WHAT IS THIS EXHIBITION ABOUT?

In den Schmeck-Experimenten geht es darum, zu erkunden, wie wir schmecken.

*What influences the ways we perceive taste?*

*How can we change our experience of taste by making changes to situations we eat in?*

The “Taste!” experiments are all about exploring our sense of taste. This involves more than cooking—lots of other elements make a difference, too.

As you work through the exhibition, you will explore one element with an effect on taste in each phase. There are six phases altogether. You will experiment, for instance, with the expectations we have as we approach food, the sounds we hear while eating and the utensils we use to eat. You will be able to select and combine various foods. In each phase, you will try out several variations and then reach a decision. In the last phase, you will combine all the previously selected variants. This will allow you to discover how eating can be done and experienced differently in a tasting situation you have composed yourself.

The instructions on the following pages will guide you through each phase step by step. In each phase, you will be given something to taste and asked to make notes. Do not worry if you only jot down a few words or leave some points unfinished. Every phase has its own page on your clipboard and a matching honeycomb field on your table with utensils and ingredients.

You can work through the phases at your own pace. Most people take around 45 minutes for all six phases.

You can start Phase 1 on the next page now.
PHASE 1
WHAT IS GOING THROUGH YOUR MIND?

1. Choose two glasses from the four glasses on the first honeycomb field.

2. Try a small spoonful from each of them. What associations does the taste evoke? What situations, emotions, and images come to mind? Note down three words for each food you try.

   Food 1:
   
   
   
   Food 2:
   
   
   

3. Now put the two glasses with what is left of the foods you have just tried on the table in front of you.
PHASE 2

WHO ARE YOU?

1. First choose two out of the following four creatures:
   - ☐ Snake  ☐ Hamster  ☐ Tiger  ☑ Fairy

2. Think about how these two creatures might eat and taste. Try to see exactly how they might eat before your mind's eye.

3. Now try a little bit of the new food on the second honeycomb field. Taste it as if you were the first of your chosen creatures. Note down which creature you picked. Write three short sentences about your experiences.

   Creature 1:
   - ☐ Snake  ☐ Hamster  ☐ Tiger  ☐ Fairy

4. Then taste the food again, this time as if you were the second creature. Note down which one you picked. Write three more short sentences about your experiences in the second role.

   Creature 2:
   - ☐ Snake  ☐ Hamster  ☐ Tiger  ☐ Fairy

5. Place the rest of the food you have just sampled on the table in front of you. Now choose between the two creatures you picked. As which of them would you like to eat the dish you will create in the final phase of the experiments? Note down which one you picked.
PHASE 3
WHAT DO YOU WANT / KNOW?

1. Take a small bowl with berries from the third honeycomb field.

2. There are three flyers on the wall in front of you. Each describes a different logic we can apply as we approach food:
   1. Eating is political, 2. Eating is pleasure, 3. Eating is health.
   How would you like to approach this food? First choose one flyer, and then read it.

3. Taste a few berries.
   Note down the logic you have chosen. Write three sentences about what you
taste and how you feel as you eat.

   - EATING IS POLITICAL
   - EATING IS PLEASURE
   - EATING IS HEALTH

4. Now choose a second flyer and read it before tasting the berries again and noting
down what they taste like now and how you feel as you eat.

   - EATING IS POLITICAL
   - EATING IS PLEASURE
   - EATING IS HEALTH

5. Now decide which of the two logics you would prefer to use when you eat your
dish at the end of the experiments.
   Note down your choice and put the corresponding flyer down on your table along
with the small bowl of berries you have just been eating from.
1. Choose two foods that are unknown to you from the fourth honeycomb field (if you have tasted all of them before, just pick any two).

2. Taste one of them as if it was...
   ... delicious, but very unhealthy. Note down how you experience this.
   ... exceedingly healthy, and note down your experience.

3. Now taste the second food as if eating it was...
   ... morally embarrassing. Note down what you experience.
   ... was a major honour. Note down your experiences.

4. Now place what remains from the two foods you have sampled on the table in front of you.
   Choose which of the four expectations you wish to adopt when you finally eat your own dish at the end of the experiments. Write down your choice here.
PHASE 5
WHAT CAN YOU HEAR?

1. Put on the headphones.

2. Take a small spoonful of the food in the fifth honeycomb field. Describe what you experience in a few words. As soon as you hear a new sound, take another spoonful and write down your experiences again.

   Classical music: 

   Traffic: 

   Birds: 

   Metal: 

3. Now place what is left of the food you have tried on the table in front of you and choose what you would like to hear as you eat your own dish at the end of the experiments. Write it down here.
PHASE 6
HOW WILL YOU COMPOSE YOUR DISH?

Now it is time to assemble the variants chosen in the previous phases to compose a tasting situation.

Bring the associations the various foods evoked back into your mind’s eye, remember what kind of creature you are, and think about the logic you will approach the food with and about what expectations you have.

Put on the headphones and select the sounds you would like to hear.

1. Choose a base you would like to arrange your dish on and eat it from, and decide whether you will eat with the cutlery in front of you or with your hands.

2. Now arrange the ingredients you have on your chosen base.

3. Think of a title for the dish you have composed.

Title: ____________________________

4. Your dish is ready to be photographed now. Use the flag on the wall to indicate when you are ready, and someone will come and take a photograph.

5. Now you can decide whether you would like to eat alone or in company. If you want to eat with others (and there is a free space at the tables), you can take off the headphones and move to the communal tables. Otherwise, you can stay at your own table and eat there.

Enjoy your meal!
TASTE!
WHAT HAPPENED, HOW WAS IT?

You can now look back on what you have discovered and experienced. We would be delighted to hear about your impressions and observations.

We would also be interested in conducting a short interview with you about your experiences. If you are willing to be interviewed, please write your email address and phone number below. Your notes on these pages (and an interview with you, if one takes place) will be anonymized before any analysis takes place. Your name will not be linked in any way to any statements you make here or in an interview.

Your contact information: 

YOUR FEEDBACK

In general, what impressions did you take away from the experiments?

Did you discover or experience anything new?

What insights and questions has the exhibition left you with?

Which experiments did you find hard to follow or to stick with?

And which experiments would you like to have explored in more depth?

What did you think was missing from the experiments?

What other ways of exploring your sense of taste would have interested you?

SOME INFORMATION ABOUT YOURSELF:

Year of birth:

Regional cuisine you grew up with:

Profession(s):