

FOOD OBSESSION

diploma work outline

INTRODUCTION

→ general information about food, eating habits and food trend created by social media

THEMA:

The phenomenon of taking the function of food from a purely physiological need to an obsession and artistic rank.

RESEARCH QUESTION :

How has food become a new art and desire canon in today's society?
The influence of the art world and social media on creating an object of desire.

WHY THIS TOPIC?

I chose this topic, because I think it is very interesting. It has become extremely popular nowadays but surprisingly it is not a fairly new phenomenon in our world, that people are taking food out of their basic meaning and function. I would like to explore this issue and dig more into the usage of art and social media in creating an object of people's desire

BODY:

1. THE HISTORY

I would like to make a background for my research, showing how the food was depicted through the history and what role it played. I am going to look through the main centuries which put a strong attention to the subject.

→ THE HISTORY OF EATING

- how diet and eating habits were changing because of the lifestyle?
- what role diet has played in our evolution and perception?
- who was eating the most? (social classes system)

→ THE HISTORY OF (FOOD) ART

The presentation of food in various artistic forms can be considered a kind of tradition.

I would like to go through the times where food was strongly involved in the art and show the main examples of paintings and artworks.

Ancient time → renaissance and baroque → 19th century → 20th century → now

- What was the meaning of the object of food at the time?
- When the tradition of showing food in art started?
- What techniques and forms of art people were using ?

3. SOCIAL MEDIA AND FOOD OBSESSION

I would like to focus on today's issue of being so obsessed with food and show how powerful is the modern tool called- social media.

- What is the definition of art and artworks nowadays ?
- Where we can find artworks ?
(Artists and influencers are active in social media)
- What is the difference between a normal food picture and a “instafood” photography?
- What kind of food is the most popular online and why?
- How does sharing the experience of food became a global trend?

Online forms of sharing the experience of eating.
(INSTAGRAM, BLOGS: posts, videos
YOUTUBE: mukbangs, asmr eating)

2. FOOD OBSESSION IN A WIDE RANGE

In this part in order to show how big is the range of this issue, I would like to focus on human's psychic, explore shortly what makes us so addicted, how our brain reacts, and how it is used by big concerns and companies (marketing strategies)

→ MENTAL HEALTH(short part)

- How our brain works and why are we getting addicted ?
- How addictions and pieces of informations from outside world influences our thoughts and feelings?

→ MARKETING STRATEGIES

- What new techniques people use to create a powerful artwork/image ?
- Why big concerns strategies influence on creating our obsessions?
- How does social media use the food trend to create an object of desire?
- Who is taking advantage of the society's obsession?

SUMMARY

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