

Curatorial Proposal

April, 2024

BY Simeng Huang

THE FOOD FUNERAL



Location: FuriMarket Gallery,

45 Market St, Edinburgh EH1 1NQ

Open time: 22.04.2024 -

23.06.2024



Curitorial Proposal - 2024

Foreword

Dear Viewer,

Welcome to the exhibition, The Food Funeral! In this particular art journey, we will look at the delicate and fragile relationship between human and nature via food, as well as reflect on how we utilize and waste food.

In today's global environment, we are surrounded by a wealth of food on a daily basis, but do we understand its true meaning? The Food Funeral exhibition attempts to urge us to think more deeply about this issue. The exhibition will take you through three distinct zones representing the many stages of the food life cycle: the Farewell Ceremony, the Relic, and the Rebirth.

The Farewell Ceremony will be an emotional experience, as if you were in a ceremony for wasted food. The artworks will be displayed in an emotive manner, generating a sense of grieving for the loss of food.

Then you'll visit the Relic area, where you'll see food remnants and think critically about the impact of human activity on the natural environment. We shall highlight the ruin of the environment through the display of artworks, as well as the damage to nature caused by human behaviour.

Finally, in the Rebirth, you will see the potential for food reuse and regeneration. This cheerful and lively area will inspire you to consider how to make the best use of food resources while living in harmony with nature.

We hope that The Food Funeral exhibition will raise awareness of the issue of food waste and encourage individuals to take personal action to conserve our wonderful planet. Let's explore, think, and act together to create a better future!

We hope you have a rewarding voyage via this art adventure, experiencing the wonderful link between food and nature, and thinking and doing for a sustainable living.

Exhibition Curator: Simeng Huang



2022, Fruitmarket Gallery
source from
<http://fruitmarketgallery.com/>

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What We found?

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I. Background

1) Seriousness of the food waste problem

According to 2023, the average UK household throws away 28.1kg of food waste per month, of which 70 per cent is still edible. The curatorial concept is derived from the Food Waste Index Report 2024, which asserts that food waste is both an economic and environmental failure. According to the report, food waste is responsible for approximately 8-10% of global greenhouse gas emissions and occupies an area equivalent to 30% of the world's agricultural land (UNEP, 2024). Studies have shown that the most wasted foods are fresh foods because they are mostly non-frozen, which greatly reduces shelf life.

Food waste: 25 per cent of food waste comes from vegetables and a further 22 per cent from fruit. Similarly, 17 per cent was classified as green leafy vegetables and 23 per cent as cakes and breads etc.

Cost-of-living crisis: As wallets get tighter, consumers are abandoning sustainability.

Plastic pollution: From 2022.10 to 2023, some plastics will be progressively banned in UK retail shops, takeaways, food suppliers and hotels.

Sustainable agricultural reform: UK agriculture has been eagerly awaiting clarity on post-Brexit reforms.

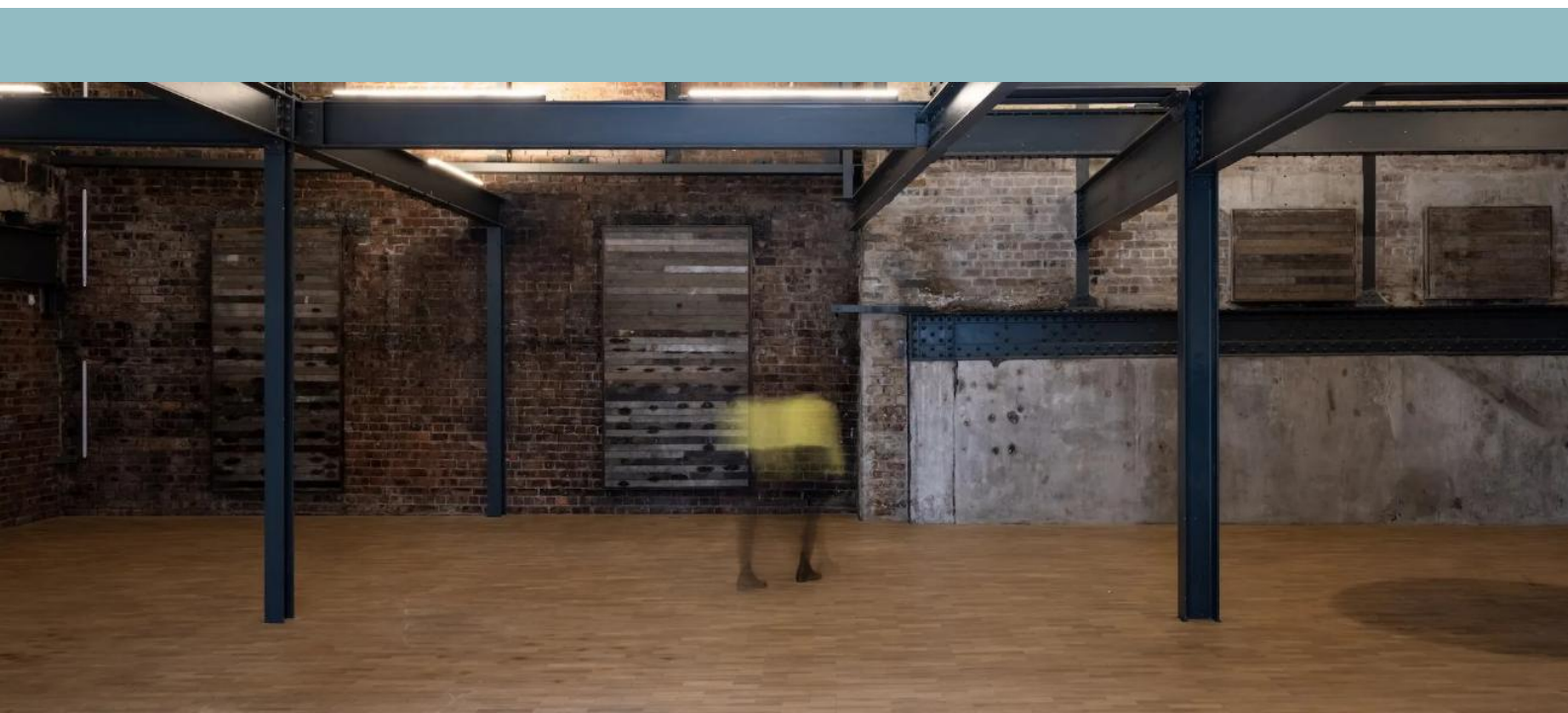
(Data from UNEP)

What We Think?

2). **Creative Sources**
The topic of this exhibition is based on an old funerary ceremony. By merging this historic rite with the problem of food waste in modern society, we created an exhibition that is both culturally rich and relevant through an artistic approach.

3). **Purpose and Significance**
The goal of this exhibition is to show the aesthetic appeal of art, with a focus on food, while also fostering a sense of individual and societal obligation towards protecting the environment by emphasizing the natural origin. We are confident that this exhibition will motivate a greater number of individuals to embrace sustainable lifestyles and actively contribute to the ongoing efforts for sustainable development reform.

2022, Furitmarket Gallery



II. Exhibition theme

1) The core concept of the food funeral

The basic idea behind The Food Funeral is sustainable development. Sustainable development entails providing current generations' demands while preserving future generations' ability to meet their own. The central topic of sustainability runs throughout The Food Funeral and is expressed in the delicate relationship between humans and environment.

2) Connection between the theme and food culture

The strong connection between the exhibition's theme and food culture is reflected in the fact that, through the use of artistic expression, the central position of food in the history of human civilisation is explored, prompting us to reflect deeply on the complex relationship between ourselves and food. In the process, artists can investigate the aesthetics of food-related materials and give modern artworks new meanings in response to the environmental catastrophe.

3) the concept of environmental protection

The exhibition's themes and items mostly represent the theme's integration with the concept of environmental conservation. Some of the artworks depict the environmental impact of the food production process, such as carbon dioxide emissions from transportation, pesticide and fertilizer use, and water and soil depletion. Through the artists' works, viewers can reflect on how food production affects the ecology, consider the topic of food waste, and learn how to choose more environmentally friendly food sources.

How We
voice

III. Curatorial content

1) Layout & Design

The exhibition will be divided into three main spaces: The Farewell Ceremony, The Relic, and The Rebirth.

The Farewell Ceremony area is like to attending a food funeral. The artworks on show here will elicit the emotional resonance of food loss in a deeply compelling way, prompting spectators to consider how much we cherish and appreciate our food supplies.

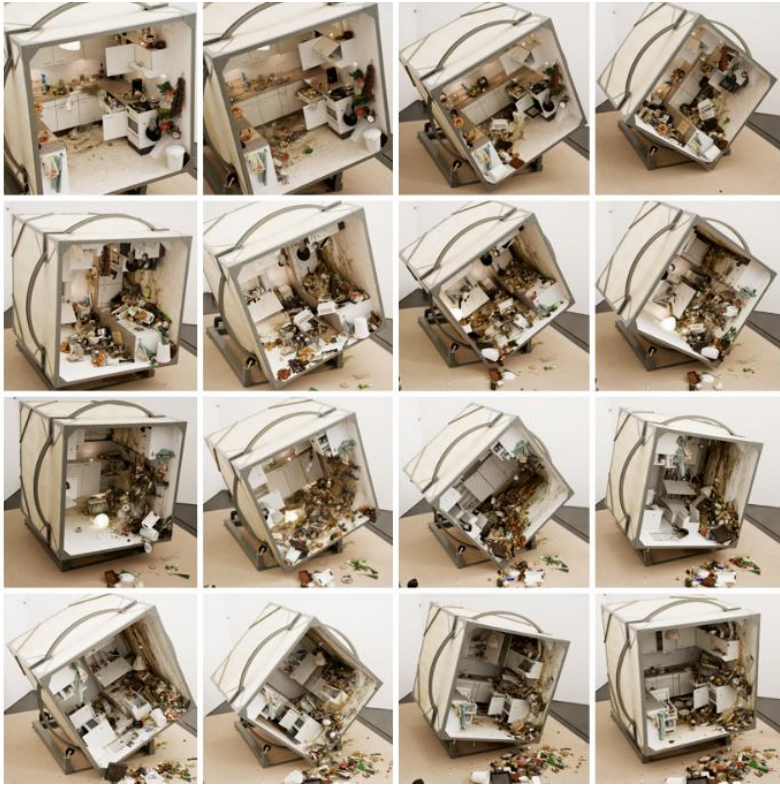
The Relic section and go through the land of food wrecks. In this food graveyard, the artists creatively illustrate the destruction of the natural world caused by food waste, prompting the spectator to reflect on environmental conservation.

The area of Rebirth, which is filled with optimism and vigor. The artworks showcase the possibilities of food reuse and regeneration, prompting the audience to consider how to make effective use of food resources and live in peace with nature on a personal level.

II. The Relic

I. The Farewell Ceremony

III. The Rebirth



2) Selection of exhibits

a. The Farewell Ceremony

The Dutch artist designed a fully furnished kitchen set for the gallery floor. A cook is preparing appetizers and giving beverages to those attending the opening.

This performance artwork explores themes of change and decay in relation to food, focusing on the ways in which we unwittingly squander food. Here, the familiar symbolic everyday unit has rebelled and is now at war with us, but it nevertheless presents a plate that is supposed to delight - or tease - our senses while remaining uncontrollable.



over the course of its installation the quotidian space slowly rotated, resulting in a large sound and painting device...

a. The Farewell Ceremony

If you look at the Romanian-based artist Mircea Cantor's *The Consequences of Being Underestimated*, the author wanted to make a modernist sculpture out of garlic, which apparently has a life of its own and will germinate and become very different by the end of the exhibition. This work makes the viewer think about the origins of food and different historical contexts.



Mircea Cantor, *Underestimated Consequences 2011*,
Garlic,
powder-coated steel 100 x 100 x 100 cm

b. The Relic

According to a UN study, one third of the world's food goes to waste - the largest part thereof in the industrialized nations of the global north. Equally, 925 million people around the world are threatened by starvation. The series *One Third* describes the connection between individual wastage of food and globalized food production. Rotting food, arranged into elaborate still lifes, portrays an abstract picture of the wastage of food whilst the accompanying texts take a more in depth look at the roots of this issue. *One Third* goes past the sell by date in order to document the full dimensions of the global food waste.



One third,
Photographs by Klaus Pichler



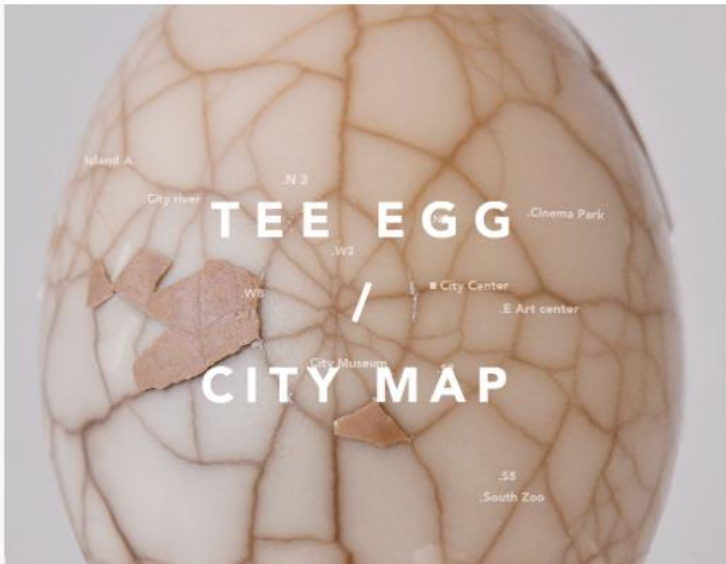


A New Kate Winslet-Narrated Documentary Asks: Are We Eating Our Way To Extinction?



The film highlights the devastating impact that our consumption of meat and fish is having on our planet.

We Eat What We Waste, by Nakezia



When I saw tea eggs, a traditional Chinese snack, I was inspired to realize that it was like a city map. Now that the world has reached almost every city in the world, we begin to explore these tea egg traditions in floating cities and gradually discover each city.



Yum Tang uses the traditional Chinese snack of tea eggs to represent the urban landscape and inspire the public to think about the social environment and food.

Tea Eggs & City Maps, by Yum Tang



c. The Rebirth



Top image: Studio Barbara Gollackner created a range of tableware items in earthy colours. Above: bowls, plates and cutlery form the collection

Viennese designer Gollackner collaborated with Austrian chef and restaurateur Martin Kilga to create Wasteware, a collection of bowls, plates and cutlery made from leftovers.

"The idea came from the fact that I read about Europe wasting 90 million tons of food every year and at the same time producing around 30 million tons of waste from single-use dishes," Gollackner told Dezeen.

"So I thought about 'connecting' these two issues and trying to make new materials out of food waste," she added.

Case Study



Pop subverts traditional art.

With humour and satire, they comment on how mass production and consumerism have dominated American life and culture.

This is an interesting case about food and consumerism, presenting common foods such as canned goods in an impactful style. The author is very successful in connecting food to the outside world, provoking intense thought at the time.

Highlight

3) Interaction and Experience Design

Workshops are activities for children and schools.

Duration: 30 minutes.

Presentation: 5 minutes.

Disposable foam plates and paintbrushes are put in the workshop, allowing guests to depict the food they normally consume, share their findings and experiences, and discuss the difficulties and discoveries they faced during the food rescue process.

Experience Duration: 20 minutes.

Participants go through the program and are guided to consider what they can do to reduce food waste in their daily life, as well as practical steps they may take to safeguard the environment.

Summary: 5 minutes.

Summarize the workshop's content and experiences, emphasizing that everyone can help protect the environment by taking simple steps to prevent food waste.



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HIGHLIGHT

4) Gift Shop

Souvenir Design



We could work with local artists to produce souvenirs on the theme of food. Eventually they will be placed in The Food Funeral's Gift Shop for sale.

Considering the aesthetics and practicality of the shop, artworks can be printed on postcards, stationery and canvas bags for visitors to purchase.



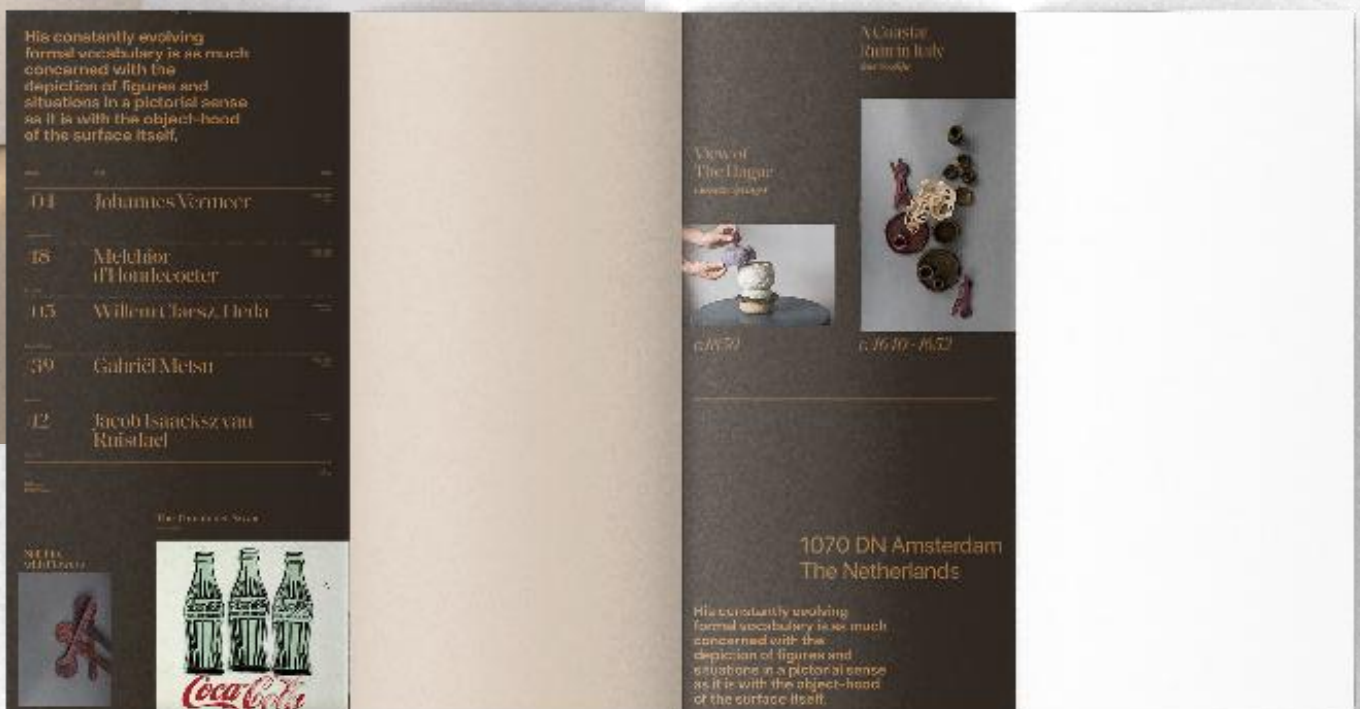
5) Booklet Design



Simplicity

The brochure's general design should be consistent with the exhibition's theme and style. Images, colours, and typographic styles used in the show may be employed to maintain uniformity and coherence.

Ensure that the layout and typography are clear and simple, with an appropriate distribution of content and graphics. Avoid information overload by keeping the text simple and clear for readers to read and comprehend.



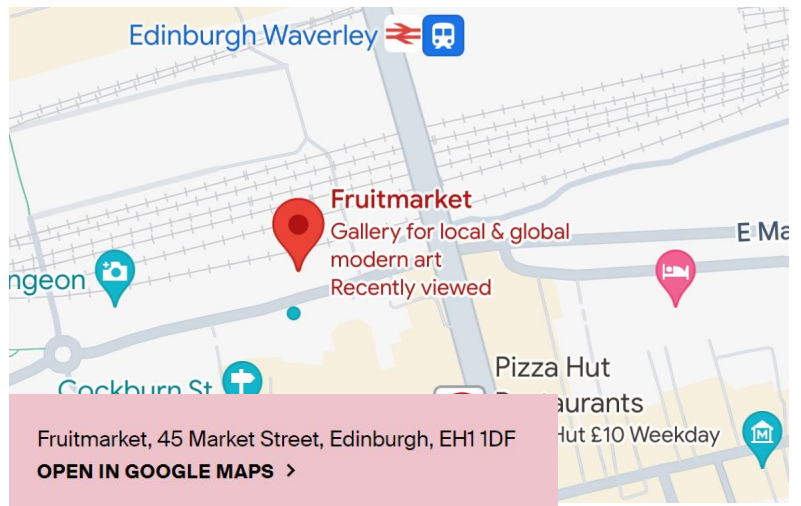
IV. Execute

1) Time and place

Time: 22.04.2024 - 22.06.2024

Furitmarket Gallery, 45 Market St,
Edinburgh EH1 1NQ

Opening hours: 09:00 - 18:00



2) Budget (£20k)

Venue hire fee: £ 10k

Artwork collection and display costs: £ 5k Including artwork collection costs, artists' remuneration, artwork transport and insurance costs, etc.

Publicity and promotion costs: £ 1k including printing posters, flyers, advertising, social media promotion, etc.

Exhibition installation: £ 3k Includes the design, production and installation of the exhibition installation.

Materials and equipment costs: £ 2k Includes all materials and equipment hire costs for the exhibition.

Events and Education: £ 890 Includes the cost of planning and executing artist talks, workshops and education programmes.

Catering and Hospitality: £110 Includes catering and hospitality during the exhibition, such as the opening reception.



3) promotional strategy

1.



Brochures and leaflets

Placing in public places such as Edinburgh Waverley Train Station, Summer Hall, National Museum of Scotland.

2.



Curatorial Proposal

Use of major social media platforms

(e.g. Facebook, Instagram, Twitter, etc.), posting promotional posters, introductory videos, previews of artworks, etc. of the exhibition to attract the attention of the target audience.

3.



Institutional cooperation

Establish partnerships with local community organisations, environmental agencies, art groups, etc., contact newspapers for coverage and joint promotion of the exhibition.

4) Expected number of visitors and impact

The exhibition is located next to Edinburgh Waverley Train Station and has a high footfall, with thousands of visitors expected daily.

With careful planning and publicity, the exhibition is expected to attract a large number of visitors.



5) Funding

In order to attract more visitors, there will be no admission charge for this exhibition. Support can be sought from organisations such as Creative Scotland and profit can be made by selling souvenirs through the Gift Shop.

Contact Me!

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Phone : 1-200-565-ITWORKS

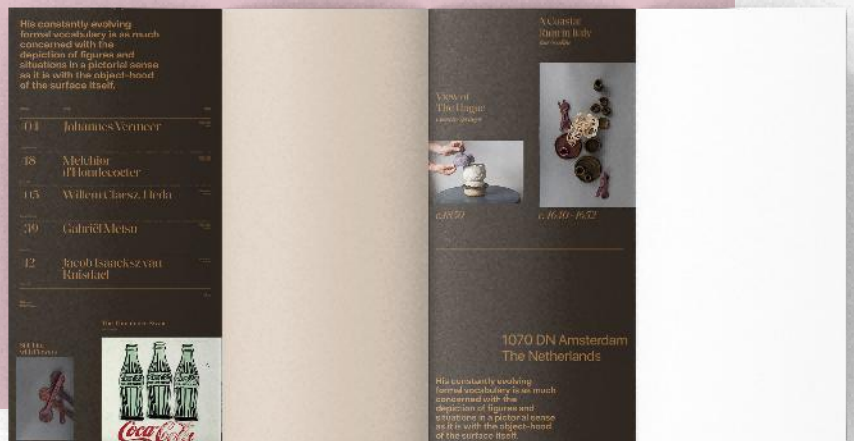
Hannah.011129@gmail.com

https://blogs.ed.ac.uk/s2606966_curating-2023-2024sem2/

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