# Thesis SP22

Ashley Conjugacion

# The Lunch Lab

Pre-packaged cultured meat meals

# Artist Statement

My thesis project involves branding and package design of a cultured meat meal product in America that increases awareness of cultured meat research and offers a healthier alternative to children's meals. With academic research and journal articles on the development of cultured meat and the increased customizable nutritional value that trumps traditional meat. I aim to showcase this information through attractive clean lines, and simplistic Lunchable-esque packaged meal design alongside a website and shipping box designs to support the meal service subscription aspect of the brand.

Exciting technological advances have always fascinated me since I was a kid and influenced my early interests in robotics, biomedical engineering, and eventually cellular agriculture. At that point cellular agriculture had become a popular topic in 2019 through a video titled Meat Berries that documented a process called tissue recellularization that injected fetal bovine cells into the scaffolding of what was previously a grape to essentially grow "meat berries"(Atkin 2019).
Since making the choice to attend art school, I have since realized that I've missed incorporating that aspect of science into my work. I don't really engage with that side of science in my daily life now other than reading about it when articles pop up; cultured meat doesn't exactly have a place in America's market right now and recellularization isn't widely known. I want to make a call to action on how we can all contribute to a more ethical and sustainable way of consuming protein and becoming aware of a more nutritional alternative.
As a graphic designer, one of my jobs is to take a subject and make it appealing to an audience, which is why this project to visually design and package cultured meat in an educational way is a good fit for me to create awareness and visual appeal about.

# Thesis Statement/ Project Abstract

The meat brand I am designing is meant to offer one solution to the problematic nature of meat production, while also doubling as a healthier alternative.

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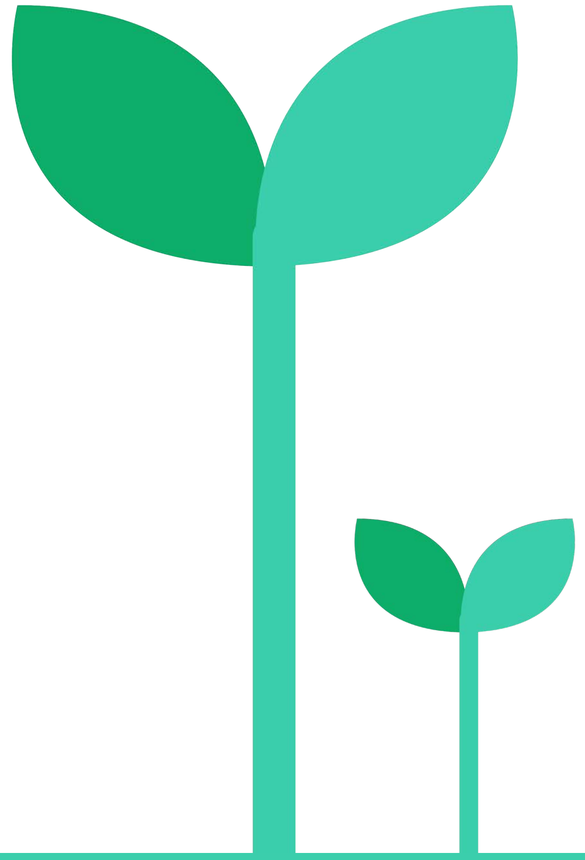
Since making the choice to attend art school, I have since realized that I've missed incorporating that aspect of science into my work. I don't really engage with that side of science in my daily life now other than reading about it when articles pop up; cultured meat doesn't exactly have a place in America's market right now and recellularization isn't widely known. I want to make a call to action on how we can all contribute to a more ethical and sustainable way of consuming protein and becoming aware of a more nutritional alternative.

# Thesis Proposal

My thesis project will be a product branding and media campaign on cultured meat in school-served meals in America that increases awareness and offers a proposed solution to childhood obesity with a protein alternative. With academic research and journal articles on the development of cultured meat and the increased customizable nutritional value that trumps traditional meat, I aim to showcase this information through attractive clean lines, and simplistic Lunchable-esque packaged meal design alongside a social media awareness campaign on the benefits of this product versus what is served in schools today.

Exciting technological advances have always fascinated me since I was a kid and influenced my early interests in robotics, biomedical engineering, and eventually cellular agriculture. At that point cellular agriculture had become a popular topic in 2019 through a video titled “Meat Berries” that documented a process called tissue recellularization that injected fetal bovine cells into the scaffolding of what was previously a grape to essentially grow “meat berries”(Atkin 2019). Since making the choice to attend art school, I have since realized that I’ve missed incorporating that aspect of science into my work. I don’t really engage with that side of science in my daily life now other than reading about it when articles pop up; cultured meat doesn’t exactly have a place in America’s market right now and recellularization isn’t widely known. I want to make a call to action on how we can all contribute to a more ethical and sustainable way of consuming protein and becoming aware of a more nutritional alternative. As a graphic designer, one of my jobs is to take a subject and make it appealing to an audience, which is why this project to visually design and package cultured meat in an educational way is a good fit for me to create awareness and visual appeal about.

The meat brand I am designing is meant to offer one solution to the problematic nature of meat production, while also doubling as a healthier alternative. Through making a switch to producing cultured meat, it lessens the amount of agricultural land use, greenhouse gases, and animal abuse, while still having the same end product, the only difference cultured meat has to traditional beef is in how it’s produced.  I aim to make the academic language and research journals of this information into more easily understandable sizes and graphics(friendly and playful graphs, statistics, and data visualization) so that the average audience can understand it, access, and engage with it easier. Think of the simple data visualization graphics in editorials like Scientific American. I don’t plan on making videos for the posts, so it would be a purely graphic/typographic treatment of images made. This project would also include creating a fictional cultured meat product brand that would be the core name branded on the social media posts and the package design that would carry this information. Everything will have a unified design language, consistent typography choices(heading font, subhead font, body text), and simplistic color palette(limited to about 4-5 colors). Regarding typography, I’m planning to use something modern and clean, things like Filson Soft, Proxima Nova, etc, and that would help lend to the contemporary feel of the project, as well as the environmental-esque color palette, full of neutrals, naturalistic greens, and subdued blues. The inside of the designed package would hypothetically contain a complete meal filled with cultured meat, greens, complex carbohydrates, and fats.



The project will be presented in a 1080 x 1920 PDF slide deck format. It will have slides dedicated to my collection of research on cultured meat, the nutritional benefits specifically in cultured meat vs. meat normally served in American markets, visual design choices of the packaging, branding elements (logo, color palette, type choices, mood board inspirations, contemporary design choices related specifically to the contemporary nature of the study of cultured meat, etc,), package mockups, social media mockups. This project’s goal is to have nine social media post mockups and one Lunchable-esque package design marketed towards adults for children consumption in mockup format. All of the deliverables and research will be contained in a PDF slideshow format for my oral defense presentation.

The main visual influences for this project will take inspiration from contemporary and minimalist design, further driving home the point of cultured meat in only having what is needed (nutritionally, conceptually), as well as other similarly minimalist artists like Shantanu Kumar, Tegusu, and RONG Design. It will also take inspiration conceptually from products like Lunchables. This project’s main visual influences will be derived from the simple color palette, clean vector shapes, and easy to understand data visualizations.

This project fits into my portfolio in filling the gaps and further reinforcing my style and interests as a designer. I don’t have many projects that address current issues like this in the form of environmental health, sustainability, and food health. Many of my current portfolio projects are just interesting to me on a personal level and more often than not are branding or rebranding projects on lightheartened things like beverages, esports, and video games, so adding a piece of work like this would help add a more realistic element to my portfolio. Even though I may be addressing topics I don’t normally find interesting to design, it is still in my ballpark of familiarity by primarily being a project about logo, package, and brand design, which I am both extremely comfortable with and enjoy.
This project is taking the culmination of years of research and development on cultured meat and its nutritional value that upstages current meats sold on American shelves today as well as my experience as a graphic designer to neatly package and market this research in a more easily digested medium. With simple, clean lines and a bright color palette, I plan to emphasize the contemporary nature of this project. From designing the meat brand, package, and several social media posts detailing cultured meat research and its benefits nutritionally, and in a school setting where proper nutrition is required for children, this project will not only help create diversity in my portfolio and highlight my strengths as a designer, but also create the awareness that is lacking around this new type of cellular agriculture. Cultured meat helps reduce greenhouse gas emissions, decrease confined animal feeding operations, and create a more sterile and nutritionally curated product for human consumption, if we were only more aware of the destigmatized reality of this research.

# Thesis Speech

My thesis project is a branding and packaged meal design on cultured meat in America that increases awareness of cultured meat research and offers a healthier alternative to children's meals. With academic research and journal articles on the development of cultured meat and the increased customizable nutritional value that trumps traditional meat, I aim to showcase this information through attractive clean lines, and simplistic Lunchable-esque packaged meal design alongside a website and shipping box designs to support the meal service subscription aspect of the brand.

Exciting technological advances have always fascinated me since I was a kid and influenced my early interests in robotics, biomedical engineering, and eventually cellular agriculture. At that point cellular agriculture had become a popular topic in 2019 through a video titled "Meat Berries" that documented a process called tissue recellularization that injected fetal bovine cells into the scaffolding of what was previously a grape to essentially grow "meat berries"(Atkin 2019). Since making the choice to attend art school, I have since realized that I've missed incorporating that aspect of science into my work. I don't really engage with that side of science in my daily life now other than reading about it when articles pop up; cultured meat doesn't exactly have a place in America's market right now and recellularization isn't widely known. I want to make a call to action on how we can all contribute to a more ethical and sustainable way of consuming protein and becoming aware of a more nutritional alternative.

As a graphic designer, one of my jobs is to take a subject and make it appealing to an audience, which is why this project to visually design and package cultured meat in an educational way is a good fit for me to create awareness and visual appeal about.

The project evolved and transformed from the original proposal, which was initially a more informationally oriented and social awareness project, before I made the executive decision to steer my thesis into a more branding and package design direction that would be something I was more interested in personally and offer more to me portfolio-wise in fleshing out my projects. As the voice of my project in both creative maker and thinker, I made a lot of choices in my personal comfort zone especially design-wise, choosing to stick to minimalistic and clean designs and focused on food packaging that is of huge personal interest to me. It allowed me to explore a lot of what I valued personally and as a designer as well as manage seeing both sides of the project at once, being the "client" and the designer at the same time, which I felt also sometimes influenced my choices selfishly in the interest of time and in also broadening my horizons as a designer in what was possibly requested by the "client". The audience largely didn't change, I'm still marketing towards younger parents that are craving a change and offering bite sized bits of info that are easily digested by the mainstream consumers of media.

Visual and conceptual influences that informed my thesis project and general creative vision include RONG Design, a group that inspired my choices when designing simplistic and clean package design, Lunchables conceptually in that I was inspired by the idea of compartmentalized food groups and ready-made pre-packaged meals, as well as several direct to consumer meal subscription websites that acted as informational and inspirational avenues for how I created my own version of a website for my thesis' brand.

This project functions in contemporary visual culture in line with current trends heading towards a more awareness focused culture surrounding brands and having a positive impact with consumption.

This project really fits well with my portfolio in filling the gaps, becoming a project with the most depth and development I've had yet that also embodies personal and professional interests of mine and that does a great job in showcasing my strengths and what I have learned in way of package and branding design, especially within the food industry.

# Creative Brief

- Project Vision

This project takes the culmination of years of research and development on cultured meat and its nutritional value and upstages current meats sold on American shelves today. My experience as a graphic designer will be to neatly package and market this research in a more easily digested medium. With simple, clean lines and a bright color palette, I plan to emphasize the contemporary nature and consumer facing brand of this project. From designing the meat brand, package, and prototype website, to detailing cultured meat research and its benefits nutritionally, this project will not only help create diversity in my portfolio and highlight my strengths as a designer, but also create the awareness that is lacking around this new type of cellular agriculture. Cultured meat helps reduce greenhouse gas emissions, decrease confined animal feeding operations, and create a more sterile and nutritionally curated product for human consumption. My goal as the designer is to produce a project that will help promote awareness of the destigmatized reality of this research.

- Audience

Middle to upper class customer base due to the pricier nature of pre-made meals. Target demographic ages 25-45 with children in their household between the ages 6-11. Urban/suburban residents with a need to save time in meal prep for their children, looking for a holistic and healthy alternative that also has a positive environmental impact. This satisfies not only your child's diet, but also your craving to make a change.

- Brand Promise

Buying this product keeps your child and the environment they live in healthy.

- Methods & Materials

The project will be presented in a 1080 x 1920 PDF slide deck format. It will have slides dedicated to my collection of research on cultured meat, the nutritional benefits specifically in cultured meat vs. meat normally served in American markets, visual design choices of the packaging, branding elements (logo, color palette, type choices, mood board inspirations, contemporary design choices related specifically to the contemporary nature of the study of cultured meat, etc,), package mockups, and website prototype. This project's goal is to have a website prototype, one Lunchable-esque package design, and one shipping box design. All of the deliverables and research will be contained in a PDF slideshow format for my oral defense presentation.

- Comparative Media

This project is competing conceptually with Lunchables, a prepacked lunchtime meal, albeit unhealthy, and marketed towards children. Conceptually, towards a younger audience, this product also competes with healthy meal brands like Yumble and Nurture Life. Physically, this project competes with frozen meal shelf space against other products like Realgood, Lean Cuisine, and Beyond Meat.

- Marketplace Application

This product will be applied to the meal subscription service market.

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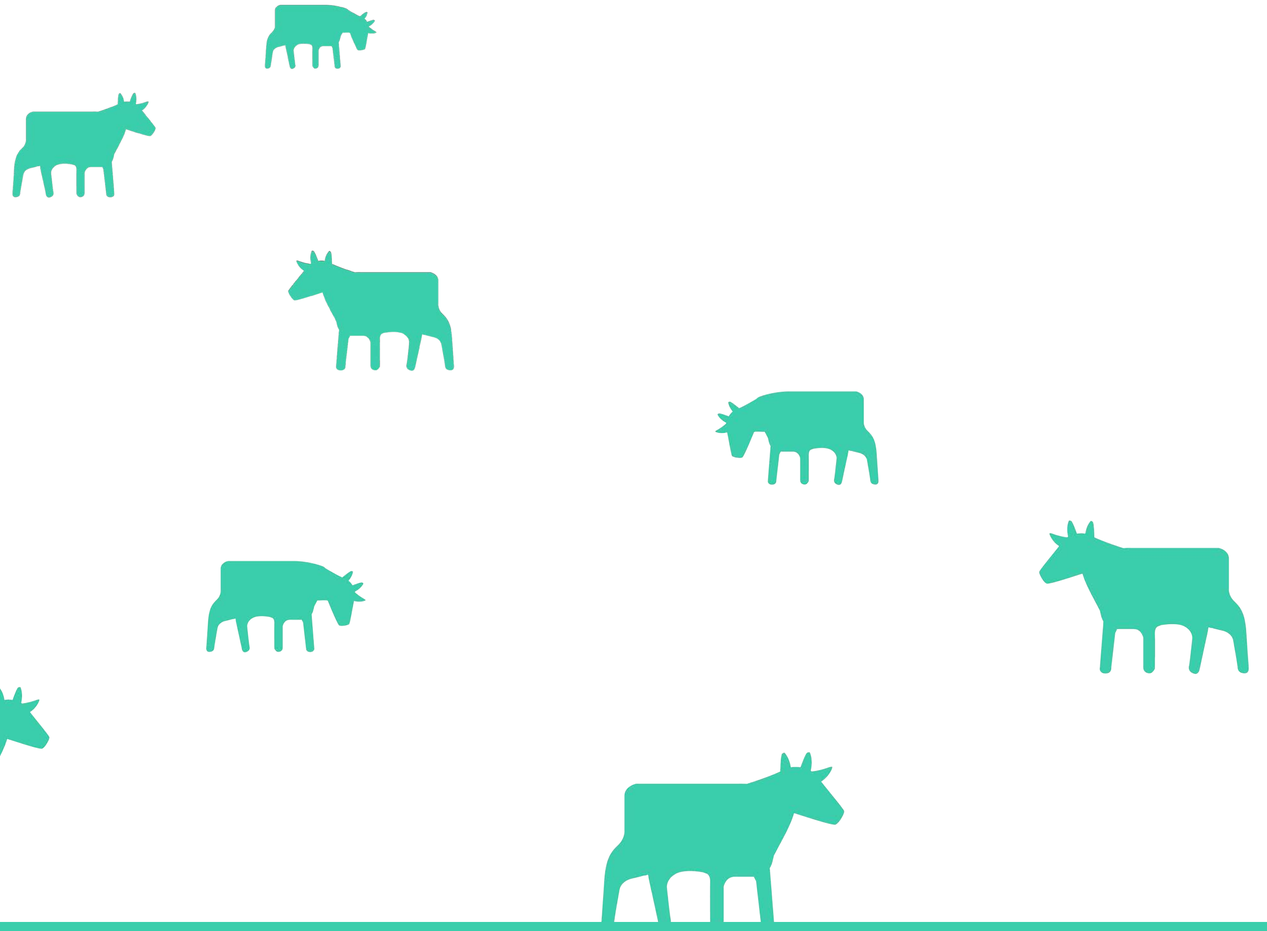

# Deliverables


NUGGETS
& SWEET POTATO
MEATBALLS
& MASH
Made With Cultured Meat
Beef Meatballs
Mashed Potato
Green Beans
Cranberry Sauce
CHICKEN
& RICE
Cooking Directions:
- Remove film.
- Microwave meal on HIGH 3 minutes and 45 seconds to 4 minutes.
- Check that the food is cooked thoroughly to 165F. Careful, product is hot!
- Let stand 2 minutes. Enjoy!
We're proud of
what's inside...
Cultured meat,
ready to eat!
Delicious
meals,
without
the hassle.


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Nutrition Facts


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THE LUNCH LAB
LIVE. LAB. LOVE.
Straight to your table,
grown with love!


THE LUNCH LAB
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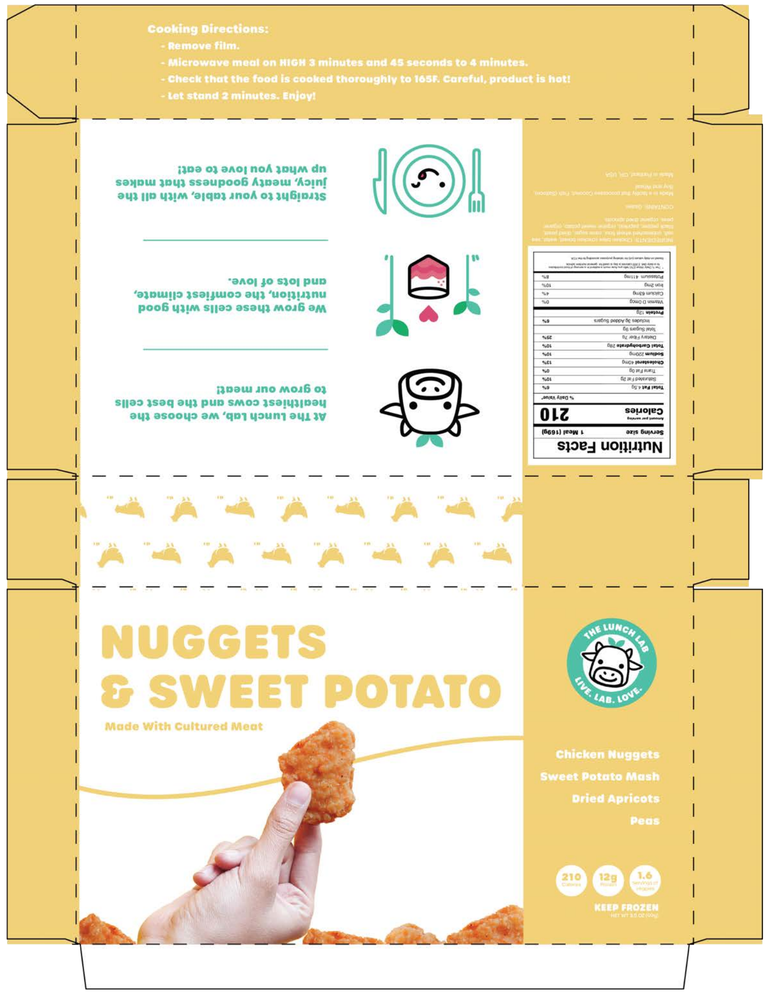
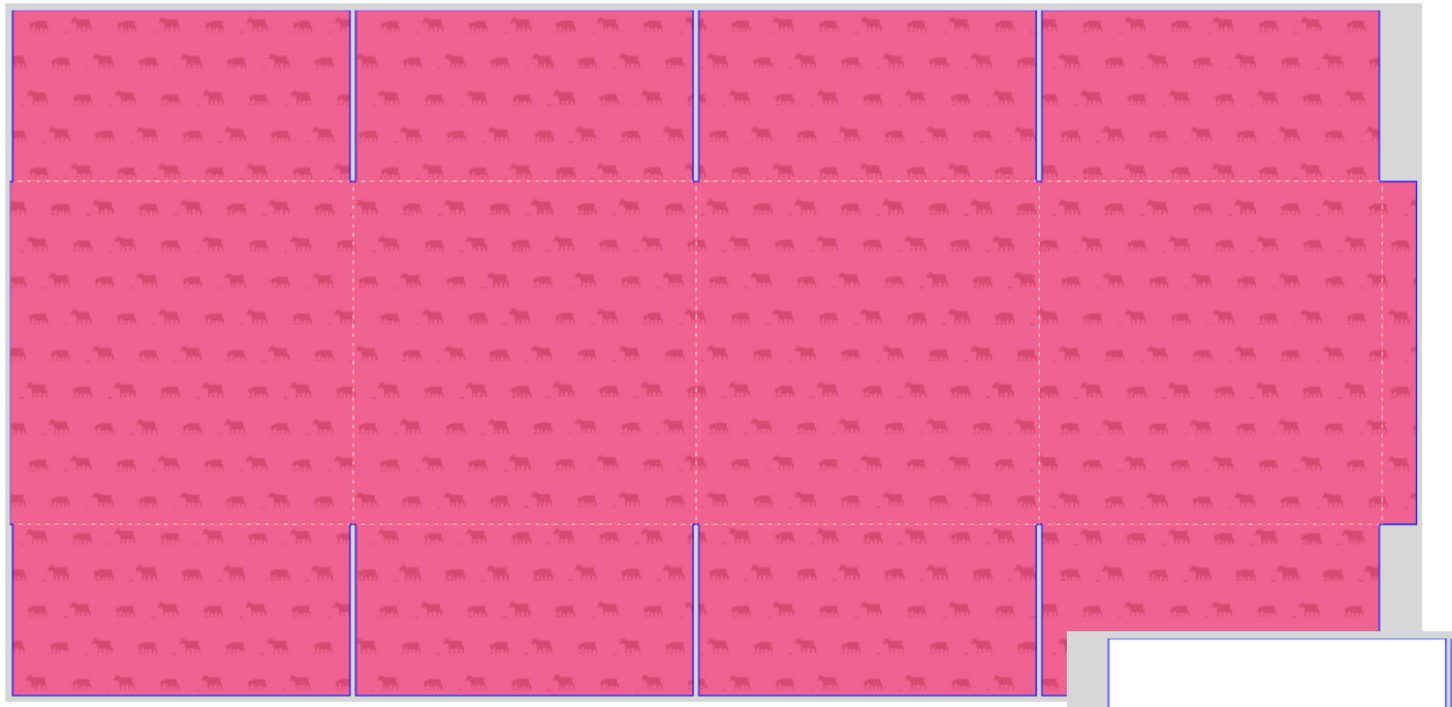


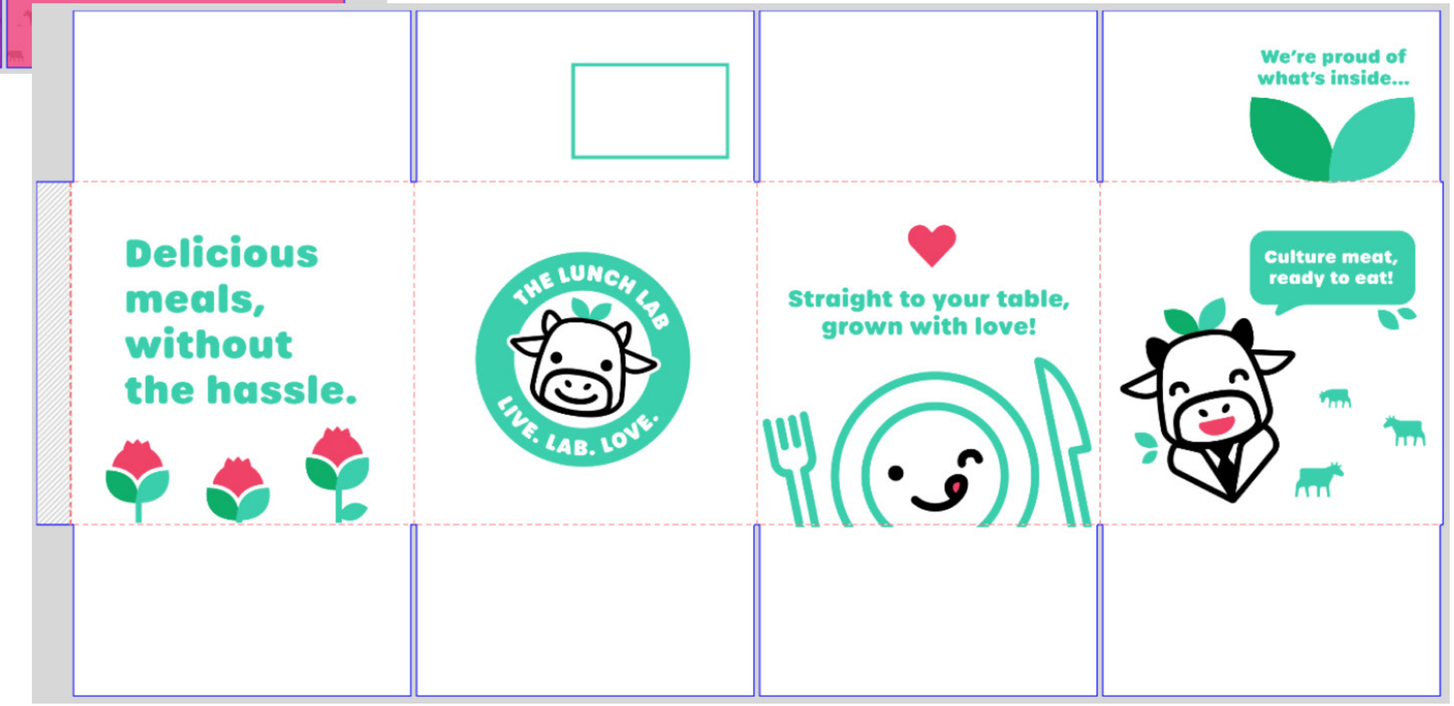


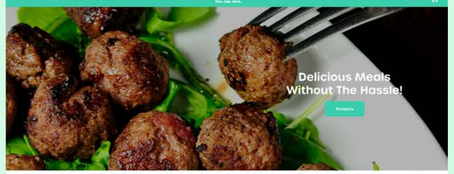
# Package Dieline

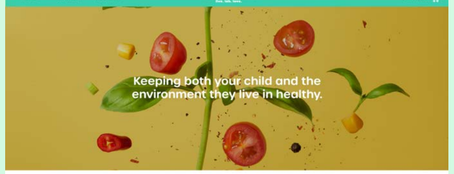


Interior Design

Exterior Design







Delicious Meals Without The Hassle!

Cultured Meat, Ready to Eat!

Are you hungry to make an environmental impact? Are your kids hungry for something more balanced than a Lunchable?

The Lunch Lab offers a solution. With nutritional meals that are ready to eat, we use cultured meat to make lunchtime both healthier and more sustainable.

What is Cultured Meat?

**Starting at the Cell**
Stem cells taken from the live animal

**Grown With Love**
Cells grow in a bioreactor through scaffolding

**Straight to Your Table!**
Meat is harvested and processed into food products

What's On The Menu?

Meatballs & Mash
Super long food description, beef meatballs, sweet potatoe, green beans, cranberry sauce, but with more adjectives.

Roasted Chicken
Super long food description, beef meatballs, sweet potatoe, green beans, cranberry sauce, but with more adjectives.

Chicken Nuggets
Super long food description, beef meatballs, sweet potatoe, green beans, cranberry sauce, but with more adjectives.

We're Proud Of What's Inside!
We only choose the best ingredients for a healthier, well rounded meal

Products

Containing a great source of fruits, veggies, and protein in every meal!
Delicious, nutricious, and ready to eat in no time! Just heat & serve.

Filter
☐ Beef
☐ Chicken
☐ Pork
☐ Gluten Free
☐ Soy Free

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Meatballs & Mash 1
Roasted Chicken 1
Chicken Nuggets 1

Checkout

Shipping Information
First Name
Last Name
Address
Apt (optional)
City
State
Zip
Phone
Email
☐ Receive text updates on my order

Payment Details
Card Information
☐ Billing address is the same as shipping

Order Summary

| | |
|---|---|
| Subtotal | $53.94 |
| Shipping | Free |
| Taxes | $0.00 |
| Order Total | $53.93 |

Meatballs & Mash 1
Roasted Chicken 1
Chicken Nuggets 1

Nutrition

At a young age, it's difficult to get kids to eat a balanced meal. What we offer is a delicious veggie-filled, high in protein lunch, you just need to add heat! With our kid(and parent)-friendly meals, everyone is sure to enjoy mealtime!

Nutritionally balanced for kids

High quality protein

Fruits and veggies in every meal

What's in a meal?

**Meatballs & Mash**
270 calories
14 grams of protein
1.6 full servings of vegetables

Keeping both your child and the environment they live in healthy.

Cultured Meat, Ready to Eat!

Are you hungry to make an environmental impact? Are your kids hungry for something more balanced than a Lunchable? The Lunch Lab offers a solution. With nutritional meals that are ready to eat, we use cultured meat to make lunchtime both healthier and more sustainable.

Each meal is thoughtfully created. With carefully balance protein, fiber and vegetables to ensure your child gets the nutrients they need, all while making lunchtime both healthier and more sustainable.

Starting at the Cell

At The Lunch Lab, we choose the healthiest cows and the best cells to help us grow our meat. Instead of heading for the freezer, the cows are free to roam the fields once we've collected a sample of stem cells the size of a pea.

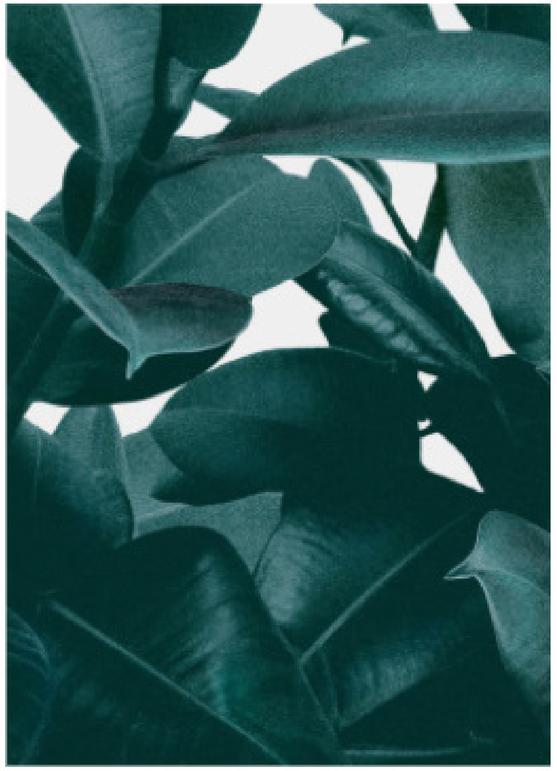
Grown With Love

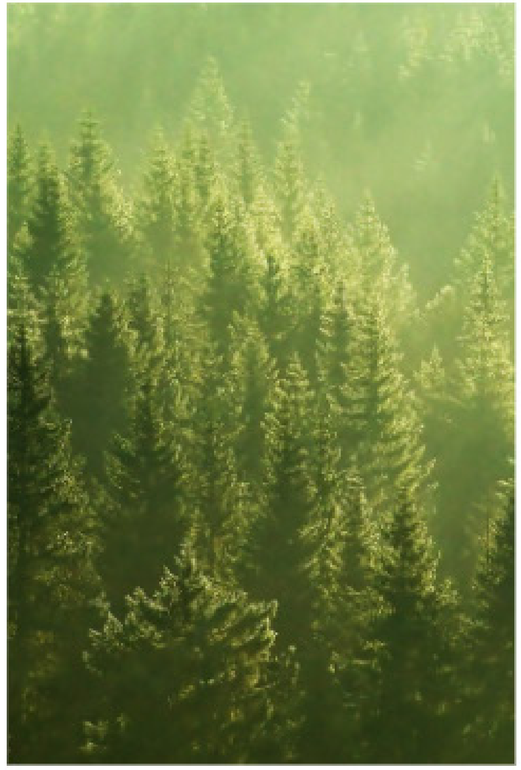
By allowing nature to take its course, the cells we started with grow to become fully fledged muscle and fat– just like they would inside a cow. And with enough care and attention, our meat soon reaches maturity. Natural food and a natural environment helps them grow strong – so that's exactly what we provide for our cells. Lots of nutrients, vitamins, a comfy climate and fresh air.

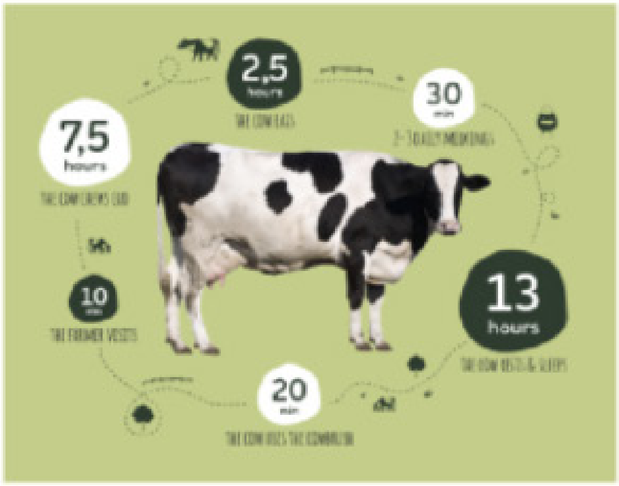
Straight to Your Table!

Identical to the meat you'd get from a cow, it sizzles, it's juicy, and it's ready to eat. The only difference? Neither animals nor our planet were harmed in the making of this meat.

# Process



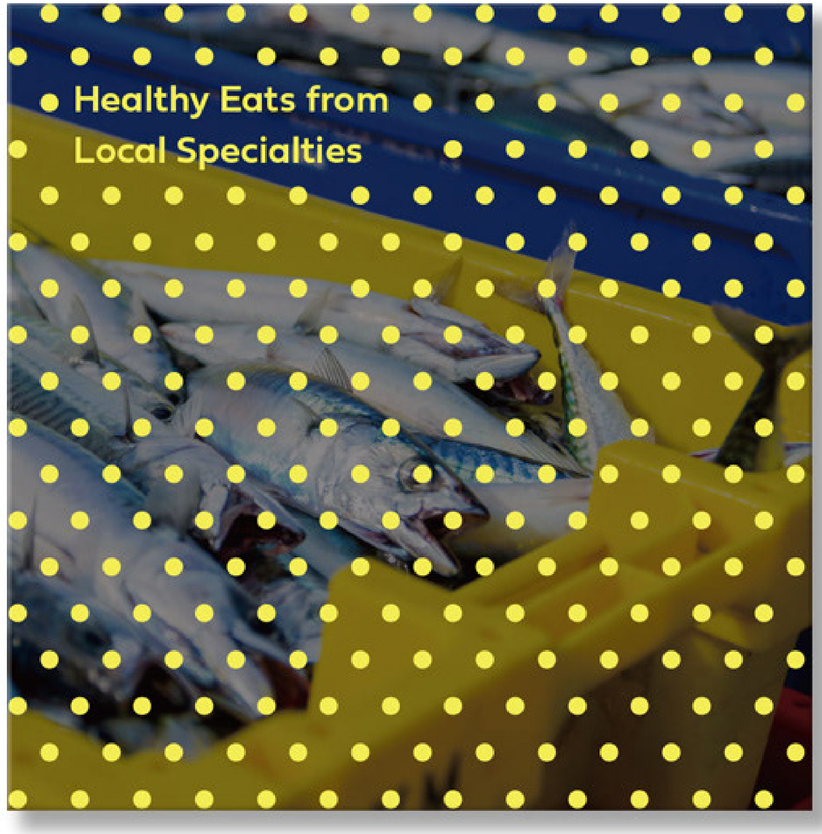




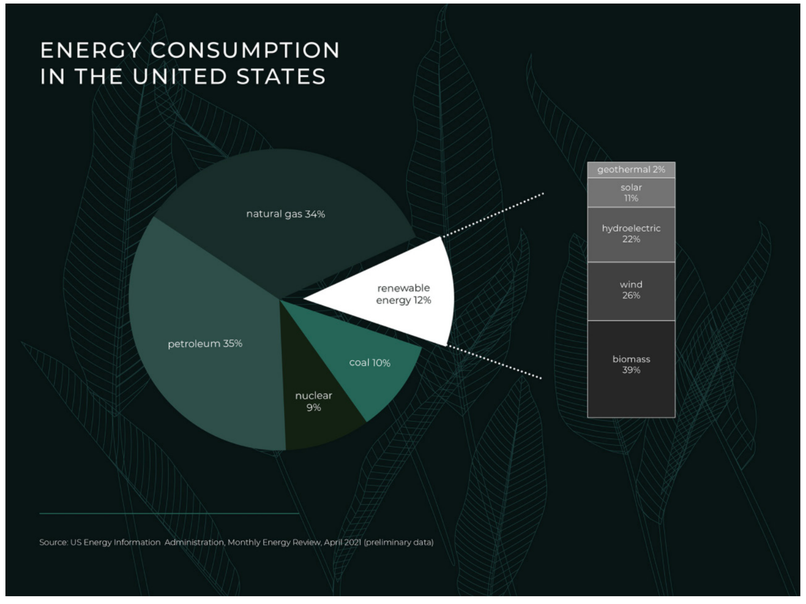

architecture
portfolio


ДОСТАВКА ОБЕДА НА РАБОТУ

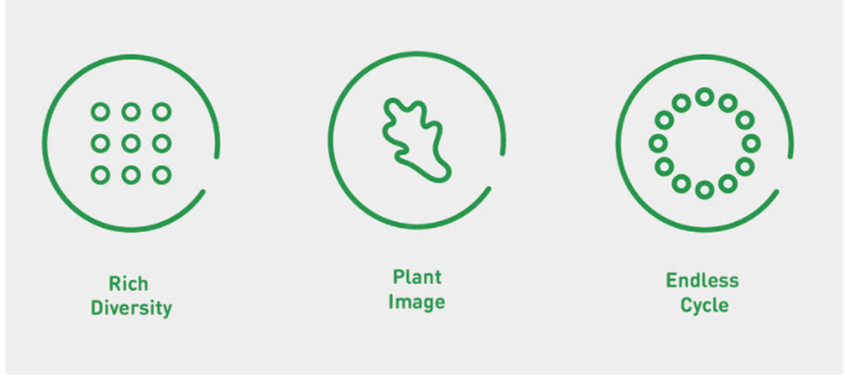

eat
play
live
and


Healthy Eats from
Local Specialties


УЖЕ ГОТОВО
из курицы
Ленивчики
с пастой и морковным соусом


ENERGY CONSUMPTION
IN THE UNITED STATES
natural gas 34%
renewable energy 12%
petroleum 35%
coal 10%
nuclear 9%
geothermal 2%
solar 11%
hydroelectric 22%
wind 26%
biomass 39%
Source: US Energy Information Administration, Monthly Energy Review, April 2021 (preliminary data)


EGGIE
ROH
RESTAURANT BRAND IDENTITY


Rich
Diversity
Plant
Image
Endless
Cycle


ALL AROUND APPROACH TO SUSTAINABILITY
ECO
360


avant


SuperMeat


GOURMEY


Bio.Tech.
Foods.


Mosa
Meat


ALEPH FARMS


MEATABLE


Shiok Meats®
Seafood, reinvented


UPSIDE
Foods


MOGALE
MEAT CO
EST 2020


Finless
FOODS


GO
OD

## Competitor Analysis

Based on data taken October 2020

- 40+ cultured meat startups.

- No current market entry in America, still trying to pass through the U.S. FDA.

- SuperMeat opened the first cultured meat test restaurant in Ness Ziona, Israel November 2020, not open to public, still waiting for regulatory approval.

- Eat Just sells the first cultured “chicken bites” approved by the Singapore Food Agency for commercial sale December 2020.

- Restaurant “1880” became the first to serve cultured meat to customers on Saturday 19 December 2020(with Eat Just products).

- High price point, sold for $23 per “bite”.

**The Lunch Lab**
Food technology company

Are you hungry to make an environmental impact? Are your kids hungry for something more balanced than a Lunchable?
The Lunch Lab offers a solution.
With nutritional meals that are ready to eat, we use cultured meat to make lunchtime both healthier and more sustainable.

The potential options...

Hapilly Grown
Grown Happy
Love Grown
Live Lab Love
Yum Lab
Lunch Lab
Munch Lab(?)

## Target Audience

Middle to upper class customer base due to the pricier nature of premade meals. Target demographic ages 25-45 with children in their household between the ages 6-11. Urban/suburban resident with a need to save time in meal-prep for their children, looking for a wholistic and healthy alternative, that also has a positive environmental impact. Satisfying not only your child's diet, but also your craving to make a change.

Bottom Line: buying this product keeps your child and the environment they live in healthy.

### Rachel

**Background**
Nurse
Married with 2 children (7 and 9)

**Demographics**
Female
Age 30-35
Household Income: $110k
Suburban

**Goals**
Take care of the household
Make conscious meal purchases

**Challenges**
Keeping up with family, household, and job

**How we can help**
Provide healthy premade meals
Positively impacts the world that the next generation grows up in

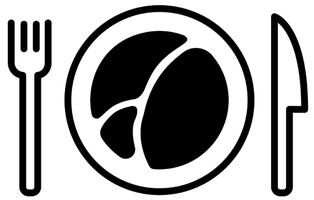
## Type

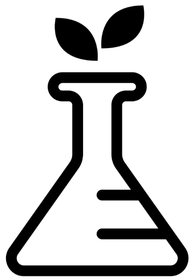
THE LUNCH LAB
THE LUNCH LAB
THE LUNCH LAB
THE LUNCH LAB
THE LUNCH LAB
THE LUNCH LAB
THE LUNCH LAB
THE LUNCH LAB
THE LUNCH LAB

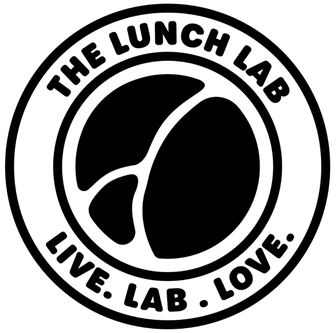
## Science

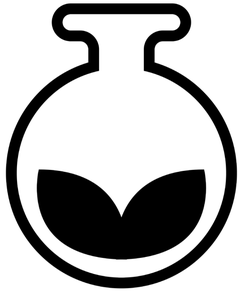
THE LUNCH LAB
live. lab. love.

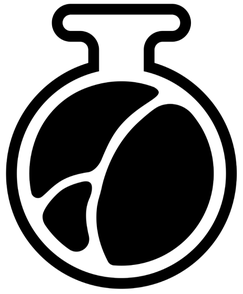






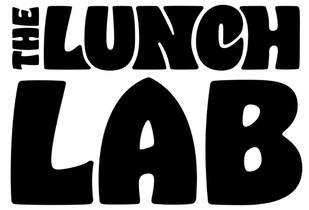


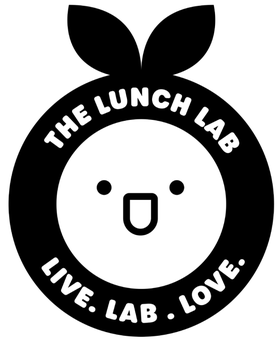


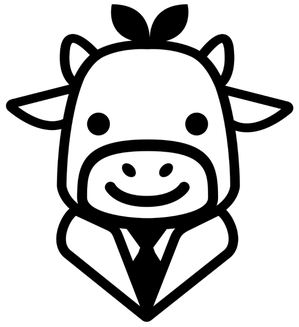
## Friendly

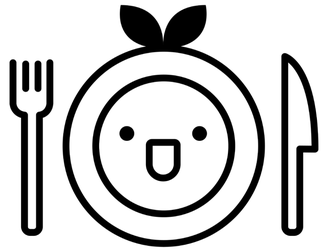
THE LUNCH LAB

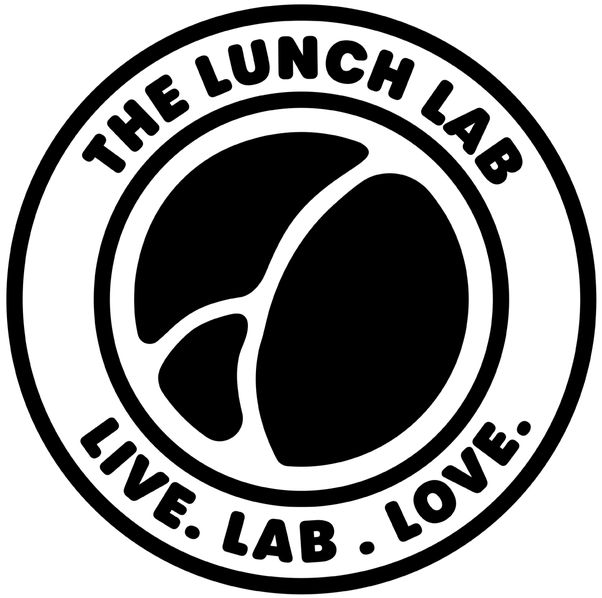




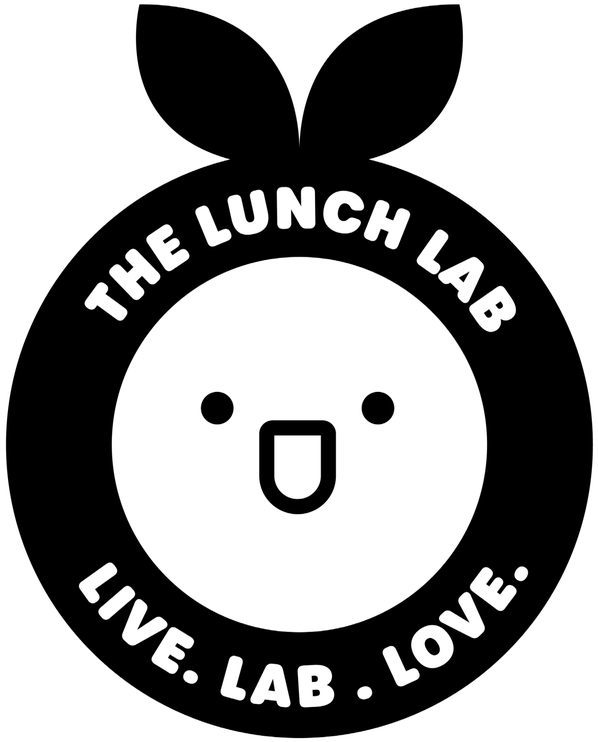





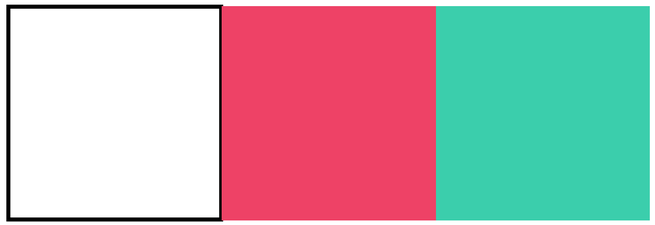


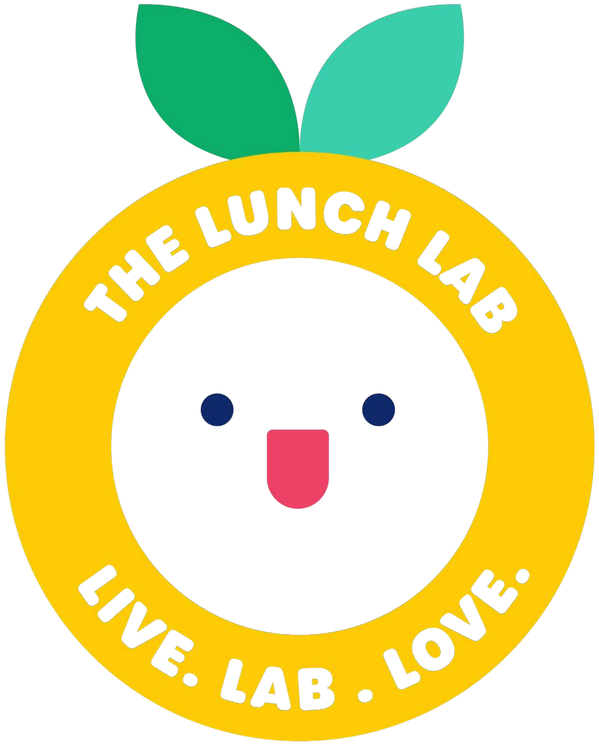

Science + Food

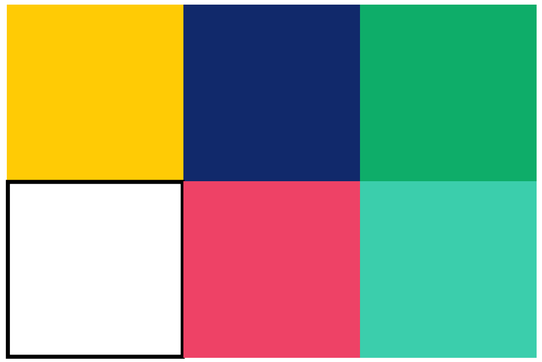



Kid-Friendly + Food


THE LUNCH LAB
LIVE. LAB . LOVE.




THE LUNCH LAB
LIVE. LAB . LOVE.



## Primary Type

**Urbane Rounded Heavy**

-

**Aa Bb Cc Dd Ee Ff Gg Hh**
**Ii Jj Kk Ll Mm Nn Oo Pp**
**Qq Rr Ss Tt Uu Vv Ww**
**Xx Yy Zz**
**0 1 2 3 4 5 6 7 8 9**

## Secondary Type

Urbane Rounded Medium

-

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Meal #1
Beef meatballs
Cranberry sauce
Mashed potato
Green beans

Meal #2
Chicken nuggets
Sweet potato mash
Dried apricots
Peas

Meal #3
Roasted chicken bites
Carrots
Peas
Rice




First Package Iterations

# CULTURED MEATBALLS & MASH

270 Calories

14g Protein

1.6 full servings of veggies

KEEP FROZEN

THE LUNCH LAB

LIVE. LAB . LOVE.

Beef Meatballs

Mashed Potato

Green Beans

Cranberry Sauce

Made with cruelty-free, lab grown meat!

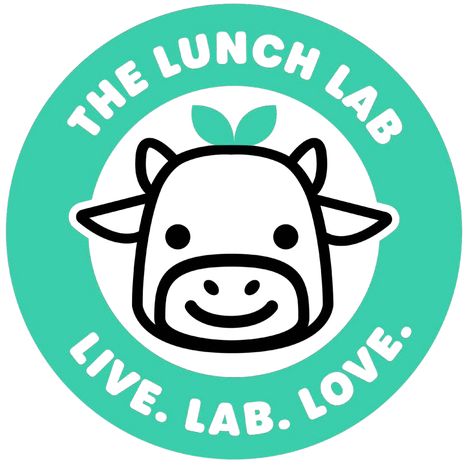
NET WT 3.5 OZ (99g)

## Old


THE LUNCH LAB
LIVE. LAB . LOVE.

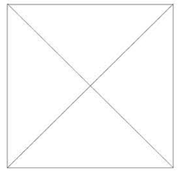

THE
LUNCH
LAB

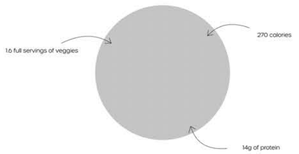
## New

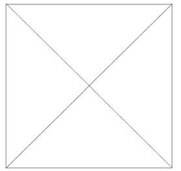

THE LUNCH LAB
LIVE. LAB. LOVE.


THE LUNCH LAB
live. lab. love.

# Package Design Iterations







## Delicious Meals Without The Hassle!

## Cultured Meat, Ready to Eat!

Are you hungry to make an environmental impact? Are your kids hungry for something more balanced than a Lunchable?
The Lunch Lab offers a solution.
With nutritional meals that are ready to eat, we use cultured meat to make lunchtime both healthier and more sustainable.

## What is Cultured Meat?

Starting at the Cell
Stem cells taken from the live animal

Grown With Love
Cells grow in a bioreactor through scaffolding

Straight to Your Table!
Meat is harvested and processed into food products

## What's On The Menu?

Subhead

Meatballs & Mash
Super long food description, beef meatballs, sweet potatoe, green beans, cranberry sauce, but with more adjectives.

Roasted Chicken
Super long food description, beef meatballs, sweet potatoe, green beans, cranberry sauce, but with more adjectives.

Chicken Nuggets
Super long food description, beef meatballs, sweet potatoe, green beans, cranberry sauce, but with more adjectives.

## We're Proud Of What's Inside!

We only choose the best ingredients for a healthier, well rounded meal

1.6 full servings of veggies
270 calories
14g of protein

## Products

Containing a great source of fruits, veggies, and protein in every meal!
Delicious, nutricious, and ready to eat in no time! Just heat & serve.

**Filter**

- ☐ Beef
- ☐ Chicken
- ☐ Pork
- ☐ Gluten Free
- ☐ Soy Free

Meatballs & Mash
Super long food description, beef meatballs, sweet potatoe, green beans, cranberry sauce, but with more adjectives.

Roasted Chicken
Super long food description, beef meatballs, sweet potatoe, green beans, cranberry sauce, but with more adjectives.

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Chicken Nuggets
Super long food description, beef meatballs, sweet potatoe, green beans, cranberry sauce, but with more adjectives.

## Checkout

**Shipping Information**

First Name: First Name
Last Name: Last Name
Address: Address
Apt (optional): Apt/Suite #
City: City
State: State
Zip: Zip Code
Phone: (xxx) xxx - xxxx
Email: Email
☐ Receive text updates on my order

**Payment Details**

Card Information: Card Number | MM/YY | CVC
☐ Billing address is the same as shipping

**Order Summary**

| | |
|---|---|
| Subtotal | $53.94 |
| Shipping | Free |
| Taxes | $0.00 |
| **Order Total** | **$53.93** |

**Your Cart**

- Meatballs & Mash − 1 +
- Roasted Chicken − 1 +
- Chicken Nuggets − 1 +
- Seared Duck − 1 +
- Pulled Pork − 1 +

## Nutrition

At a young age, it's difficult to get kids to eat a balanced meal. What we offer is a delicious veggie-filled, high in protein lunch, you just need to add heat! With our kid(and parent)-friendly meals, everyone is sure to enjoy mealtime!

Nutritionally balanced for kids
High quality protein
Fruits and veggies in every meal

## What's in a meal?

**Meatballs & Mash**

270 calories

14 grams of protein

1.6 full servings of vegetables

## Starting at the Cell

At The Lunch Lab, we choose the healthiest cows and the best cells to help us grow our meat. Instead of heading for the freezer, the cows are free to roam the fields once we've collected a sample of stem cells the size of a pea.

## Grown With Love

By allowing nature to take its course, the cells we started with grow to become fully fledged muscle and fat—just like they would inside a cow. And with enough care and attention, our meat soon reaches maturity. Natural food and a natural environment helps them grow strong — so that's exactly what we provide for our cells. Lots of nutrients, vitamins, a comfy climate and fresh air.

## Straight to Your Table!

Identical to the meat you'd get from a cow, it sizzles, it's juicy, and it's ready to eat. The only difference? Neither animals nor our planet were harmed in the making of this meat.

Keeping both your child and the environment they live in healthy.

## Cultured Meat, Ready to Eat!

Are you hungry to make an environmental impact? Are your kids hungry for something more balanced than a Lunchable?
The Lunch Lab offers a solution.
With nutritional meals that are ready to eat, we use cultured meat to make lunchtime both healthier and more sustainable.

Each meal is thoughtfully created. With carefully balance protein, fiber and vegetables to ensure your child gets the nutrients they need, all while making lunchtime both healthier and more sustainable.

# Hungry for a change?