Stimulating the senses is the most effective way of engaging people's attention. Our research with Oxford University's psychologists has given us unique insights into how we use our senses.

Eating is among the most multisensory of all experiences, stimulating; sight, smell, touch, taste and sound. We design immersive and memorable food related experiences, product themed sensory dinners and tastings, as well as gifts and mailers for press and influencers.

We use our research and creative energy to work with you in developing remarkable bespoke experiences. Surely you've heard it said that people now buy experiences not products?
Gastrophysics

the combination of gastronomy and psychophysics.

Gastronomy being the knowledge and understanding of all that relates to man as he eats, and psychophysics being the branch of psychology that deals with the relations between physical stimuli and mental phenomena.
Flavour is a construct of the mind
How Many Senses Do We Have?

- Pressure
- Itch
- Temperature
- Thirst
- Hunger
- Direction
- Time
- Kinesthetic sense (proprioception)
- Pain (nociception)
- Balance (equilibrioception)
- Vibration (mechanoreception)
‘Experience Economy’
We All Live in Separate Taste Worlds
The Influence of Colour
The Shape of Taste
“We Eat First With Our Eyes”
Apicius - 1st Century Roman gourmand
We Eat First With Our Eyes
Smell & Flavour
Smell & Flavour
Smell & Flavour - Enhancements
Smell & Flavour – Commercialised Design Applications
The Sound of Flavour
The Sound of Flavour
Texture & Flavour
Texture & Flavour
Texture & Flavour
Texture & Flavour
Project Nourished
Project Nourished

EAT ANYTHING YOU WANT WITHOUT REGRET

Project Nourished reexamines modern methods of dietary consumption by allowing participants to experience fine dining without concern for caloric intake or other health-related issues. By merging the physicality of molecular gastronomy with virtual reality, we can finally enjoy any food we want in a whole new way.
Neophobia, Nutrition & Sustainability
More than a gastronomic gimmick, these meals illuminate a key truth about the mind: the senses do not work in isolation but in concert.