

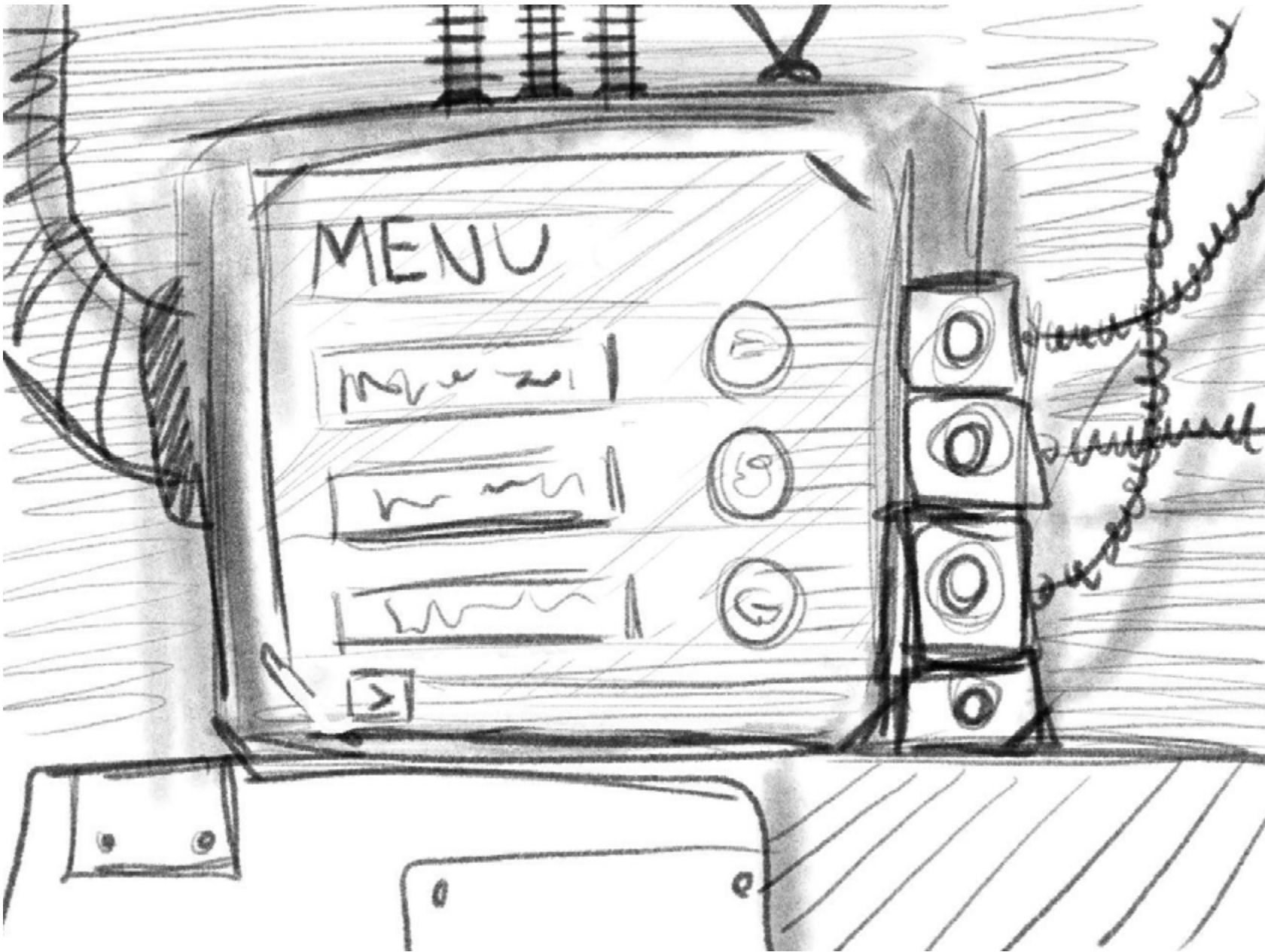
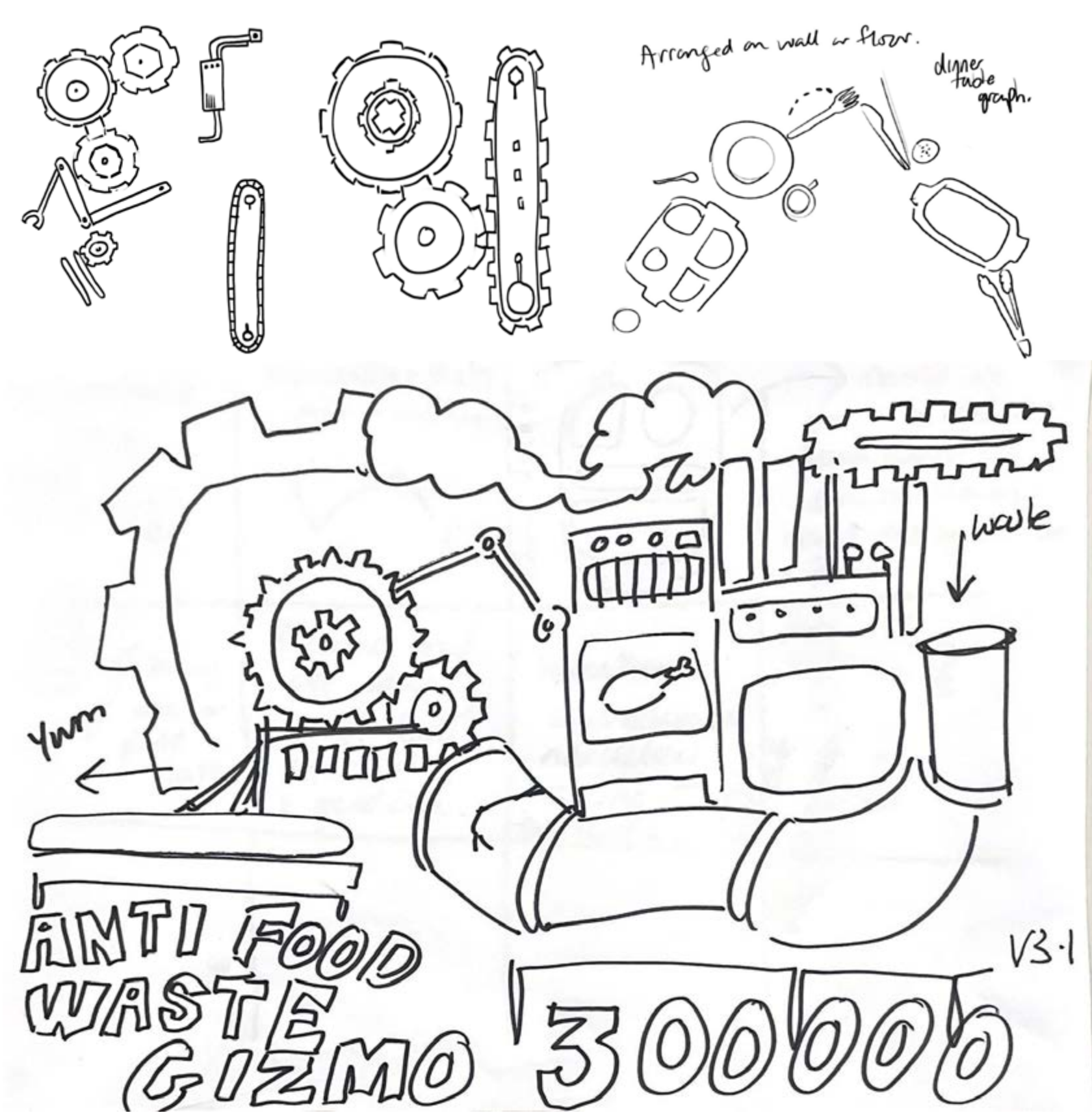
**Future Now** brings together 300 students to make, design, experiment and develop creative projects in association with partner organisations in Sheffield. In 2025, students from 7 courses participated including: Fine Art, Graphic Design, Illustration, Product Design, Interior Architecture and Design, Fashion Design and Fashion, Management and Communication.

This collaborative learning model with external businesses and organisations allows students to explore the potential of the future of design in a real world setting. Working across art and design programmes and with regional industry partners, students engage with creative learning in new ways. Working with external partners gives students the opportunity to professionalise their work and to see the relevance of it in the real world and beyond their programs.

Future Now projects value critical and creative thinking, collaboration and experimentation, while exploring important issues facing our present and future.

Future Now projects embrace the collaborative curriculum as students explore new ways of working and thinking, outside of their disciplinary boundaries. Working beyond their discipline enables students to think differently about the way in which they apply their knowledge and the ways in which they creatively work with others. Future Now projects foster new friendships, contacts and networks.

This year Future Now projects were focused around 5 themes from the United Nations Sustainable Development Goals. The themes were: Gender Equality; Good Health and Wellbeing; Industry, Innovation and Infrastructure, Responsible Consumption and Production and Zero Hunger.



# FANTASTICAL-FOOD-WASTE-MACHINE 3000

**WASTE-TO-FOOD**  
**DR HONGWEI ZHANG, ADVANCED FOOD INNOVATION CENTRE**

We were asked by the client to raise awareness about food waste and ways to reduce it using our art and design practices. We decided to create a hypothetical machine designed to end food waste in industrial settings and eventually be a household must-have!

This machine has many functions and sections that process food waste. For example, the e-nose and e-tongue tell us if the food is still edible or if it can be used for another purpose e.g. making clothing or compost. The design of this machine is ridiculous and fantastical, and it raises awareness of the desperation to solve the issue of food waste globally

We have done research into food waste in food canteens and found that it is a problem not only for wasting food but also for finance. The idea is that it would be standard for all schools to have this machine.

We have decided to target a younger audience with the depictions of our machine. Fun drawings and an animation showing the journey that the food will take. Something you could imagine being shown in an educational setting to teach kids about the importance of the issue.

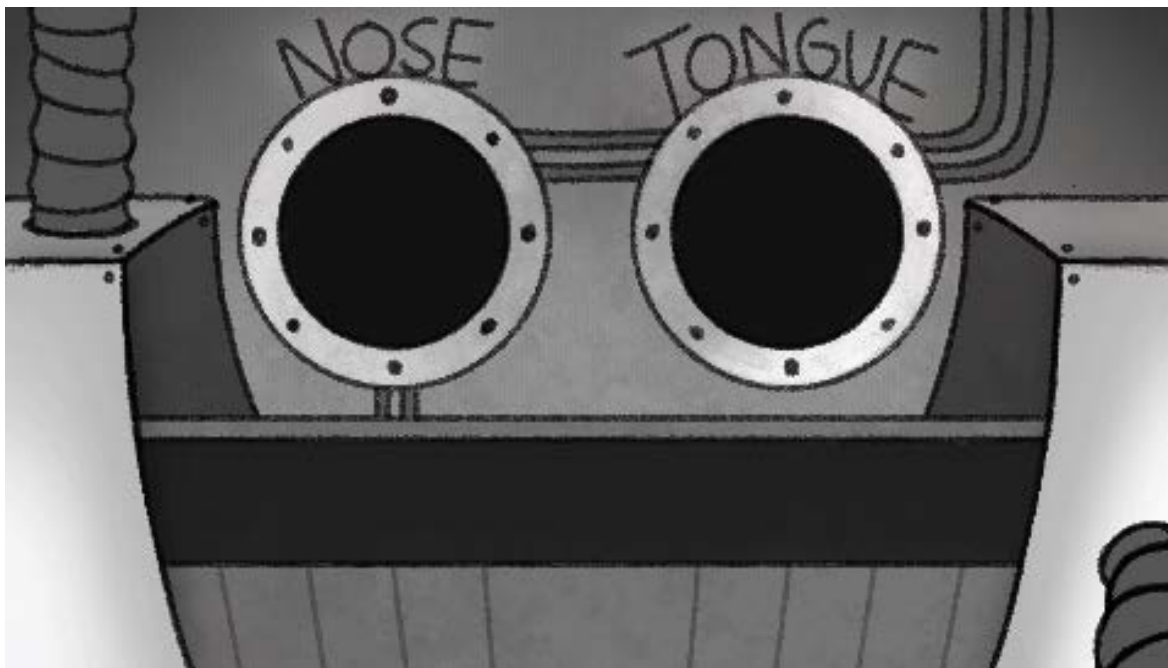
recycling materials

food input screen

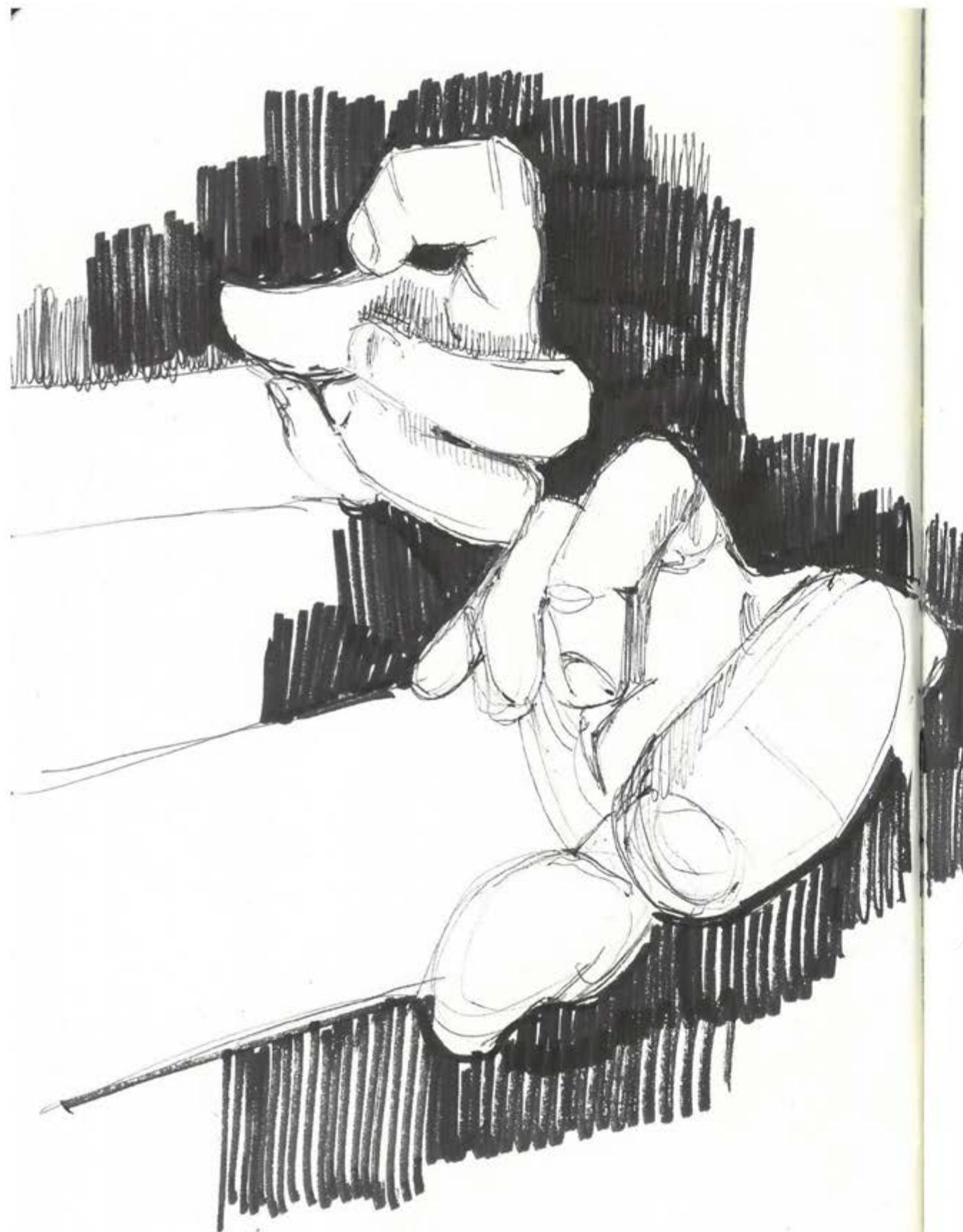
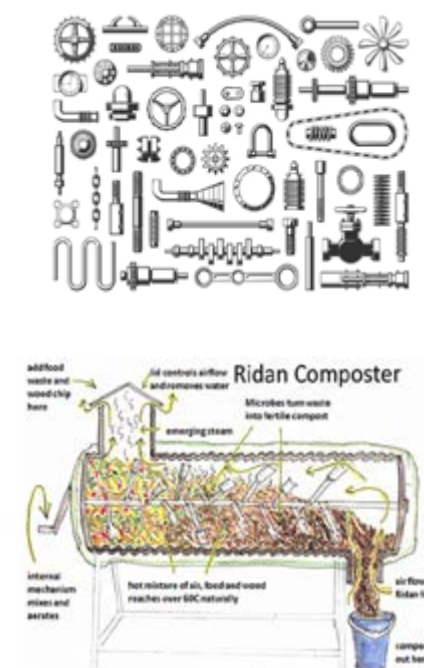
output product

Sheffield Hallam University  
Knowledge Applied





Animation - click to activate



## Zero Hunger Brief 2 waste-to-food.

- minimise waste
- transforming by-products into food ingredients.

How can art + design practices be used to raise awareness about food waste and ways to reduce it, and explore innovative waste-to-food opportunities to diminish food loss.

### BRIEF!!

- explore creative possibilities.
- exhibition at end.

Rachel Colley.

Sarah Wigglesworth.

food + emotion.

observation:  
fact  
research.

20/01/25