

TRADE IN
YOUR OLD
RECIPE...

INPUT:
Sense image

RECIPE TRADE IN:

- A. BANANA PUDDING
- B. DONUT HOLES

1

Concept

Stretch your mind

(repeat until ready)

ATOMIC CUISINE

2

Ingredients

3

Kitchen Tools

MIX AND SERVE!

RECIPE REMIX STRATEGY:

Turn your old recipe into a new dish...

1. Find inspiration to invent a new recipe.
2. Anchor ingredients with a viral name.
3. Explore handy kitchen tools, tips and tricks.

Present your recipe remix by creating an edible prototype.



Use radio, movies, comics, magazines, photos, . . . anything to reach the magic in your mind!



Cavendish Monkey Mash

"Apishly delicious treat!"



Dirt Bike Brownies

"Chewy dipped cookie crumble!"

SHARE YOUR CREATION

A.

B.

Play with your brain
Experiment



NIGHT*FRIDGE



OUTPUT: NEW SNACK