The Future Kitchen Virtual Reality Experience

20 May 2019

The VR Future Kitchen project is a series of infotaining VR videos published on Food Unfolded. FoodUnfolded is a global, digital platform that creates and shares original content on the latest food and agricultural innovations. It aims to connect the general public through entertainment and education on the most relevant topics of today, including health, nutrition and sustainability.

Specifically, about VR Future Kitchen, we are developing a series of virtual reality videos with the ultimate goal of entertaining and educating the general public (in particular the youth) about new food technology and how innovation is impacting our food habits. Virtual reality allows the viewer to be immersed in a totally novel environment and experience an innovative story about food sustainability. These videos will encourage younger generations to act in favour of food sustainability and embrace a healthier nutrition.

The section of Future Kitchen on the Food Unfolded website is now live here.
EUFIC interprets a key role in supporting the creation of VR/video series material in line with the cultural guidelines of MyFoodPortal. EUFIC will contribute to video content, including animation and filmed videos. In order to monitor consumer engagement and success, EUFIC will promote the series via online/social media channels, and track video progress/success.

This activity has received funding from EIT Food, the innovation community on Food of the European Institute of Innovation and Technology (EIT) under Horizon 2020, the EU Framework Programme for Research and Innovation.

EIT Food is Europe’s leading food innovation initiative, working to make the food system more sustainable, healthy and trusted.

You can follow Future Kitchen on Food Unfolded platform or via Instagram.