



# The Imminent Future of Food 2023

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Bompas & Parr

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December 2022

BOMPAS & PARR

# Reflections on 2022

Just when we thought the upheavals were over - 2022 happened. The lockdown banana breads had barely cooled before the first war on European soil in over 70 years brought deep fractures in the world's geopolitical cohesion. Economic uncertainty is on everyone's lips, with energy prices and inflation meaning many are feeling the squeeze. On top of this, 2022 saw the world's most iconic face slide from view, someone who was for many the very definition of resilience through turbulent times.

And yet, despite it all, we persevere and continue to flourish in optimism and hope; what a wonder is (wo)mankind! At Bompas & Parr we never cease to be amazed.

For 2022 was also the year that resoundingly confirmed our belief at the studio in the immense power and importance of spectacle, occasion, ritual and public expression & revelry. At the studio over the past year we've been doing what we do best - giving people stories, sensations, experiences and gustatory wonders that will enrapture and endure. It's also at times like these that you have to get imaginative. You have to go beyond what's expected. Well, well beyond...

Why?

Because change itself has never before been so changeable. Merely tracking the zeitgeist will no longer suffice. People are thirsty for newness, longing for experiential refreshment.

In this report, we carefully build predictions (sometimes provocative, always inspiring) out of microscopic social, creative and culinary flutterings. We also like to look the big issues in the eye, with trade mark irreverence and a sense of humour. Either way, we make sure to absorb information from an audaciously expanded field - the latest scientific discoveries, design innovations, technology advancements, mass paranoias, and fake conspiracy theories, to name but a few.

This reflects an approach that drives Bompas and Parr's strategy more generally - it's one that attracts commercial partners, government agencies and artistic collaborators as it leverages the studio's capacity to consider and develop nascent ideas before they have already reached critical mass.

To do this, we regularly collaborate with psychologists, biologists, technologists, artists and other disciplines who work at the cutting edge. Last year's report focussed on geophagy, hypnotic dining, and food in the metaverse. This year we're plunging into the worlds of hyperspace, interspecies communication, gastro-survivalism and beyond...

We will be monitoring the months and years ahead for signs of wider adoption of the trends we identify. Please read, absorb and ruminate on the contents of this report, one that we are sure will nourish your synaptic firings, as it subverts your masticatory expectations...

**Let's be real** - most industry trend reports are as plentiful as they are indistinguishable. Who, we wonder, needs to be told once again that 'sustainability is key'? While some reports are genuinely fantastic, of course, most simply rearrange things you can find elsewhere on the internet.

Instead - our *Imminent Future of Food* is cut directly from the heart of what we do at the Bompas & Parr studio everyday. A living, breathing factory of innovation. We don't copy and paste - we actively interrogate.

While standard industry trend reports might have more quantitative data, and pull from more focus groups - most often the trends they identify are over by the time the report is published.

To steer clear of this, our *Imminent Future of Food* intends to inspire as much as predict. We intend to initiate change as much as we report on it.

## Why go beyond trend reports?



# Trends

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Hyperspatial Wonder



Responsive Dinners



Gastro Survivalist Chic



Euphoric Foods



Dining As Your Dog



Post Vegan Adventures





Prediction I

H Y P E R S P A T I A L   W O N D E R

A virtual world scene with several avatars. In the foreground, an avatar wearing a brown hat, sunglasses, a white t-shirt with a red circular logo, a black backpack, and patterned shorts stands on a rock. In the background, there are wooden barrels, one of which has the text 'CUPIDO TRADICIONAL' and '100% DE AGAVE' on it. A large, thatched roof structure made of wooden poles is visible. Other avatars are scattered throughout the scene, including one with a purple tentacle-like appendage and another with a rainbow flag. The overall atmosphere is that of a virtual social space.

# DECENTRALAND HAS 38 'DAILY ACTIVE' USERS.\*

Hardly a revolution, then. Whatever happens, 2023 is set to be turbulent for the social media giants...

# What is Hyperspatial Wonder?

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Hyperspatial wonder is the love of physical space we found in a year when *being somewhere* never felt so good.

Hyperspatial wonder is about seeing the powers of space, how it can be transformed, how it can merge, not be replaced by, the digital realm.

Hyperspatial wonder is recognising how the spaces around us dramatically affect how we're able to think, feel and imagine.

## **But...**

2022 was a year when space was also the source of lingering anxiety for many in the events industries. This anxiety is set to linger a while longer, into 2023 and beyond.

*The voice in the head has been on repeat:*

“Can we be sure we'll fill the space?”

“What sorts of spaces should we be making?”

“How can we hybridise and enhance the space to ensure it gets filled?”

Hyperspatial wonder is also about knowing how to adapt space to suit whatever the world might throw at it.

In short - hyperspatial wonder is exciting, resilient space.



# What is Hyperspatial Wonder?

## Fractal Cafes

Prof. Richard Taylor, a professor of psychics, psychology and art at the University of Oregon, researches the effects of fractal patterns on the human psyche. His research has shown that the experience of seeing certain types of fractal patterns induces the same eye movements that occur when we view a natural landscape. As such, integrating fractals into our built environment can have a calming effect, increasing concentration. Fractal spaces are endlessly complex, spaces that retreat infinitely into the distance. Euclidean spaces can lead to visual strain and discomfort. We predict that the spaces we assign to the consumption of food will become increasingly fractal, bringing the calm of the natural world into any environment.

## Magic Swings (and other mild hallucinations)

Optical illusions are revealing to neuroscientists what is truly special about the human brain. According to Bruno Laeng, a professor at the Department of Psychology of the University of Oslo: "Illusions were once interesting to neuroscientists because they would reveal some kind of imperfection in the machinery." But this is not how they're seen any more. Illusions show that we don't just dumbly record the world with our visual systems, but instead perform a continuous set of scientific experiments in order to gain a slight evolutionary advantage.

Our ability to be fooled by optical illusions sets us apart from the latest AI, and from which AI can learn. Let us celebrate illusions as things that make us human. At Bompas & Parr we envisage feasting in 2023 midst their trippy allure...

## Wigglerooms

But space, of course, is also a source of anxiety as we settle into the post-covid age. Filling space is far from guaranteed, and any space, however amazing, feels a little underwhelming when half empty. In the future we're going to see spaces that expand and contract in line with the number of people present. We've seen this underway in the craze for inflatable architecture, such as Space Busters, who hold events in giant balloons inflated from the back of a van. Or, think of the trash crusher in Star Wars, yet with great vibes (not cubes of space scrap) guaranteed.

## Carousels of Conviviality

These future experimentations with non-linear spatiality in our food experiences extends to the tables themselves. We predict an increased use of carousel mechanisms in our dining, tables made of interlocking circles that slowly but surely rotate, giving you a constantly shifting (and evolving) array of dining companions. Social Lazy Susans, you might say.







Prediction 2

RESPONSIVE DINNERS

# FASTER FOOD, FASTER.

Responsive dinners contain food that knows what you want, what's out there and what's coming, before you do.

As AI technology advances, we're seeing the greater possibility for "mixed reality" food. This is food that is able to nourish and stimulate your taste buds, while also adapting and changing instantaneously to the moment in which it's being eaten.

Aerobanquets by multidisciplinary artist Mattia Casalegno exhibit food as a protean, evolving stimulant - an experience that poses questions about the future of dining experiences.

## Ultra-Topical Dining

It's no secret that food is huge on TikTok, with food content having racked up a whopping 268 billion views to date. And this is spurring TikTok to get involved, launching a TikTok food shop where people will be able to buy fresh food off the video sharing platform.\* This relationship between food and TikTok is set to continue and intensify, becoming more IRL.

We foresee the emergence of eateries whose menus evolve according to the latest TikTok food trend. People would see it go viral online, then pop out to sample it themselves mere hours later.

How about extend this to the 24 hour news cycle? What about a dining experience where your food tells you the news, as it happens? How far can we take this? Restaurants powered by burning the summons of overdue heating bills... we're all for it.

## Telepathic Menus

As we know from Spotify, AI has made telepathy a "sort of" reality, with devices predicting what we might like to listen to. It is only a matter of time before restaurant outlets start employing similar algorithms to help us choose and explore the food choices on offer. This is in line with much wider trends in hyper-personalisation that are underway in F&B. Solo dining practices are up, as are apps (such as ZOE) that suit your diet to your specific microbiome - an ecology that is, we're discovering, absolutely unique to you - a bacterial fingerprint.





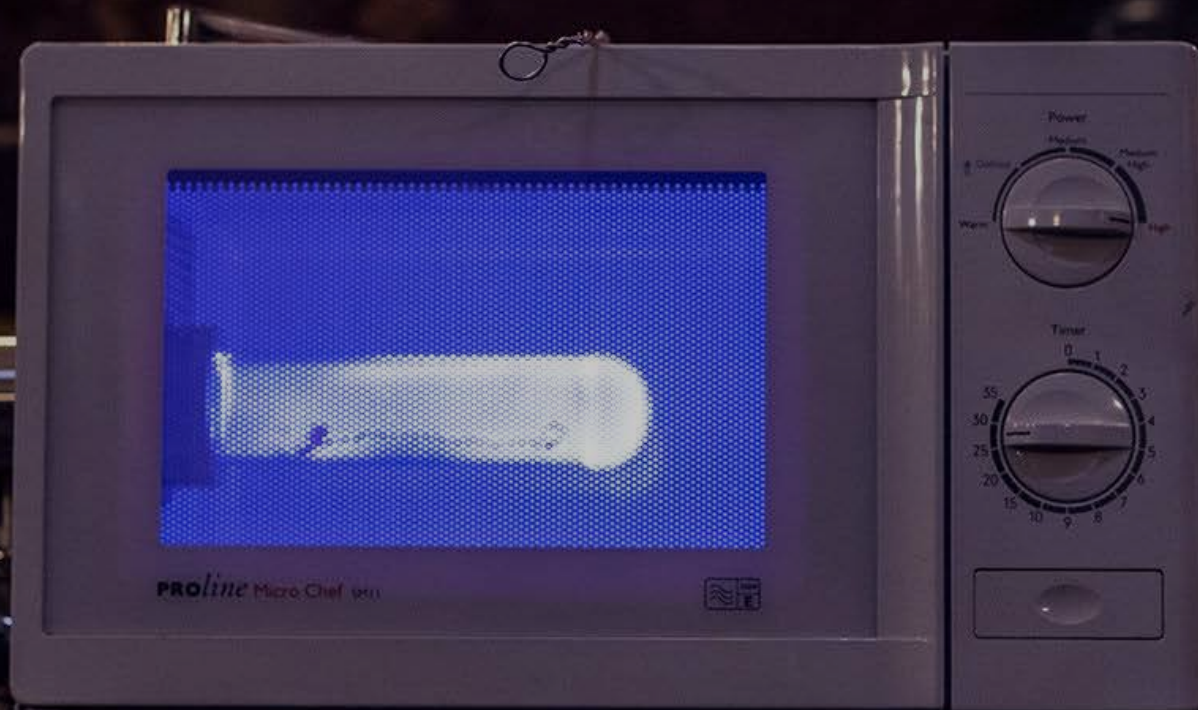
**38% OF TIKTOK USERS  
(51.8 MILLION DINERS)  
HAVE VISITED OR  
ORDERED FOOD FROM A  
RESTAURANT AFTER  
SEEING A TIKTOK VIDEO  
ABOUT IT.\***

## Spectacular Supply Chains

At the start of 2021, the Ever Green container ship got stuck in the Suez canal, throwing images of this tiny slip of water we depend on for our stuff to move around the world. The Russian invasion of Ukraine thrust into the foreground our dependence on not only Russian energy, but Ukrainian grain. Headlines announcing huge mountains of grain backlogged in warehouses called our attentions to the sublime masses of food stuffs heaved about the globe daily. All this talk of the metaverse - our global interconnectedness is, in fact, deeply and urgently material.


**We predict that AR and other experiential innovations will be mobilised to unlock the undeniably sublime spectacles of these supply chains. We predict a steady convergence of “restaurants” with the “sports bar”, where the standard (and often underwhelming) spectacle of the show kitchen, is substituted by ultra-high definition, super slow motion, insanely detailed story of how your food reached your plate. A restaurant of that truly spectacularised supply.**





Prediction 3

GASTRO SURVIVALIST CHIC



**THE WORLD WILL HAVE  
TO PRODUCE MORE  
FOOD IN THE NEXT 50  
YEARS THAN IT HAS IN  
THE THOUSANDS OF  
YEARS SINCE  
CIVILISATION BEGAN.**

# Gastro Survivalist Chic

In the US, the off-grid, survivalist real estate market is booming, with estate agents like [Survival Realty](#) or [Revolutionary Realty](#) catering to 'preppers' and 'survivalists' across the continent. While these outlooks are often seen as belonging to the most distant fringes of human society, it's worth remembering that the world's richest and most powerful people are joining them in their fallout preparation.

Elon Musk's dreams of colonising Mars are only the start. The luxury bunker market is taking off in the US and in Europe, with anxiety over Russian nuclear weapons (and other forms of weaponry), taking hold. There's Rising S Bunkers in the states. And there's the ultra-luxury bunker company Oppidum in the Czechia, providing 'retreats that protect you from physical dangers for as long as you need'.

In more 'down-to-earth' circles, glimmers of this survivalist spirit can be detected in foraging and outward bound trends have been in full swing for some time. At Bompas and Parr, we ask, then, how long till this evolves into full on gastro survivalism and what forms might this take?

We envision a world in which this sense of "living in the end times" has greater and greater influence on how we find creative and communal satisfaction. This may sound somewhat perverse. That's because it is.



## Bunkercore

Cottagecore soldiers on. But keep on the lookout for the design elements of bunkers and fallout shelters entering into our eating spaces. Things are going to get increasingly subterranean, as the popularity rises for kinds of foods that are *built to last* - bunker fermentation, high-end SPAM, canned foods.

## Extreme Foraging

Foraging is currently a rather pleasant, whimsical activity for urban alternatives. Its practice has the potential to become more and more challenge based. Let's prepare for foraging to become something like an endurance sport, not unlike the craze for marathons, with extreme foraging camps popping up where you have to find your dinner or, well, not eat.

## Ration Book of Pleasure

Post-war rationing defined British cuisine (or lack of it) for generations. With several squeezes to the purse strings underway, how might the ration book concept be reinvented? Could there be a Ration Book of Pleasure, one that prioritises pleasure, strategises joy, maps out revelry, rather than being associated with 'going without'.

## Radical Brewing

How does the impending apocalypse affect our taste in beer? We predict the eventual demise of the craft beer revolution, with a return to simpler, even medieval style, beer drinking. Beer will be charged with botanicals, rather than hops, with people turning to the medicinal power of herbs in their radicalised brews.

## Conspiracy Theory Cafés

It is not secret that social media is a hot bed of conspiratorial misinformation. According to new research, conspiracy theorists are like addicts to a way of thinking known as illusory pattern perception. Far from being illogical, fanatical nutcases, conspiracy theorists are in fact suffering from an overdose of logic. What if we set up cafés in which conspiracy theories were constantly being explored? What if these cafés were secretly set up by GCHQ to recruit spies for infiltrating Russian intelligence?

*For 96 percent of their time on Earth, humans have sustained themselves by foraging, that is, by hunting and gathering food from their natural environment.*





## Cooking with Sunshine

During the 2021 conflicts in the disputed region of Nagorno-Karabakh in Azerbaijan/ Armenia, people started cooking with mirrored satellite dishes - solar ovens. In the sunnier parts of the world, we expect to see this type of energy efficient cooking go from strength to strength.

## Backstreet Dining

Back in 2020, in the depths of Covid-19 social distancing, Bompas & Parr launched DIY Decadence - radical strategies for pleasure and creativity at a time of historical restriction. While those days are (hopefully) well behind us, we predict a wave of ultra-obscure collective dining happenings, all taking place in alleys and backstreets. Expect neon strip lights, plastic tables and wonderfully economical but delicious grub.





Prediction 4

EUPHORIC FOODS

# Euphoric Foods

No - we don't mean foods inspired by the smash hit HBO series *Euphoria*, we mean something much more faithful to what this word - "euphoria" - has meant as it has evolved over time. In Ancient Greece *euphoros* was used to refer to a person or thing that held something well. People who danced beautifully might be thought to carry the different parts of their bodies well. Ships that safely carried their cargoes could also be judged in this way. Things easy to carry or wear or manageable and light, qualities of richness and manliness, a ready tongue, an ease of ability. Abundantly fertile animals and plants. All could have *euphoros*.

In the 19th century, euphoria became a much more medicalised term, referring to the elation, and sometimes deep pleasure, of recovering from an illness or pain. According to Dr Christopher Milnes:

“Euphoria in European medical history is part of what appears to be an abiding wish – and one that probably extends far beyond the history of this word – to occasionally tell oneself that there is no longer any need to worry.” \*

We're living at a time of catharsis, but not of excess. This is not the roaring 20s. In 2023, food experiences will be full euphoric - dopamine hits, chances to let of steam, moments of collective joy that don't involve immense expenditure.



# Euphoric Foods

## Post-Wellness

Post-wellness is on the rise, with young people exasperated by regimes of avocados on toast and endless dawn yoga sessions. In its place is the #nightluxe aesthetic - a trend that is the antithesis of the wellness-focused green juice girl. The hashtag has amassed some 16m views on TikTok, with glamorous bars, martinis, champagne, black satin, rhinestones reigning supreme. The idea is to be decadent and to advertise it. Underneath it all is a nostalgic longing for a time before people cared about calories and cholesterol. We predict this to build momentum, with post-wellness continuing to take on the almighty monolith of the wellness industry in 2023.

## Thoughtfully Un-thoughtful Food

People are thinking about how supposedly “unhealthy” foods are healthy in other ways. In 2022, we saw KFC launch their Brainwave Bucket campaign in Hong Kong, explicitly asking people to think less and indulge more. The KFC bucket devices were designed to be worn on the head, with in-built sensors visualising your brain activity while you enjoyed the fried chicken. The brainwaves of comfort food were displayed, with people who embraced the comfort being offered more chicken.

## Transgressive with a Purpose

In October 2022, as part of London Cocktail Week, Bompas & Parr hosted an unbridled celebration of queer history and innovation, Excalibur XO, at The Standard, London in collaboration with Adam Zmith author of *Deep Sniff: A History of Poppers and Queer Futures*. With pleasure at the forefront, the studio launched the world's first super premium poppers with curated cocktail pairings. We expect to see more events arise that capture the convergence of social enterprise with exceptional and thrilling design in the imminent future.

## Clubbing Canapés

We envisage clubs introducing the perfect on-the-dancefloor hors d'oeuvres, with flavours and aromas enhancing feelings of euphoria, perfectly paired to suit the body doing its thing.





Prediction 5

DINING AS YOUR DOG

**THERE ARE MORE  
SCULPTURES IN LONDON  
DEPICTING ANIMALS (8%)  
THAN THERE ARE OF  
NAMED WOMEN (4%).\***

# Interspecies Eating

Of all the wonders AI has in store for us, the advancements in animal-human communication are perhaps among the most exciting, and often overlooked. The Californian non-profit *Earth Species Project* (ESP), is using AI machine-learning to decode non-human communication - bringing the enigma of whale song and other animal sounds one step closer to being deciphered.

Now we have algorithms to analyse the grunts of pigs, to tell whether they're having a positive or negative experience. An app called DeepSqueak uses similar tech to judge whether rodents are under stress.

## More Dinners With And As Dogs

Advances in animal communication are only going to boost the booming trend of dining with one's dog, that's due to further establish itself in our culinary habits over 2023. Google searches for places to dine out in London with our furry friends are on the rise. Super-premium dog food companies are also seeing increased popularity - allowing buyers to personalise and enhance their canine cuisine.

At Bompas & Parr we predict the next stage in this is dining as your dog - using AR and prosthetic devices to attune dog lovers to the sensual world - or *umwelt* - of their pets. The world of smell is, for dogs, the most important world of all. This will be accompanied by a greater appreciation of dog's smell - integrating 'smell walks' into a well looked after pooch's routine.

## Pet Longevity

The Dog Ageing Project is making strides in extending the lives of our beloved animals. 40,000 dogs are currently involved in the study, trialling life-span-extending drugs that could, one day, also be used on humans. One drug, Rapamycin has already been used to give flies and mice longer lives in the lab. Dogs are next: 'it's really just a matter of showing it in clinical trials', says Matt Kaerberlein, director of the study.



# Interspecies Eating

## Defiant Luxury

At Bompas & Parr we see this rising dog dining trend as part of a more general subversion of luxury dining, something that is no longer necessarily a group activity. Whether it's with your Pomeranian, or totally alone, there are emerging modes of luxury dining that are defiantly solitary. In 2023 we predict meals for one - out or at home - to become increasingly premiumised. We often talk of future luxury being collectivised. But, as "luxury" as a category becomes ever more craft-based, acts that emphasise refined, solo appreciation will also flourish.

A YouGov poll reveals that 43% of UK dog owners kiss their dogs.

60% of dog owners take their dogs to bed with them.

22% share food at the table with their dogs. (Or, at least, are willing to admit it!)








**Prediction 6**

**POST - VEGAN ADVENTURES**

A woman in a dark blazer and light-colored skirt is walking from left to right in a modern office space. The room features large windows in the background, several indoor plants in pots, and a table with a laptop on the right. The overall lighting is dim, with a dark green tint.

**THE VALUE OF THE ETHICAL  
FASHION MARKET IS ESTIMATED TO  
INCREASE BY OVER THREE BILLION  
U.S. DOLLARS FROM 2021 TO 2025,  
WHEN IT IS PROJECTED TO REACH A  
VALUE OF APPROXIMATELY 10  
BILLION DOLLARS.**

# Deeper Into the Network

## Beyond the Ethics Industry

That the ethics industry is big business these days is by no means a secret. Ethical eating has for sometime been a major driver in mainstream consumer choice, with people prepared to spend a premium on produce that may taste no different, but is sourced sustainably. Environmental and social justice concerns are a well established factor in our culinary habits, alongside taste and wellbeing.

As consumers become wise to the wider impacts of their food choices, however, they are too waking up to the phenomena of “greenwashing” and micro-consumerist guilt tripping. People are looking beyond the endless cycles of “must-have” ethical buys, looking instead towards genuinely climatarian habits. With this, we’re seeing glimmers of the old vocabulary of ethical eating starting to falter. Veganism and vegetarianism, while still going strong, are no longer the failsafe ethical dietary choices.

There’s an emergence of what can be called “expanded network thinking” - what, in any meaningful ecological sense, is the difference between a cabbage and a chicken?

## Bovine Absolutionism

There is no doubt - the meat industry - the beef industry in particular - is environmentally devastating, for reasons that are well known. And yet, what are we to do with the over 1.5 billion cows that are estimated to live on this earth? There are movements trying to radically rethink our relationship to cows, rather than eliminate our eating of them altogether. With this we’re discovering the often overlooked gifts humanity has received from cows over the years. The first vaccine was, after all, from milkmaids milking cows, who were, they discovered, immune to small pox as a result of their exposure to cowpox. The world vaccine has its route in the word *vache*, the French word for cow. We envisage a more nuanced ethical approach to food, which sees systems, not the products they distribute, as the problems that need solving.



**ONE SINGLE AVOCADO IS  
PRODUCED UTILISING 60  
GALLONS OF WATER.\***

# Deeper Into the Network

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*We envisage a more nuanced mainstream ethical approach to food, which sees systems, not the products they produce and distribute, as the problems that need solving.*

## **Mainstream Jellyfish**

This expanded view of ethical eating paves the way for all sorts of culinary adventures. Jellyfish are, for example, a seriously sustainable food choice of this moment in time - a foodstuff we predict to go viral in 2023. The last few years have been full of reports of climate change causing jellyfish blooms in the Mediterranean, clogging up power plants. The waters around the British Isles are seeing record numbers of jellyfish. At a time when over-fishing is devastating stocks of marine life, we say: bring on the jelly!

But then again, as committed jelly mongers, maybe we're biased...



# Trends

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Hyperspatial Wonder



Responsive Dinners



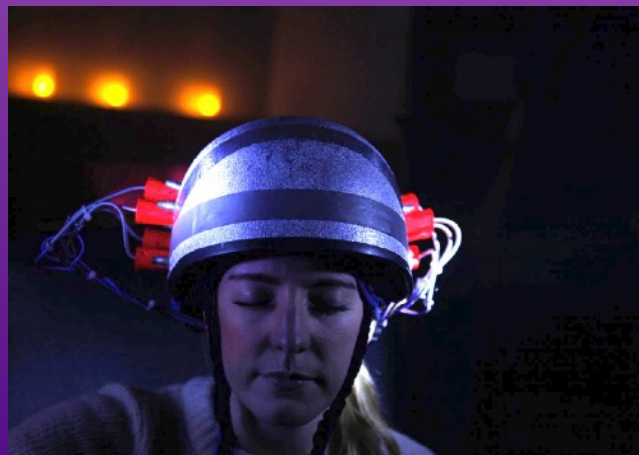
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# Thank You

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For further details please contact:  
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