

색과 음식(스낵)의 감성 및 사회적 연관성에 관한 연구

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Emotional and Social Effects of Color and Food (Snack)

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Abstract

The archetypes of food have been changed continuously since humans developed food for private and public relationships. The original food has transformed into an artificial design according to human lifestyle. A big trend is that people are looking for natural items to enhance their well-being lifestyle. And for ordinary people, distinguishing natural food from artificial one is a challenge. Everything packed in a vinyl package means that all food is industrialized. Hyper-real artificial food is becoming the most dominant on our dining table. The artificiality becomes significant facts to develop food in our society. Artificial food occupies major parts of our physical and emotional life. This paper discusses the emotional relationship between artificial food and user interface in modern cultural context. Several cases are used to illustrate the relationship between emotional and social effects.

Keyword : *Food, Emotion, Social & Psychological Effect, Color*