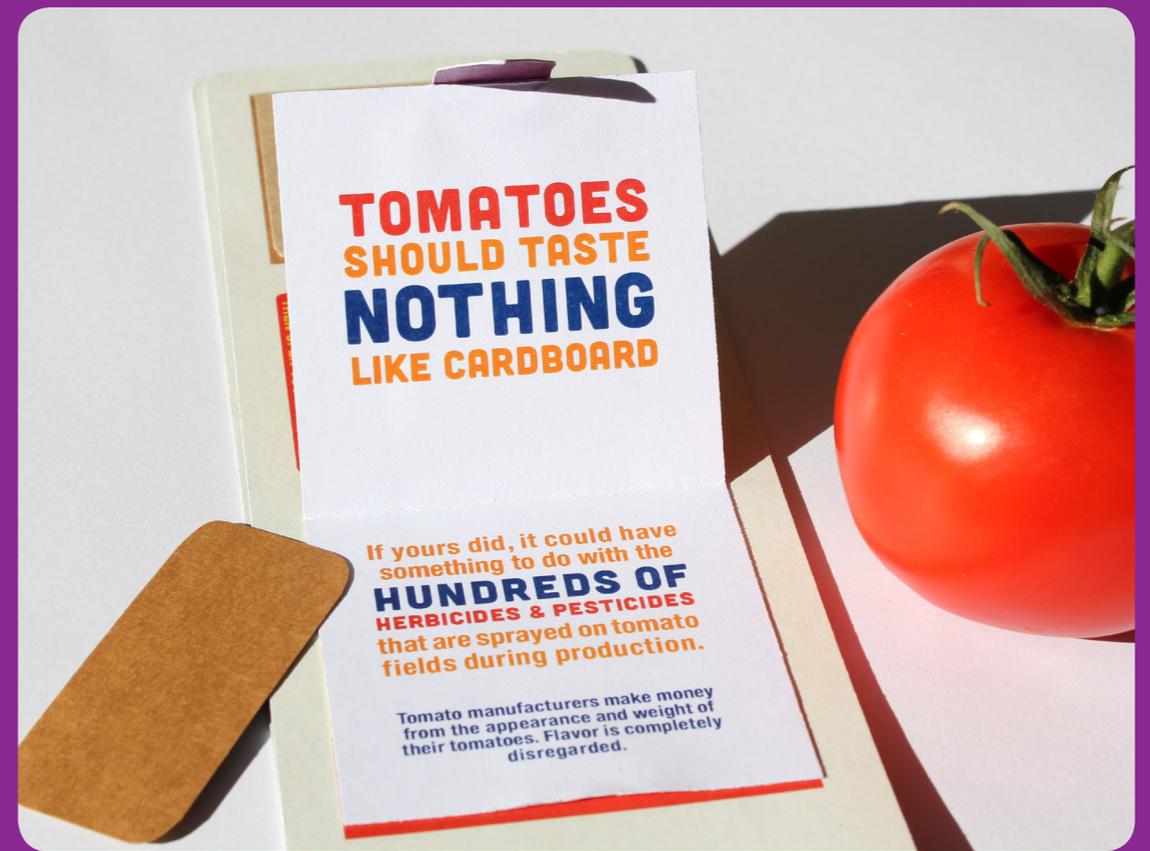


PROJECT OVERVIEW:

My project is an interactive book that tests and questions the physical and nutritional characteristics of a modern supermarket tomato. The past decade has seen many changes in the international production of commercial tomatoes. My design asks users to investigate the sensual characteristics of their tomato and question what it is lacking and why. Through applying the tests and reading the information provided, users gain insight into some of the agricultural practices that are taking place and the effect they are having on the tomatoes.

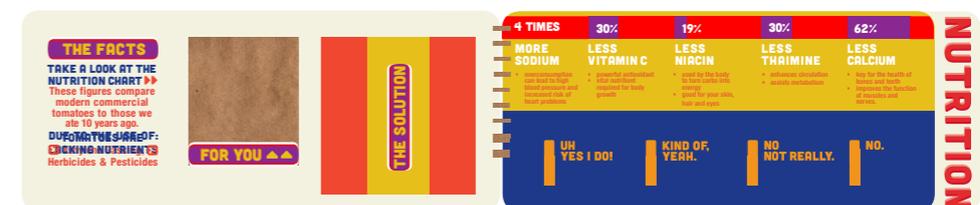
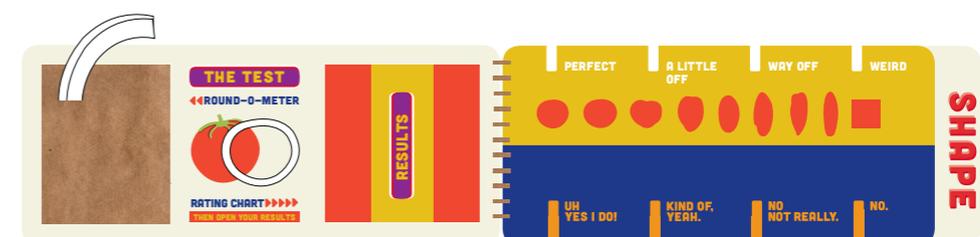
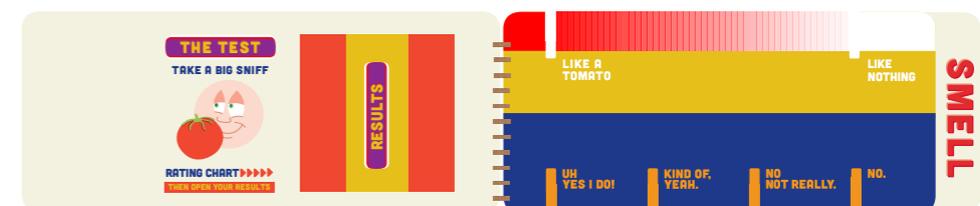
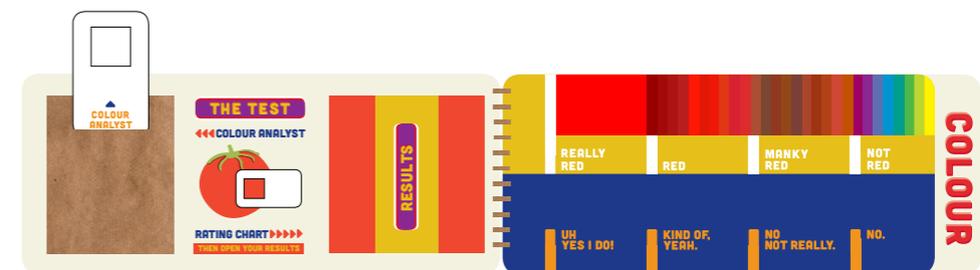






THE TESTS:

Each test requires an analysis of the bought tomato. The user then places their arrows onto the relevant chart to make a rating and determine how much they care. Next they open the results envelope, which reveals some of the factors that have changed the tomatoes we buy.

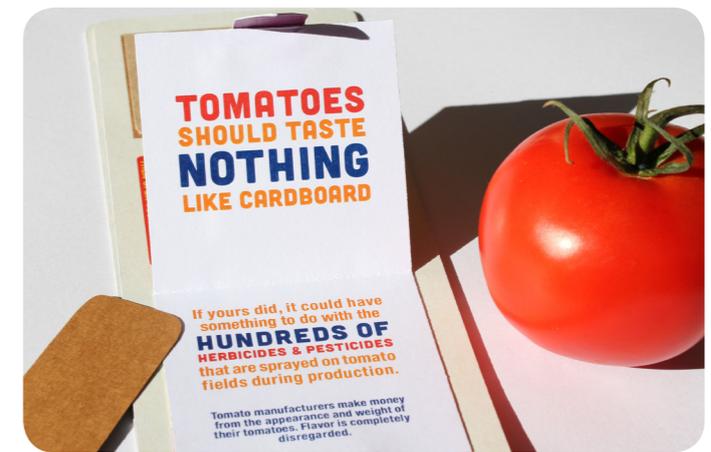




1. **UNDERTAKE TEST**



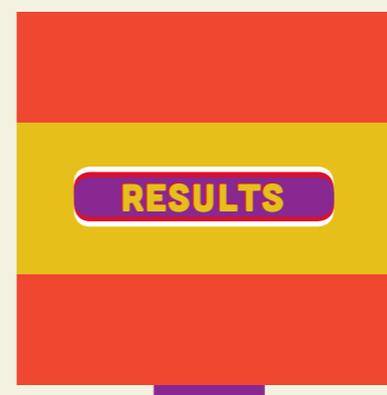
2. **MAKE RATING**



3. **VIEW RESULTS**

COLOUR

This test highlights and questions the fact that modern tomatoes are so unnaturally red. The 'Results' envelope reveals that artificial gassing is used on tomato fields to acquire the 'marketable' colour we see in tomatoes today.



So... chances are your supermarket tomato was **REALLY RED**
...WHAT'S WITH THAT?

Have you noticed that tomatoes are getting **REDDER AND REDDER?**

THIS IS NO NATURAL PHENOMENON!

Commercial tomatoes are **ARTIFICIALLY GASSED** with ethylene spray to acquire a marketable colour.

They may look great, but this process is having a serious effect on the taste, smell and nutrition of tomatoes.



TASTE

It has been argued that modern supermarket tomatoes are bland and flavourless. This humorous taste test urges users to really consider how flavoursome their tomato is.



TOMATOES SHOULD TASTE NOTHING LIKE CARDBOARD

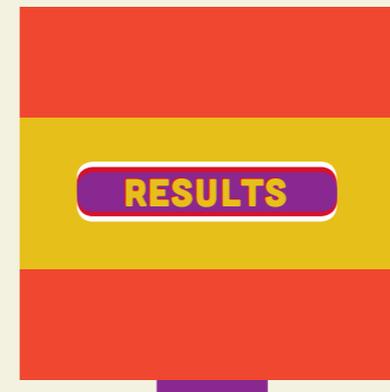
If yours did, it could have something to do with the **HUNDREDS OF HERBICIDES & PESTICIDES** that are sprayed on tomato fields during production.

Tomato manufacturers make money from the appearance and weight of their tomatoes. Flavor is completely disregarded.



SMELL

Allegedly, modern tomatoes are lacking the natural smell of tomatoes we could buy 10 years ago. Users analyse the scent of their tomato and can read about why this may be.



A tomato is a vegetable; a plant grown in the earth. **NATURALLY,** IT SHOULD HAVE A SMELL.

If your tomato had no smell there is something wrong.

used in modern agriculture have changed all aspects of eating a bought tomato.

THE TEST
TAKE A BIG SNIFF

RATING CHART ▶▶▶▶▶
THEN OPEN YOUR RESULTS

RESULTS

YOUR RATING

LIKE A TOMATO

LIKE NOTHING

SMELL

UH YES I DO!

KIND OF, YEAH.

NO NOT REALLY.

NO.

DO YOU EVEN CARE

SHAPE

Modern supermarket tomatoes are significantly more uniform and 'perfect' looking in shape and appearance. This segment speculates how and why the shape of tomatoes has changed.



Was your bought tomato **BLEMISH-FREE & PERFECTLY ROUND?**

It's not surprising.

A perfect looking tomato makes money.

The leading agricultural institutions are spraying **HUNDREDS OF HERBICIDES & PESTICIDES** to produce perfect looking tomatoes for you to buy.

THIS COMES AT A PRICE.

THE TEST

◀ **ROUND-O-METER**

RATING CHART ▶▶▶▶

THEN OPEN YOUR RESULTS

RESULTS

YOUR RATING

PERFECT | A LITTLE OFF | WAY OFF | WEIRD

UH YES I DO! | KIND OF, YEAH. | NO NOT REALLY. | NO.

DO YOU EVEN CARE

SHAPE

NUTRITION

Researchers have discovered a lack of nutritional value in modern commercial tomatoes. On this final spread, users can read about what they are losing out on and why. The final 'Solution' encourages users to grow their own tomatoes and a packet of tomato seeds is provided.



THE FACTS

TAKE A LOOK AT THE NUTRITION CHART ▶▶
These figures compare modern commercial tomatoes to those we ate 10 years ago.

TOMATOES ARE LACKING NUTRIENTS DUE TO THE USE OF:

☒ Ethylene Gassing, ☒ Herbicides & Pesticides



FOR YOU ▲▲



THE SOLUTION

4 TIMES	30%	19%	30%	62%
MORE SODIUM	LESS VITAMIN C	LESS NIACIN	LESS THAIMINE	LESS CALCIUM
<ul style="list-style-type: none"> • overconsumption can lead to high blood pressure and increased risk of heart problems 	<ul style="list-style-type: none"> • powerful antioxidant • vital nutrient required for body growth 	<ul style="list-style-type: none"> • used by the body to turn carbs into energy • good for your skin, hair and eyes 	<ul style="list-style-type: none"> • enhances circulation • assists metabolism 	<ul style="list-style-type: none"> • key for the health of bones and teeth • improves the function of muscles and nerves.
UH YES I DO!	KIND OF, YEAH.	NO NOT REALLY.	NO.	

NUTRITION

GROW YOUR OWN

If you care about the
NUTRITION
TASTE & SMELL
of your tomato
more than it's
GOOD
LOOKS

Grow your own with the seeds
provided and enjoy a more
natural tomato!

THE SOLUTION

