



# Movable Feasts

**Celebrating Shanghai  
Streetfood Heritage**



**Tongji Univ., Jiangnan Univ.  
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China, Shanghai, Wuxi  
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**sh-streetfood.org**  
is a platform created  
by an informal think  
tank in Shanghai city  
to imagine the future  
of food heritage.

**Calling designers,  
artists, scholars,  
students and foodies of  
all types to come map,  
document, co-create,  
re-invent and preserve  
Shanghai's street food.**

**Aknowledgements.**

**Sh-streetfood.org team;**

**Tongji D&I Comm. Design Students; Jiangnan PSSD Students**

ENCYCLOPEDIA

LIANG PI - COLD NOODLES - 凉皮

ENCYCLOPEDIA, REGIONAL SPECIALITIES

DAN TA - EGG TARTS - 蛋挞

TAGS

baked bbq breakfast deep fried drinks dumplings **fea-**  
**ture**d festival fried **meat** night **rice** san  
wich **soup** specialities spices spicy steamed sweet veg  
tarian **wheat**

LAST POSTS

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CATEGORIES



## **Context.**

**Street food is an essential part of urban culture. The greatest cities all have street food. In its rich variety Shanghai's street food is a true testament to the hybrid culture of this migrant metropolis. Yet, while elsewhere a street food movement is growing, Shanghai's street food is under threat.**

**It's time to act!**





## **The project.**

**Students answer the call for active, sustainable foodies by using communication and PSS design capabilities to imagine the future of Chinese street food. We hope to contribute to a local model of urban growth that can honour and enjoy its culinary heritage, provide safe snacks and expand the richly diverse life and culture of the street.**



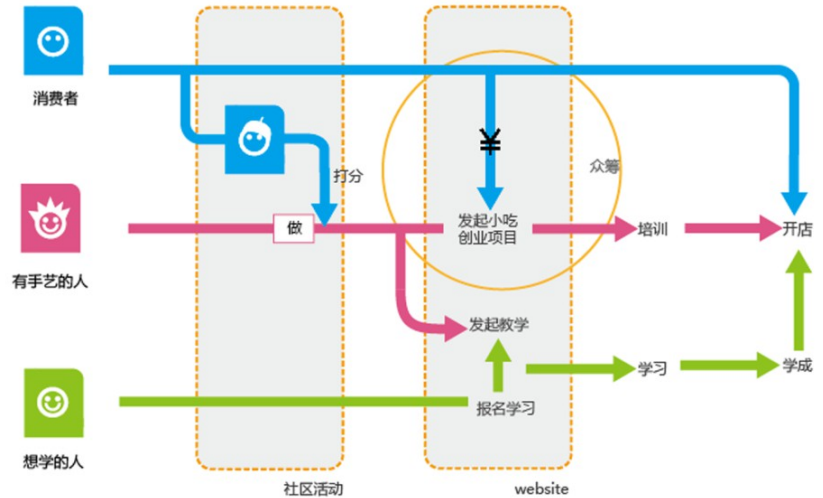




# The design process.

- \* Considering culture exploration and preservation as an innovation asset**
- \* Describing food as a complex system (stakeholders, role of informal markets, regulations constraints, the immaterial issues of social equity and health safety)**
- \* Collect digital stories and documentation**

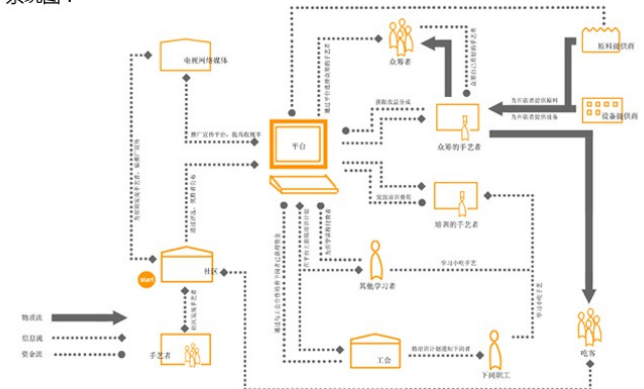
## ...ongoing... Outcomes by June



## 方案细化

产品服务体系课程

系统图：



The story appears on  
**Page A5**  
November 29, 2013

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## Pengpu night market shuts, buses to run normally again

By Hu Min | November 29, 2013, Friday | PRINT EDITION

A POPULAR night market in Zhabei District will be shut down following renewed efforts to drive away illegal vendors, the district government said yesterday.

A temporary buffer zone that was created at the Pengpu night market will be scrapped after crowds of illegal vendors packed the area, authorities said.

The buffer zone on the north of Linfen Road allowed vendors to do business from 10pm to 2am every day, but with vendors swarming into the zone and setting up cooking and barbecue stalls, residents in the vicinity complained about noise and smoke pollution, officials said.

Eight bus lines that were forced to make a detour because of traffic congestion on the road will go back to their original routes, the district's traffic authorities said.

An isolation strip separating motor and non-motor lanes has been

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Decision makers often choose to abide to cultural and social assets, and orient public policies towards restrictive and repressive top-down behaviours, or to the exploitation of the economic benefits by the confinement of the vendors in shopping malls (where the social space is completely wiped out).

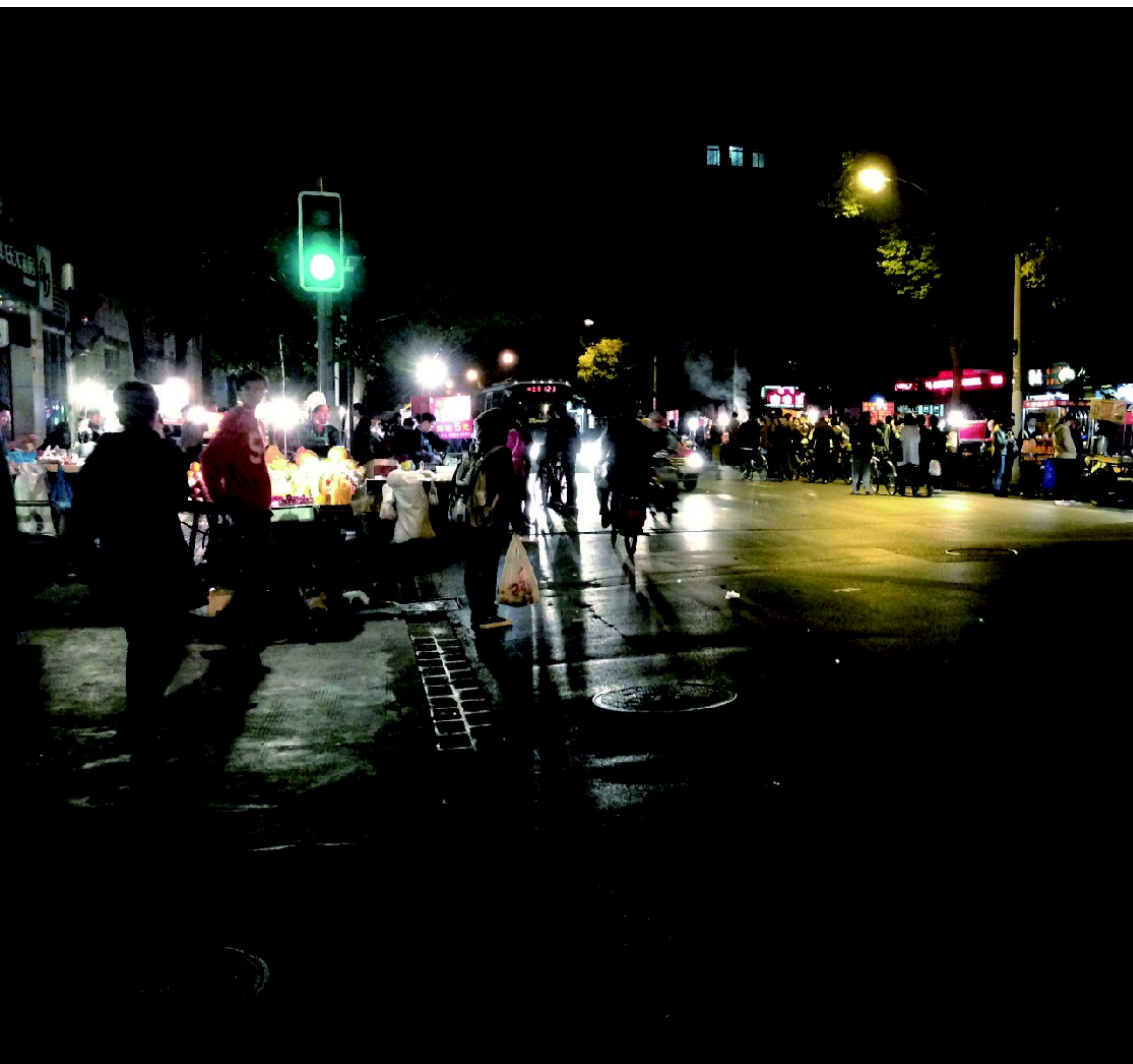
## Field Research



Shanghai's street food is a culinary repository of migrants' culture from all over China, and sometimes the world, assimilated and synthesized with each successive wave of immigration. During all its history Shanghai has drawn immigrants from new regions, who have brought recipes and tastes that subsequently shaped and were shaped by the Shanghai flavor, both in mainstream and street cuisine. Diversity and richness are unbeatable.



# Social Interactions and Relations



**Streets conviviality**

**Public Space**

**Urban sociality**

In Shanghai, it seems to prevail an attitude that equates urban development with “cleaning up the streets” — including getting rid of street food vendors. This low-end commercial activity produces cheap and convenient goods while also providing a crucial contribution to the culture of the street, which is so critical to the vibrancy of urban life.



# Activism and Civic Participation

**The Future Metropolis must have street food!**



**Streetfood manifesto**

**Public Interest**

Through sh-streetfood we want to engage citizens in taking care of the future of their cities. We imagine night markets and alleyways filled with new culinary mutations. We thrive off the intensity of street markets, which give cities life and deplore the sterility of shopping malls with their fast food courts and restaurant chains.

# Production, Distribution and Consumption

## Essential tools



Vehicles



Tricycle



Handcart



Bicycle



Trucks



Market tools



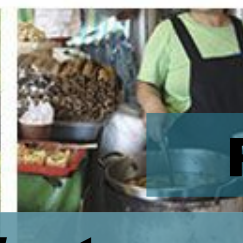
shoulder pole



grill



metal bucket



**Packaging**

**Waste management**

**Sustainable disposal**

**Community care**



Metering outfit



steelyard



electronic scale

Observations in the field (stalls, markets, spots) open to possible design interventions as: a) evolution of the digital platform and accessibility of streetfood; b) design for the eco-compatibility and packaging consumption; c) communication and food awareness, engaging the people in learning how to care about their own social space.



# Job Creation



**Migrants**

**Informal economy**

**Self-sufficiency**

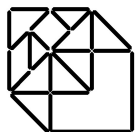
Shanghai street-food currently represents a living source to the migrants population. Street markets are also a vital part of the city's vast informal economy. This is of particular importance to Shanghai's migrant workers (calculated at 1/3 of the city's population) for whom street vending offers an entrepreneurial business opportunity with minimal start up fees.

**DESIS**  
**NETWORK**  
Design for  
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and Sustainability

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