

Gastrophysics: The Multisensory

Science of Eating

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Perception-enhancing sculptural ceramics
from Japanese potter Reiko Kaneko

Gastrophysics, the new science of eating, focuses attention on ‘the everything else’ apart from the food that nevertheless still influences the tasting experience, be it in the high-end restaurant or the home: Everything from the colour and texture of the plate on which the food is served, through the weight of the cutlery that is used to consume it (assuming that there is any, which can’t always be guaranteed these days), not to mention the music that happens to be playing in the background. Gastrophysics aims to bring the scientific approach, inspired by the latest neuroscience insights concerning the multisensory integration of cues from taste, smell, touch, sight and sound, together with the best in culinary artistry, in order to help design more engaging, more enjoyable, and more memorable experiences for diners. In this talk, I will demonstrate how the diners’ perception of the quality of food and drink is influenced by the multisensory aspects of cutlery and plateware, understood through the lens of the crossmodal correspondences.

Reference:

Spence, C. (2015). Multisensory flavour perception. *Cell*, **161**, 24-35.

Spence, C. (2017). *Gastrophysics: The new science of eating*. London, UK: Viking Penguin; Winner of the 2019 Le Grand Prix de la Culture Gastronomique from Académie Internationale de la Gastronomie.

Biography:

Charles Spence is Professor of Experimental Psychology at the University of Oxford, the UK. His research focuses on how a better understanding of the human mind will lead to the better design of multisensory foods, products, interfaces, and environments in the future. Over the last two decades, Charles has consulted for a number of multinational companies advising on various aspects of multisensory design, packaging, and branding. He has published 15 books and almost 1,000 peer-reviewed academic articles on the role of the senses in everyday life. See short video at: Charles Spence – Sensploration (FoST 2016). <https://vimeo.com/170509976>; And profile at: <http://www.newyorker.com/magazine/2015/11/02/accounting-for-taste>; "The Perfect Meal" |Talk at Google: https://www.youtube.com/watch?v=JgUVjKsP_wc; AEG Tasteology: <http://www.aeg.co.uk/taste/inspiration/tasteology/>.