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Controlling portions at the sauce

A Northumbria University student has designed a product to help people control their food portions more easily.

Hyejin Choi, a final year Design for Industry student, has created ‘&Measured’ – a range of cooking utensils and storage solutions that incorporate food portion control measures and serving guidelines to help users make healthy choices when preparing food.

The assortment includes a chopping board illustrated with actual-sized examples of recommended serving portions for foods such as peanut butter, yoghurt, salad dressing and gravy; a pasta dispenser designed to pour out

recommended individual servings of pasta; and a variety of portion control cooking spoons that provide accurate measurements within the bowl of the spoon.

Hyejin, originally from South Korea, designed the product to encourage and help busy people to eat healthily.

The 24-year-old said: “For urban people with busy lives, being healthy is a constant issue as having a healthy body by controlling foods consciously and unconsciously is as important as a healthy mind.

“The ‘&Measured’ collection is designed to help young professionals with portion control to help them have a healthy lifestyle. The product range is designed to help people prepare properly proportioned foods at home in a quick and convenient way.

“The products are a great solution to control not only portions but also the amount of utensils needed in the kitchen, thanks to its multiple functions. They are designed to be a useful time-saving device that will help people take the first steps to a healthier lifestyle.”

‘&Measured’ will be on display, alongside the work of fellow final year Design students, at the REVEAL: Design show from June 20. One of the North East’s most anticipated cultural events, REVEAL: Design is respected by many industry professionals and sees hundreds of visitors pass through its doors each year.

This year, the show is part of the wider Festival of the North East and will run alongside the University’s REVEAL: Arts and REVEAL: Media shows.

Renowned for producing the best new designers Northumbria Design has alumni working for River Island, Abercrombie and Fitch, Apple, Mars, Habitat, Phillips, BBC and Nokia to name a few.

Work will be on show from across the Design programmes, including Fashion, Graphic Design, Motion Graphics, Animation, Design for Industry and Transportation Design. Also on show will be a selection of work from postgraduate courses; MA Design, MA Design Management, MA Design Professional Practice, and MA/MSc Multidisciplinary Design Innovation.

REVEAL: Design will be exhibited at Northumbria University Design, Newcastle, every weekday between 20-27 June. Entry is free for members of the public and doors will be open from 10am to 4pm.

The work of selected Northumbria Design graduates will also be show at New Designers, London, in July. New Designers sees over 3,000 of the most talented, newly graduated designers showcasing the future of design and creativity. The event runs from 3-6 July.

Alumni from Design for Industry, Transportation Design and 3Dimensional Design are invited to attend a networking event organised by staff and graduating student following the New Designers Private View on 3 July at the Metal Works, Angel, Islington. Anyone interested in attending should contact howard.fenwick@unn.ac.uk

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