



# To the Bone

Trends & Identity  
- Depot für Wandel

Yannick Burkard, Timon Valkanover

& zine



**Lobster**

**Shrimp**

**Oyster**

**Turkey**

**Duck**

**Calf**

**Goat**

**Fish**

**Rabbit**

# **ANIMALS!**

**Deer**

**Pig**

**Cow**

**Mussels**

**Chicken**

**Ox**

**Snail**

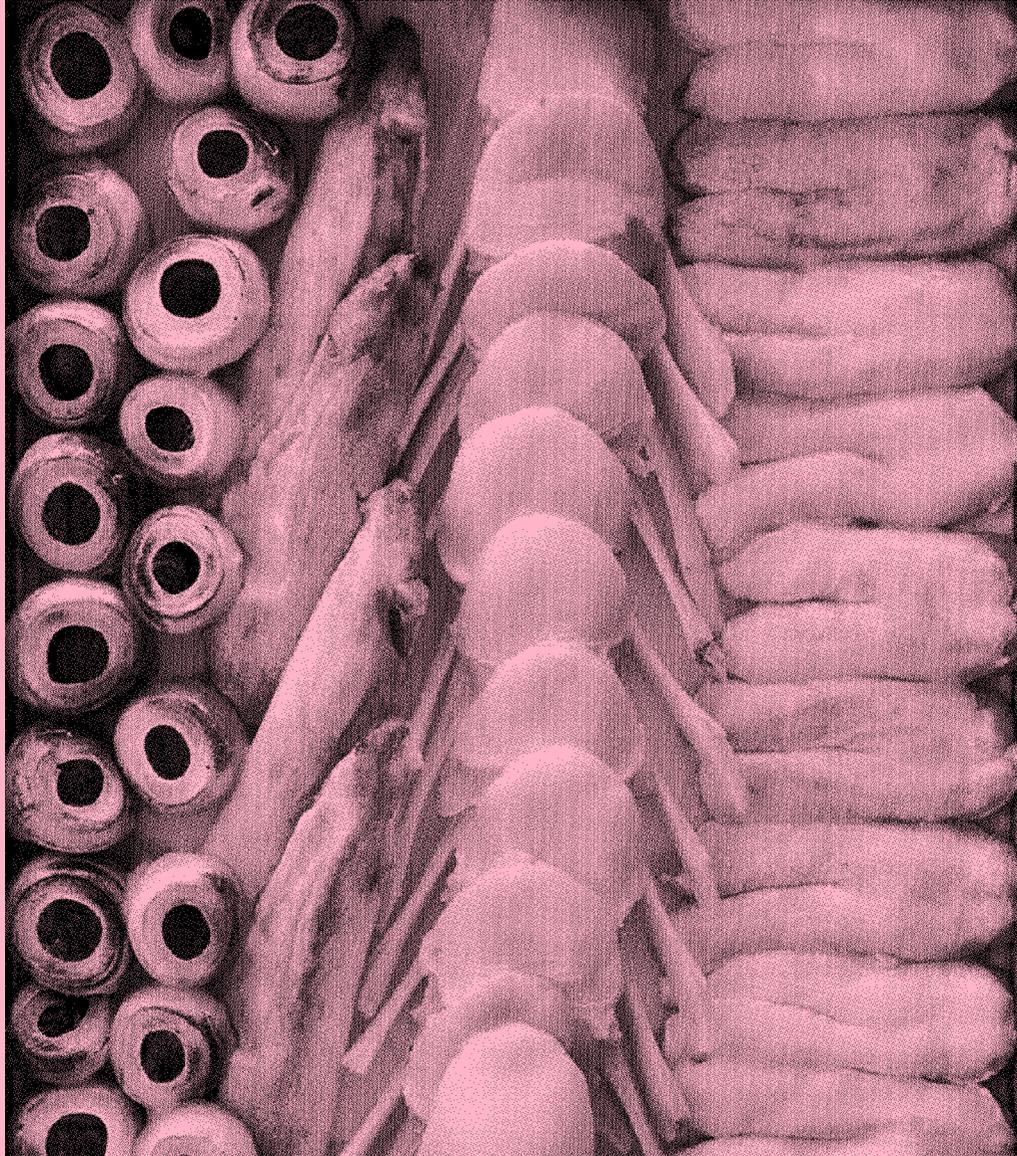
**Horse**

**Lamb**

**Octopus**

# Introduction

## Shifting Plates: Conscious Eating



Pre-packaged, processed meats and imitation products once seemed like easy solutions, but they're starting to lose their shine. People are looking for something more real.

The once-dominant, strict vegan and vegetarian diets, which many saw as the solution to issues like climate change and ethical consumption, are giving way to something more flexible and thoughtful. People are embracing a way of eating that centers around intention. Gravitating toward natural, minimally processed foods, where meat is seen as an occasional treat rather than a daily necessity.

there's a growing appreciation for food traditions and a deeper respect for what's on the plate. It's about slowing down, being present, and reconnecting with the earth, the food, and the people who bring it all together.

## Back to nature

## Eating Meat ≠ Eating Animals

We define this shift the **Awarenivore** approach. Moving away from convenience and toward conscious eating, from abundance to moderation.

## Awarenivore

What stands out in this approach is how it ties into the topic of mental health. Food isn't just fuel; it's deeply connected to how we feel. Sometimes, it's the warmth of a comforting meal that nourishes the soul, and other times, it's something fresh and energizing.

But it's not just about the individual. This shift is helping people reconnect to food in a more communal way. Whether it's using every part of an animal in nose-to-tail cooking or gathering around the table to share a meaningful meal,

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# Awarenivore

## The New Omnivore Diet



Attitudes toward meat and nutrition are evolving. Unlike the early days of the clean eating movement, consumers are now beginning to embrace the idea that less strict diets can benefit not only their physical health but also their mental well-being.

**The hype around meat imitation products seems to be reaching a halt.**

Promoted and marketed by the food industry as a replacement for meat, these products were seen by some as a solution to the climate crisis and the meat industry's ethical problems. But what did they really replace?

**Was it ever about saving the planet, or was it about rebranding convenience?**

Meat imitation products were, at best, a temporary solution that helped some consumers transition away from the belief that meat (or its imitation) is a necessity on every plate.

**“Meat”, in its industrialised form, has become a product as far removed as possible from its animal source.**

It embodies a culture of fast consumption, requiring no touch, no blood, and no emotional feeling towards your food.

**The complete removal of animal products from our diets was never going to erase centuries of food traditions.**

**The Awarenivore Approach: A Conscious Shift**

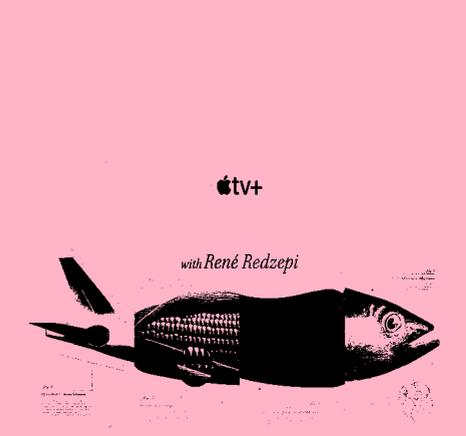
Conscious and sparse consumption of animal products, combined with a focus on minimally processed, whole foods, offers a balanced way forward. Eating meat becomes an act of indulgence, carried out with mindfulness and respect for the life it represents.

**That slight discomfort of you knowing that you are eating an animal is not something to avoid; it is necessary!**

An Awarenivore rejects the highly processed capitalist world of imitation meats, not out of opposition to veganism but in favor of simplicity and authenticity.

**This lifestyle embraces vegetables, mushrooms, tofu, grains as the dietary staples, with animal products playing a rare and deliberate role.**

The focus shifts from convenience to consciousness, from abundance to balance.





# Lip to Tail

## The new way of eating Animals

While overall meat consumption is declining in most European countries, it remains a part of the diet for many people. There is a return taking place to a time where meat is eaten for special occasions. Meat is gaining value, both at the point of sale and on the dining table. Many people want to live sustainably and still have the option to consume meat on certain occasions.

**The act of collective preparing and eating of an animal plays a very important role.**

Lip-to-tail-approaches in cooking videos are currently widespread on social media. In these recipes, which initially seem almost archaic, parts of the animal that are rarely seen in supermarkets are used.

**The focus is on using as much of the animal as possible, minimizing waste.**

This opens up more room for new flavors and textures.

**The bone plays a key role in this process. It leaves no space for distance from the original animal.**

It inevitably reminds us what we are eating was once a living being. The proximity and connection to the animal are central.

At the same time, traditional butcheries and innovative approaches like “crowdbutching” are gaining importance.

**In crowdbutching, customers purchase parts of an animal directly from the farm, often with the animal’s name and ear tag number provided.**

The purchased packages contain various parts of the animal, allowing for the mindful consumption of meat from the same animal over the course of months.



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**kuhteilen.ch**

Rind Teilen Sölli Pakete Lamm Paket Kuh-Patenschaft Poulet Paket

«Crowdbutchering» - Zusammen ein Rind, Lamm oder Sölli teilen

Zusammen ein Sölli teilen - Online ein Schwein kaufen

Crowdbutchering:

- Rind Pakete
- Sölli Pakete
- Lamm Paket

Special:

- Emmentaler Chüngu

Kuh-Patenschaft

Kuhteilen Verschenken

Etwas dazu

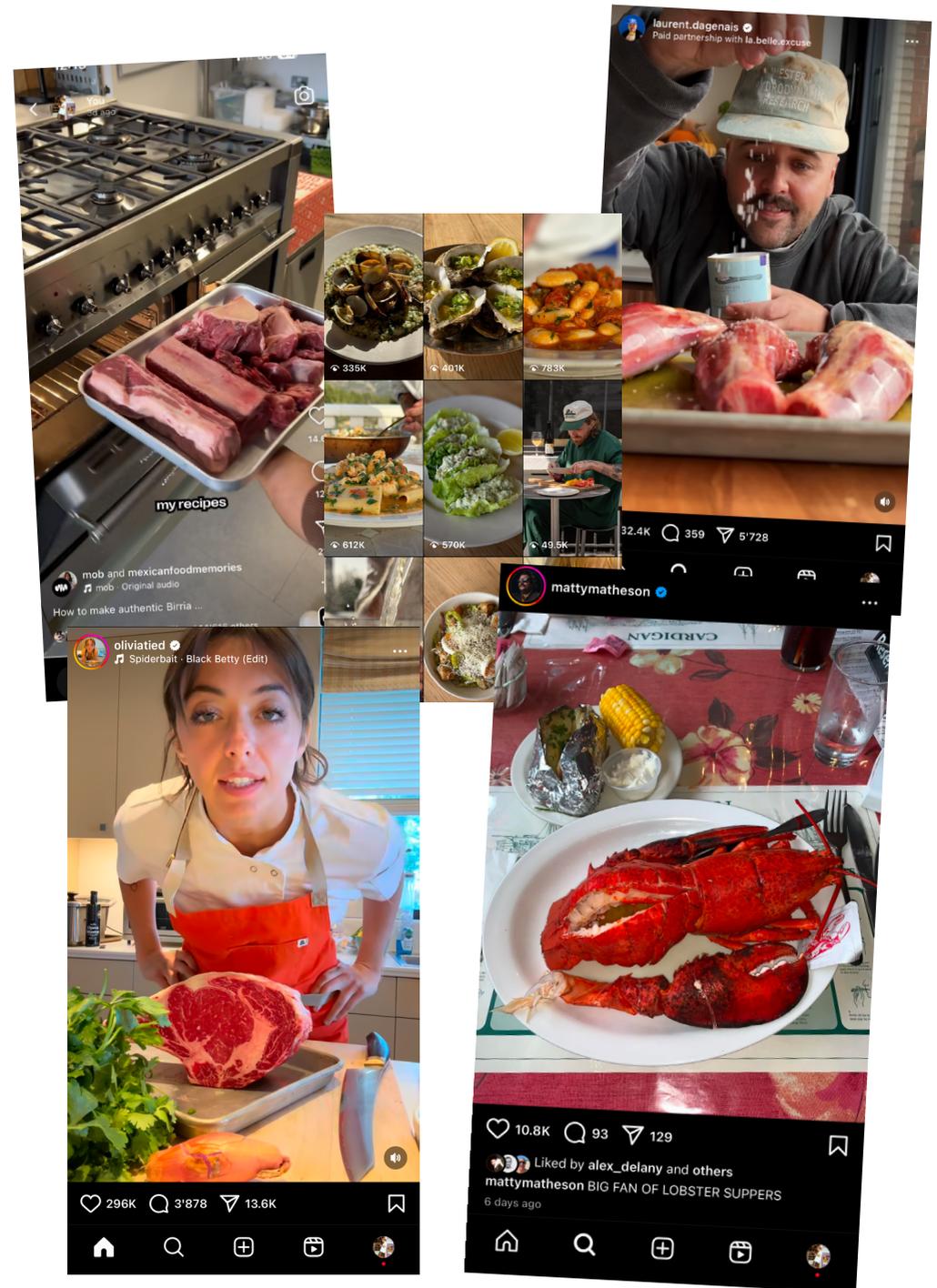
Aktionspakete

Rezeptideen

Popular Topics

Wiesen-Sölli	Landschwein	Mangalitzta - Wollsölli
« Erstklassiges Fleisch von wirklich glücklichen Sölli, die ihr Leben auf der Wiese verbringen »	« Entdecke Fleisch von alternativen Schweinerassen - weit weg von den auf Leistung getrimmten Sölli bieten wir dir Zugang zu einzigartigem Schweizer Fleisch »	« Extravagantes und ursprüngliches Fleisch von der Schweinerasse vom Pata Negra Sölli »
1 Woche Dry-Aging Freiland Haltung auf der Wiese	1 Woche Dry-Aging Alternative Schweinerassen Wiesen-Haltung auf dem Bio Hof	7-10 Tage Dry-Aging Einzigartiger Geschmack
		
50 % Geteilt	50 % Geteilt	0 % Geteilt
Ab SFr. 129.00 / ca. 4 Kg		Ab SFr. 179.00 / ca. 4 Kg

“kuhteilen.ch is the first platform in Switzerland that allows you to share a cow, lamb, or pig together with others.”



# Speculative Design

## Bonesaw



“Bonesaw” is addressing the increased consumption of animal products which include bones and other hard parts of the animal. It acts as an object which reinterprets modern cutlery into a tableside-use saw for cutting bones.

“We no longer have to see eating animals as a routine part of our diet, but rather as a rare and intentional indulgence.”



# Quellen

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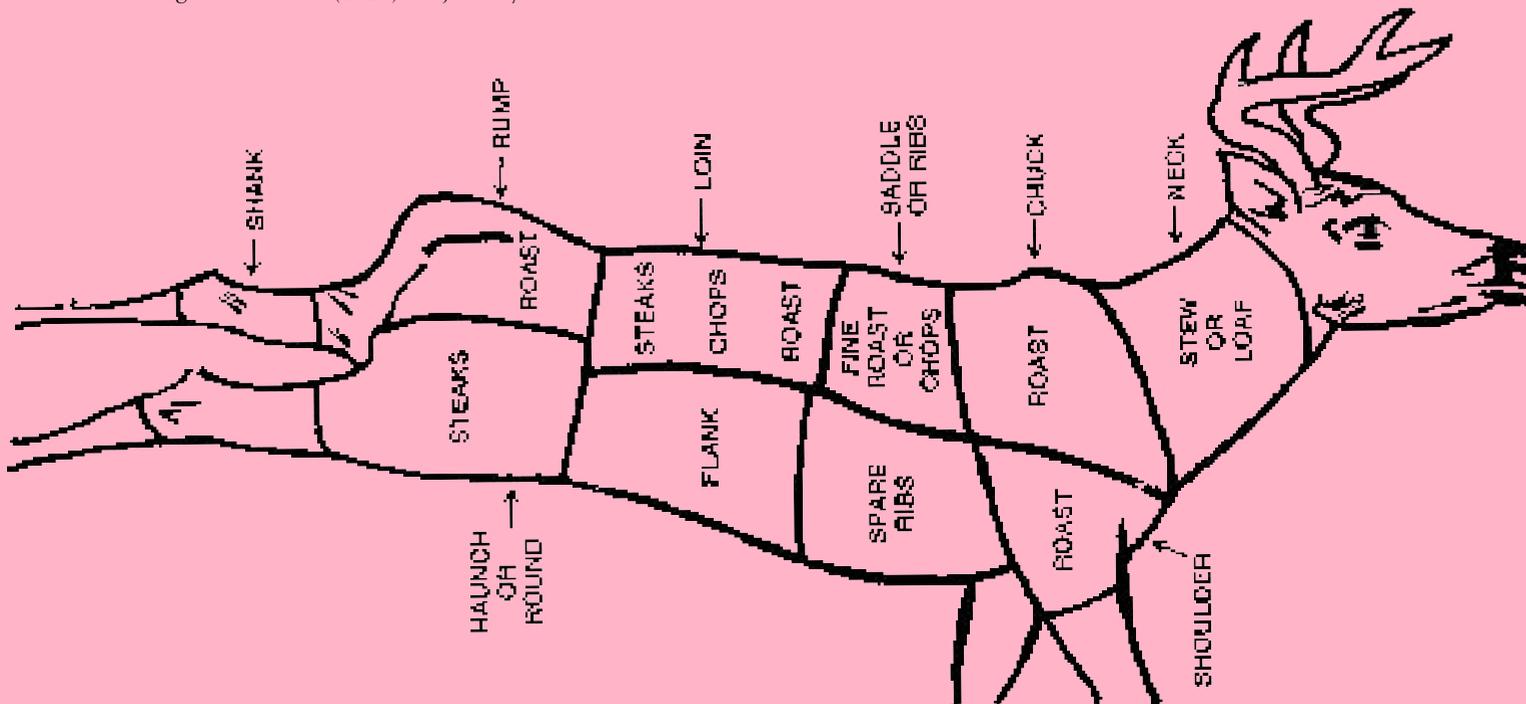
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## Impressum

&zine – Depot für Wandel  
Vol. 3 / 2024

Herausgeber:in  
Trends & Identity

Autor:innen  
Timon Valkanover, Yannick Burkard

Modul:  
The Politics of Pleasure

Leitung:  
Judith Mair

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gestattet.  
Zürcher Hochschule der Künste Toni-Areal,  
Pflingstweidstrasse 96 8031 Zürich

Anregungen und Kritik:  
[bitten.stetter@zhdk.ch](mailto:bitten.stetter@zhdk.ch)

Die 14 &zines explorieren und illustrieren 14  
Microtrends, die sich im Kontext der Pleasure  
Renaissance mit gegenwärtigen Praktiken des  
Vergnügens auseinandersetzen. Jedes &zine gibt einen  
Einblick in die Motive und Kontexte, die einen der 14  
Microtrends prägen. Es versammelt Phänomene, in  
denen Microtrend sichtbar wird und skizziert wie er  
sich zukünftig entwickeln könnte.

