

Project Team

Brittany McChesney, Eleni Trapp, Grant Shaw,
Mike Strong, Katharine Ruppert

Welcome

Welcome to Farm to Fable

Embark on a culinary journey inspired by folk stories from around the world! Explore tales of mythic proportions and humble origins in this farm-to-table experience that turns your local botanical garden, farm, vineyard or city park into a land of stories and flavor, with experiences designed to feed the mind and the stomach.

Guest Experience

Farm to Fable comes to your favorite local outdoor venue with a variety of themed dining experiences inspired by stories about food from around the world. Guests will journey either on foot or by charming tandem-bitecycles through the garden, stopping at kiosks for a light bite and quick sensory or theatrical experience. Each kiosk will tell its story through both design and personal interactions with storytellers and enchanting puppets, along with opportunities to participate in the farm aspect of Farm to Fable — location permitting.

With a playful use of scale, each kiosk is thoughtfully designed to tell a sweet or savory tale, from the Japanese legend of the Little Peach Boy to Grimm's collection of Fairy Tales. Whimsically imagined as oversized fruit, garden patches, hollowed out trees, and more, each small establishment provides unmatched variation and wonder for Guests, as they eat their way through stories familiar and new.

Philosophy

(Or Why We Did This Project)

Every culture on Earth shares two things— food and stories. Through legends of monsters, gods, and even animal friendships, people have been using fantastical allegories to explain where their food came from for all of recorded history. Some of these stories provide cultural context for how we feed ourselves (like the Native American tale of the Three Sisters), while others warn against gluttony and greed (like the famous German retelling of Rapunzel.)

In contemporary history, the farm-to-table movement has been a response to the ongoing failures in the processed food industry. Amid ongoing business practices that harm both the environment and consumers, mindful chefs have been focusing on where their ingredients come from, before serving them to their customers. The result has been an uptick in dining experiences with deceptively simple menus that feel wholesome, earthy, and timeless.

Farm to Fable allows Guests to enjoy simple, yet unusual foods experienced in a unique way. In our early discussions, we as a team thought about the experience as if Beatrix Potter hosted a food truck rally. It slowly evolved to feeling more like an anthology of fables, told through the medium of hors'devours.

We also pondered this project's potential sustainability. For this exercise, Farm to Fable is designed as an add-on to a botanical garden, with the Chicago Botanic Garden serving as our example. With mobility and flexibility in mind, each kiosk has been thoughtfully imagined as its own individual story that contributes to the whole— allowing clients who wish to bring Farm to Fable to their outdoor venue bespoke programming that speaks to their local population. Kiosks can be added and removed, and local chefs can sponsor locations or have their cuisine showcased for even greater community engagement. With each kiosk mindfully built to be loaded into the bed of a flat-bed truck, long distance transitions from venue-to-venue will be less of a challenge and more of an opportunity to bring Farm to Fable to a wider audience.

And while we did consider setting our experience indoors, we came to the conclusion that telling a story so intrinsically tied to nature in a dingy warehouse felt antithetical to what we were trying to achieve. The inability to participate in the harvesting of ingredients in a farm to table experience felt like a loss and ultimately— we realized weather is part of nature and could be embraced in a positive way. With a mobile experience, the ability to move Farm to Fable to fair weather regions throughout the year felt like the appropriate amount of weather mitigation— sort of like a renaissance faire or a seasonal light display.

In the end, we felt compelled to tell the story of Farm to Fable because we could see it resonating with everyone and evolving beyond this competition as a sustainable, traveling business. As a pack of recently-and-soon-to-be-graduated master's students, we're still blessed to be able to explore ideas together as artists without the pressure of funding them. We know the minutes are ticking on that privilege, so we took the opportunity to create something that could mean a lot to not only ourselves, but the world.

Treatment

Arrival

Once at the botanical garden, Guests are directed to a walled-garden like area—but where stone partitions might stand, giant library books with worn, vintage covers tower in their place. There, they will receive their menu and an opportunity to climb aboard a tandem-bitecyle— a group vehicle inspired by garden-fresh dining, complete with citrus wheels and cheese slice seats! Guests are then let-loose in the garden, free to discover the many dishes and tales offered throughout the landscape.



Storied Dishes

Hungrily Ever After

In a hollowed out pumpkin inspired by the Brother's Grimm, Guests will delight in a menu influenced by German fairy tales. From a salad made of the delicious greens that inspired Rapunzel's name, to a basket of sweets made famous by Little Red Cloak, each bite will feel like a wonderful dream come true.

Sample Menu

Grandmother's Goodie Basket: Sweet Buns, German Pastries, Red Currant Jam— serves two.

Fairytale Salad: Rapunzel Greens, toasted Pumpkin Seeds, Apples, Green Beans, and Rose dressing.



Faevorful

Inspired by legends of troublesome Fae, like the Dutch story of The Boy Who Wanted More Cheese and Alp Luchra, Guests will be drawn to a decadent array of charcuterie-based items. Perfect for a brambly clearing or near a stream, Faevorful may haunt and excite Guests looking for a bite that bites back.

Sample Menu

Faemage: Assortment of Danish Cheeses, Breads, Sausage, and Honey, served with Seasonal Fruit and Jams.

Alp Lunchara: Salted Beef served three ways, with a Celtic take on Ranch Water to chase.

Chiisana Momo

Discover the legend of Momotaro, also known as the Little Peach Boy, a story of a brave young man who earns the trust of a dog and a monkey by giving them his dumplings in order to defeat the monsters lurking on Ogre Island. Delight in these unique Japanese flavors and design, perfectly suited for a bonsai or tea garden.



Sample Menu

Momotaro's Dumplings: Sweet Peach Dumplings with savory Ponzy Sauce

"Peach Nectar" on Tap

Peter's Habit

Delight in wholesome vegetables and take a hand at tending the garden yourself, in this quaint vegetable patch inspired by the stories of Beatrix Potter. Storybook puppets bring the experience to life, situated beside a charming English cottage serving up vegan delights.

Sample Menu

Mr. McGreggor's Salad: Fresh Lettuce, Carrots, Radishes, Tomatoes and Beans, picked from the vine by you! Served with Green Goddess or Tea Leaf salad dressing

Aesop's Tables

This picnic area, inspired by ancient Greek tales of morality and animal friendship, offers Guests a delightful lemon soup, oysters and fish in usual dishware. Appropriate for many landscapes, Aesop's Tables is just as well suited for a woodsy area as it is a beachy landing.

Sample Menu

Aesop's Avgolemono: Traditional Greek Lemon Soup, served in a slender jar.

Stork's Catch: Seasonal Fish with Greek seasoning, served in a shallow bowl. Market Price.

Fox's Oysters: 3/6/12 Fresh Oysters, served with a complementary Greek salad. Market Price.

Three Sisters Garden

A giant cornucopia serves as a visual icon, serving the famous chili inspired by the Native American fairytale about the harvest. Wholesome, earthy ingredients

and a whimsical exterior create a earthy experience.

Sample Menu

Three Sister Chili: Corn, Beans and Seasonal Squash, served in a hollowed out Gourd.

Thumbelina's

Take an oversized bite out of life, with massive portions of tiny treats. Inspired by nature and Hans Christian Andersen's enchanting tale about a girl no larger than a thumb, Guests will delight in a menu of dew drops, edible flowers, and playfully oversized seasonal bites.

Sample Menu

Dew Drop Delight: Honey, Lavender or Rosewater in a Gelatin

Candied Nasturtiums

The Little White Snack

Inspired by the Celtic tale of The Little White Cat, enjoy the fruits of the first stop on the fabled Prince's journey—literally! With a unique fruit salad offering, Guests will delight in this epic fable told by a charming Little White Cat puppet, adorned in regal finery.

Sample Menu

Fantastical Fruit Salad: Dragonfruit, Cactus Pear, Kumquat, Passionfruit, Mangosteen, and other seasonal delights.

Pancake Hus

Guests can enjoy a variety of Norwegian crepes, inspired by the flavors of Scandinavia and the story of a little Pancake. With sweet and savory options, Pancake Hus provides a perfect main course or after-dinner treat.

Sample Menu

Savory Salmon Pancake

Savory Reindeer Pancake (offered seasonally)

Pancake with Butter and Sugar

Lingonberry Pancake

Cloudberry Pancake



True Love's Dish

Perfect for a romantic botanical rose garden, Guests can discover a timeless Iranian love story as they dine on delectable Persian Love Cake.

Sample Menu

Slice of Persian Love Cake, with Rose Petals and Pistachio whipped Cream

My Lord, Bowl of Rice

Inspired by the Japanese legend, My Lord Bag of Rice, Guests may assemble their own hearty rice bowl, with a variety of garden-fresh ingredients.

Sample Menu

Make-your-own-Rice-Bowl with the following options:

Plain White, Jasmine, or Sushi Rice (Choose 1)

Chicken, Pork, Tuna, Salmon or Roe (Choose 2)

Carrots, Garlic, Cabbage, Mushrooms, Squash, Daikon, or Broccoli (Choose 3)

Miso Dressing, Teriyaki Sauce, Ginger Dressing or Ponzu (Choose 1)

Green Onions, Sesame Seeds, Furkake

Add a fried Egg for \$1



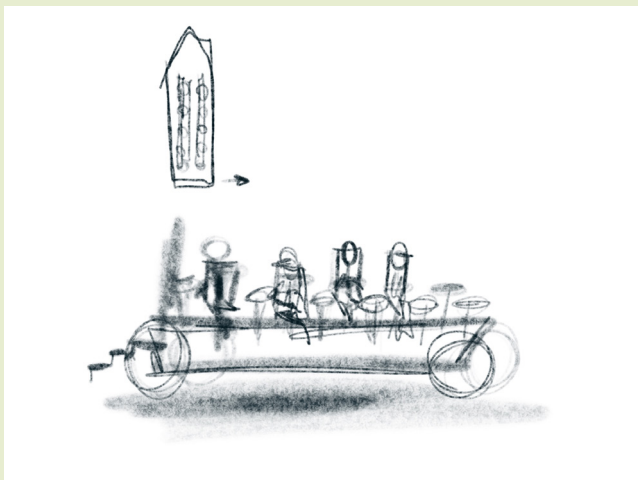
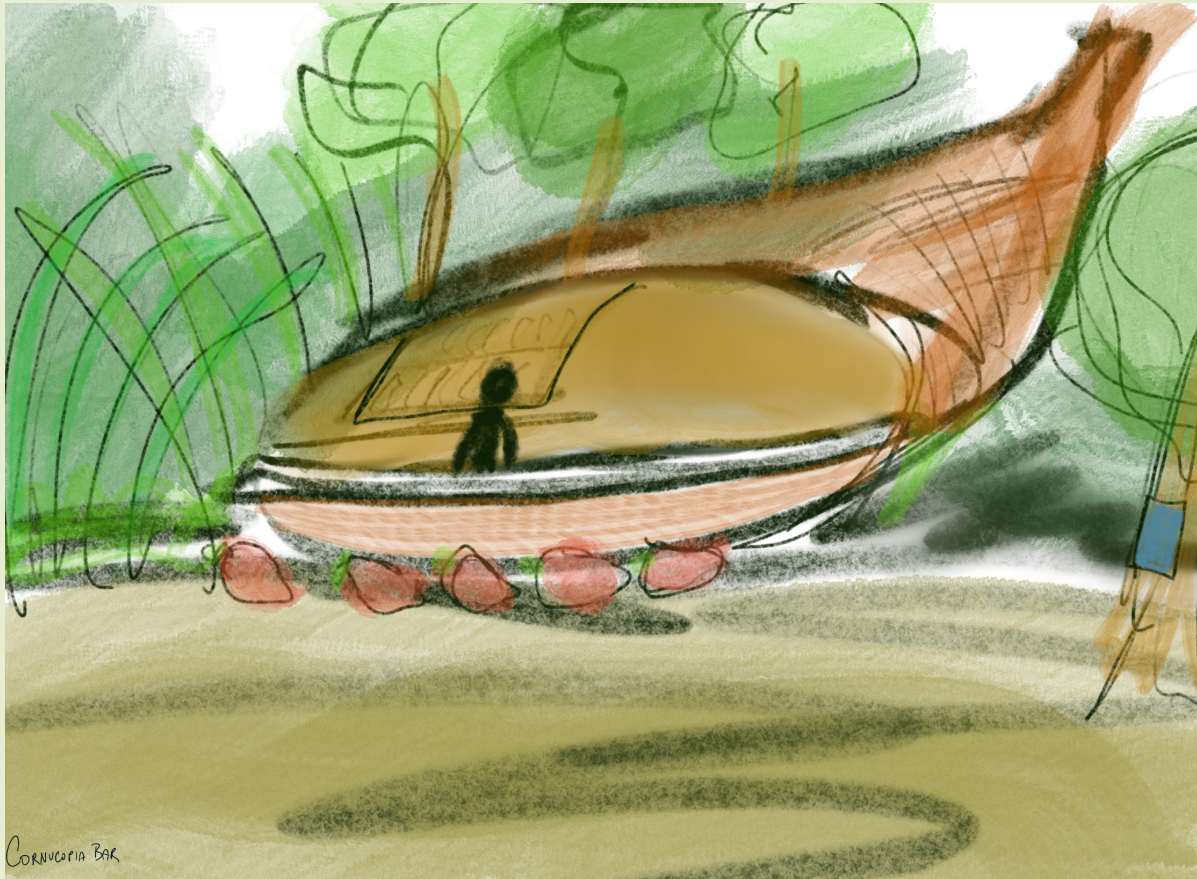
El Café en la Luna

Reach for the stars with this elevated kiosk inspired by the Mexican story of a rabbit who went to the moon. Guests will delight in this ethereal design, as their taste buds reach new heights.

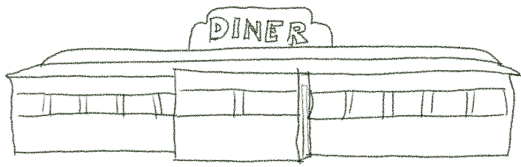
Sample Menu

Process

Initial Sketches for Kiosks

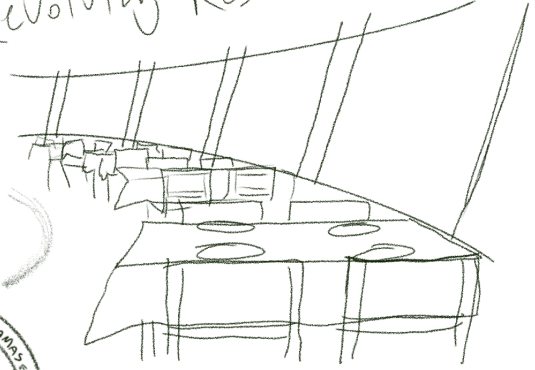


FARM to TALE

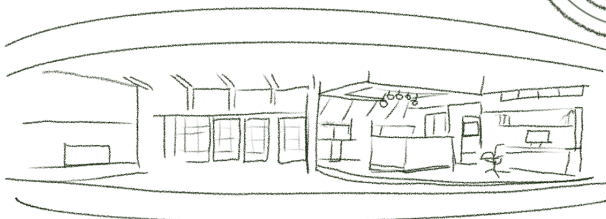
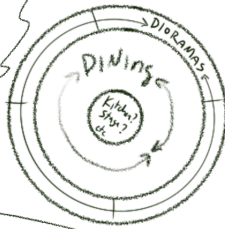


IMMERSIVE theatre Start

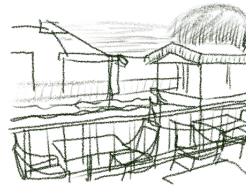
Revolving Restaurant



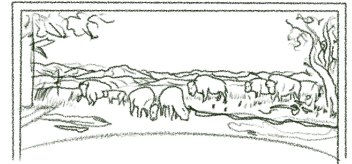
Tied together by singular element or ingredient?
- WATER?



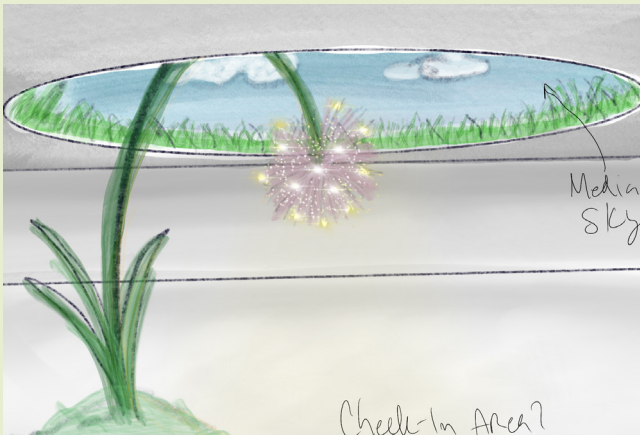
Carousel of Progress



Tonga Room

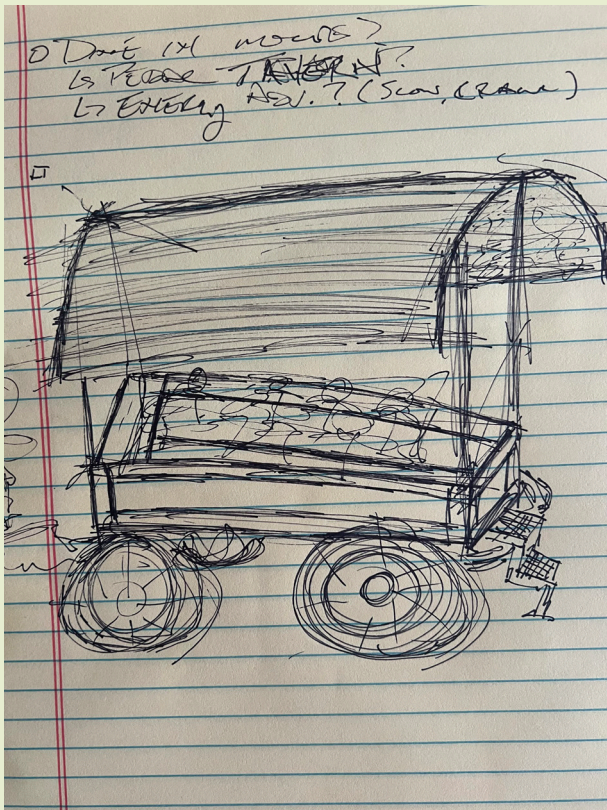
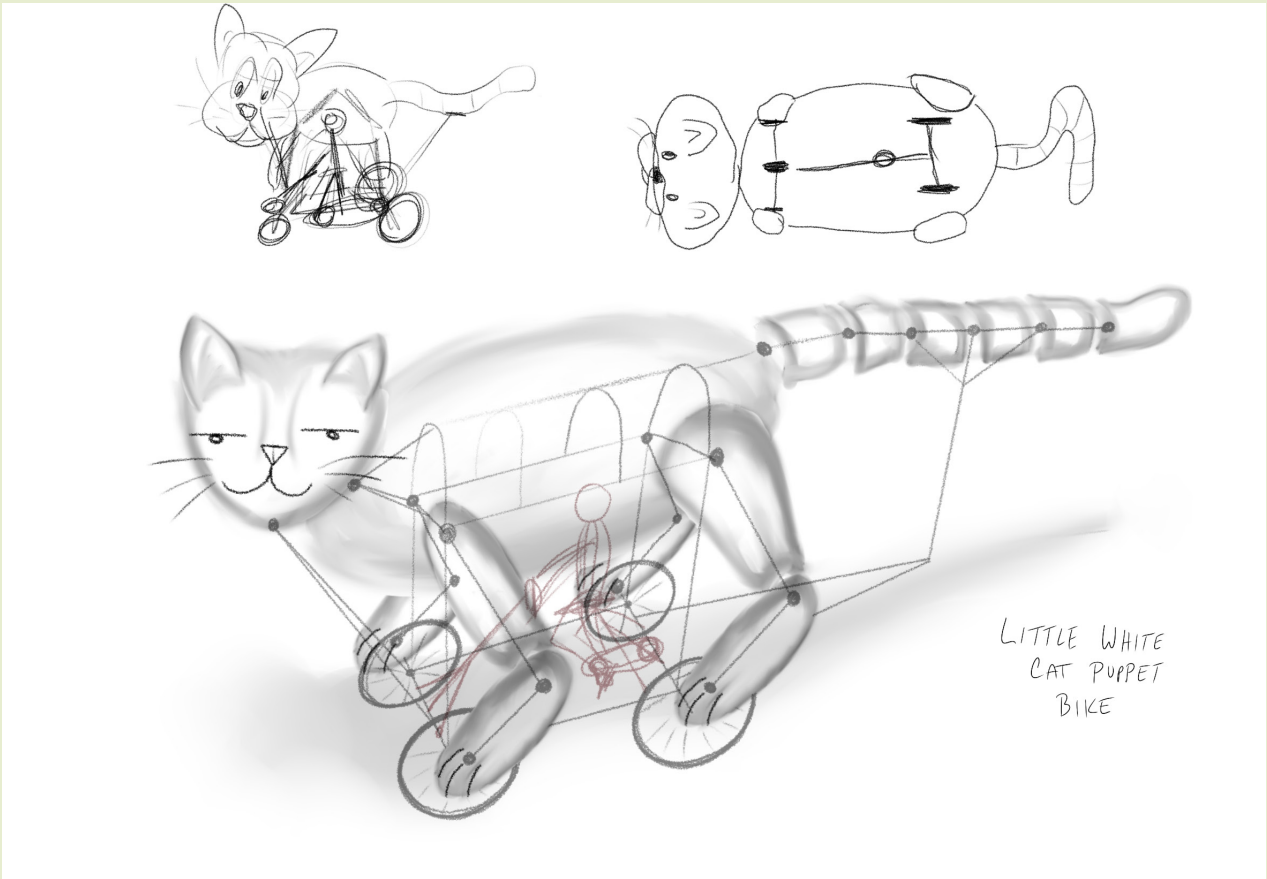


Traditional Dioramas



Check-In Area?





Process

Collection of White Model Renders

