desafían los límites convencionales de qué, cómo, cuándo, por qué y con quién comemos. Al permitirnos reflexionar sobre los importantes efectos de nuestras elecciones alimentarias —tanto en nuestro cuerpo como en el planeta—, el Food Design invita a los consumidores, a los profesionales de la alimentación y a la industria alimentaria en general a imaginar un futuro alimentario más sostenible y culturalmente enriquecido. En 1825, el abogado y político francés Jean Anthelme Brillat-Savarin, autor de *La fisiología del gusto*, dijo la famosa frase: «Dime lo que comes y te diré quién eres». En el panorama alimentario en constante evolución de hoy en día, podríamos reformular esta idea diciendo: «Queremos saber quiénes somos, pero a menudo ignoramos lo que comemos y cómo lo hacemos». Este dilema moderno subraya la desconexión entre nuestras identidades personales y comunitarias y nuestras preferencias alimentarias, una brecha que el Food Design busca cerrar, enfatizando la importancia de comprender el contexto cultural de la comida y fomentando un sentido de respeto y apreciación.

UNA DEFINICIÓN MÁS AMPLIA DEL FOOD DESIGN

El Food Design no trata solo de la belleza superficial de una comida; su propósito es ofrecer respuestas a algunos de los desafíos más críticos de nuestro sistema alimentario moderno. Conecta diferentes áreas del conocimiento, como la sociología, la antropología, la ciencia ambiental, la ciencia de los alimentos, la tecnología y el diseño, entre otras. Al hacerlo, los *food designers* pueden crear nuevos productos alimenticios, experiencias, conocimientos y sistemas de colaboración. En su esencia, el Food Design busca reformular la manera en que producimos, procesamos, consumimos y pensamos sobre los alimentos. Desde el diseño de métodos sostenibles de producción alimentaria hasta el desarrollo de experiencias gastronómicas culturalmente sensibles, o simplemente la creación de productos innovadores para supermercados, el Food Design desempeña un papel clave en el futuro de nuestros sistemas alimentarios. Los *food designers* no solo se preocupan por cómo luce un alimento en un plato o en un envase; también se centran en cómo hacer que los alimentos sean más sostenibles, equitativos, nutritivos y significativos para los consumidores.

MÁS ALLÁ DE LA ESTÉTICA: ENFOQUE EN LA SOSTENIBILIDAD E INNOVACIÓN

Uno de los ámbitos más impactantes del Food Design es su potencial para contribuir a los esfuerzos de sostenibilidad en la industria alimentaria. Al replantear cada paso de la cadena alimentaria, los *food designers* pueden ayudar a reducir el desperdicio, facilitar procesos eficientes y optimizar los recursos. Además, están a la vanguardia de la creación de sistemas alimentarios éticos que promuevan el acceso equitativo a alimentos saludables, deliciosos y sostenibles. En colaboración con productores de alimentos, chefs, tecnólogos e ingenieros, los diseñadores de alimentos pueden ofrecer soluciones que mejoren la eficiencia y sostenibilidad en la producción, distribución y consumo de alimentos.

CUENTAHÍLOS

45

Estas colaboraciones pueden generar avances significativos en áreas como la transparencia de la cadena de suministro «de la granja a la mesa», las dietas y productos alimentarios alternativos, y la lucha contra la crisis global del desperdicio de alimentos. Al aprovechar su mezcla única de creatividad, proclividad y pensamiento crítico, los diseñadores de alimentos son capaces de encontrar soluciones que aborden los desafíos inmediatos y a largo plazo de la industria alimentaria.

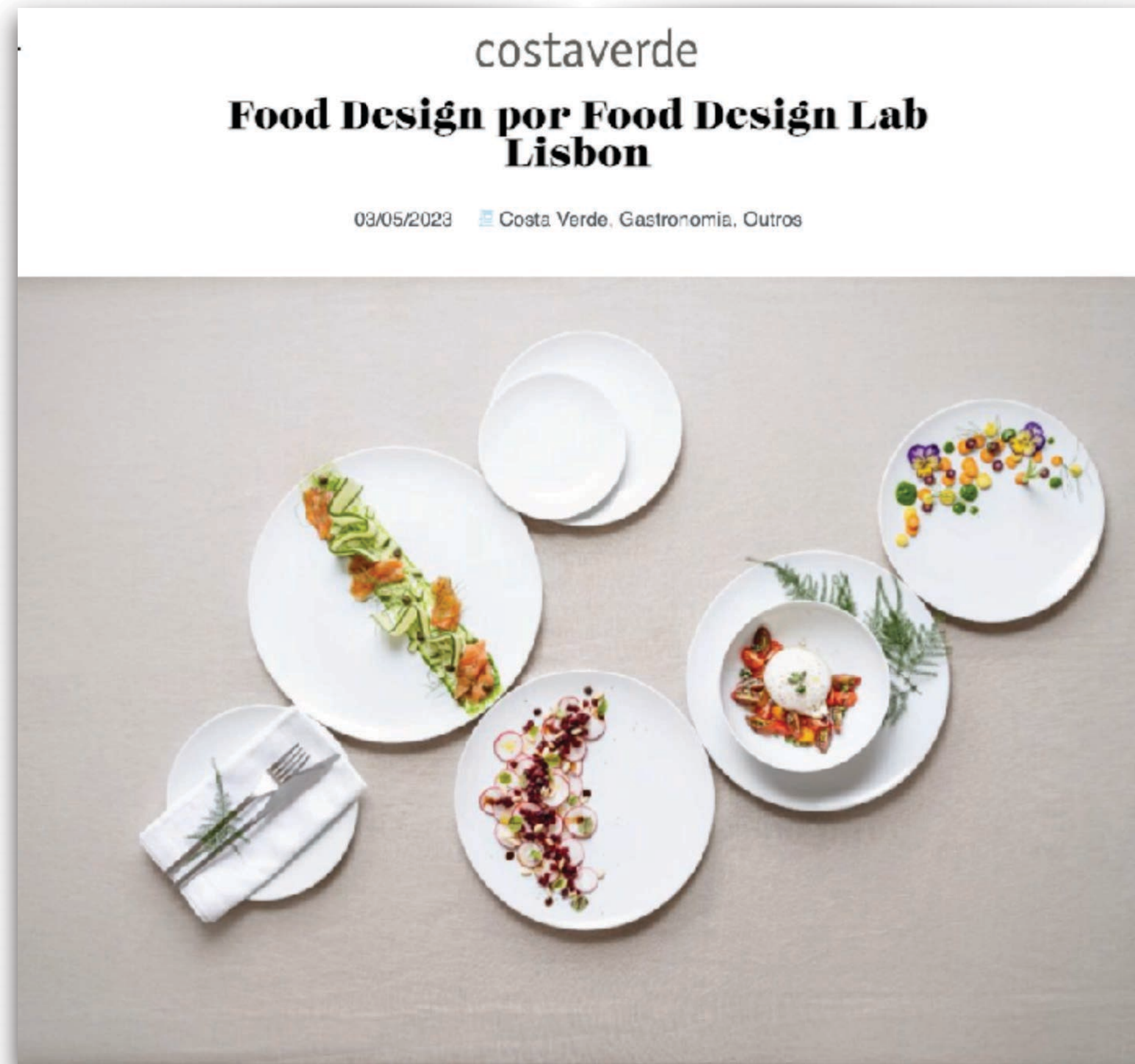
EMPLATADO Y ESTILISMO: UNA EXPRESIÓN PERSONAL

Aunque el Food Design abarca mucho más que la estética, el emplatado y el estilismo siguen siendo componentes esenciales. La forma en que un cocinero coloca los alimentos en un plato o cómo un estilista de alimentos prepara un platillo para la fotografía es una expresión profundamente personal, que a menudo refleja las experiencias y referencias que ha acumulado a lo largo del tiempo. La composición visual de un platillo puede evocar recuerdos, emociones y conexiones culturales, añadiendo capas de significado a la experiencia gastronómica. Sin embargo, como de nuestra el Food Design, la presentación no es el aspecto más importante. De hecho, el contexto en el que consumimos los alimentos —la historia detrás de los ingredientes, el significado cultural del plato y la sostenibilidad de su producción— puede tener una importancia mucho mayor. Un plato bellamente presentado puede atraer la atención, como decía Apicius, el gastrónomo romano del siglo I, «primero comemos con los ojos», pero si la calidad del alimento es deficiente o su impacto ambiental es negativo, la experiencia se queda vacía. Por otro lado, un plato rico en nutrientes y fuerte en concepto puede tener un gran impacto, aunque carezca de una presentación perfecta para las redes sociales. Esta tensión entre apariencia y significado es un tema recurrente en el Food Design. Muchos productos que encontramos en los estantes son visualmente atractivos, pero no siempre cumplen en términos de sabor, nutrición o seguridad alimentaria. Por el contrario, algunos de los productos alimentarios más innovadores y nutritivos a menudo carecen del aspecto pulido que los consumidores esperan en plataformas como Instagram. El Food Design busca equilibrar estos elementos en competencia, asegurando que los alimentos no solo sean atractivos visualmente, sino también significativos, sostenibles y nutritivos.

EL PAPEL DEL FOOD DESIGN EN EL FUTURO DE LOS SISTEMAS ALIMENTARIOS

El Food Design tiene un papel extenso y fundamental en la industria alimentaria, con impactos potenciales que pueden transformar la forma en que comemos y pensamos sobre los alimentos. Los diseñadores de alimentos no son solo creativos, sino pensadores prácticos, encargados de desarrollar soluciones que aborden no solo la estética de los alimentos, sino también su funcionalidad, sostenibilidad y comercialización. Trabajan con diferentes actores de la cadena alimentaria para crear nuevos productos, procesos y sistemas que no solo sean innovadores y con significado, sino también altamente prácticos y aplicables. Uno de los aspectos más emocionantes del Food Design es su capacidad para reunir diversas perspectivas y áreas de conocimiento. Al fomentar la colaboración entre diferentes actores, el Food Design puede crear un enfoque holístico para la innovación alimentaria que no es solo teórica, sino que tiene una aplicación real. Esta forma transdisciplinaria de pensar y diseñar alimentos es crucial a medida que enfrentamos desafíos globales como el cambio climático, la inseguridad alimentaria y la pérdida de biodiversidad. Los *food designers* están en una posición única para ayudar a abordar estos problemas mediante el diseño de sistemas que promuevan la sostenibilidad y la resiliencia en la industria alimentaria.

Ricardo Bonacho es director en el departamento de Food Design de la Universidad de Lisboa.



Text by Ricardo Bonacho for Costa Verde Website

BOA CAMA BOA MESA

E

SUBSCREVER

Face às novas exigências do mercado, é fundada a Food Design Lab, em fevereiro de 2022. Trata-se de “uma empresa independente que está ligada à Imppacto e que se apoiam mutuamente”, afirma Ricardo Bonacho. É “uma nova Imppacto”, da qual faz parte o chef executivo André Gerardo, ancorada em duas palavras-base: inovação e a criatividade. “Implementamos momentos mais disruptivos, que se descolam do *catering* tradicional, massificado, em que a comida passa despercebida, porque a comida é importante, é essencial em qualquer temática”, explica.



Essência Imppacto – Salmonete de Peniche curado, cozinhado e regado com clorato de sódio

BOA CAMA BOA MESA

Criatividade, inovação e experiências exclusivas dão vida ao novo projeto Food Design Lab



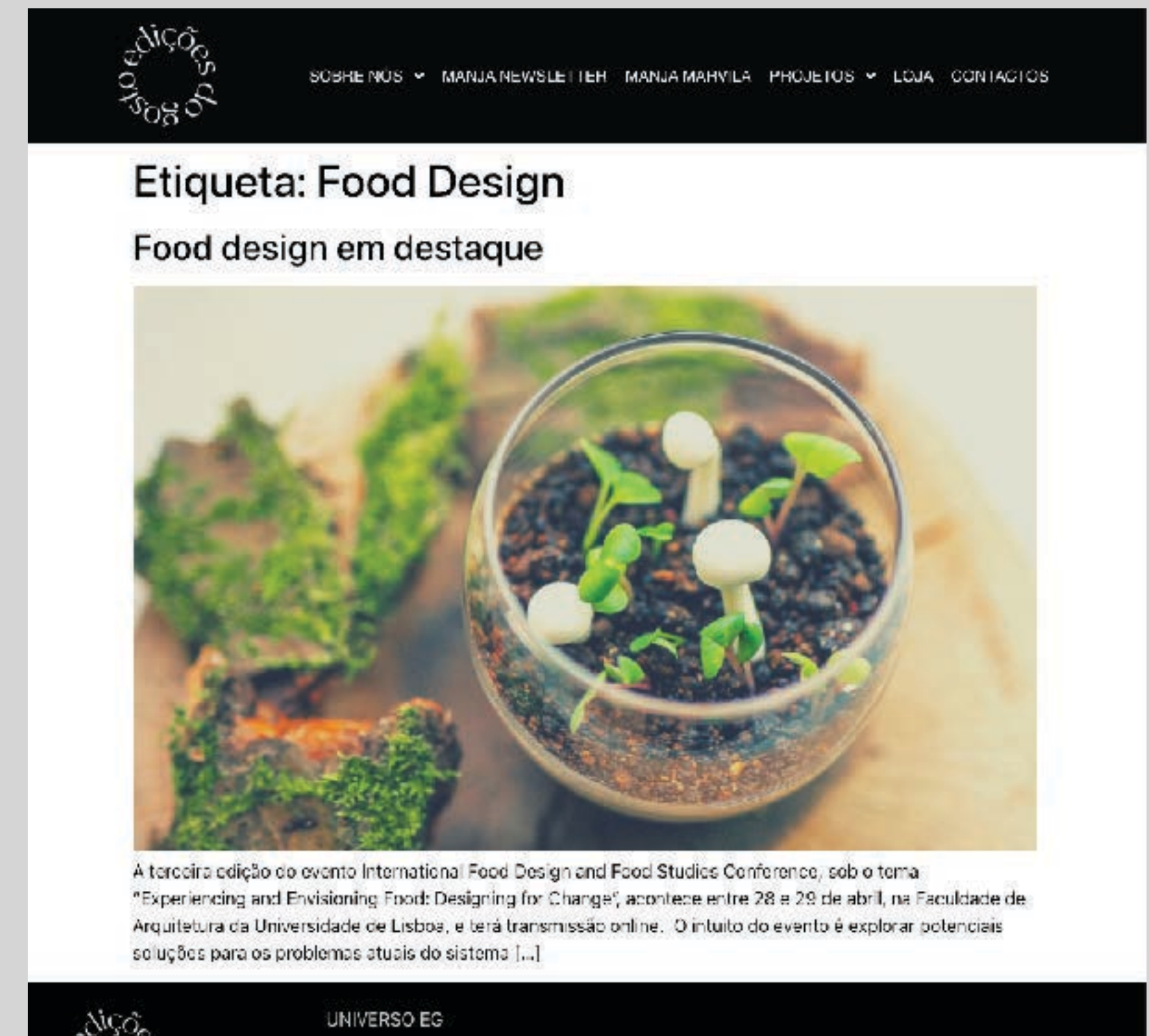
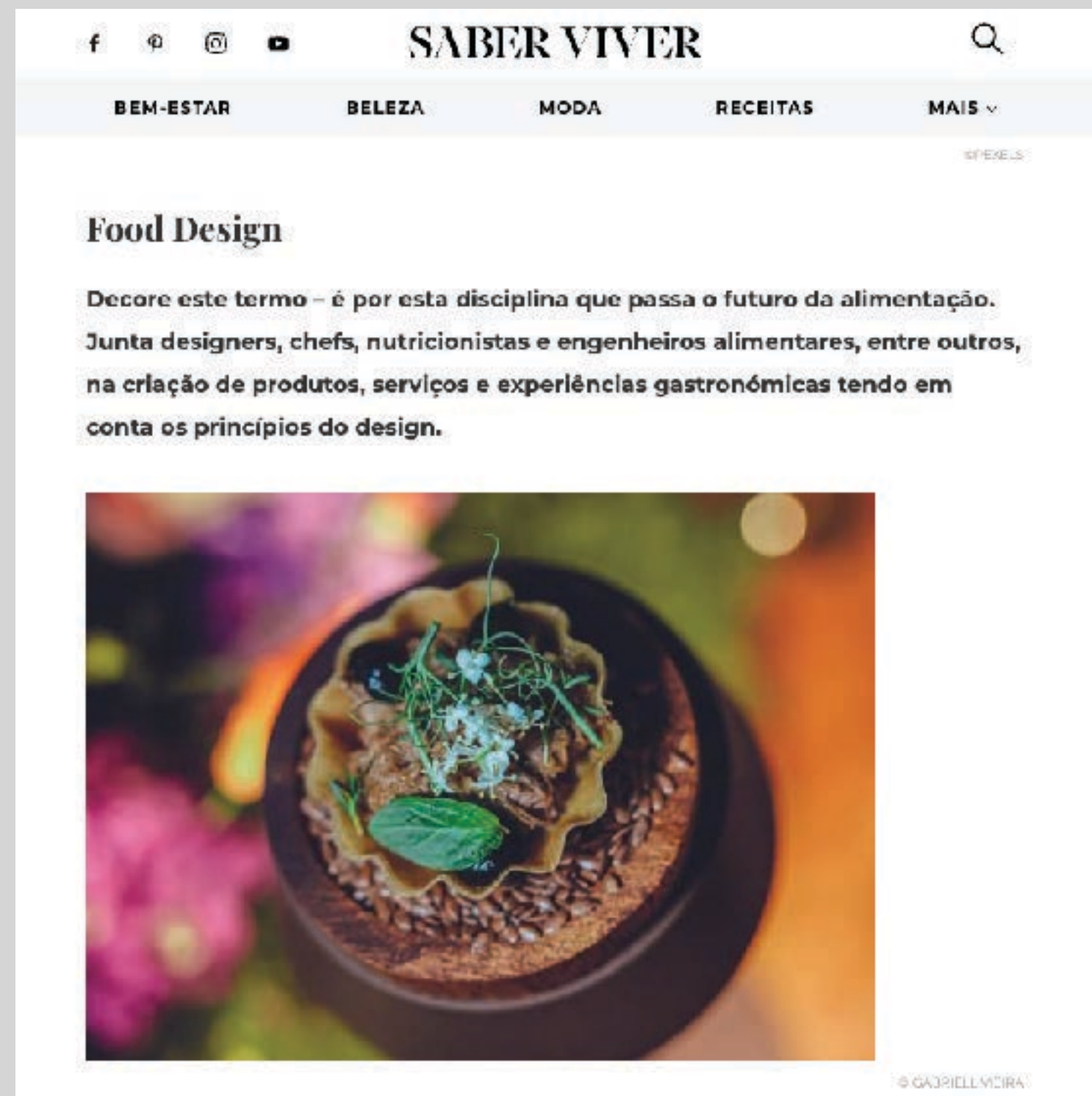
Criatividade e inovação são o foco da Imppacto Catering & Eventos. Com a criação da Food Design Lab, a empresa aposta em experiências exclusivas. Tudo é selecionado ao pormenor, desde a cor dos alimentos às texturas, passando pelo produto, os utensílios e a loiça

MARKETEER

EDIÇÕES DO GOSTO

SABER VIVER

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Thanks!

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