

AUFBRUCH IN DIE ZUKUNFT DES LERNENS ...

FOOD FOR DIGITAL THOUGHTS
EXPANDING INTO THE FUTURE

URSULA ZELLER

director

ALIMENTARIUM

Food Museum. Vevey, Switzerland

Once upon a shore

ALIMENTARIUM

30 years ago

Alimentarium

Musée de l'alimentation
Ernährungsmuseum
Food Museum



1. Project

A Food Museum is to open in Vevey and will bear the name of Alimentarium. It will present the history of food (prehistory up to the 20th century) and provide an introduction to the present problems of nutrition from individual and international standpoints. The exhibitions will be based on new research discoveries, they will be didactic and within everybody's reach. The historical evolution will be presented in its economic and social context and will show the structures and main trends rather than isolated events.

The new institution will therefore be a place of information and research.

Raison d'être

Although Switzerland has many science, local, art, archeology and history museums, there is a lack of museums dealing with everyday subjects, such as clothing, housing and food in the socio-cultural context, and not just satisfied with a simple display of rare objects. This absence is all the more conspicuous as scientific research and history teaching becomes more and more interested in such problems.

Food in particular is presented today on a world level, whether in science museums (without reference to the historical side) or by monographic collections dealing with a simple sort of food (wine, beer, cereals, bread, etc.).

A museum treating both the historical and current aspects of food enables problems to be analysed whilst fulfilling an educational function; the presentation of structures and important developments helps to understand the present, which is the product of complicated and diverse historical processes. Such a vividly designed museum will also provide a stimulus for the manner of schools (history, science).

Activity

Alimentarium undertakes scientific research relating to the history of food and nutrition and didactically presents the results of its work in permanent or temporary exhibitions.

The museum shows a collection of items concerning the history of food, in particular storage, preservation and production (artisanal or industrial), subjects such as agriculture, cooking and consumption are already handled by other museums. A library and documentation are provided as working

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Today



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On track ??

Oops . we need to evolve !

A photograph of a tunnel with railway tracks leading to a bright exit. The tunnel walls are made of stone or concrete blocks, and the tracks are made of metal rails and wooden sleepers. The light at the end of the tunnel is very bright, creating a strong contrast with the dark interior. Several cables are visible running along the left wall of the tunnel.

MORE VISITORS !

STAY RELEVANT !

HOW ?

INCLUDE SCIENCE !

CULTURAL DIVERSITY !

EVOLVING INTERESTS!

ALIMENTARIUM 2016

a strategic mortar+click project aiming to become



a worldwide authority on food and nutrition with

**a digitally and physically
interconnected learning platform**

to share our expertise in food, nutrition and wellbeing

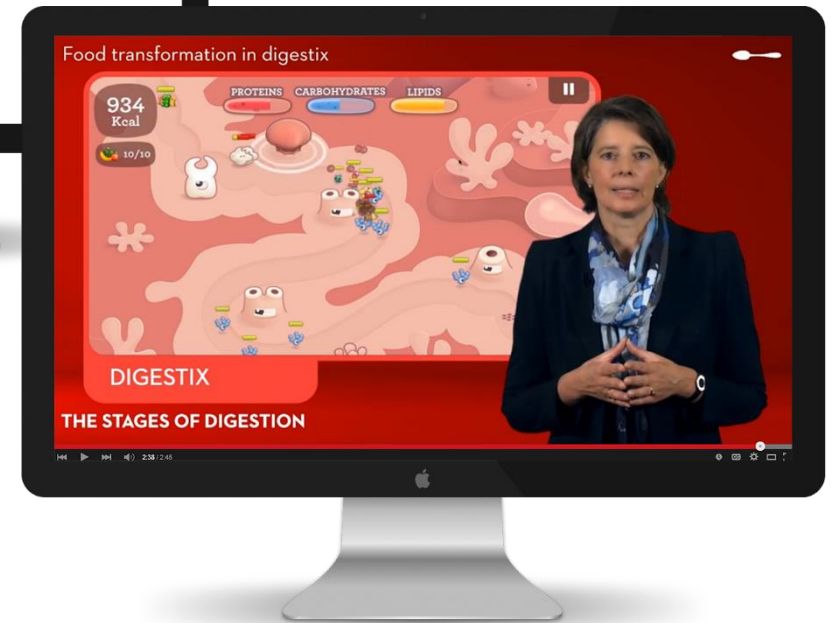
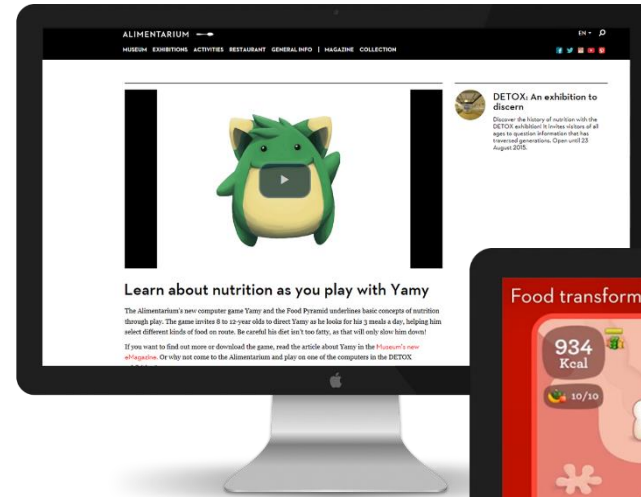
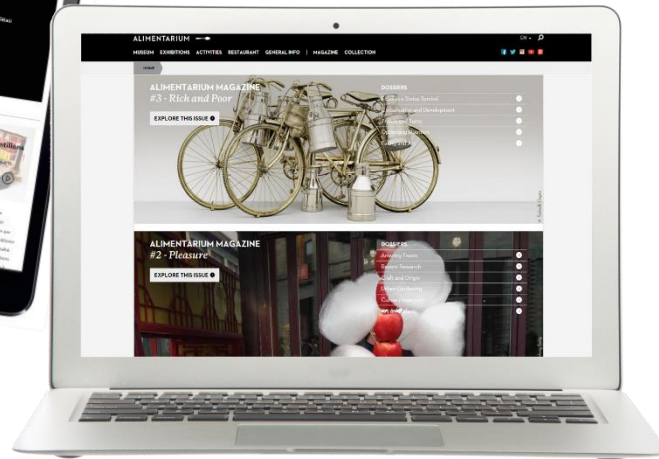


The how, act 1



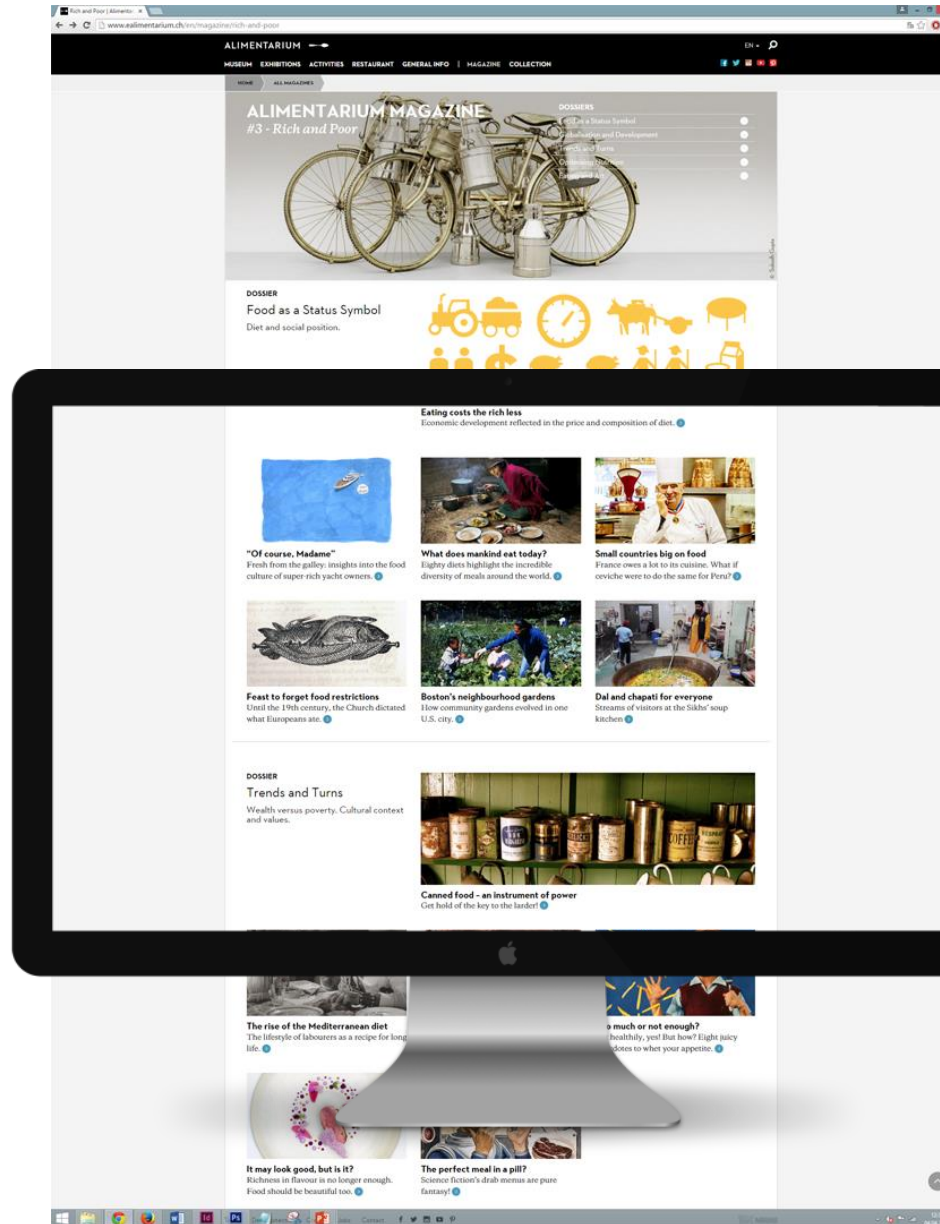
Reach more

Reach more by going **digital**

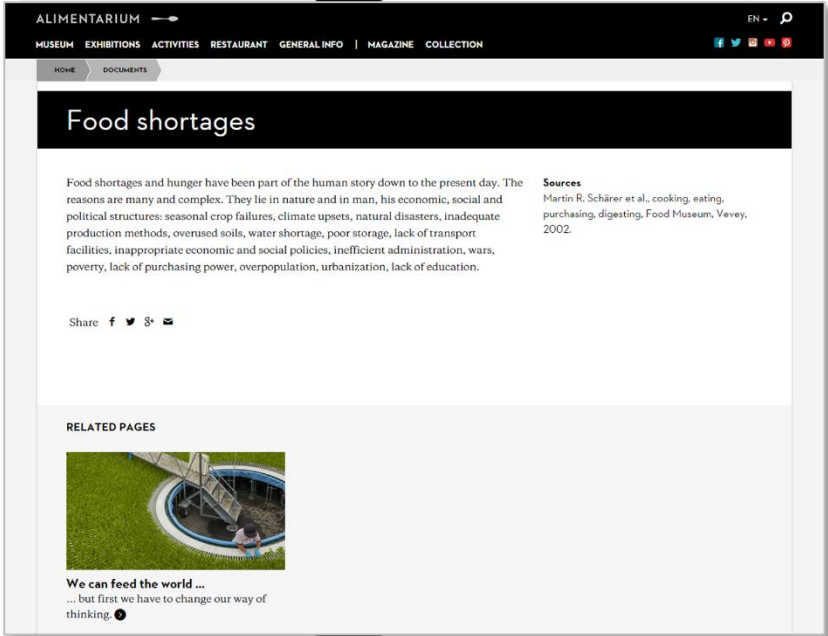
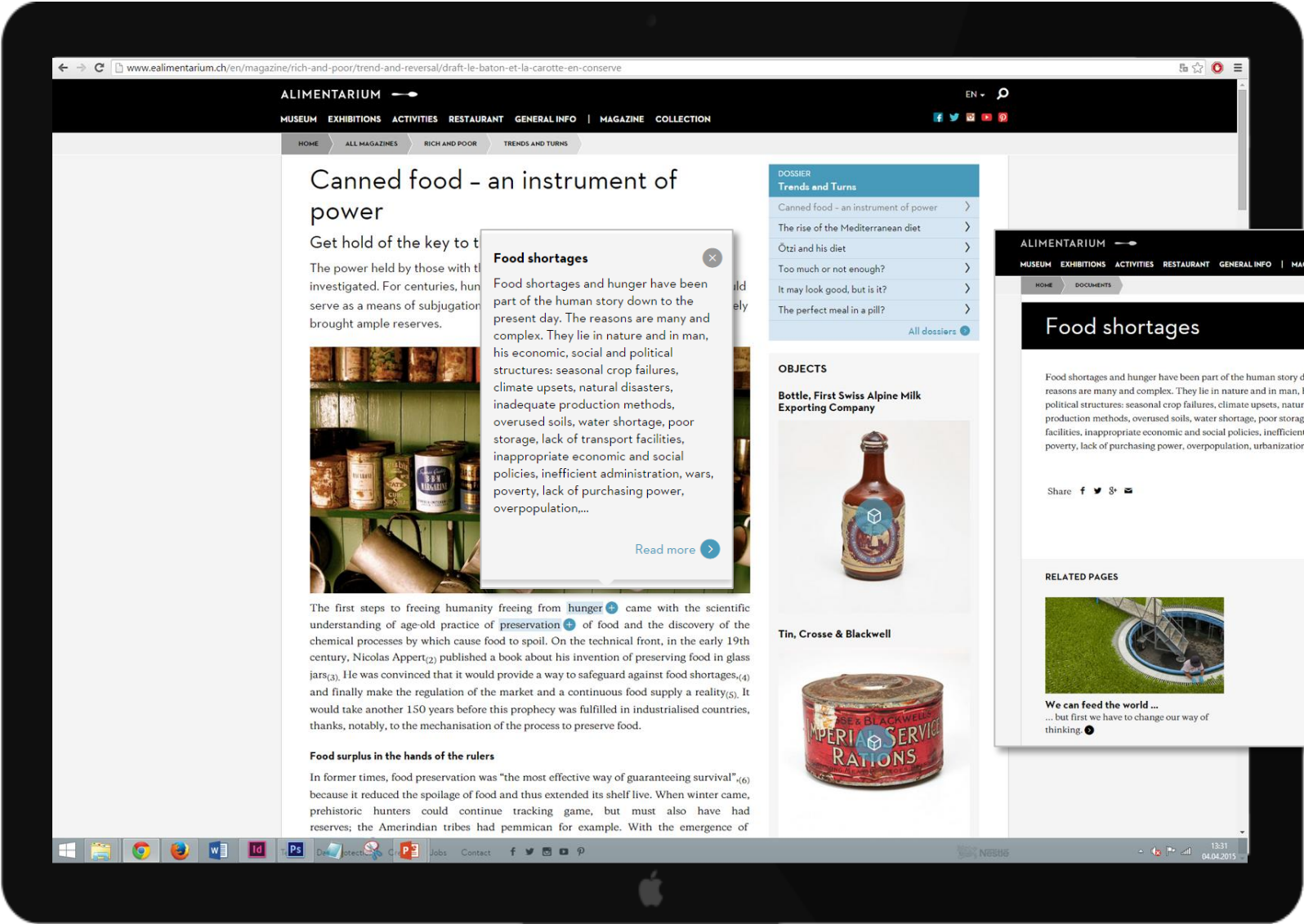


with the collection, our knowledge and educational programs

our digital space



to go further



sharing our collection 

www.ealmentarium.ch/en/magazine/rich-and-poor/trend-and-reversal/draft-le-baton-et-la-carotte-en-conserve

ALIMENTARIUM

MUSEUM EXHIBITIONS ACTIVITIES RESTAURANT GENERAL INFO MAGAZINE COLLECTION

HOME ALL MAGAZINES RICH AND POOR TRENDS AND TURNS


Canned food - an instrument of power

DOSSIER
Trends and Turns

- Canned food - an instrument of power >
- The rise of the Mediterranean diet >
- Ötzi and his diet >
- Too much or not enough? >
- It may look good, but is it? >
- The perfect meal in a pill? >

All dossiers

Bottle, First Swiss Alpine Milk Exporting Company



DATASHEET
TYPE OF OBJECT
Bottle
ORIGIN
Switzerland
TECHNIQUE AND MATERIAL
Brown glass, metal, paper
DATE
1900
DIMENSIONS
16.5 x 6.5 cm

Bottle of evaporated milk from the First Swiss Alpine Milk Exporting Company, a Swiss company that operated between 1882 and 1906. This milk was sold as an additive-free product with fortifying properties.


Food surplus in the hands of the rulers

In former times, food preservation was "the most effective way of guaranteeing survival",⁽⁶⁾ because it reduced the spoilage of food and thus extended its shelf life. When winter came, prehistoric hunters could continue tracking game, but must also have had reserves; the Amerindian tribes had pemmican for example. With the emergence of

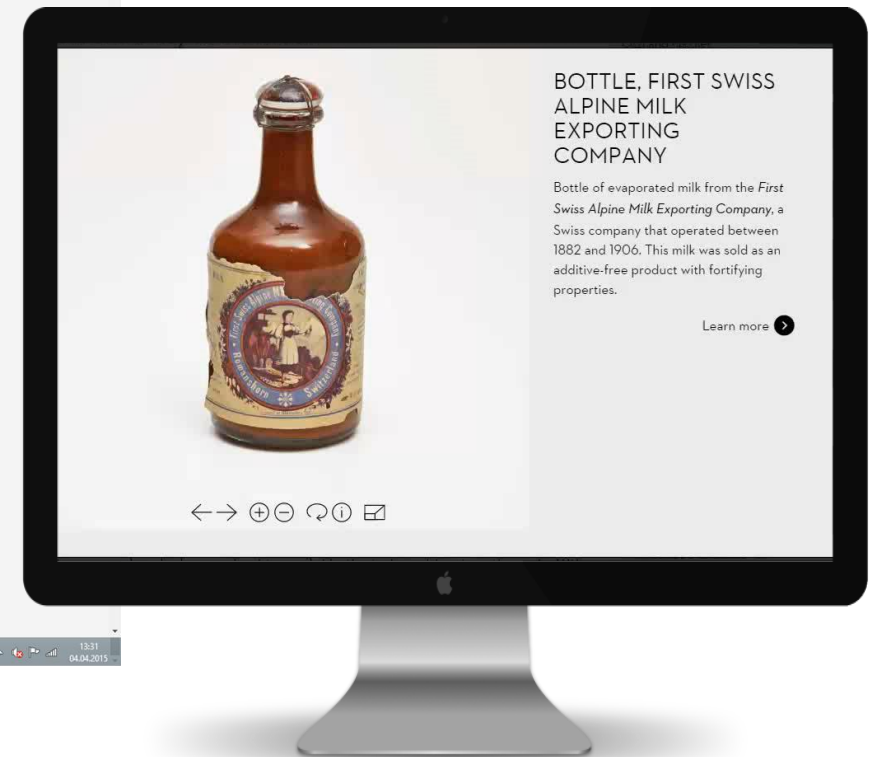

anger came with the scientific of food and the discovery of the technical front, in the early 19th invention of preserving food in glass safeguard against food shortages,⁽⁴⁾ continuous food supply a reality⁽⁵⁾. It fulfilled in industrialised countries, reserve food.

OBJECTS

Bottle, First Swiss Alpine Milk Exporting Company



Tin, Crosse & Blackwell

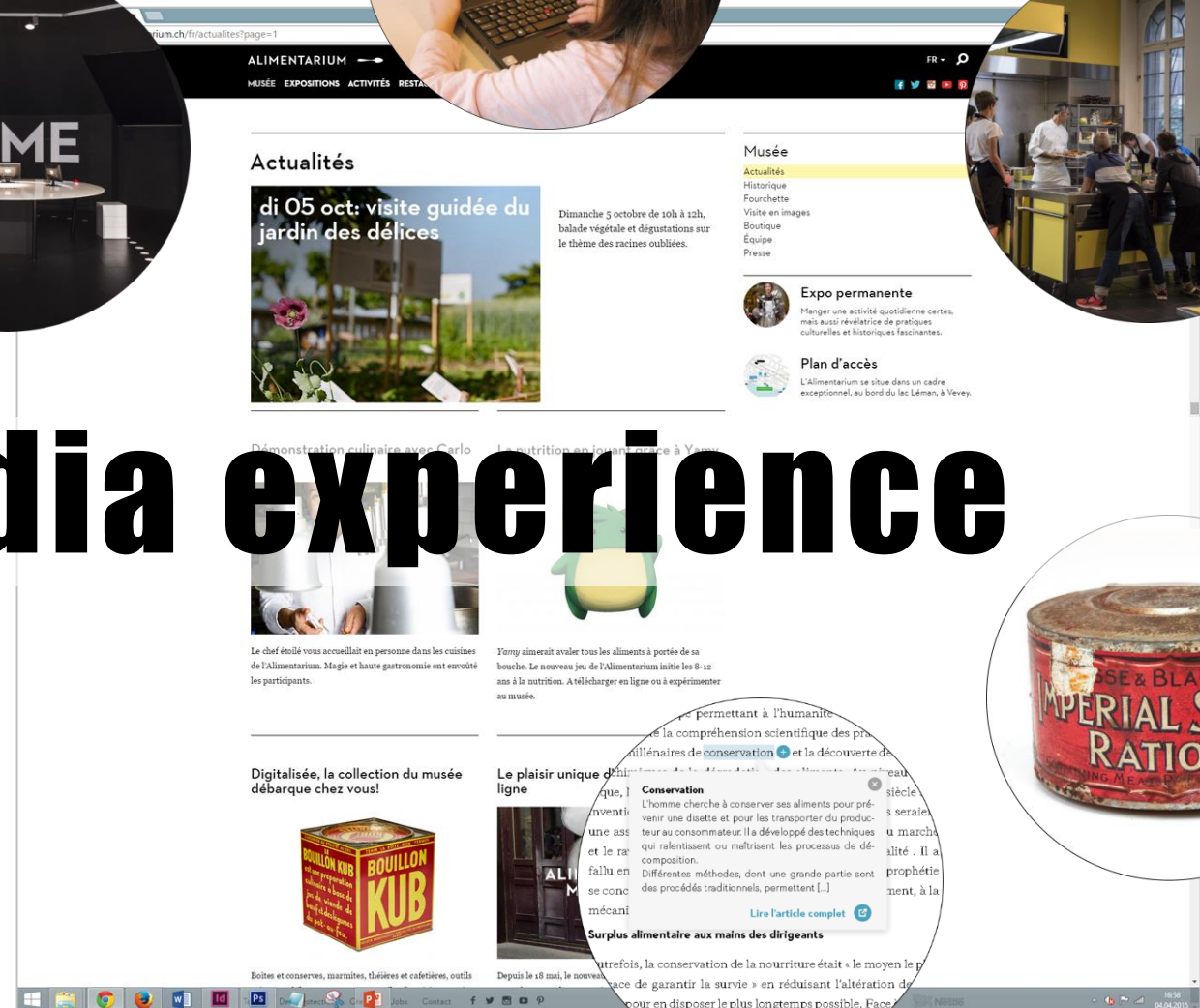


digital space links to physical space



uniting

cross media experience



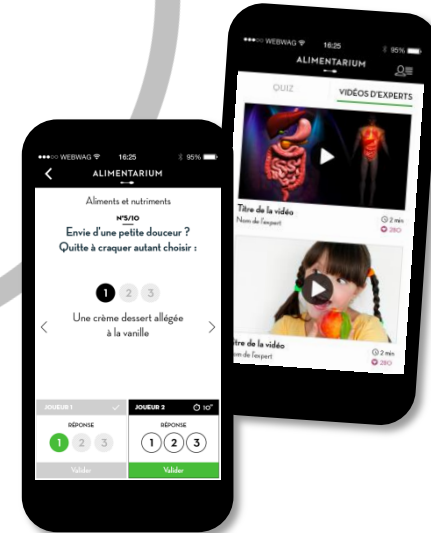
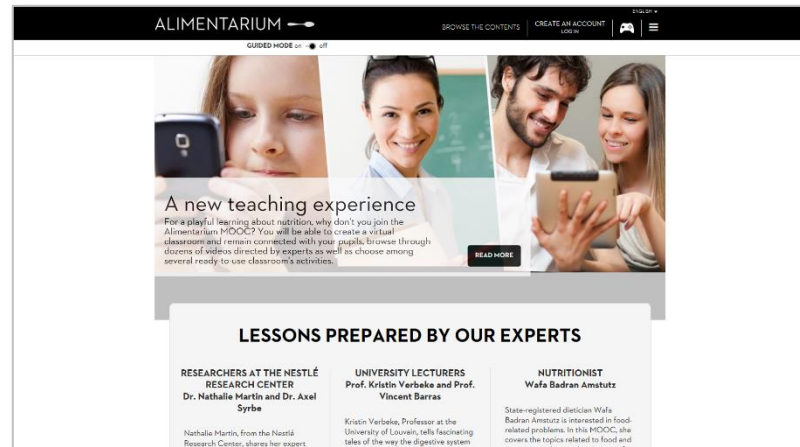


The how, act 2

A photograph of two divers underwater. The diver on the right is in the foreground, wearing a black diving mask and a black BCD with a prominent red circular logo. They are looking towards the camera. The diver on the left is slightly behind, wearing a yellow diving mask and also looking towards the camera. Both divers are making 'OK' hand gestures. The background is a deep blue underwater environment with visible bubbles rising from the divers. A semi-transparent grey rectangular box is overlaid across the middle of the image, containing the text 'Reach deeper' in white.

Reach deeper

Reach deeper with **digital learning**

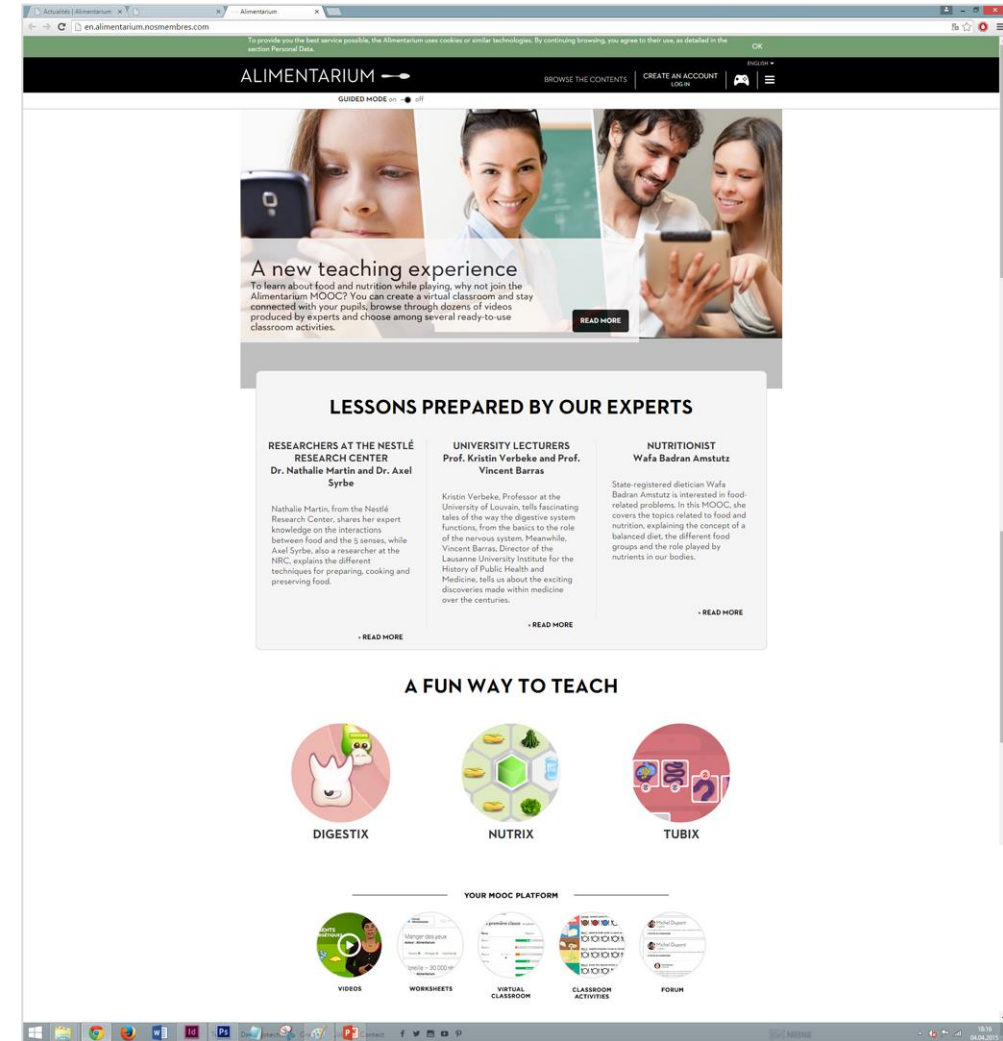


ALIMENTARIUM ACADEMY
a cutting edge ecosystem

30.04.15

ALIMENTARIUM MOOC PLATFORM

Training the trainer



ALIMENTARIUM MOOC PLATFORM



videos

worksheets

virtual classroom

classroom activities

forum



connected to the games

ALIMENTARIUM **GAMES**

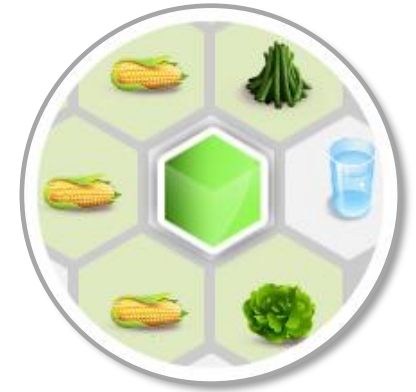
Learning by playing



Digestix



Nutrix



Tubix



314
Kcal

PROTEINS

CARBOHYDRATES

LIPIDS



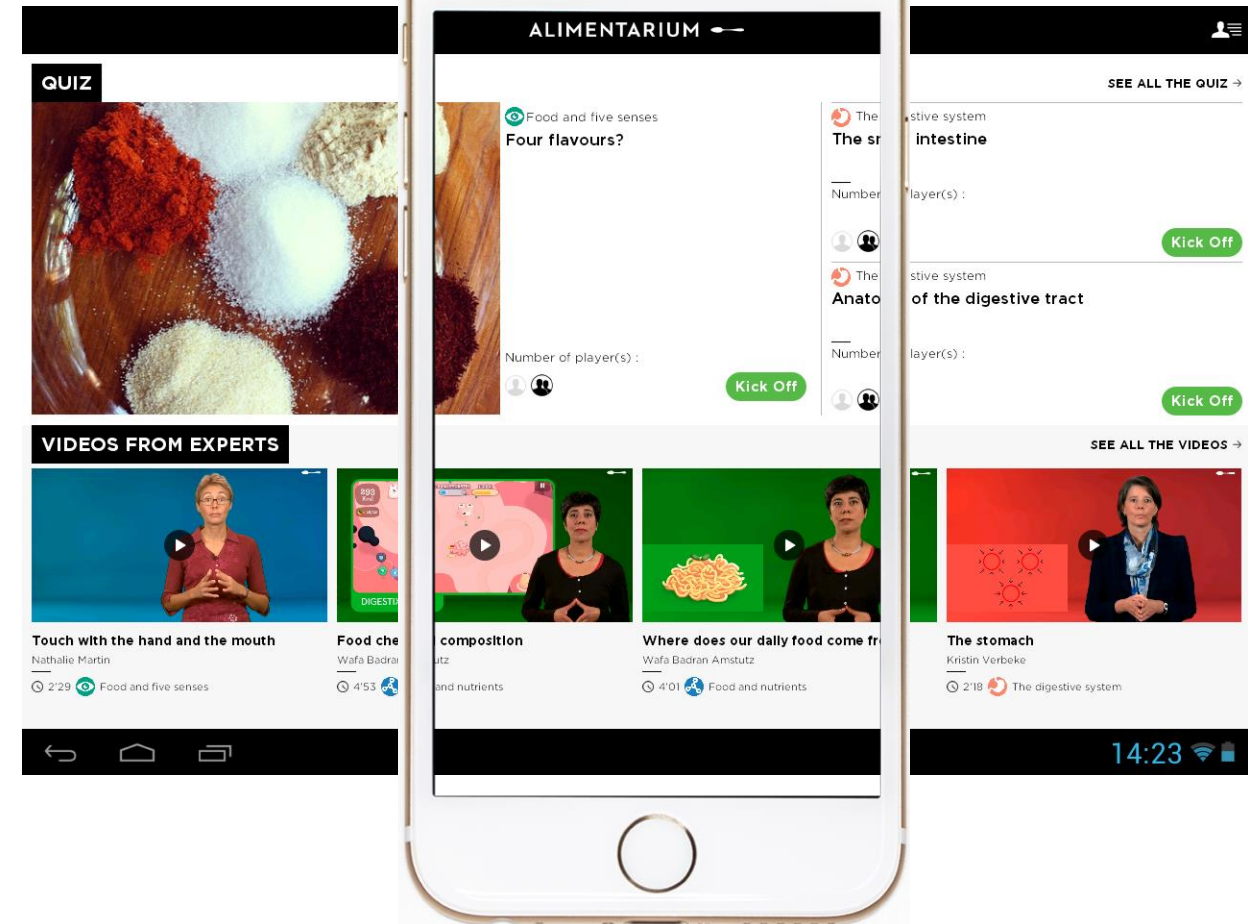
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DIGESTIX



ALIMENTARIUM APP FOR PARENTS

Engaging together



with **ALIMENTARIUM ACADEMY**





The how, act 3

2016

Come in, we're

OPEN

ALIMENTARIUM MUSEUM

The same, but **new** !



ALIMENTARIUM MUSEUM



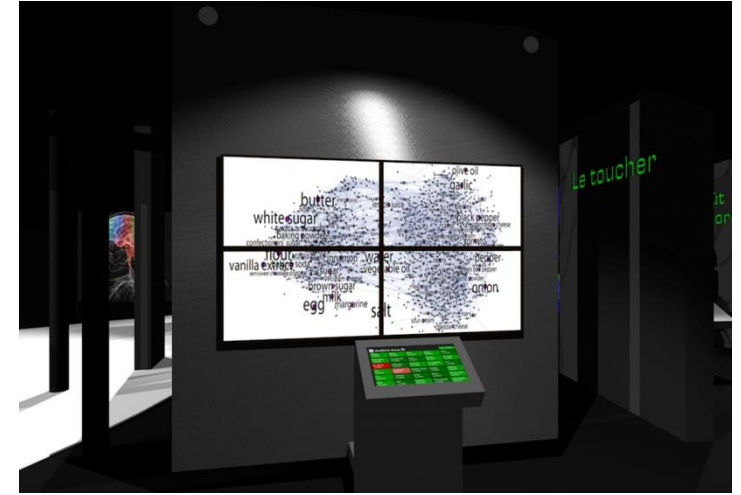
the new exhibition on Food, Society and the Body



Food



Society



the Body

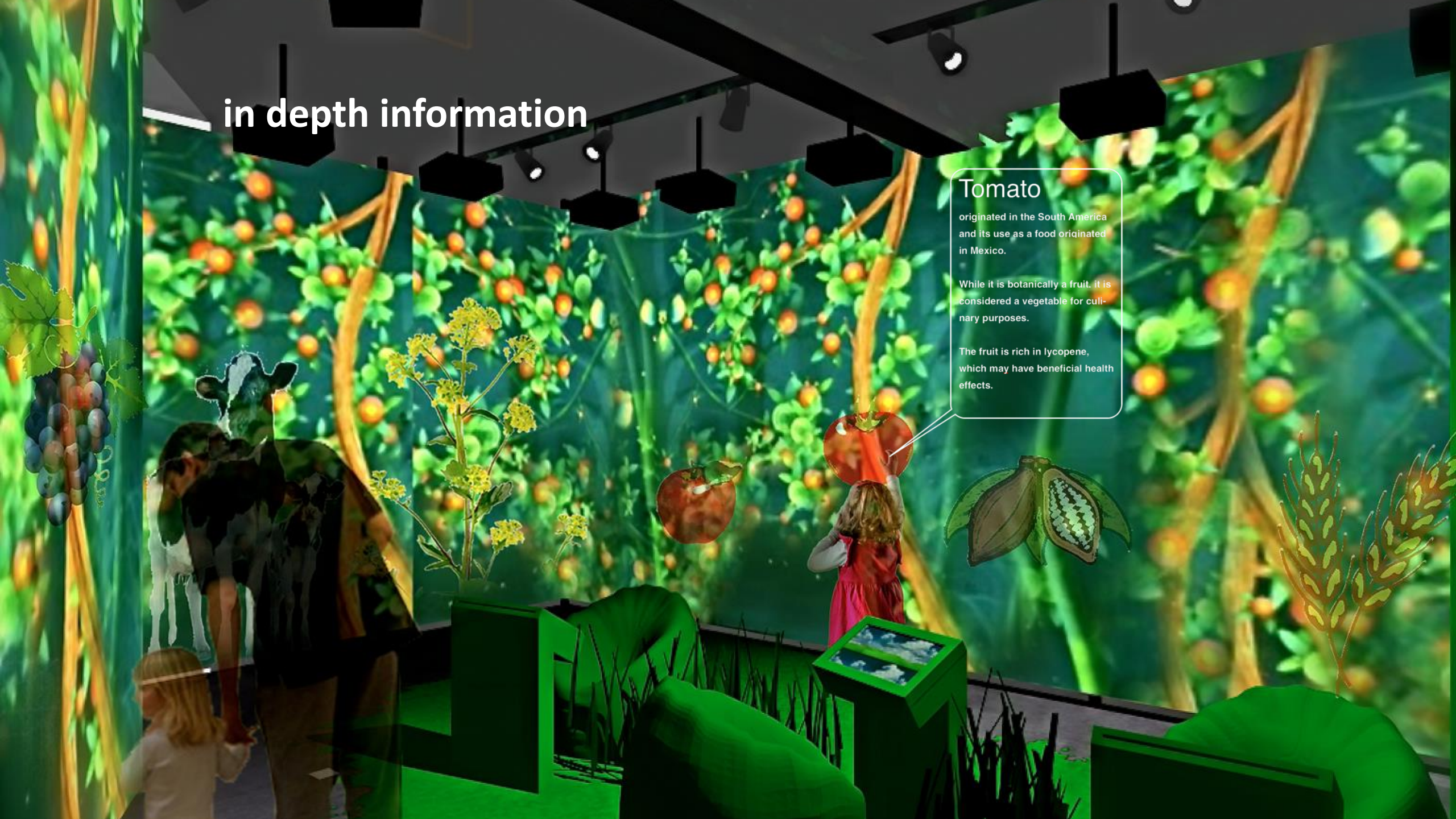
in depth information

Tomato

originated in the South America and its use as a food originated in Mexico.

While it is botanically a fruit, it is considered a vegetable for culinary purposes.

The fruit is rich in lycopene, which may have beneficial health effects.



La vue

latest scientific findings

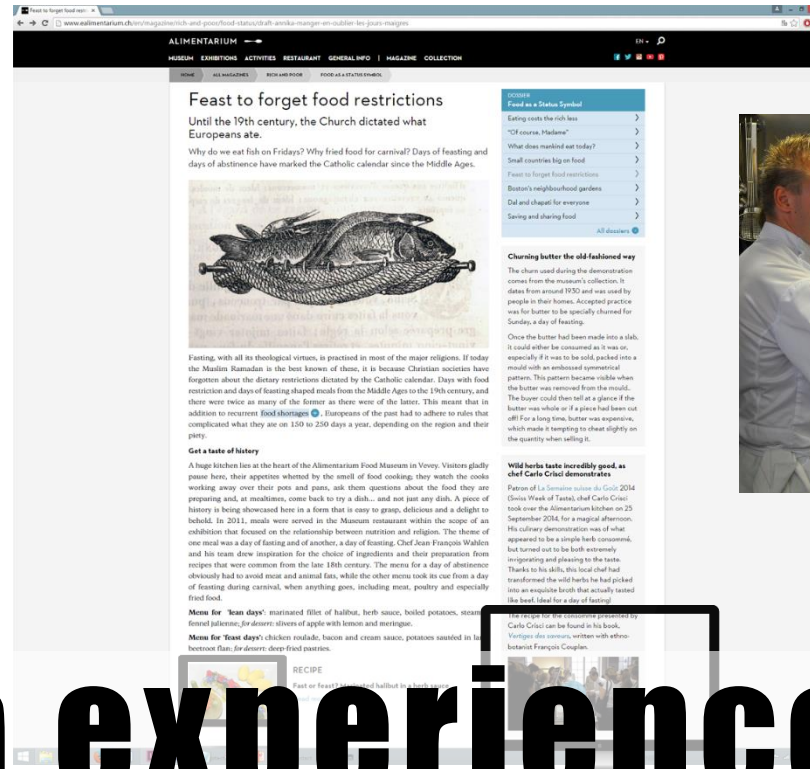


the new FoodExperience



workshops
masterclasses
demonstrations
conferences ...

trans media experience



ALIMENTARIUM 2016



ALIMENTARIUM

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EXPANDING INTO THE FUTURE
mit www.alimentarium.org



ALIMENTARIUM

Food Museum. Vevey, Switzerland

URSULA ZELLER

natasha charlton white

Danke.



Dieser Vortrag wurde gehalten anlässlich der MAI-Tagung 2015 am 11./12. Mai 2015 in der DASA: Arbeitswelt Ausstellung, Dortmund.

Die MAI-Tagung 2015 ist eine Kooperationsveranstaltung des LVR-Fachbereichs Kultur, des LWL-Museumsamtes, der DASA: Arbeitswelt Ausstellung und des LVR-Archivberatungs- und Fortbildungszentrums.

Weitere Informationen unter:

www.mai-tagung.de



Anmeldung für den Newsletter:

www.mai-tagung.de/MAI-Ling

