

## Travelling Exhibition

**A MATTER OF**

**TASTE**

**Who likes what – and why?**

# Overview

## On display

- › First shown at experimenta Heilbronn until January 2023 – with over 50.000 visitors

## Target Audience

- › Mainly teenagers and young adults, for younger children only as part of a small group

## Languages

- › German and English, subtitled media
- › The language can be customized

## Minimum & maximum hire period

- › 4 - 10 months

## Exhibits

- › Interactive stations in the 5 areas with 5 - 10 activities, table with profile analysis
- › Cinema with photoprojects optional

## Size & ceiling height

- › Ca. 600 m<sup>2</sup> preferably up to 700 - 800 m<sup>2</sup>
- › Minimum ceiling height is 3,80 m, ceiling banners are optional

## Awards Exhibition Design

- › ADC Competition 2023, two awards
- › BrandEx 2024, Award Silver

**Gewinner\*innen**  
*ADC* Wettbewerb  
**2023**



# What is it about?

We would like to invite you to explore aspects of the fascinating topic of taste.

Individual taste is not just a "matter of taste", it is influenced by a variety of factors. Especially today's digital mechanisms make the topic highly relevant.



# We ask questions of taste!

**The exhibition is divided in five areas:**

- › Food
- › Music
- › Fashion
- › Living
- › Love

Visitors explore the "shops" and thereby become participants in an "experiment" on the subject of taste. After analysis, their decisions become part of an individual "taste profile".



# Area 01: Food

## Taste Sensations



### Try sweets of different flavours! What does it taste like?

You can write your guess on the voting board. Note on the "retronasal effect" (tasting is only possible by smelling) Basic tastes: sweet, salty and sour. There are facts about tasting on the graphics on the tongues.

## Fast Food



### Yummy! Food shelf installation

We like to reach for chips, burgers or pizza. They often contain a lot of fat, salt and sugar. Put together a virtual meal. What do you choose? Which values are recommended?

## Eating Habits



### Discover reproductions of plate dishes!

What is "delicious" or "disgusting"? These learning processes are strongly influenced by family, social environment and the culture in which we live. It is difficult to break these eating habits. Learn more about different dishes. At one screen there is an additional survey related to the topic, e.g. "Would you eat grasshoppers?"

## Flavour Adventures



### When do we find something delicious?

In fact, many different things, impressions and moods influence our sense of taste. Some of this relates directly to the food, such as its appearance, smell or consistency. But it goes far beyond that. The room and the entire environment are also part of it. Try it out for yourself at six small stations.

## Trendy Recipes



### What's new? Online trends in food

Food as a lifestyle: new, creative and bizarre trend dishes can be found here. On rotating tables, you will find "half" plates with icons and word parts (for example sushi and burrito). Find the right combinations read more about the trend.









*Trendy Recipes*



*Taste Sensations*



*Fast Food*

# Area 02: Music

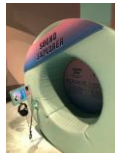
## Sound Experiences



### When does something sound beautiful?

What influences the sound? Test with sliders how a pure tone and different environments sound. What do the others think?

## Sound Explorer



### How do we react to unusual sounds and music?

Here you can rate ten different songs. What do you like, what doesn't fit at all? In the analysis you can see how others have voted.

## Global Beats



### Discover music from all over the world!

By cooperating with the Radioooo.com application, you can take a musical journey around the world. Select the country, category and year and let yourself be surprised.

## Four Chords



### Recognize it? Song snippets on the keyboard

Pop music dominates our music world today. A special feature is shared remarkably by many pop hits of the last decades. Four chords - C, G, A minor and F - are cleverly combined again and again. This hit formula works in various styles of pop and shapes many successful hits.

## Pop Music



### Compose your own hit on the dance floor!

Step on a field and the particular sound sequence (drums, bass, harmonies, vocals) will be heard. Try out different combinations! Alternatively, the same activity is available as a screen application with headphones.









Sound Experiences



Global Beats



Four Chords

# Area 03: Fashion

## Colour Codes



### What does the favourite clothing colour tell about us?

Colours determine the experience of self and environment. They influence our behaviour and actions, although we rarely recognise the cause of this "power of colours". Test it in front of a mirror screen!

## Fashion Stereotypes



### Clothes make the man - How do we judge people based on their appearance?

A quiz shows that it is different than you might think... The solution is shown to you in short video clips.

## Trendy Trademarks



### Brands want to send certain messages - Take a quiz!

The brand mark visibly transports our attitude / lifestyle. They also address new developments like sustainable production. The claimed values do not always match reality. Find out how you rate brands and what they themselves convey.

## Fashion Icons



### Flip through the decades of fashion! - Flip book and clothes rack

Here you can see how styles developed over many years or suddenly come back in a new form today. The flip book allows you to mix and match outfits. A fun photo can be taken through the gap in the headpieces.

## DIY Design



### Design your own sneaker digitally!

You can choose from a variety of patterns and colour palettes. They are projected onto a real shoe in a box. Save the most beautiful designs in the gallery! You can also browse and like other designs here.









*Fashion Icons*



*Fashion Stereotypes*



*Trendy Trademarks*

# Area 04: Living

## Comfy Design



### Find your favorite chair!

Chairs are part of our everyday life. But what is important, design or function? Try them out and vote for your favorite. How did others vote?

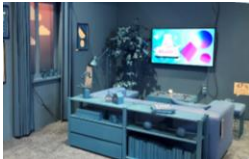
## Style Decisions



### Which interior items are beautiful?

What do you like personally? Turn your favorite things to the front and shape the wall that way.

## Sweet Home



### How do we live?

Step into a blue living room with hidden facts. Play a quiz to learn more about the average taste in living. The quiz can be played alone or with up to 4 people.

## Time Travel



### Which things become cult objects?

Match objects from teenager's rooms of different decades and read about the backgrounds. At the end, choose your personal favorite object!

## Best Seller



### Become an Influencer!

Promote fun objects in front of the camera and make a humorous film. It can be published in the gallery. The fun items will be assigned by random.



## COMFY DESIGN

**OHNE EGO  
FUNKTIONIERT  
DESIGN BETTER.**

DESIGN WORKS BETTER WITHOUT EGO.  
Jasper Morrison, Designer

### DER GLOBAL PLAYER

Schlau, praktisch, billig.  
Der Monobloc ist heute  
auf der ganzen Welt zu  
finden – in Schulen, Cafés  
oder Straßenrestauranten.

### THE GLOBAL PLAYER

Schlau, praktisch, cheap.  
Today, the Monobloc can be  
found all over the world –  
in gardens, cafes, and street  
restaurants.

**WENIGER  
IST MEHR.**

LESS IS MORE.  
Ludwig Mies van der Rohe, Architekt

### DER KLASSIKER

Funktionell, preisgepöbelt,  
hochmodisch und dennoch  
angenehm. Der Hirschberger  
gibt Auskunft für das neue  
moderne Bürolife.

### THE CLASSIC

Funktionell, preisgepöbelt,  
hochmodisch und dennoch  
angenehm. Der Hirschberger  
gibt Auskunft für das neue  
moderne Bürolife.

**DETAILS SIND  
KEINE DETAILS.  
SIE MACHEN  
DAS DESIGN AUS.**

THEY ARE NOT THE DETAILS  
THEY MAKE THE DESIGN.  
Dieter Rams, Designer

### DIE DESIGN- IKONE

Einmalig, einzigartig und  
genau für die industrielle Fertigung  
und die Massenproduktion  
entworfen. Der Hirschberger  
gibt Auskunft für das neue  
moderne Bürolife.

### THE DESIGN ICON

Einmalig, einzigartig und  
genau für die industrielle Fertigung  
und die Massenproduktion  
entworfen. Der Hirschberger  
gibt Auskunft für das neue  
moderne Bürolife.

**MAN SITZT  
BEQUEMER  
AUF EINER FARBE,  
DIE MAN MAG.**

IT'S EASIER TO COMFORTABLY  
SIT ON A COLOR YOU LIKE.  
Hans Holm, Designer

### DER EYECATCHER

Einmalig, einzigartig und  
genau für die industrielle Fertigung  
und die Massenproduktion  
entworfen. Der Hirschberger  
gibt Auskunft für das neue  
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### THE EYECATCHER

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und die Massenproduktion  
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moderne Bürolife.

**ES IST EINE  
HERAUS-  
FORDERUNG,  
NACHHALTIG  
ZU SEIN.**

IT'S A CHALLENGE  
TO BE SUSTAINABLE.  
Hans Holm, Designer

### HEUTE ERSTRATON

Einmalig, einzigartig und  
genau für die industrielle Fertigung  
und die Massenproduktion  
entworfen. Der Hirschberger  
gibt Auskunft für das neue  
moderne Bürolife.

### THE NEW GENERATION

Einmalig, einzigartig und  
genau für die industrielle Fertigung  
und die Massenproduktion  
entworfen. Der Hirschberger  
gibt Auskunft für das neue  
moderne Bürolife.

# LIVING

### WAS WIR BRAUCHEN, UM UNS WOHLZUFÜHLEN

Wir gestalten unser Zuhause nach unserem  
Geschmack. Wir richten die Räume mit un-  
zähligen Gegenständen so ein, dass wir uns  
darin wohlfühlen. Es ist unser privater  
Geschmack – den wir auch gerne Gästen  
zeigen. Welchen Geschmack haben wir  
zu Hause?

### WHAT WE NEED TO FEEL AT EASE

It's our tastes that define how we  
home. We furnish or arrange a room  
pieces and objects just so that we  
ease in it. It's our private taste – the  
enjoy showing off to guests. What  
do we have at home?

### SITZ- KUNST

WAS GUTE GESTALTUNG  
AUSMACHT

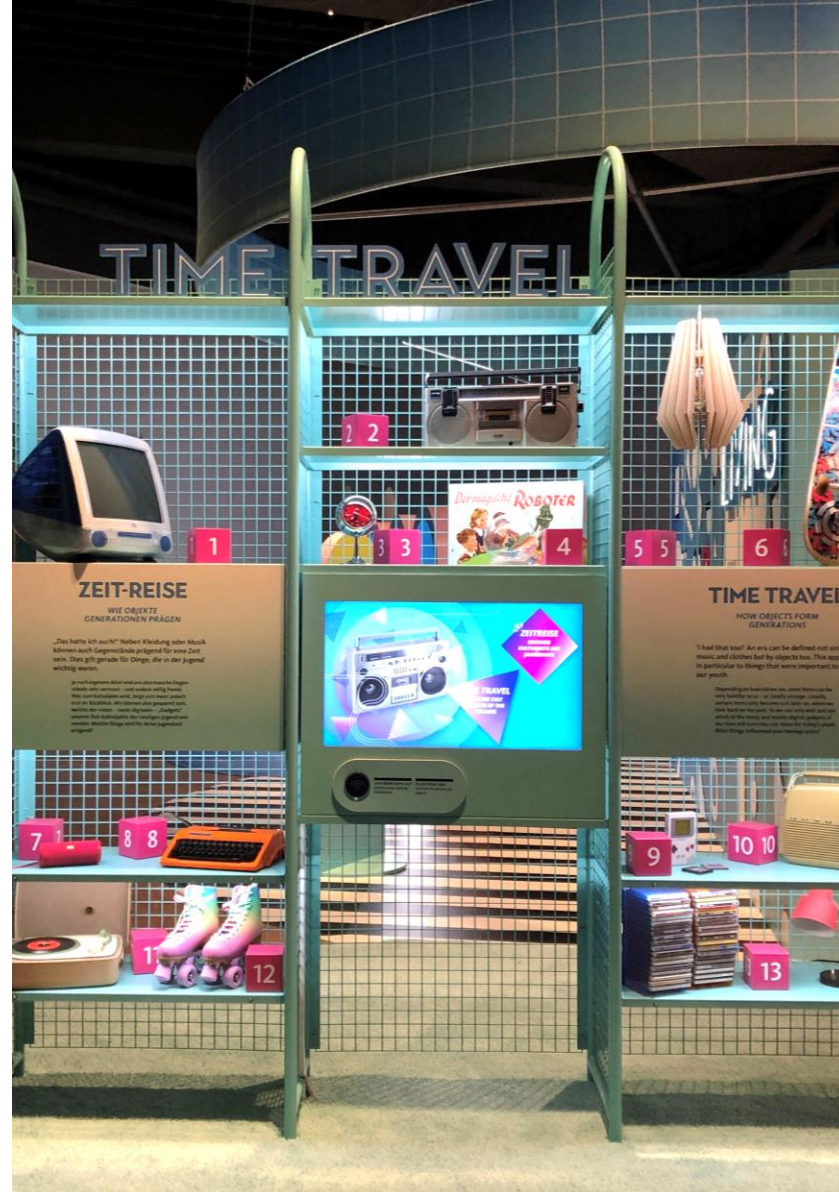
Es ist doch nur ein Stuhl! Doch auch  
solche Alltagsgegenstände werden ge-  
richtig gestaltet. Welche gibt es daher in  
unseren Wohnungen? Und der Stuhl  
muss nicht nur schön sein – er soll  
er absolute Freude bereiten!

Der Hirschberger ist ein Stuhl, der nicht nur  
schön ist, sondern auch noch  
funktionell und preisgepöbelt ist. Er ist  
ein Stuhl, der nicht nur schön ist, sondern  
auch noch funktionell und preisgepöbelt ist.





Style Decisions



Time Travel



Sweet Home

# Area 05: Love

## Beauty Standards



### How do I react to faces?

What is considered beautiful / attractive? Swipe through a selection of portraits or rate facial features. The screen leads through different options to discover different aspects.

## Favourite Voices



### Which voices do I personally like?

Pick up the phone and let them show you a selection of voices. What does your favorite voice sound like? Afterwards, you can also discover the "winning voice" of the others.

## Virtual Feelings



### Is it possible to build a relationship with digital beings as well?

In the cabin, a "virtual assistant" presents various robots and applications in a chat. What do you think and which one would you choose?

## Love Paths



### Which love type are you?

Take the test! Follow the fun quiz around the room, optionally on a screen.

## Digital Rendezvous



### Like! Video installation with five real stories about online dating

Many people get to know each other over the Internet. Eight people talk about their experiences. The videos start with acceptance of the listeners.





LOVE

HOW DOES IT FEEL TO US AND  
HOW WE LIKE

How does it feel to us and how we like? Which people  
do we often get a sense of  
without being able to exactly  
describe them? And when it comes to  
the person we like, who is  
the most mysterious? Who  
is the most person - and why?

START

LOVE  
PATHS

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DIGITAL  
RENDEZVOUS

ONLINE-  
LIEBE

DIGITAL  
RENDEZVOUS





Digital Rendezvous



Love Paths

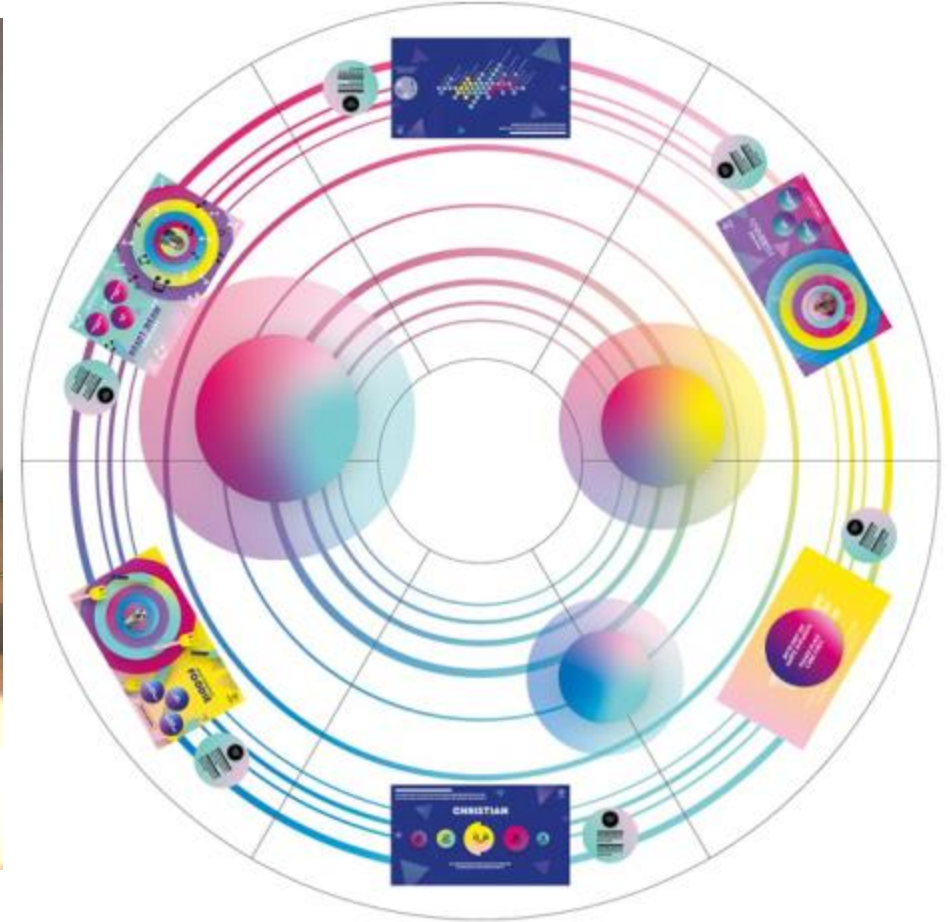




# Outro: Unite in Taste



*Unite in Taste table with bird's-eye view of the graphic design*





# Cinema: Change of Perspective

Optionally, the takeover of five different photo projects, suitable for the five areas can be arranged:

- › Peter Menzel: What I Eat
- › Nadine Preis, Beate Rose, Damian Zimmermann: Paare
- › Albrecht Fuchs: In deutschen Reihenhäusern
- › Hans Eijkelboom: Exactitudes
- › James Mollison: The Disciples



# Take a look at our exhibition: ADC Gallery promotional video



ADC Gallery | Art Directors Club für  
Deutschland – ADC



# CONTACT

**Sabine Lauster**

Manager Travelling Exhibitions & Special Exhibition Projects

+49(0)7131.887 95664

[exhibition@experimenta.science](mailto:exhibition@experimenta.science)