INSPIRATION

Whyte & Mackay

The muse softly whispers in my ear.

I shiver.

Touched by a divine spark,

I tremble and I quiver.

The revelation – I see now,

open my eyes and feel connected.

Transported beyond my mind,

overwhelmed by the unison of thought.

I am lifted by the new-found harmony,

and compelled to speak.

I am inspired!

Pieter Desmet

INSPIRATION

1] Awaken

2] Wonder

3] Inflame

4] Absorb

5] Blossom

GUESTS WHYTE & MACKAY

Marta Casals, Grant Hills, James Steiner, Scott Adamson, Linda Phillips, Veronica Amago

Illustration by Eugenia Loli

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Dear <NAME>

We invite you to the sixth edition of the Emotiondinner. In four courses we will explore the multisensory manifestations of the stimulating emotion inspiration.

As our guest, you are invited to bring a story about a personal moment of your inspiration. All guests will share these stories during the dinner. You can bring anything that supports your story, like music, a poem, or pictures. Any story is welcomed, as long as it has a special meaning to you, preferably not work-related, and tells us something about you as a person.

On Tuesday March 13, the dinner will start at 7PM in our design studio in the Groothandelsgebouw in Rotterdam (Stationsplein 45). Please assemble as a group in the lobby at entrance A.
We will collect you there, and guide you to the studio.

We look forward to and inspired evening with you!
Kind regards,

Eline Wieland & Pieter Desmet

About the Emotiondinner

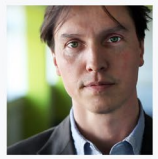
Think of emotions – what comes first to mind? Perhaps joy, anger, fear, surprise, or love. Indeed, these are some of the emotions we are all familiar with. But our repertoire does not end there; it includes many more experiences that can be positive, negative, or a bit of both: Admiration, relief, contempt, anxiety, pride, hope, and many more. In fact, there are more than 60 different human emotions, each with unique qualities and experiences.

What is the taste of love, the texture of sadness, the fragrance of hope, or the colour of anger? With our Emotiondinner, we celebrate all manifestations of emotions. By paying homage to human emotions, we aim to offer an evening of affection, gentleness, and stimulation.

In previous editions, we have explored Love, Anger, Sadness, and Fear.

For an impression www.emotiondinner.com

Pieter Desmet is professor of Design for Experience at the Faculty of Industrial Design of Delft University. He is director of the Delft Institute of Positive Design, a research group that focuses on well-being-driven design. Pieter is partner of the Rotterdam-based research & design agency Emotion Studio, and chairman of the International Design & Emotion Society. Besides his research, he contributes to local community projects, such as the Rotterdam-based cultural "House of Happiness." www.diopd.org



Eline Wieland Is specialized in design for moving images. With her study interior architecture as an important background she now works for a wide variety of clients. In the cultural sector as in the commercial world. She made a video decor for the Grand opening of Rotterdam Central Station. As well as the content for a LED-installation at Schiphol Airport. And made many other films, animations and installations with a focus on architecture, design and food. www.wielandstudio.nl

MENU JURA EMOTIONDINNER

AWAKEN
Jura Journey

The Cloudy Collins
JURA JOURNEY, CLOUDYAPPLEJUICE, GINGERALE, LIME

Pea & Pecorino Bruschetta with Asparagus and Lime Grissini

WONDER
Jura 10YO

Whisky Cured Salmon
Smoked Herring with Whisky
Dutch Shrimp with Whisky Cocktail Sauce

INFLAME
Jura 12YO

White Oak Smoked Oyster on Whisky Jelly, Trout Eggs and Horseraddish Cream

ABSORB
Jura Seven Wood

Quil stuffed with, Trompet de Mort, Whisky Prunes, Shallotte.
Turnip Parsnip Celariac Mousseline, Fennel, Parsley Oil

BLOSSOM
Jura 18YO

Baba Whisky
Boeren Jongens
Brownie Raspberry Gold

Coffee and Tea
Chocolate Truffles

Awaken

The Cloudy Collins

Jura Journey, cloudyapplejuice, gingerale, lime

Pea & Pecorino Bruschetta with Asparagus and Lime

Grissini

‘Mixing the Cloudy Collins’

‘Pea & Pecorino Bruschetta
with Asparagus and Lime’

Wonder

Whisky Cured Salmon

Smoked Herring with Whisky

Dutch Shrimp with Whisky Cocktail Sauce

‘Jura 10YO’

‘Whisky Smoked Herring’

‘Whisky cured Salmon’

Inflame

White Oak Smoked Oyster

on Whisky Jelly, Trout Eggs and Horseraddish Cream

‘Inflame’

JURA

‘Veronica’s story’

‘White Oak Smoked Oyster
on Whisky jelly, Trout eggs and Horseraddish Cream’

Sock Lust

The socks are hungry, they hunger for feet.
They have lain all night, cold,
With their bellies empty
And their mouths agape.
Now the socks want hot feet:

Feet to swallow, to press against, to stick to
Until foot smell sinks right into their fabric
And they smell like feet always,
Even when feet don’t happen to be in them.

The socks want both to tickle and soothe,
They want to stash their fuzz between the toes,
To bunch up humpy beneath the arches.
The young socks and the newly washed
Hope to tease feet with their stiffness, then yield
As inch by inch they are penetrated, stuffed.
Limp socks long to droop down, just
In order to be put in their place,
Jerked back and pulled tight.

And how the old socks yearn to disintegrate, pierced
By sharp horny nails
Or rubbed out by rough heels.

That’s what socks want.
They want to be worn.
They want to be stepped on.
They want to get dirty.
They want to be squeezed between you and your shoe leather.

They are hungry for action, hungry for feet.

Jack Anderson

Absorb

Quail

Stuffed with, Trompet de Mort, Whisky Prunes, Shallotte.
Turnip Parsnip Celariac Potato Mousseline, Fennel , Parsley oil

‘Silence’

‘Jura Seven Wood’

‘Stuffed Quail

Turnip Parsnip Celariac Potato Puree, Fennel , Parsley Oil ‘

‘Whisky Atomizer‘

Blossom

Baba Whisky

Boeren Jongens

Brownie Raspberry Gold

‘Jura 18YO’

‘James story’

‘Brownie, Raspberry, Gold’

‘Boeren Jongens’

‘Baba Whisky’

Comments

“It has been a pleasure to spend this evening with you at the design studio. The food, ambience and experience were amazing.

The next morning, we have continued our journey around strengths and emotions and it has been hugely positive: We are certainly in a different place now.

Thank you for the inspirational dinner!

Verónica
Whyte & Mackay“

“Thank you very much for such an inspiring evening, with beautiful food, original presentation and excellent content! And as an aside, it was without doubt the best whisky food pairing dinner I’ve attended (and I’ve been to many :)). There were certainly lots of good emotions and inspirations for me to use in both my work and personal life.
It was also a real pleasure to meet you and hear a little bit about your own interesting stories and backgrounds. You clearly have touched upon a fascinating arena for product and brand companies to build on and create more emotional consumer experiences that resonate strongly in today’s world.

Best wishes for the future and I hope your next dinner is as exceptional as the last one!

Thanks again to you and the team,
‘Slàinte mhath’
James”

Niels, Paula and Leonie, thank you very much for your help!

INSPIRATION

(from the Latin inspirare, meaning “to breathe into”) refers to an unconscious burst of creativity in a literary, musical, or other artistic endeavour. The concept has origins in both Hellenism and Hebraism. The Greeks believed that inspiration or “enthusiasm” came from the muses, as well as the gods Apollo and Dionysus. Similarly, in the Ancient Norse religions, inspiration derives from the gods, such as Odin.

In the 18th century philosopher John Locke proposed a model of the human mind in which ideas associate or resonate with one another in the mind. In the 19th century, Romantic poets such as Coleridge and Shelley believed that inspiration came to a poet because the poet was attuned to the (divine or mystical) “winds” and because the soul of the poet was able to receive such visions. In the early 20th century, Psychoanalyst Sigmund Freud believed himself to have located inspiration in the inner psyche of the artist. Psychiatrist Carl Gustav Jung’s theory of inspiration suggests that an artist is one who was attuned to racial memory, which encoded the archetypes of the human mind.

The Marxist theory of art sees it as the expression of the friction between economic base and economic superstructural positions, or as an unaware dialog of competing ideologies, or as an exploitation of a “fissure” in the ruling class’s ideology. In modern psychology inspiration is not frequently studied, but it is generally seen as an entirely internal process.

Concept and organization Pieter Desmet and Eline Wieland.
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www.emotiondinner.com