

# The Inter Cultural Lunch Box

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# As a Conceptual Metaphor

**Concept:** The Intercultural lunch box is a symbol of **flavour synthesis** from different cultures. It encourages a direct **sensory interaction** and **open mindedness** for newer innovations born out of traditions.

# Elements of Design

## **Box:**

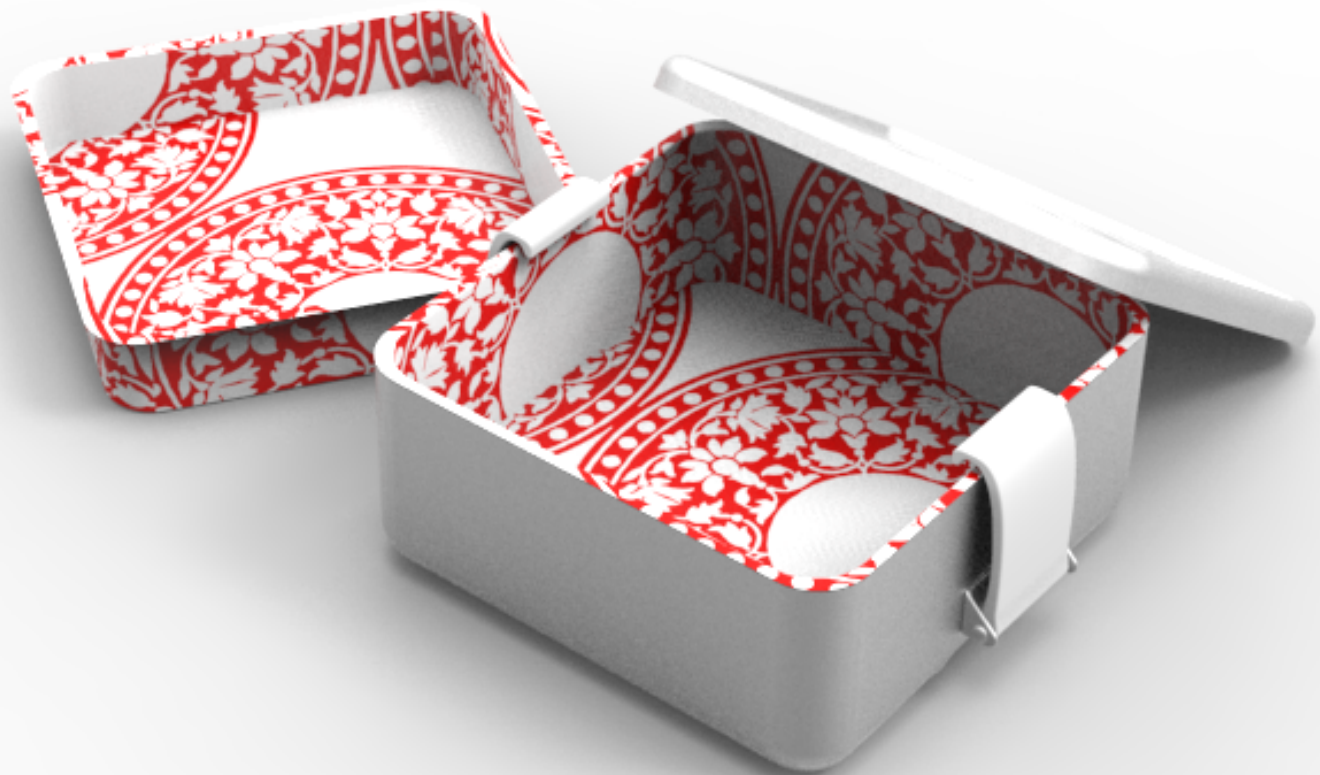
*Exterior:*

White Aluminium  
(Longevity, Stable, Light,  
Resistant to Corrosion)

*Interior Trays:*

Polypropylene (Withstand  
heat (20-100 degrees  
Celcius))



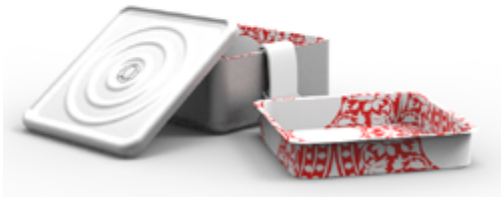




**Inspired by:** Swiss functionality and simplicity.

Traditional Indian round table patterns.

Chinese colours.



**Food:**

*Three cups:*  
Dumpling Cup  
Rice Cup  
Beead Cup

*Five Fillings:*  
Aubergine-Gruyère-Chili  
Dumpling

Potato-Yoghurt-Ginger  
Dumpling

Parsley-Sesam-Cottage  
Cheese Dumpling

Coconut Dal- Spiced  
Raspberry Dumpling

Tofu-Apple Masala -  
Cashew Dumpling



## Inspired by:

Traditional cooking methods.

Regional ingredients with foreign inputs.

Different taste perceptions for the same dish (sweet for one, spicy for another)



# Properties of Prototype I

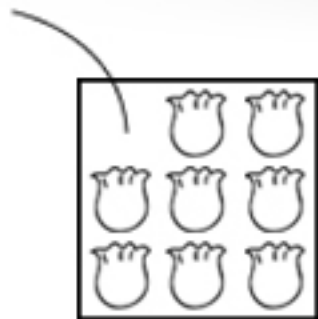
Created for mainly a Swiss audience.

Introduce the concept of eating with one's hands in a culture very used to cutlery.

Contains dumpling cups with five different fillings.







9X2

## Aim for Possible Production:



To create a meal service that provides fast, healthy, interesting food.

Create a sustainable lunch box system that works on a deposit system so that the box can be reused.



**Target:** Bankers in Zurich.

**Reasons:** The food will be reasonably priced for them.  
The food will challenge their tongue and provide an interesting variation to their day.  
The food will be neat and easy to eat. It will be healthy and filling.  
The box deposit system makes it easy to have a comfortable meal.

**Location:** Main Station and Corporate Streets

Thank You.

