

# Meet your Food!



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## INTRODUCTION / “Meet your Food!”

We'll invite families to connect with sustainable agriculture on a local level using an interactive Mr. Potato Head sculpture located in a London farmers market. This sculpture would have interchangeable parts in the shape of various produce sold at the farmers market. There would also be an integrated scavenger hunt encouraging children to find the produce at the market to make their own Mr. Potato Head at home.

We aim to inform young children about nutrition and the benefits of eating locally. Eating healthy will become a fun sensory experience!



**31** **Mr Potato Head**  
Designed by George Lerner  
Manufactured by  
Peter Pan Playthings Ltd  
About 1960  
Peterborough, England

Given by Mrs. N. A. Marshall  
Museum no. MISC.124-1980

## PHASE/ 01. Research and Design Analysis

- Aimed at families with younger children
- Inviting sculpture in frequently visited park located by a primary school
- Active and social experience
- Young children love tactile, sensory experiences
  - “Sensory play builds observational skills and abstract thinking and encourages experimentation” (Pelly)
  - Mr. Potato Head was designed to be a tactile learning experience improving “hand-eye coordination, fine motor skills, body part recognition, and body map awareness” (Educatal)
- Young children may not be the most informed about nutrition and where their food comes from



# Primrose Hill

Near Primrose Hill Farmers Market



Located near St. Paul's Primary School in a residential area. There aren't many commercial fronts in the area, except for a few produce stands and cafes.

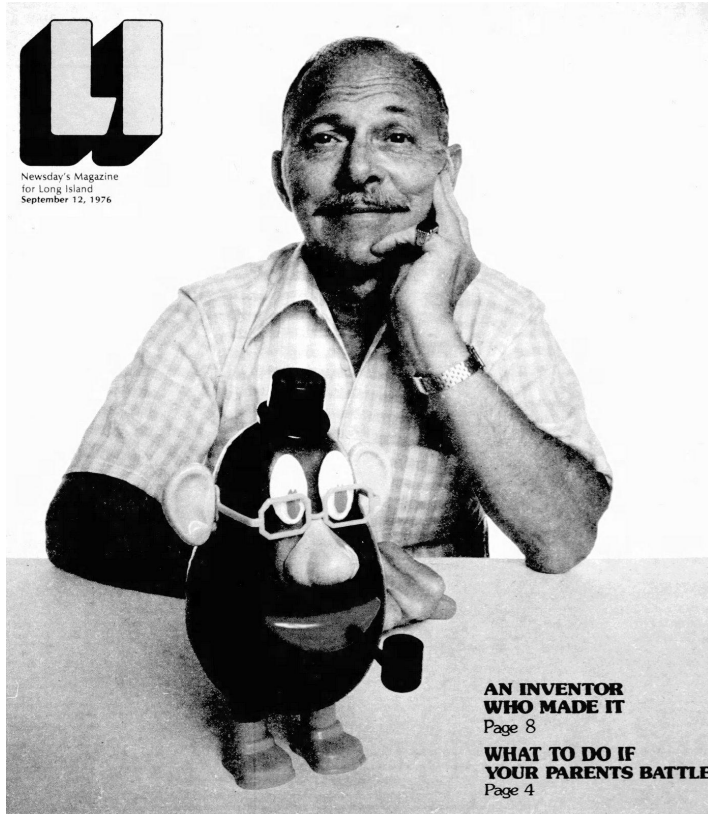
- Bus station (~6 min away)
- Underground station (~10 min away)
  - Easily accessible via public transport
- School children would be able to see the sculpture from the school yard, sparking curiosity



Pictures of the site

- Location and visibility invites kids and parents to approach
  - see information about the farmers market that happens on Sunday, as well as fun facts about the benefits of eating vegetables and fruits
- Prompts families to visit the nearby farmers' market and support local agriculture
  - Similarly, we'll use local produce as inspiration for features
  - Collaboration with farmers' market vendors
    - Ex. design Mr. Potato Head's Produce facial features around what is seasonably available at the market
- During market hours, it will be an obvious point of curiosity for guests, causing them to engage and make more intentional decisions about purchasing from vendors





- Flyers on Mr. Potato Head
  - Will include a guide for recreating it at home using fruits and vegetables
    - only necessary supplies are toothpicks and parental supervision
  - “George Lerner (founder of Mr. Potato Head, 1949) would often take potatoes from his mother’s garden and, using various fruits and vegetables as facial features, he would make dolls for his younger sisters to play with”
- Facilitate discussion of where our food comes from, and the benefits of eating locally



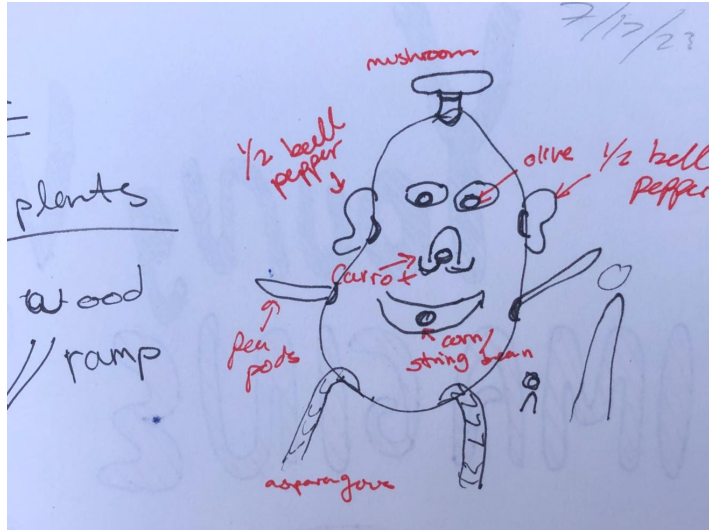
- Promotional materials around Primrose Hill area
  - Flyers
  - Poster on various public transport stops
- Recall that sculpture will be widely visible, attracting visual attention
- Word of mouth
- Visitors will likely want to photograph their creations

## PHASE/ 02. Concept and Design Proposal

- Large scale sculpture of Mr. Potato Head; short enough for children to interact with
  - Visitors choose facial features on pegs
  - Features would be oversized toy produce resembling those sold in nearby farmers market
  - Possible examples
- Mounted on dirt
  - Surrounding sculptures (half buried in ground) will have nutrition facts, flyers, and encourage interaction



- Tied back to farmers market; will encourage supporting local agriculture
  - Promote community ties
- Encourage children to use the local produce at the market to make their own potato head (with toothpicks, potatoes, carrots, peas)
  - Directly benefits the local agricultural community
  - Fun scavenger hunt for children to find ingredients
  - Encourages children to eat healthy; promotes the idea that fruits and vegetables can be fun too



COB



## “Play Work Build” by David Rockwell

- Aimed towards children
- Interactive
- Interest in shared construction and creativity
- Informational
  - Accompanying unit with background of architectural games

## PHASE/ 03. Detailed Design Solutions

- Each facial feature (produce) will be connected to its history, some nutritional facts, or origins
  - Communication with vendors - where their food was grown, benefits of local agriculture
  - Nearby display with a short paragraph of text for each vegetable/fruit
  - Information about the specific produce will be written on each peg, encouraging children to interact with them



- Main sculpture
  - Cob with weather-resistant coating
    - “Cob, cobb, or clom is a natural building material made from subsoil, water, fibrous organic material, and sometimes lime.”
- Produce facial features
  - Soft material
  - Must fit easily into sculpture holes
- Soft, natural colors
- Peg system (perhaps using recycled wood)



# MR. POTATO HEAD GUIDE

## TYPOGRAPHY

FONT SPECIMEN

### ROCKWELL

abcdefghijklm  
nopqrstuvwxyz  
1234567890

HEADER TEXT WEIGHT  
ROCKWELL BOLD

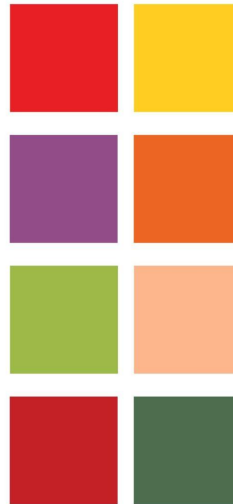
**Aa**

SUB HEADER TEXT WEIGHT  
ROCKWELL REGULAR

**Aa**

BODY TEXT  
HELVETICA LIGHT  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

## COLOR GUIDE



## MATERIAL GUIDE



COB



RECYCLED WOOD

## PHASE/ 04. Design Documentation and Intent



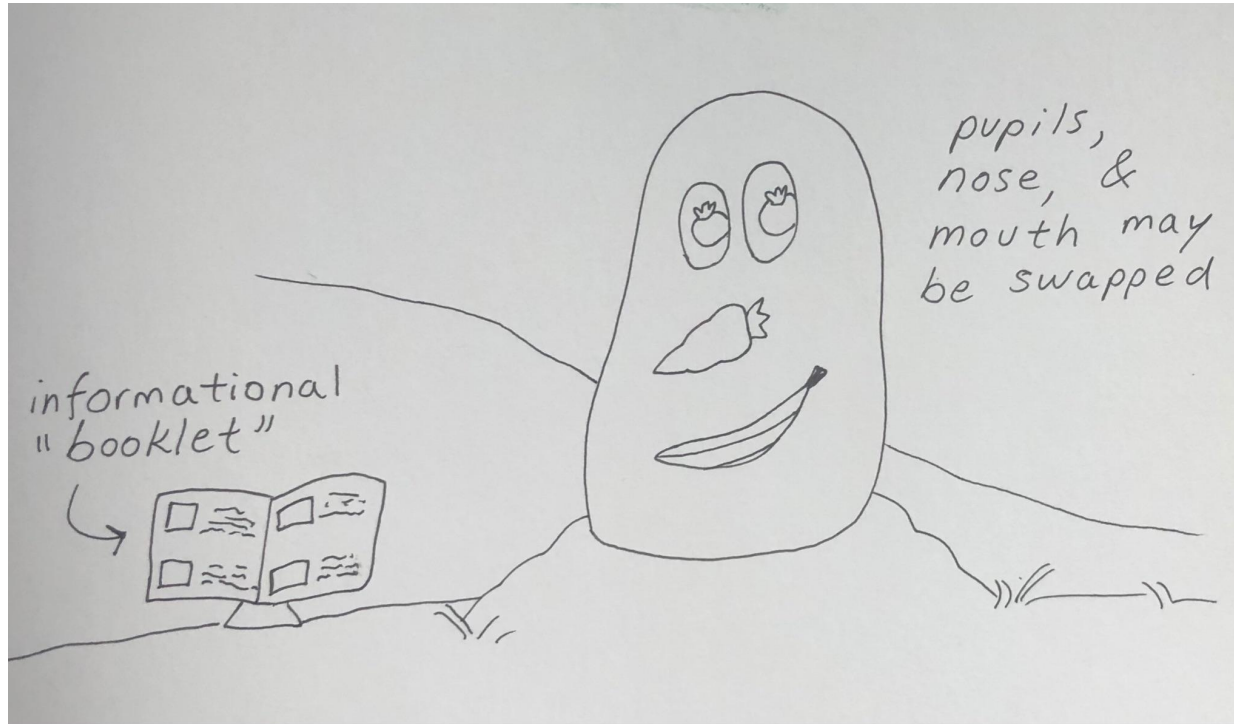




Generated using tinywow



(Schatz)



Booklet pages will be thick material, but pages can still be flipped

Facial features kept in a nearby bin / on a blanket on the ground for easy accessibility





## Works Cited

- Educatal. "Exploring with Mr. Potato Head." Educatal, Educatal, 20 Mar. 2017, [www.educatal.com/page/1169/Exploring-with-Mr--Potato-Head.html#:~:text=Although%20it%20seems%20like%20a,recognition%2C%20and%20body%20map%20awareness](http://www.educatal.com/page/1169/Exploring-with-Mr--Potato-Head.html#:~:text=Although%20it%20seems%20like%20a,recognition%2C%20and%20body%20map%20awareness) . Accessed 20 July 2023.
- "Mr. Potato Head." Idahopotatomuseum.com, 2016, <https://idahopotatomuseum.com/mr-potato-head/> . Accessed 20 July 2023.
- Pelly, Julia. "Sensory Play: 20 Great Activities for Your Toddler or Preschooler." Healthline, Healthline Media, 15 June 2020, [www.healthline.com/health/childrens-health/sensory-play#benefits](http://www.healthline.com/health/childrens-health/sensory-play#benefits) . Accessed 20 July 2023.
- Schatz, Lindsey. "Food Activity for Kids - the Real Life Mr. Potato Head." 7 Days of Play, 10 Sept. 2021, <https://7daysofplay.com/food-activity-for-kids-real-mr-potato-head/> . Accessed 20 July 2023.