author

Angéla Góg

supervisors

Pál Koós Habil., professor Anikó Illés PhD Habil., associate professor

Moholy-Nagy University of Art and Design Doctoral School, 2020

title

THE TASTE OF MEMORY

Research of taste-memories based on recallability and preservability

theses

The aim through my work is to materialize memories.

My objective is to relive events related to senses by applying Proust's memory exercises, in other words, to be able to guide others summon certain episodes leading to specific memories. Exacerbated foods summon those well-forgotten events through sensory stimuli in my projects. Through the course of my work, the ability to savour one another's memories is gained.

CONCEPT

My notion is that we all have an indivisible connection, network among us that, with the help of certain foods, can be used to express this perception as well as reinforce it.

In order to experience one another's memories, we must discover common strands that connect us through which we otherwise would not be able to do so. By sharing these specific sensory stimuli though memories and stories, we can get more insight by way of the similarities shared. As unfamiliar beings, we become accustomed to one another through tallying our individual memories to become a collective one.

METHOD

By creating a memory cycle process, individual sequences will evoke collective experiences which may influence the subject and enable them to generate more.

The basis of the memory cycle process indicates an emotion to act on a memory which in turn secures a minor linking surface to the participants where sharing common recollections may lead to life altering experiences. Personal stories lend to the process of the fundamental aspects such as taste, texture and shape which altogether can be moulded to become a collective memory. Perpetual cycles and positive influence are vital to the method.

MEDIUM

Food is the absolute medium as it known to us all and is our common language.

Food creates emotional memories which are stored for later context. Sensory stimuli can readily evoke those moments again since they can be employed as a catalyst in the visualisation process. Owing to our common experiences, we can comprehend, taste and communicate these memories with one another through the recollections we share.

CONCLUSION

It is essential for us to conserve our memories in order for us to be able to retain and pass on our individual and common pasts.

Our food related stories and memories must be preserved in order to be able to pass them on to future generations. Through the conservation of sensory stimuli, we will be able to create a bridge between past and present in order to secure our future memories.

OBJECTIVE

The basis of our comfort zone is to be able to keep recollections, secure them with the aid of these foods and help of the methods in order to enable them to be shared and conserved in order to provide a better ensured future.

The experiences we know provide us with stability to counter the fear of the unknown. Tastes of the past are part of the nature of whom we are and those which define our identity. An indispensible task, as well as a future challenge, is to reflect on the ever-changing tendencies among us today in order to still be able preserve memories for future generations.