



RETHINKING DATA PRACTICES FOR ECOLOGICAL FUTURES: TOMATOES AS EMBODIED DATA

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*Design practices to
rethinking data in food
systems for promoting an
ecological perception.*





DATA

1. Evidence - embodying different contextual relations and leading to various phenotypes (bodies, movements and rhythms)

Multispecies
Wild

Humans
Domesticated

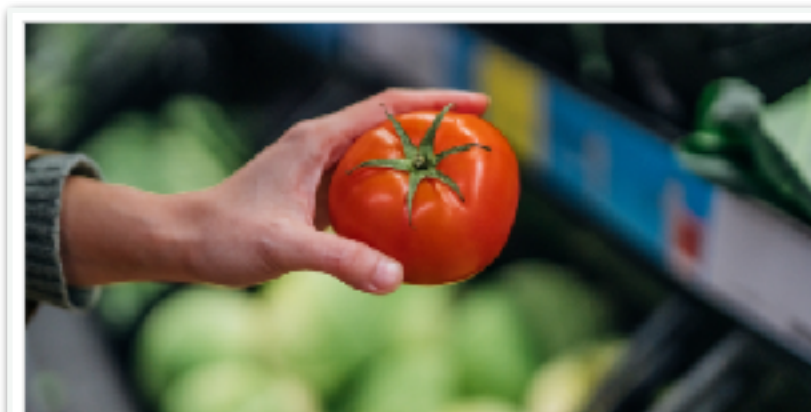


Phenotypes

genotype (G) + environment (E) → phenotype (P)

Refers to an observable trait. "Pheno" means "observe" and comes from the same root as the word "phenomenon". It covers organism's morphology (physical form and structure), its developmental processes, its biochemical and physiological properties, its behaviour, and the products of behaviour.

2. Signal - How social, technological and environmental trends are shaping our futures



 fortune.com

The gene-editing technology in your store-bought tomatoes that could eat agriculture

CRISPR-edited foods are hitting the shelves. Here's how this unproven technology is revolutionizing the way we eat.



 www.bbc.com

Tomato shortage: How far is Brexit to blame?

Many people have claimed Brexit is to blame for the UK tomato shortage - what is the evidence?



 www.theguardian.com

Global pollinator losses causing 500,000 early deaths a year - study

Insect declines mean reduced yields of healthy foods like fruit and vegetables and increased disease in people



 www.timesofisrael.com

Israeli startup develops first AI robot for picking tomatoes

MetaMotion says driverless machine slashes harvesting costs by 50%; startup seeks to raise \$8 million to scale up production

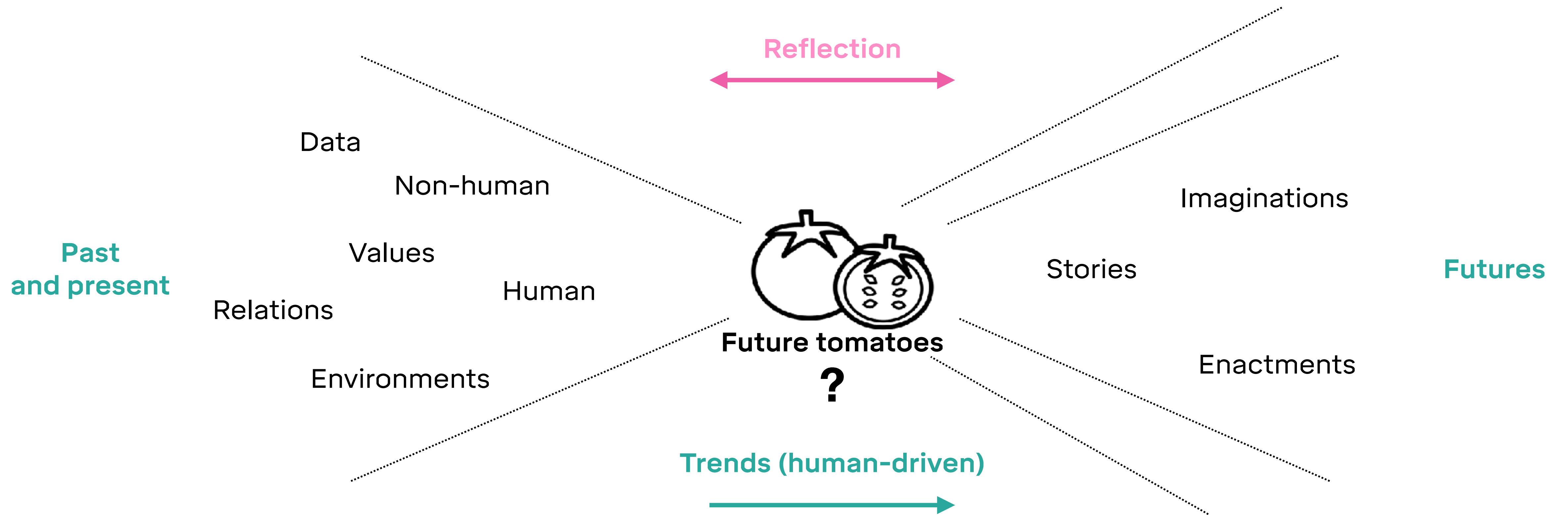


 www.nytimes.com

In Florida Tomato Fields, a Penny Buys Progress (Published 2014)

A group of dedicated farmworkers enlisted companies like McDonald's, Walmart and Yum Brands to press tomato growers for better conditions.

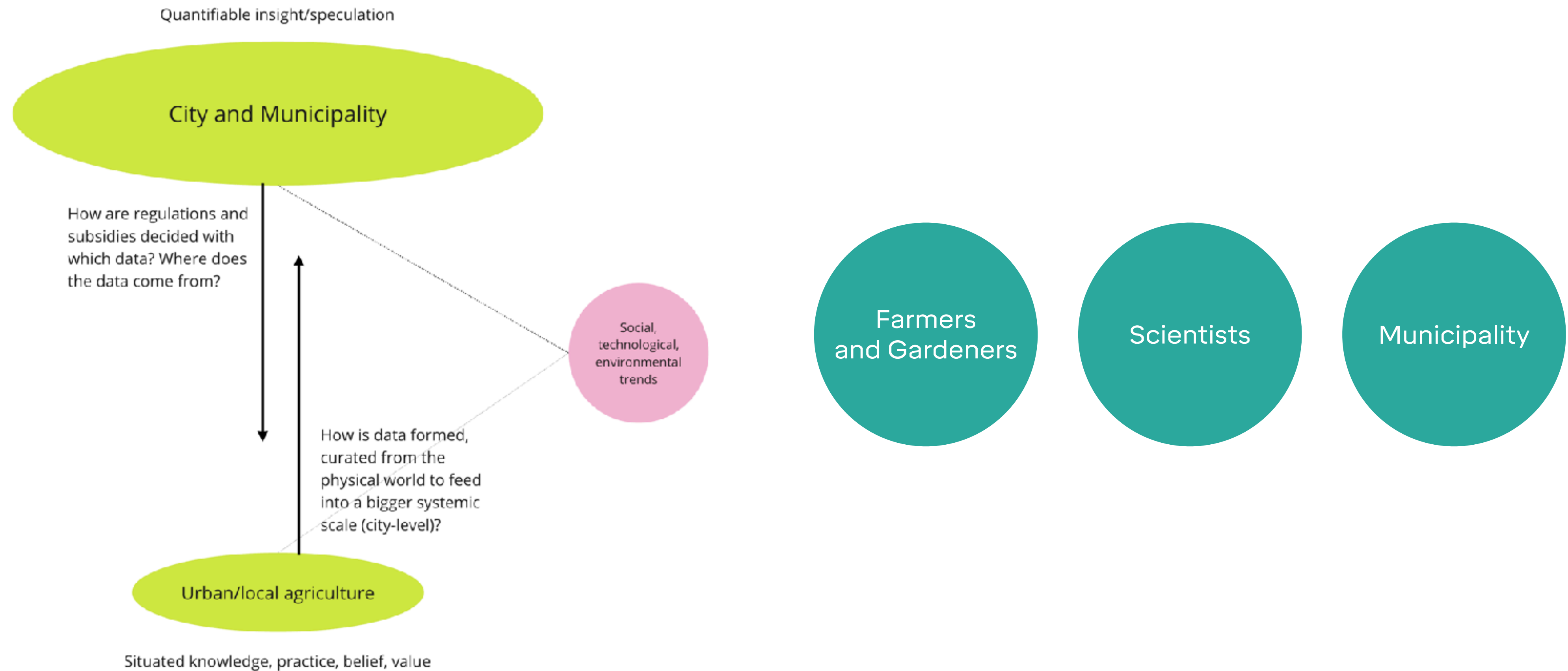
Past, present and futures of tomatoes



Speculative + participatory design workshop



Systemic approach

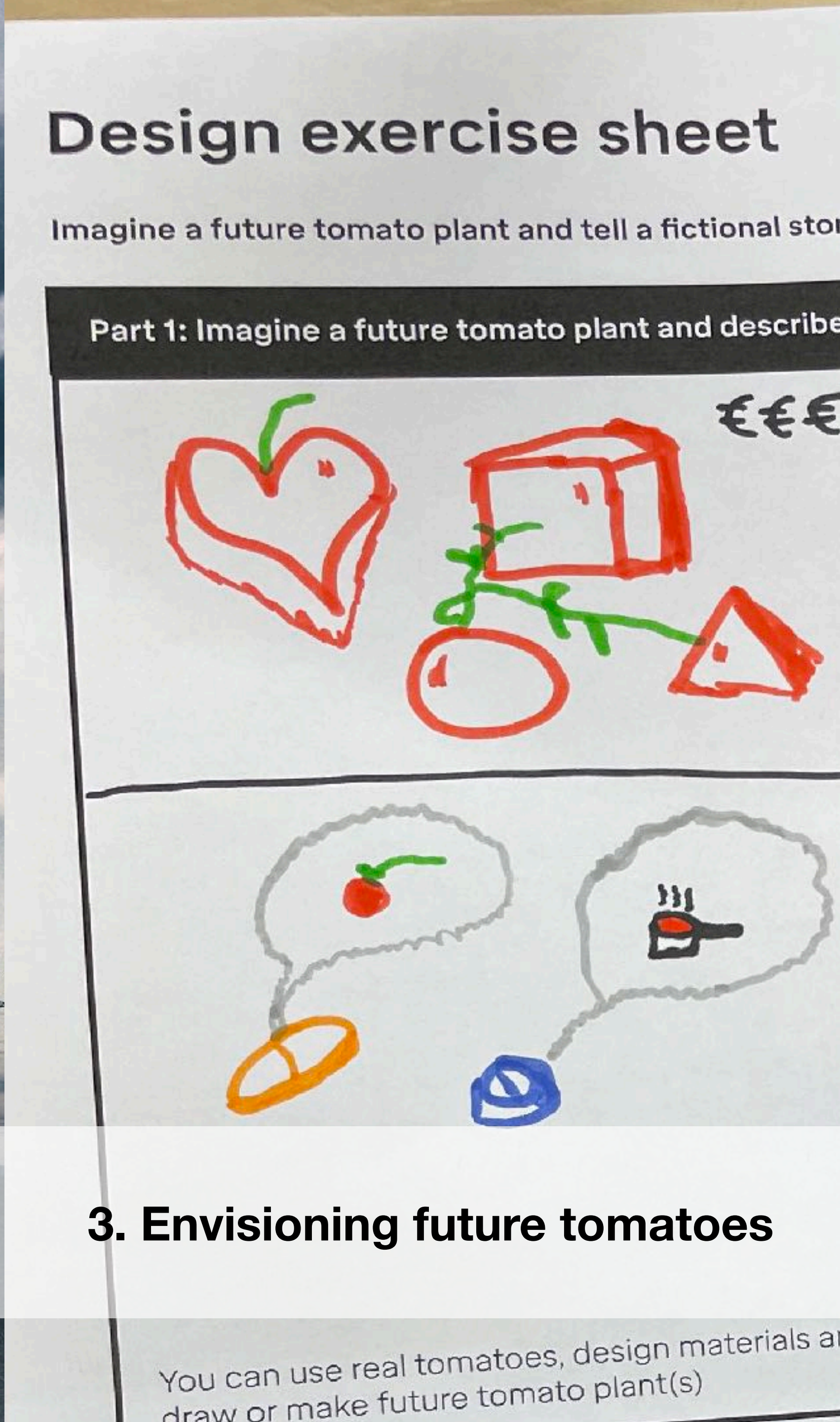




1. Context mapping



2. Selecting trend(s)



3. Envisioning future tomatoes

You can use real tomatoes, design materials and draw or make future tomato plant(s)

“Tomatoes as data, evidence and signal of the physical world, help us to feel, question, and imagine unexpected encounters, relationships, and flows that exist beyond them, serving as an entry point to explore the unknown.

It can unpack challenges and opportunities in designing or undesigning for a more-than-human world in practice with appreciation, responsibility, and care.”



Thank you_

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