

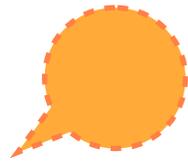
A POST MODERN SLOW FOOD

DESIGNING FOR CHANGE
THAT TRANSCENDS A PHILOSOPHY

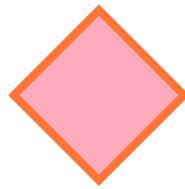
CURATED BY <LESLIE MARTICKE> MFA DMGT CANDIDATE



LEGEND



BACKGROUND
TOPICS



RESEARCH
QUESTIONS

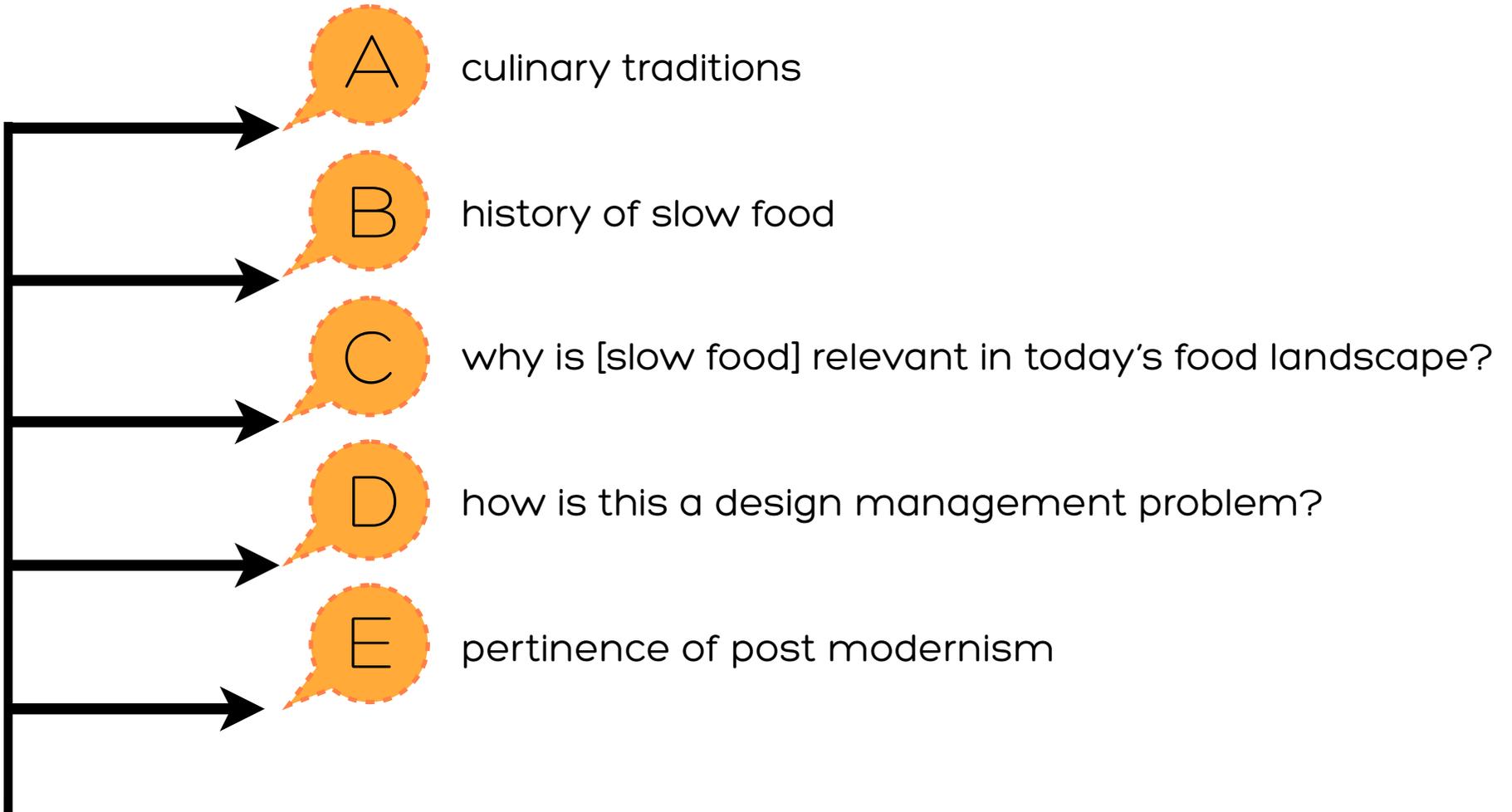


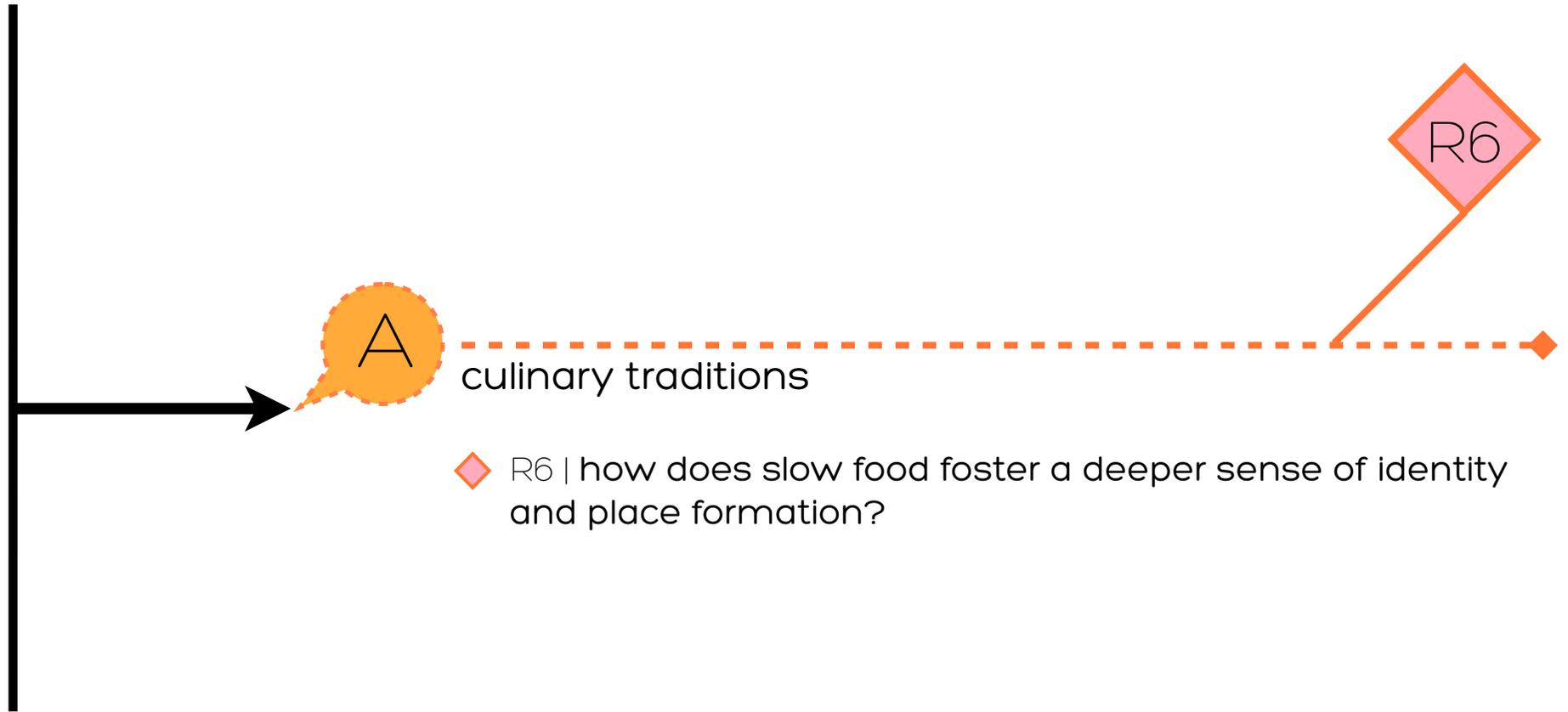
RESEARCH
METHODS

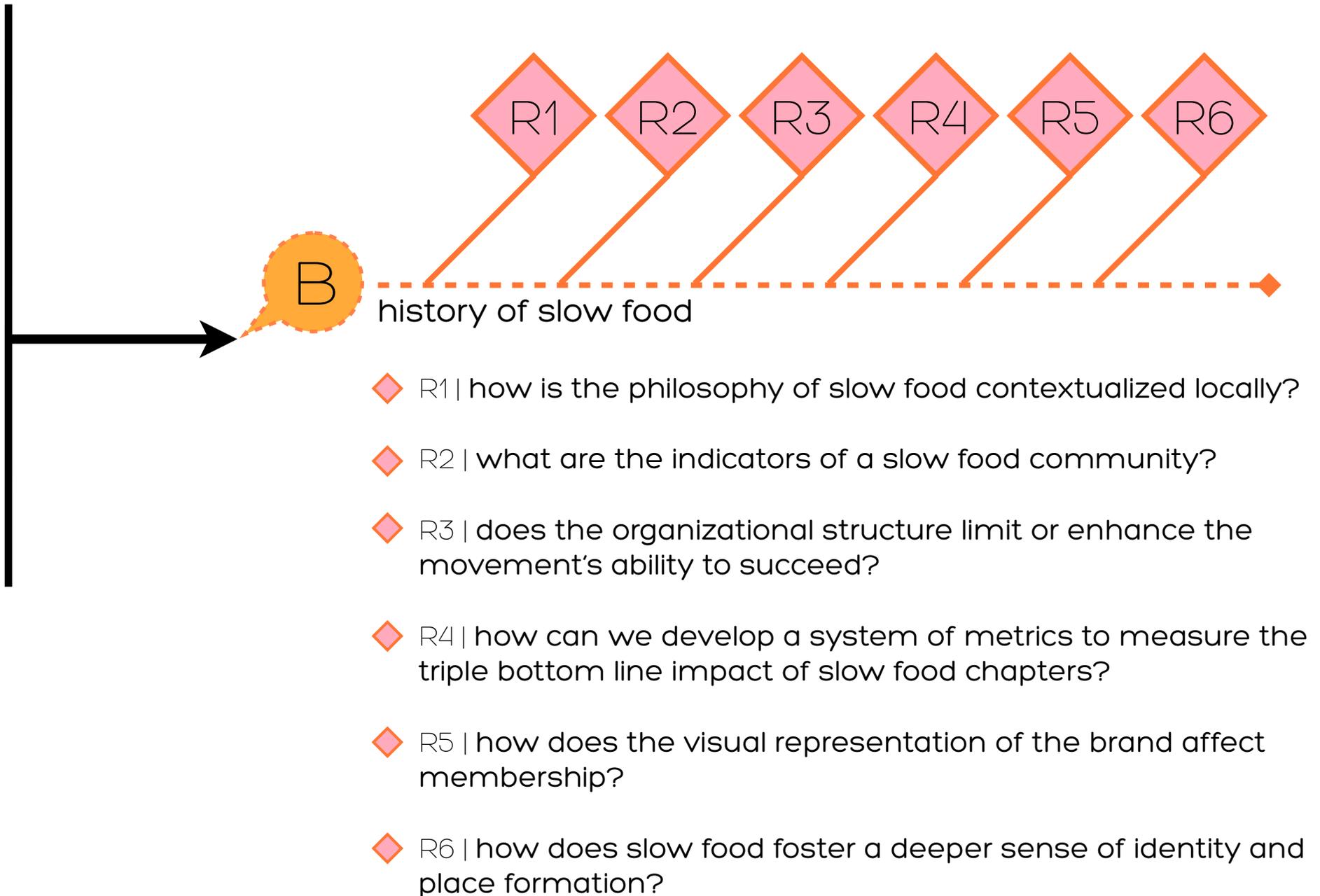


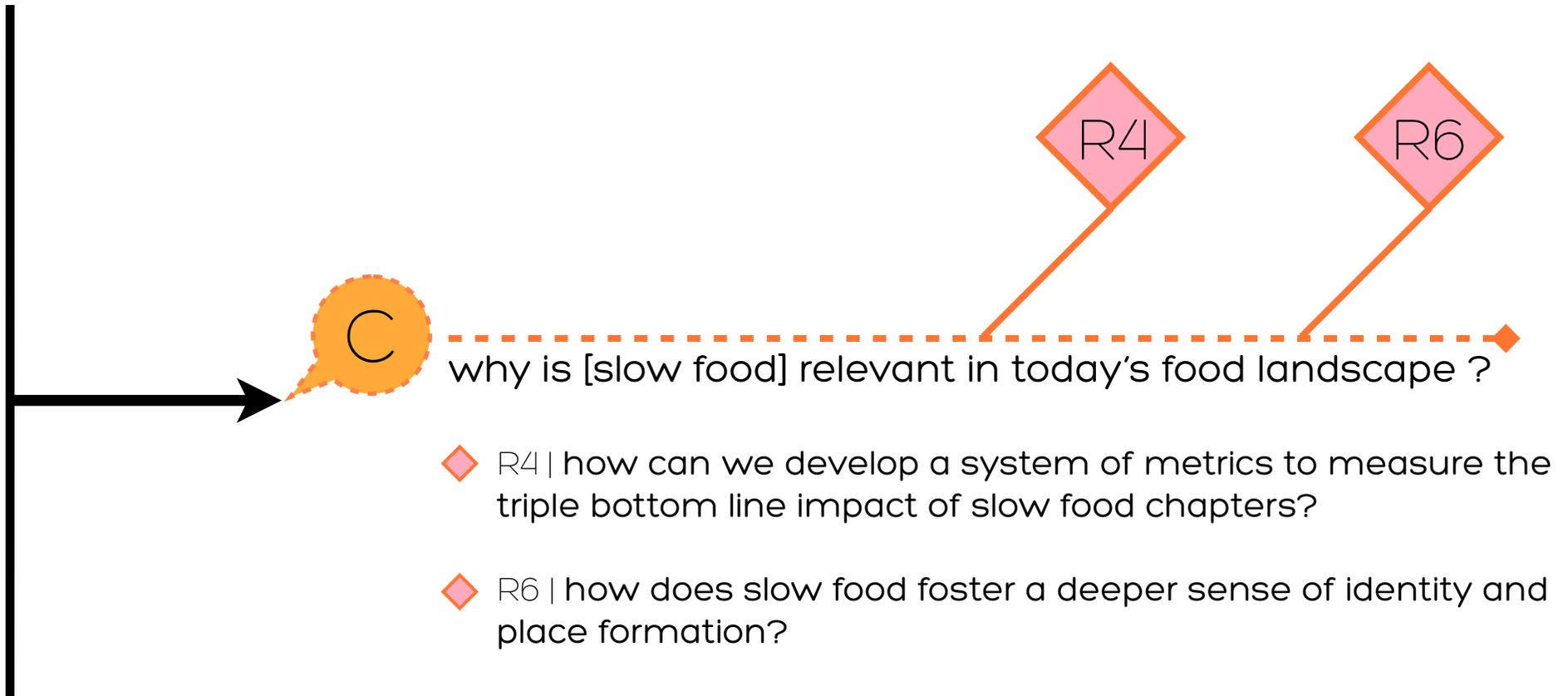
DESIGN
OPPS

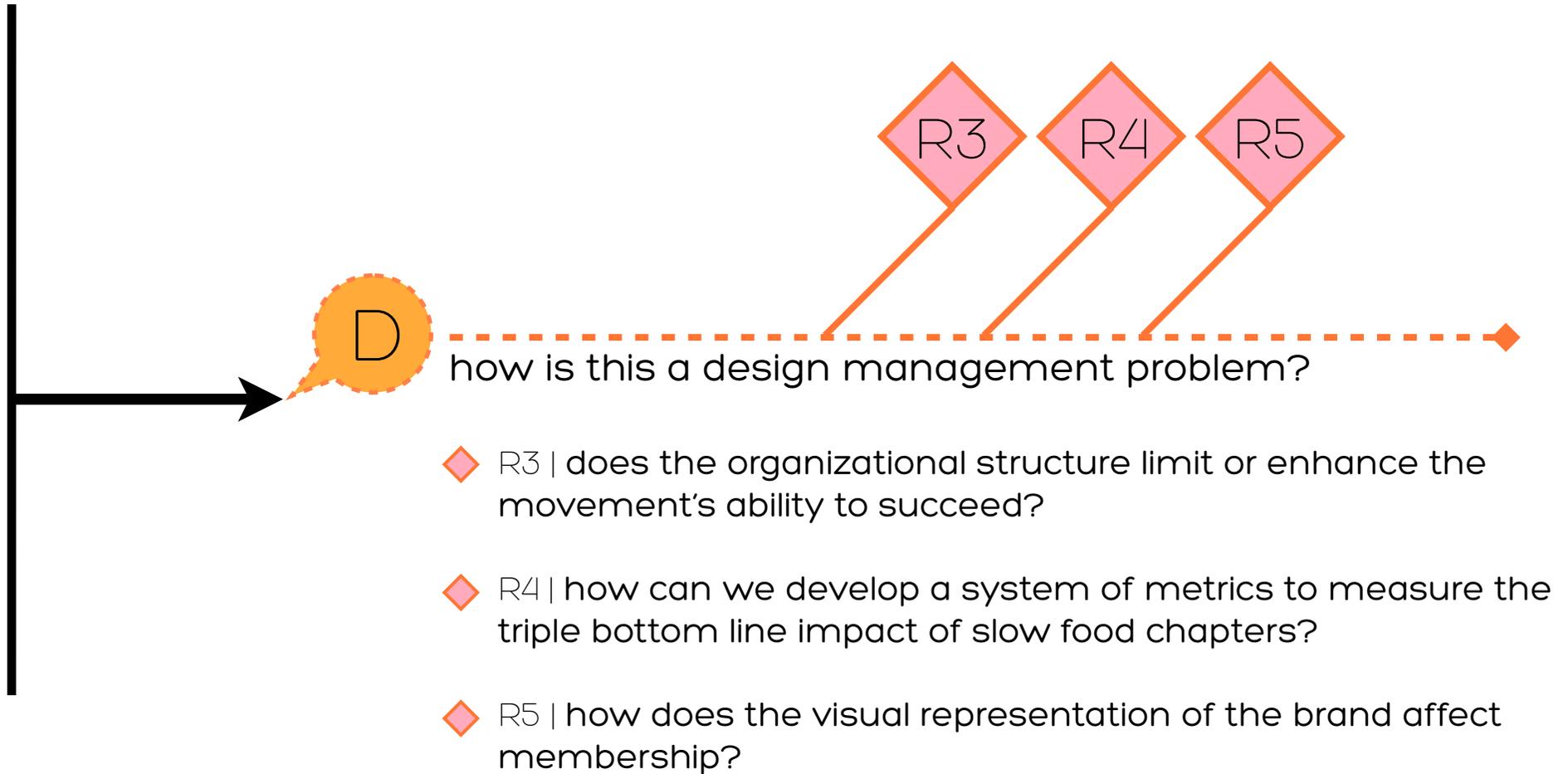
BACKGROUND

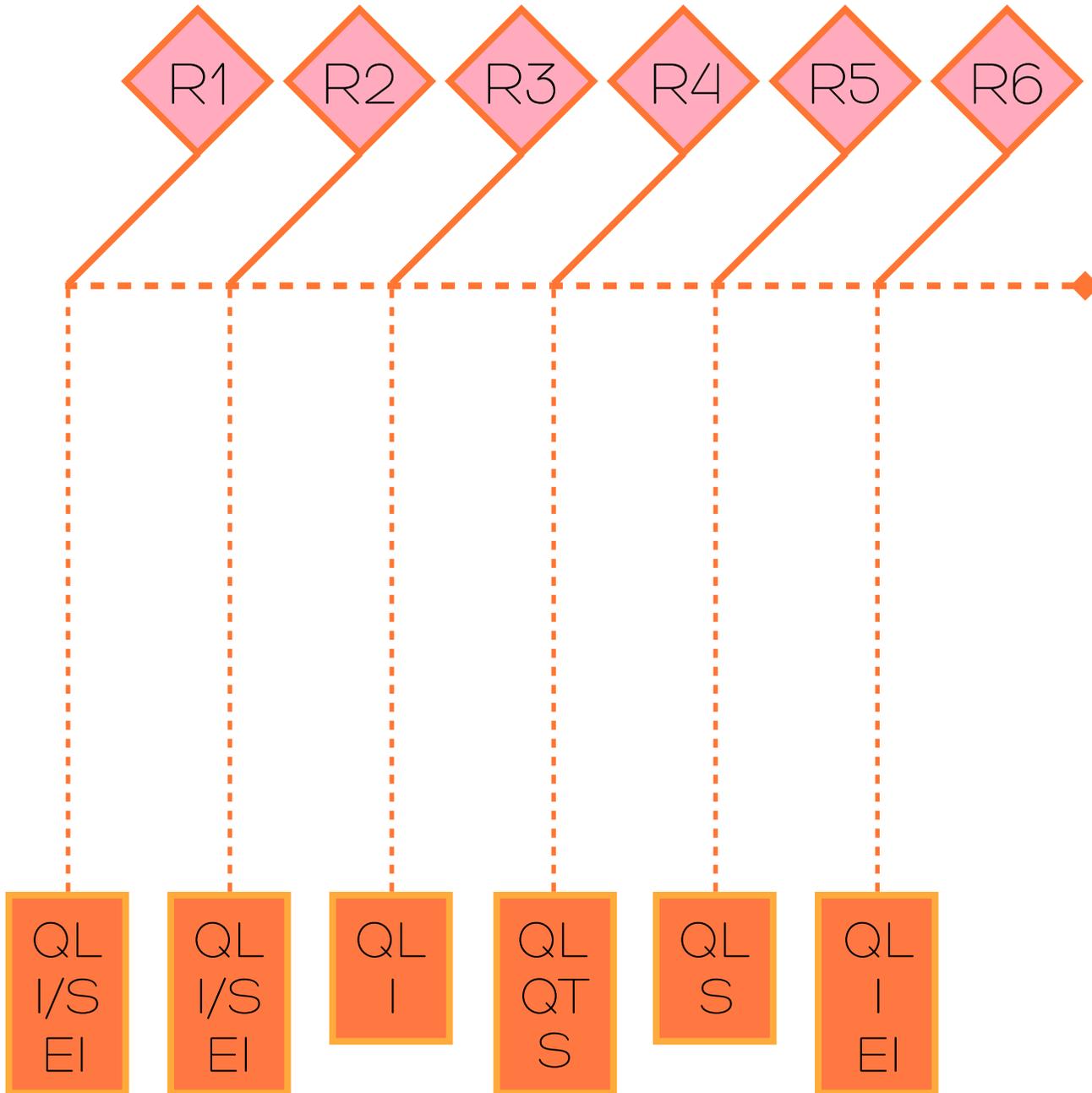




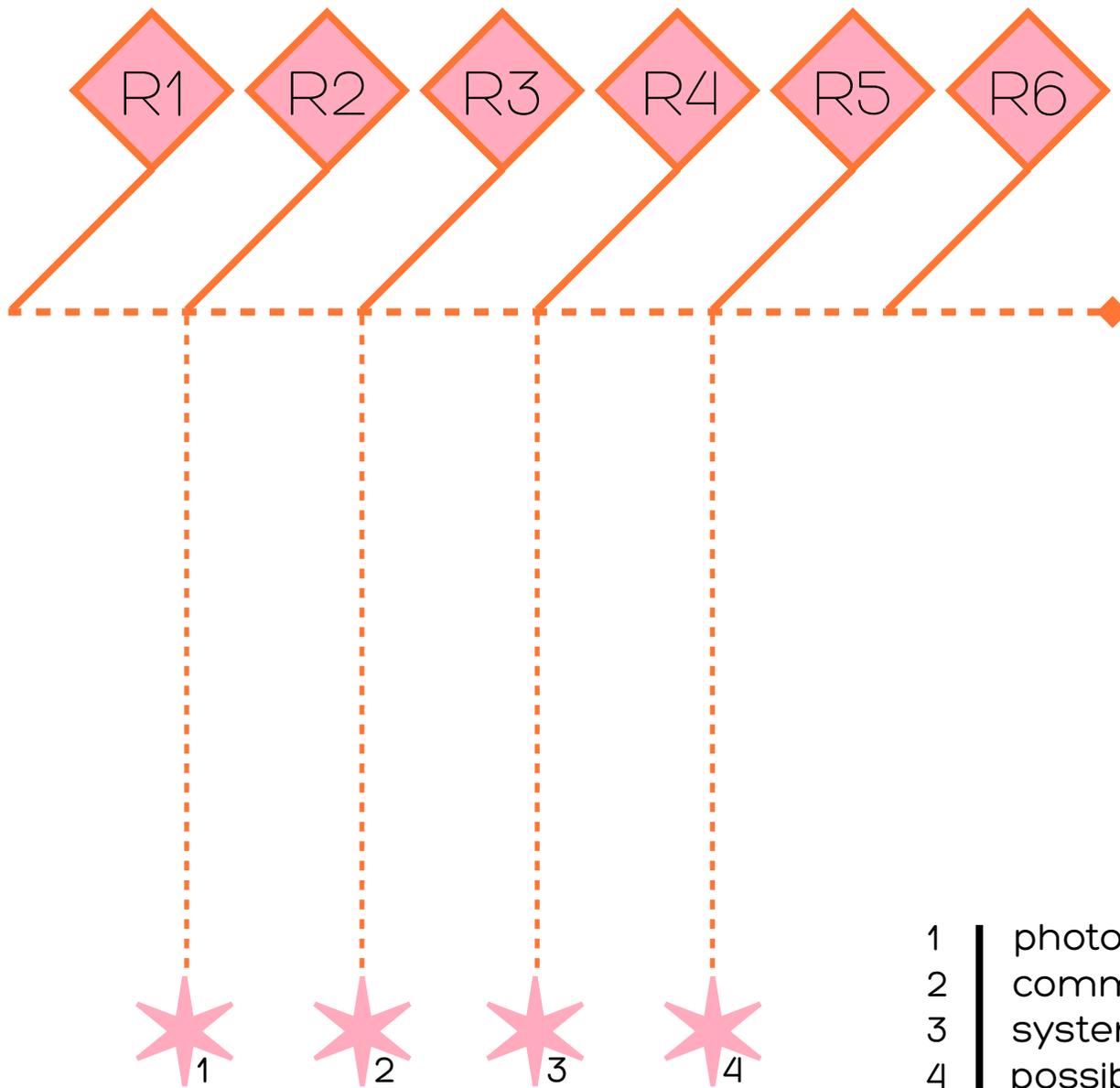






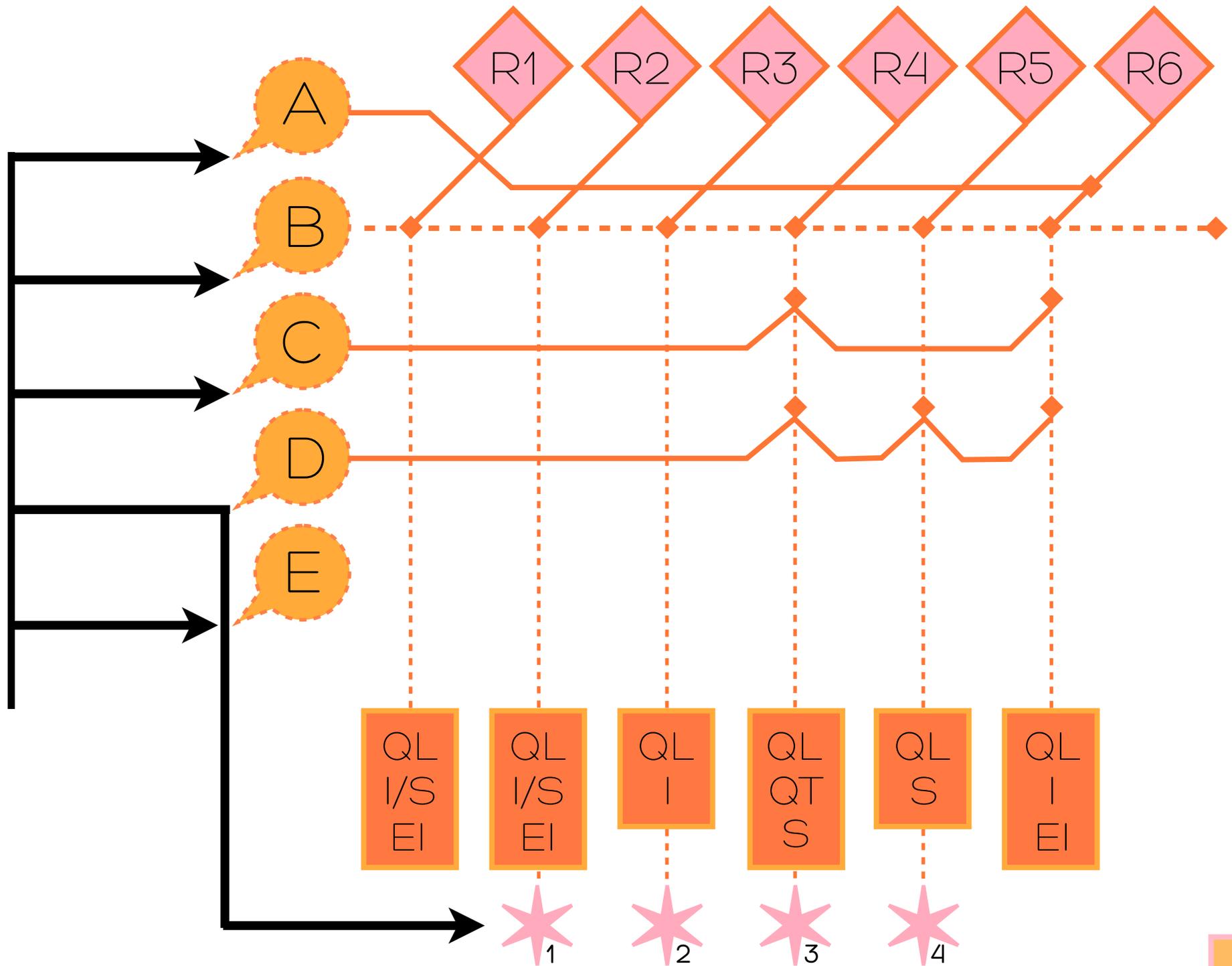


QL | qualitative
 QT | quantitative
 I | interviews
 S | surveys
 EI | ethnographic inquiry



- 1 | photostory of indicators
- 2 | communication strategy (web design)
- 3 | system of metrics
- 4 | possible rebranding?

BACKGROUND



<INDICATORS>



number of local, organic, seasonal inspired restaurants

of customers per day

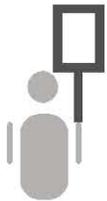
% of locally sourced goods



presence of a farmer's market
Y or N?

total sales each week

total number of vendors



presence of food related organizations
Y or N?

of organization

activity level

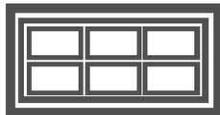


number of sustainably minded food business

Natural food retailers

food co-ops

CSAs



presence of community gardens
Y or N?

total number

are they working?



presence of food focused events
Y or N?

what types of events?

attendance rate

<CURRENT FOCUS>

- ◆ R1 | how is the philosophy of slow food contextualized locally?
- ◆ R2 | what are the indicators of a slow food community?
- ◆ R3 | does the organizational structure limit or enhance the movement's ability to succeed?
- ◆ R4 | how can we develop a system of metrics to measure the triple bottom line impact of slow food chapters?
- ◆ R5 | how does the visual representation of the brand affect membership?
- ◆ R6 | how does slow food foster a deeper sense of identity and place formation?

<FUTURE FOCUS>

- ◆ R1 | how is the philosophy of slow food contextualized locally?
- ◆ R2 | what are the indicators of a slow food community?
- ◆ R3 | does the organizational structure limit or enhance the movement's ability to succeed?
- ◆ R4 | how can we develop a system of metrics to measure the triple bottom line impact of slow food chapters?
- ◆ R5 | how does the visual representation of the brand affect membership?
- ◆ R6 | how does slow food foster a deeper sense of identity and place formation?