PriestmanGoode, the London-based design studio, has unveiled new designs to help tackle the vast amounts of plastic packaging used in takeaway food deliveries. The project is the latest in a wide range of concepts the studio has created that highlights how design thinking can help us tackle some of the big issues in everyday life, and lead us towards a more sustainable future.

Jo Rowan, Associate Director of Strategy at PriestmanGoode explains: “We wanted to re-think food delivery and takeaway in a bid to minimise the environmental impact of convenience culture.”

Online food delivery and takeaway is a market worth over $53 billion a year globally*. This is according to figures released in 2019, before the global Covid-19 pandemic. The latter has already affected the takeaway industry, with thousands of restaurants in the UK signing up to delivery platforms since March as the lockdown came into force and they tried to adapt to new revenue models to ensure the survival of their business. Between this, and the continued rise in the convenience of online ordering through platforms such as Deliveroo and UberEats in the UK, or GrubHub in the USA, means we will keep seeing an increase in takeaway food culture.

Rowan continues: “We began this project before the pandemic took hold, with a goal to design takeaway packaging as a desirable object; create something that customers would value and that would lead to positive changes in behaviour. This has become even more important now, as there has been a rise in at home dining and the concept of ‘tablescaping’ - elaborate, decorative table arrangements - has moved from social events into the home. It presents an opportunity for design to create

- The concept has been created as part of the Wallpaper* Re-Made project
- The London-based studio has designed a range of bento-style food containers and a bag for takeaway deliveries based on circular design principles
- It aims to encourage positive behaviour change by creating packaging that is seen as a reusable, desirable object, rather than disposable
- Images available here. Renders courtesy of PriestmanGoode, photography by Carolyn Brown
- For interviews, please contact Anna Meyer, Head of Communications on anna@priestmangoode.com
something that can contribute to a sense of occasion, that is beautiful, practical and sustainable. As a society, we have to move away from a culture of disposables, and focus on principles of circular economy.”

At the heart of PriestmanGoode’s new concept in re-thinking takeaway culture are:

- The return of reusables - creating products with value and creating a system whereby consumers are rewarded for positive behaviour
- Sustainable materials - alternatives to plastics, working with natural materials wherever possible
- Zero waste - alternative biodegradable solutions to clingfilm to combat leaks and spills
- Universal packaging - bento box style containers instantly halve the amount of packaging required, by removing lids. The packaging is designed to be transferable between restaurants
- Dining experience - creating packaging that can be used for presentation, contributing to creating a sense of occasion at home
- Improved delivery quality - temperature control, delivery efficiency

PriestmanGoode conducted extensive research into food safe materials that could replace the ubiquitous plastic containers that are currently in use, and explored options to replace single use plastics.

Materials had to meet a range of criteria from heat proof, lightweight or recyclable to insulating. Maria Kafel-Bentkowska, Head of CMF, explains: “We looked at a broad spectrum of materials, from those that are at an early stage of development, to commercially available materials made from byproducts, and low impact materials derived from nature, that will either biodegrade or can be reused.”

PriestmanGoode eventually settled on the following materials and material partners:

- Bioplastic for the containers - made from by-product from the cacao industry. This material has been created by designer Paula Nerlich
- Mycellium for insulation - created by design studio Ty Syml, mycellium is a material that is grown using waste from the food industry to create a lightweight material ideally suited for insulation in the takeaway delivery bag
- Lexcell by Yulex for the food container and bag handles - 100% plant based, neoprene-free specialty natural rubber material. The natural rubber is sourced only from plantations with Forest Stewardship Counsel (FSC) certification.
- Nuatan by Crafting Plastics for the bag (outer) - made from 100% renewable raw resources, biodegradable, can withstand high temperatures and would withstand the pressure if dropped
- Piñatex for the bag lid - Piñatex is a natural leather alternative made from cellulose fibres extracted from pineapple leaves

Rowan explains: “We know that adding a value has an impact on behaviour. In the UK, plastic bag consumption in supermarkets went down 90% since the introduction of the 5p - and subsequently 10p - tax in 2015. Provided with the right incentives, we know that consumers are willing and able to quickly modify their behaviours to more sustainable patterns. Introducing a reward-based system, whereby consumers would be given incentives, such as discounts, for returning takeaway packaging into the system, we know would have a positive impact.”

Working with circular models presents its own set of challenges, particularly at this time. The Covid-19 pandemic has had a big impact on behaviour and on the focus of the
Kafel-Bentkowska adds: “Understandably, hygiene and safety have risen to the top of the agenda, but it’s imperative that we continue to push for innovation towards a more sustainable future. The two things have to go hand in hand, we cannot focus on hygiene at the expense of the environment. We have been talking to our material partners about antimicrobial additives that could be applied to our selected materials to enhance safety, without having a negative impact on the environment.”

PriestmanGoode has consistently invested in self-initiated projects that address some of society’s most pressing challenges, from improving travel for passengers with reduced mobility to reducing waste in travel. This latest project furthers the studio’s work in applying design thinking to raise awareness and positively impact everything from the supply chain through to consumer behaviour.

Rowan adds: “It’s a big issue, and more complex than just the packaging that we use, as we also need to improve the entire waste management infrastructure so that it can better cope with the disposal of sustainable materials. But it’s imperative that we move forward, that we continue to innovate, to push the envelope, to question, to encourage positive behaviour change and that we move towards a circular economy.”

PriestmanGoode’s concept is featured in Wallpaper* magazine’s August issue, available from 9 July. The concept will be exhibited at the Salone del Mobile in 2021 as part of the Wallpaper* Re-Made exhibition.
NOTES TO EDITORS

*Takeaway culture worth over $53 billion globally - 2019

About PriestmanGoode

PriestmanGoode is a design studio dedicated to designing a better future. The London and China based company specialises in large scale projects in infrastructure, transport, hospitality and product design. Their work is used by millions of people around the world, every day.

Priestmangoode.com

About Wallpaper* Re-Made

Wallpaper* Re-Made brings together the best and the brightest - designers, architects, artists, inventors, scientists, engineers, makers and manufacturers:

• To re-make the physical world as a smarter, kinder and more sustainable place
• To re-imagine the many and useful lives and after-lives of beautiful objects, tools and buildings
• To explore the possibilities for circularity in manufacturing and materials
• To re-think our relationship with the things we buy and use
• To re-plot the way we move and the places where we live and work
• To re-consider what we covet and cherish, and why

Wallpaper.com

About the materials/material partners

Paula Nerlich

Paula Nerlich is a designer and explorer whose work is driven by circular design. She specialises in Material Design, Trend Research and Sustainable Innovation. Her work aims to support the elimination of so called food waste through the creation of circular biomaterials from industrial food production surplus. She also wants to prompt discourse around the value of waste as a resource and the place of new products and materials in a circular economy.

Paulanerlich.com

Tŷ Syml

Tŷ Syml is an award-winning experimental design studio based in Cardiff, South Wales founded by Adam Davies, Adam Humphrey and Daniel Davies. They are currently focusing on the use of mycelium (mushroom) composites as a material to create a range of products such as lampshades and acoustic wall panels. With a focus on sustainability, the materials they develop are designed to have a negligible impact on society and the environment.

Tysyml.co.uk/

Crafting Plastics!

Crafting plastics! studio was founded in 2016 by product designer Vlasta Kubašová and production designer Miroslav Král. The studio works on
developing products with sustainability and transparent production at their core. Their goal is to develop products made from bioplastics where they are in full control of the lifespan of the product, from its origin - in the form of unrefined material - through the final product until its inevitable decay.
Craftingplastics.com

Piñatex
Ananas Anam are the makers of Piñatex, an innovative natural textile made from waste pineapple leaf fibre. The leaves are the byproduct of existing agriculture, and their use creates an additional income stream for farming communities. Piñatex is a natural, sustainably-sourced, cruelty-free material.
Ananas-anam.com

Margarita Talep
Margarita Talep is an industrial designer based in Santiago de Chile. Her work focuses on material exploration, sustainability and circular economy.
Margaritatalep.com