

SWEET HOME



A MATTER OF TASTE

Travelling
Exhibition

Who likes what – and why?

A MATTER OF TASTE

Who likes what – and why?

The exhibition is divided in five areas:

FOOD

FASHION

LOVE

MUSIC

LIVING

**HEY,
WE ARE
OPEN!**

Eingang
Entrance
Entree



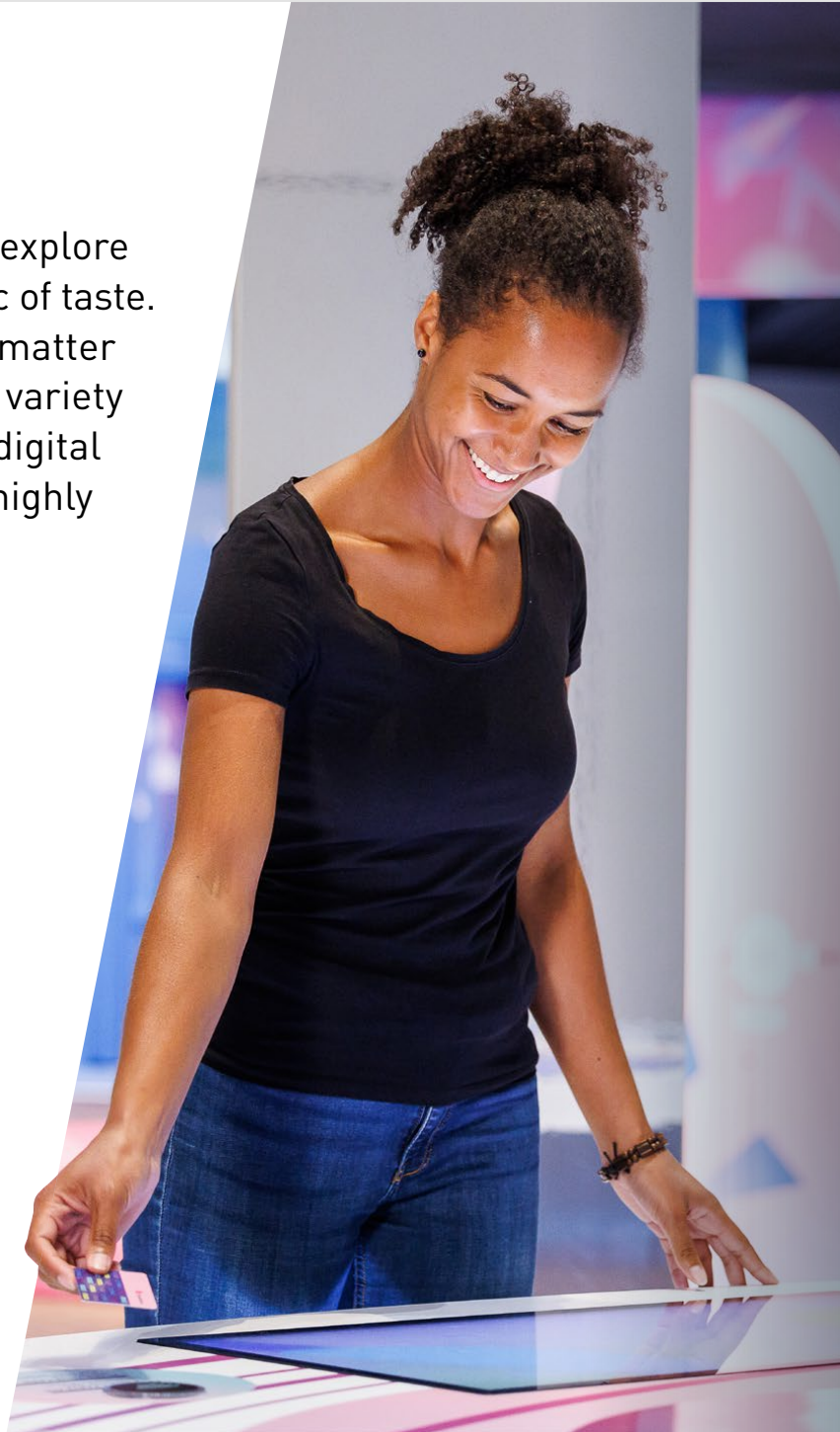
Welcome

We would like to invite you to explore aspects of the fascinating topic of taste. Individual taste is not just a »matter of taste«, it is influenced by a variety of factors. Especially today's digital mechanisms make the topic highly relevant.

Analyse your taste

Visitors explore the areas, or »shops«, and thereby become participants in an »experiment« on the subject of taste.

Every decision the visitors make inside the »shops« is saved on a chip card. After analysis, their decisions become part of an individual »taste profile«.



Facts & Figures



On display

- › First shown at experimenta Heilbronn until January 2023
- › over 50.000 visitors



Target Audience

- › Mainly teenagers and young adults, for younger children only as part of a group



Hire period

- › 4 – 10 months



Exhibits

- › 5 areas (“shops”): Food, Music, Fashion, Living, Love
- › Each area has interactive stations with 5 – 10 activities
- › Table with profile analysis
- › Cinema with photoprojects optional



Size & ceiling height

- › Minimum ca. 600 m², preferably up to 700 – 800 m²
- › Minimum ceiling height is 3,80 m
- › Ceiling banners are optional



Languages

- › German and English, subtitled media
- › The language can be customized



Awards Exhibition Design

- › ADC Competition 2023, two awards
- › BrandEx 2024, Award Silver

Gewinner*innen
ADC Wettbewerb
2023



**BRAND
EX**
Gewinner 2024
Silver



EATING
HABITS

EATING
HABITS
WHY THINGS
TAUKE SO GOOD AT HOME

It helps to develop our taste preferences in the
early years and these probably have a big influence on the diet
that we eat as adults. It's also important to be aware of what is
going on throughout our lives.

Our family, our culture, our environment and the choices we
make as individuals all influence our eating habits. It's not just
what we eat, but how we eat it that matters. We can all do
something to improve our eating habits and our health.

For more information on eating habits and how to improve
them, visit www.nhs.uk/eatingwell

or call 0800 909 0909

or visit www.nhs.uk/eatingwell

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FOOD

Spaetzle
or Sushi?



Area 01

Interactive Stations

Taste Sensations

*Try sweets of different flavours!
What does it taste like?*

Fast Food

Yummy! Food shelf installation

Eating Habits

Discover reproductions of plate dishes!

Flavour Adventures

When do we find something delicious?

Trendy Recipes

What's new? Online trends in food



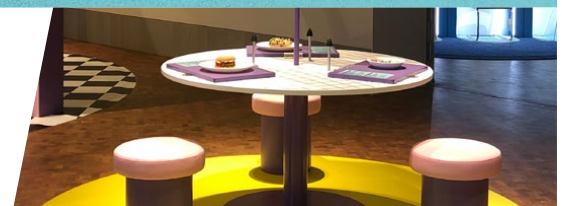
You can write your guess on the voting board. Learn about the »retronasal effect« (tasting is only possible by smelling) Basic tastes: sweet, salty and sour. There are facts about tasting on the graphics on the tongues.



We like to reach for chips, burgers or pizza. They often contain a lot of fat, salt and sugar. Put together a virtual meal. What do you choose? Which values are recommended?



What is »delicious« or »disgusting«? These learning processes are strongly influenced by family, social environment and the culture in which we live. It is difficult to break these eating habits. Learn more about different dishes. At one screen there is an additional survey related to the topic, e.g. »Would you eat grasshoppers?«



In fact, many different things, impressions and moods influence our sense of taste. Some of this relates directly to the food, such as its appearance, smell or consistency. But it goes far beyond that. The room and the entire environment are also part of it. Try it out for yourself at six small stations.



Food as a lifestyle: new, creative and bizarre trend dishes can be found here. On rotating tables, you will find »half« plates with icons and word parts (for example sushi and burrito). Find the right combinations read more about the trend.





POP
MUSIC

HIT-
GENERATOR

POP
MUSIC

MUSIC

SOUND
EXPERIENCES



MUSIC

Metal or
Mozart?



MUSIC

Area 01

Interactive Stations

Four Chords

Recognize it? Song snippets on the keyboard

Pop Music

Compose your own hit on the dance floor!

Sound Explorer

How do we react to unusual sounds and music?

Sound Experiences

When does something sound beautiful?

Global Beats

Discover music – from all over the world!

Pop music dominates our music world today. A special feature is shared remarkably by many pop hits of the last decades. Four chords – C, G, A minor and F – are cleverly combined again and again. This hit formula works in various styles of pop and shapes many successful hits.



Step on a field and the particular sound sequence (drums, bass, harmonies, vocals) will be heard. Try out different combinations! Alternatively, the same activity is available as a screen application with headphones.



Here you can rate ten different songs. What do you like, what doesn't fit at all? In the analysis you can see how others have voted.



What influences the sound? Test with sliders how a pure tone and different environments sound. What do the others think?



By cooperating with the Radiooooo.com application, you can take a musical journey around the world. Select the country, category and year and let yourself be surprised.







FASHION

Sneakers or
Stiletto's?

FASHION

Area 01

Interactive Stations

Colour Codes

What does the favourite clothing colour tell about us?

Fashion Stereotypes

Clothes make the man – How do we judge people based on their appearance?

Trendy Trademarks

Brands want to send certain messages – Take a quiz!

Fashion Icons

*Flip through the decades of fashion!
Flip book and clothes rack*

DIY Design

Design your own sneaker digitally!



Colours determine the experience of self and environment. They influence our behaviour and actions, although we rarely recognise the cause of this “power of colours”. Test it in front of a mirror screen!



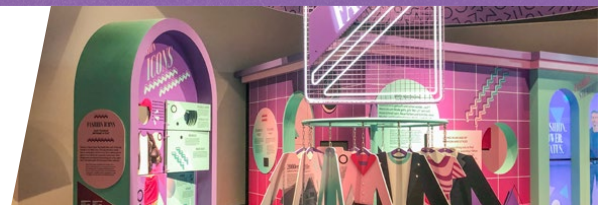
A quiz shows that it is different than you might think ... The solution is shown to you in short video clips.



The brand mark visibly transports our attitude/lifestyle. They also address new developments like sustainable production. The claimed values do not always match reality. Find out how you rate brands and what they themselves convey.



Here you can see how styles developed over many years or suddenly come back in a new form today. The flip book allows you to mix and match outfits. A fun photo can be taken through the gap in the headpieces.



You can choose from a variety of patterns and colour palettes. They are projected onto a real shoe in a box. Save the most beautiful designs in the gallery! You can also browse and like other designs here.



COMFY
DESIGNOHNE EGO
FUNKTIONIERT
DESIGN BETTER.

DESIGN WORKS BETTER WITHOUT EGO.

Joseph Morrison, Designer

DER GLOBAL
PLAYER

Schlichte, praktisch, billig:
Der Monoblock ist heute
auf der ganzen Welt zu
finden – in Gärten, Cafés
oder Straßencafés.

Das Design ist ein Paradebeispiel für die Kraft der
einfachen, praktischen und billigen Gestaltung. Es ist
ein Design, das in der Welt weit verbreitet ist und
das die Menschen lieben, weil es einfach und
praktisch ist.

THE GLOBAL
PLAYER

Simple, practical, cheap:
Today, the Monoblock can be
found all over the world –
in gardens, cafés, and street
restaurants.

The design is a prime example of the power of
simple, practical, and cheap design. It is a
design that is widely used and loved
because it is simple and practical.

WENIGER
IST MEHR.

LESS IS MORE.

Luftig Holten-En Rye, Architekt

DER
KLASSIKER

Funktional, platzsparend,
preiswert und dennoch
elegant. Der Freischwinger
geht zurück auf den
klassischen Bauhaus.

It was about to become the chair of the 20th century.
It was a simple, functional, and elegant design
that was perfect for the modern world.
The design was a prime example of the power
of simple, practical, and cheap design.

THE
CLASSIC

Functional, space-saving,
affordable and yet
elegant. The Freischwinger
goes back to the
classic Bauhaus.

It was about to become the chair of the 20th century.
It was a simple, functional, and elegant design
that was perfect for the modern world.
The design was a prime example of the power
of simple, practical, and cheap design.

DETAILS SIND
KEINE DETAILS.
SIE MACHEN
DAS DESIGN AUS.THE DETAILS ARE NOT THE DETAILS.
THEY MAKE THE DESIGN.

Charles Eames, Designer

DIE DESIGN-
IKONE

Formlos, stabil, komfortabel und
ergonomisch. Das Design ist
das perfekte Beispiel für die
Kunst der Details. Es ist ein
Design, das die Menschen
lieben, weil es einfach und
praktisch ist.

Formless, stable, comfortable and
ergonomic. The design is the
perfect example of the art of
details. It is a design that
people love because it is
simple and practical.

THE
DESIGN ICON

Formless, stable, comfortable and
ergonomic. The design is the
perfect example of the art of
details. It is a design that
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simple and practical.

Formless, stable, comfortable and
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perfect example of the art of
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people love because it is
simple and practical.

MAN SITZT
BEQUEM
AUF EINER FARBE,
DIE MAN MAG.IT'S EASIER TO COMFORT
ON A COLOR YOU LIKE.

Robert Rauschenberg, Designer

THE
EYECATCHER

Ein farber und bequemer
Stuhl, der die Menschen
lieben, weil er einfach und
praktisch ist.

A colorful and comfortable
chair that people love
because it is simple and
practical.

THE
EYECATCHER

A colorful and comfortable
chair that people love
because it is simple and
practical.

A colorful and comfortable
chair that people love
because it is simple and
practical.

ES IST
HEUTE
FORDE
NACH
ZU STHE
EYECATCHER

A colorful and comfortable
chair that people love
because it is simple and
practical.

A colorful and comfortable
chair that people love
because it is simple and
practical.





LIVING

Kitsch or
Craftsmanship?

EINE
AUS-
RUNG,
HALTIG
EIN.

THE NEW
GENERATION

zu
darin
Couchen
zeigen. Wo
zu Hause?

LIVING

Area 01

Interactive Stations

Comfy Design

Find your favorite chair!

Style Decisions

Which interior items are beautiful?

Sweet Home

How do we live?

Time Travel

Which things become cult objects?

Best Seller

Become an Influencer!

Chairs are part of our everyday life. But what is important, design or function? Try them out and vote for your favorite. How did others vote?



What do you like personally? Turn your favorite things to the front and shape the wall that way.



Step into a blue living room with hidden facts. Play a quiz to learn more about the average taste in living. The quiz can be played alone or with up to 4 people.



Match objects from teenager's rooms of different decades and read about the backgrounds. At the end, choose your personal favorite object!



Promote fun objects in front of the camera and make a humorous film. It can be published in the gallery. The fun items will be assigned by random.







LOVE

Lovebots or Lovebirds?



Area 01

Interactive Stations

Beauty Standards

How do I react to faces?

Favourite Voices

Which voices do I personally like?

Virtual Feelings

Is it possible to build a relationship with digital beings as well?

Love Paths

Which love type are you?

Digital Rendezvous

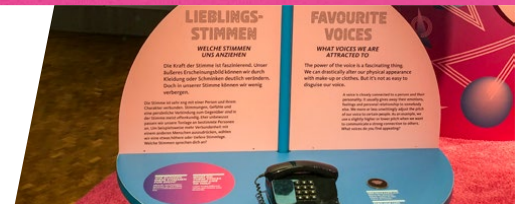
Like! Video installation with five real stories about online dating



What is considered beautiful/attractive? Swipe through a selection of portraits or rate facial features. The screen leads through different options to discover different aspects.



Pick up the phone and let them show you a selection of voices. What does your favorite voice sound like? Afterwards, you can also discover the “winning voice” of the others.



In the cabin, a “virtual assistant” presents various robots and applications in a chat. What do you think and which one would you choose?



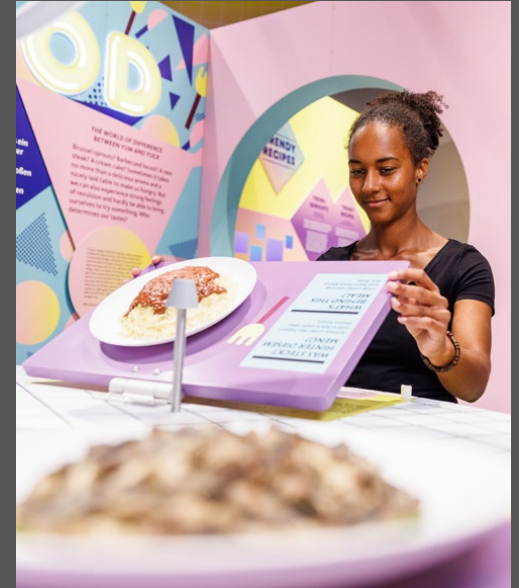
Take the test! Follow the fun quiz around the room, optionally on a screen.



Many people get to know each other over the Internet. Eight people talk about their experiences. The videos start with acceptance of the listeners.



Impressions





Outro: Unite in Taste

The individual taste profile is evaluated here.

How did you decide?
What do others like?



Cinema: Change of Perspective

Optionally, the takeover of five different photo projects, suitable for the five areas can be arranged.

- › Peter Menzel
What I Eat
- › Albrecht Fuchs
In deutschen Reihenhäusern
- › Hans Eijkelboom
Exactitudes
- › James Mollison
The Disciples
- › Nadine Preis, Beate Rose,
Damian Zimmermann
Paare

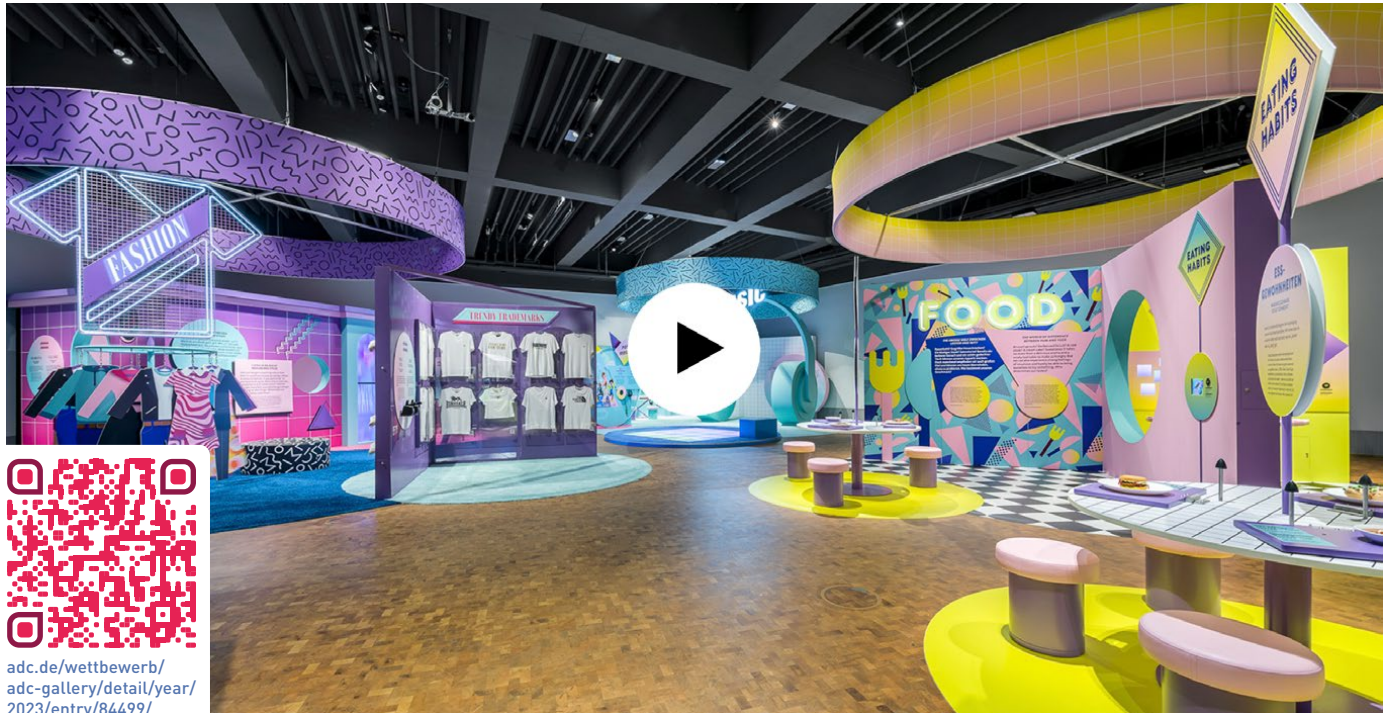
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Sounds good?

Write us if you want to know more:
exhibition@experimenta.science

ADC Gallery promotional video



[adc.de/wettbewerb/
adc-gallery/detail/year/
2023/entry/84499/](https://adc.de/wettbewerb/adc-gallery/detail/year/2023/entry/84499/)

experimenta

The science center

At experimenta, you can get to the bottom of things. Natural science and technology can be experienced by everyone. In our exhibition, you discover the world and always something new – regardless of whether you are 3 or 103.

In this one-of-a-kind place, we facilitate experiences and knowledge together.

   [experimenta.science](https://www.experimenta.science)





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