

Friday, December 2, 2022

Emphasis on Sound and Voice in the Food Utopia

Composed, Performed, and Documented by Juice shutting cui

Global food session: People in distinct countries and cities are calling their favourite dish/food:

1. (Name lists in order) Patrick/Mark/Lei Li/Irina/Roland/Jintao Liang/Paul D./Mike/Robert/Jingya Li/Peng Cheng/Yu Miao/Yutong Jiang/Emmbath/Haobo Xu/Ayisha/Pauline/Su Lin/Evo/Naomi/Angola/Alicia/Tom/Justin/Fraser/Paul G./Benjamin/Kate/Robern/Miles/Milo/Ben/Mengchao Huang/Mark P./Roberto/Kevin/Sam/Lauren/Nabihah/Ernesto/Sharifa/Ecka/Rory/Ariel/Jason/Rosie/Cally/Rose/Zheng Liu/Anna
2. Song «Mom's cooking» composed by Buyi Mao

Abstract

3. *Soundscape composed by Juice*

Sounds play a key role in our eating experiences – from the sizzle of egg frying to the distinctive snap of a chocolate bar. But how much do sounds impact and trigger the way we taste, drink and cook? 依好(hello) ! Welcome to our food utopia. Today we are looking at sounds: the forgotten sense when it comes to flavour, the definition of sonic seasoning——(what is sonic seasoning specifically on high pitch sounds by Charles Spence)

4. “Sound can't literally be sweet...” A Speech by Charles Spence on *Gastrophysics: How the Right Kind of Music Can Make Your Food Taste Sweeter* | WIRED LIVE

From the crunch of crisps to the sound of the food environment in Chinatown, we look at the definition of “烟火气” and the sound of cooking in Chinese pastry balls. Plus, the voices gathered from society emphasize the sound of food, food waste, and eating disorders. Also, the pandemic listening in the food utopia.

5. *Field recordings: Eating crisps, surrounding sounds in china town, cooking Chinese pastry balls, throwing rubbish, Eating disorder*

6. Sample on 'pandemic listening' from Youtube video *Sounds of April*: <https://www.youtube.com/watch?v=bguwCndTUOA>

7. *Synth sounds*

Sonic seasoning

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8. *“Well people really enjoy the educational elements of it as well and how their senses relate to their everyday food choices and decisions... ” Chef Jozef Youssef serves up a musical food experiment and sums up the participants on how they feel about their food and drink after they had been through the experiment...” A broadcast by BBC The food chain: Eating with our ears: The sound of the food: <https://open.spotify.com/episode/7oKjfpajPRxiGSaLPPtfr?si=d6eba4fda8ff49bd>*

Chef Jozef Youssef, the founder of the multi-sensory dining experience, Kitchen Theory, serves up a musical food experiment which is letting Mike Johnson try the same rocket salad in different sounds (one is the relaxing ambient high-pitch sound and the other one is quick-paced and stimulating sound) and he sums up from the participants.

9. *Samples on ‘Ambient high-pitch sound & quick-paced stimulating sound’ from sound archive EAT YOUR OWN EARS by Tom Baker: <https://www.nts.live/shows/guests/episodes/eat-your-own-ears-19th-september-2014>*

Sound plays a crucial role in determining how much we like the eating experience. Indeed, it turns out that crispness and pleasantness are highly correlated when it comes to our rating of foods though the traditional old-school view nearly denied that.

10. *Interview with Benjamin Thorn (musician) and Irina Banari (fine artist) on ‘the relationship between taste and hearing’*

The position adopted by a number of contemporary modernist chefs such as Heston Blumenthal is convinced that: ‘you need to engage *all* of a diner’s senses if you want to create truly memorable dishes.’ On the other hand, Szczesniak and Kleyn reported that ‘consumers mentioned ‘crisp’ more than any other descriptor in a word association test in which they had to list 4 descriptors in response to each of 79 foods.’ Zata Vickers mentioned: ‘Like flavors and textures, sometimes sounds can be desirable, sometimes undesirable. Always they add complexity and interest to our eating experience and, therefore, make an important contribution to food quality.’ A growing number of chefs are now considering how to make their dishes more sonically interesting and unforgettable. I interviewed Robert Oliver, who represents the chef of the cuisines of South Pacific:

11. *Interview with Chef Robert Oliver on WeChat: “I don’t think that dish will taste the same without the sounds. I think it will lose some of its sensuality. It will be intellectual rather than something that has a very strong hard relationship.”*

12. *Interview with Paul Doursounian, a French wine manager on WeChat: “On average, the hearing will affect taste perception much more than the opposites...”*

Sound of the environment

“Hello, Mark, a home chef as well as a famous Los Angeles lawyer and foodie. I am interested in what do you think is the physical and mental relationship between taste and hearing.”

13. Soundscape composed by Juice

14. Interview with Mark (lawyer) on Zoom: “Normally we don’t really associate too much hearing with talking about food. Other than, the environment where you consume your food, which is, which I think is really important. I mean: think about it, you mean then loud noisy places crowded places you hardly can taste the food. And then you go into a very well position dining room. There are quiet, beautiful flowers, beautiful tableware, and table setting in good service. And it just made the food, the focal point. The centerpiece is which should be if you are out dining. Naturally at home here, we like to put on some music that we enjoyed. We prepared a table that is very eye-pleasing. And we sit down and we talk and we just. Generally, just eat slowly so we can enjoy our food.”

15. Field recordings: crowds

16. Music «Jazz» composed by New York Jazz Lounge

At the same time, there was a very intriguing essay investigating environmental sounds influencing the multi-sensory perception of chocolate gelato has revealed that valence evoked by the pleasant park sound was positively correlated with the sweetness of the gelato. Meanwhile, the arousal associated with bar sounds was positively correlated with bitterness, roasted, and cocoa attributes.

17. Interview with Roland (Graphic artist), Patrick (History teacher), and Chef Robert Oliver on how their thoughts on ‘the sound of food the environment.’

18. Synth sounds

19. Soundscape composed by Juice

Music and Taste

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In a study conducted by Charles Spence, sweet flavors are associated with higher-pitched sounds and bitter flavors correspond to lower-pitched sounds. Music is very carefully considered in order to enhance the taste experience.

Sound archive

20. Sound archive: Soundscape from Cookie Monster: <https://www.nts.live/artists/12471-cookie-monster>

21. Sound archive: "Above all things..."Gastromusicology: Exploring the Flavor of Sound: <https://www.ctpublic.org/arts-and-culture/2015-02-11/gastromusicology-exploring-the-flavor-of-sound>

22. Sound archive: "Steve Thomas.The first design of the restaurant..." British Library: Todiwala, Cyrus (9 of 10). Food: From Source to Salespoint <https://sounds.bl.uk/Oral-history/Food/021M-C0821X0204XX-0009V0>

23. Interview with Maria (importer) on Zoom on 'the relationship between music and restaurant.': "Music could be almost unnecessary if the restaurant is building a way..."

24. Soundscape composed by Juice

25.Synth sounds

26. Soundscape composed by Juice and reggae band

Sounds related to cooking

27. A Broadcast on 'the major chef could hear the chef is cutting the chives in a wrong way.'

28. Interview with the waitress in a Chinese restaurant on 'the sound in the kitchen'

29. Interview with Chef Alberto from an Italian restaurant on 'the sound in the kitchen'

30. *Field recordings: the quiet environment in the Weiyuan restaurant kitchen*

I am a chef as well, I am proud of my Chinese pastry balls!

31. *Field recordings: Chinese pastry balls and Ben Thorn is commenting it*

Here is a word in cooking related to hearing in Chinese that is very domestic called ‘烟火气’.

32. *Interview with my cousin Jintao Liang, Weiyuan waitress and Leili(fine artist) on ‘the definition of 烟火气 in English’*

33. *Field recordings: surrounding sounds in china town and cooking sounds*

34. *Soundscape composed by Juice (Cello)*

Sound of well-being

Juice, a performative artist was doing a free hug popup in Oxford Circus wearing an attractive bear costume, for the sake of interview random people for...

35. *Document anonymously on the street for the popup free hug performance*

36. *Field recordings: ambulance*

37. *Field recordings: crowds*

Food Waste

38. *Interview with manager Brian on ‘The focus on food waste in borough food cooperative’*

39. *Soundscape composed by Juice (Harp)*

Eating disorder

40. *Interview with the manager of planet organic Jason on 'The protest on eating disorder'*

41. *Field recordings: waves*

Pandemic listening on Shanghai lock down

42. *Sample on 'pandemic listening' from Youtube video Sounds of April: <https://www.youtube.com/watch?v=bguwCndTUOA>*

43. *Interview with Irina, Patrick and Lei li on 'the feeling of pandemic listening on Shanghai lock down on food'*

44. *Soundscape (voices from Juice and Elliott) Juice is reading the quote from 《围城》*

If your ears are hungry right now, you could contact me by searching Juice - shutting on Instagram, do let me know, what's your experience and how you get on. Bye bye! Mua ❤️ I would love to put my audio paper on a stereo car loudspeaker. From my perspective, the space in the car is quite suited for the sake of different distances from the speakers. I would not expect everyone to chase every message by listening to the audio paper, that is the reason why I am interested in putting disorientations and gathering cultural voices from everywhere. Plus, the vibe from a very chaotic and jazzy loud restaurant to a very dark and ambient end is the tension I would like to bring to the audience to focus on.

Research Bibliography

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