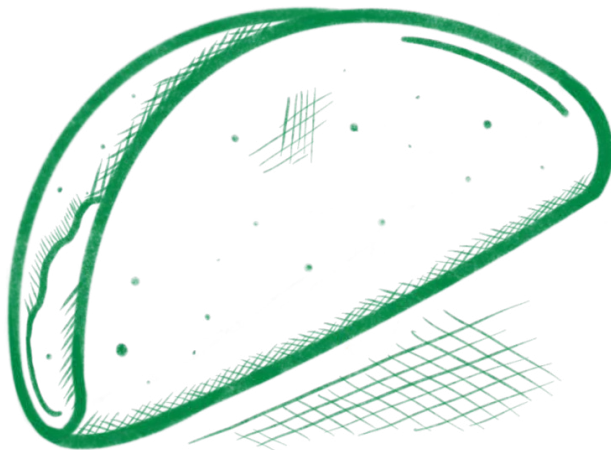




méxico

Sandra

Mexico

Edition

January 2023

Concept and Design

Sofia Brenes Montero

Julian Graeve

Aurora Meza Blanco

Text

Sofia Brenes Montero

Aurora Meza Blanco

Pictures

Aurora Meza Blanco

Julian Graeve

Illustrations

Sofia Brenes Montero

Interviewee

Sandra Ramirez Hernandez

Typesetting

ES Dokument

ES Nein

IBM Plex Sans

Hochschule fuer Gestaltung

Schwaebisch Gmuend



Sandra
Mexico

Sandra

When we think about Mexico, we think about spicy foods and colors. However, since we are not mexicans, we wanted to know if Mexicans feel the same when thinking about their country. That's where Sandra comes into the picture, literally.





Beans
Classic
Fuego
MEXICAN CANTINA STYLE
Fuego
MEXICAN CANTINA STYLE

2.79

2.79

2.79

2.79

2.99

2.99

2.99

2.99

1.69

1.69

1.69

1.69

1.69

1.69

Fuego
MEXICAN CANTINA STYLE

Fuego
MEXICAN CANTINA STYLE

Fuego
MEXICAN CANTINA STYLE

Fuego

Sandra
Mexico

Sandra is a mexican student, currently studying in Barcelona, but doing her erasmus semester in Schwaebisch Gmuend, Germany.

During the interview, in which she made an incredible guacamole and tacos, she talked to us about how she grew up and how food has been involved in her life. She used to live with her parents, brother and Josefina, the woman who taught her how to cook and everything she knows about mexican cuisine. Sandra told us having a maid or someone that lives with them, helps with the food, cleaning and taking care of the children is really common in middle-high class families in Mexico.

Josefina was the woman who helped in Sandra's house or, as she described her, her second grandma. She cooked, cleaned and took care of her and her brother. As she spent a lot of time with her, when she was in the kitchen, Josefina let her play around with the food before she cooked, and then, as she grew older, showed her how to prepare it. Although Sandra is really grateful for Josefina, she does not support having maids or paying someone to take care of kids.





Sandra
Mexico

»para los mexicanos, la comida significa union«

»For Mexicans, food means reunion«

In Mexican culture, eating and spending time together is really special. Every time they visit family members there is food involved. Mexicans feel deeply and proudly about their food, it actually is considered as one of the Intangible Cultural Heritage. Mexicans have a big breakfast which is a full meal consisted of eggs, bread, cheese, avocado, tortillas and fruits. She used to

have breakfast with her family, so when she moved here and all she had was coffee and a piece of bread she felt like something was missing. Her day starts a better way if she has a comforting full meal for breakfast. Then they have lunch, where there are always tortillas and salsa. And at the end of the day, they have a not so heavy of a dinner.



Sandra
Mexico

Sandra says they eat way too much, and doesn't consider the average Mexican diet healthy since most things are fried or cooked with a lot of oil. Now, she tries to have a healthier diet and change some of her habits regarding food, for example she reduced her consumption of meat and lactose. It was hard for her as a kid because she didn't like meat as much, specially pork, and all of the food in her household or activities had meat on them.

***»taco bell is
disgusting«***



*»los aguacates
son vida.«*

»avocados are life«



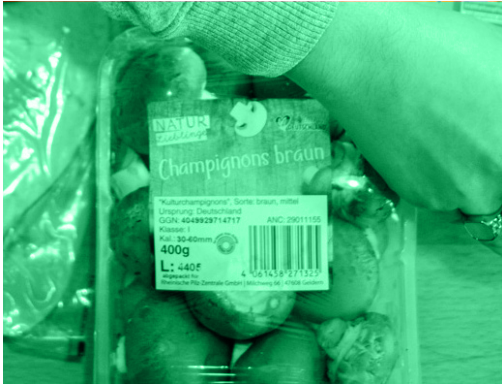
She regrets having lost a little of her spicy tolerance, every time she goes back to Mexico she can taste and feel the spiciness more and more.

Her favorite food is »barbacoa de borrego« barbacoa lamb; a weekend or party food cooked in holes underground, and cochinita which they have in christmas and cook for hours. But the special mexican ingredients she loves and remembers the most are avocados and coriander.

When we asked about the conception of mexicans having very spicy food, she immediately thought of her aunt and grandma. They love and have a lot of spice with their food.



Ingredients
Fajitas



1/2 box of
champignons

1 onion

1 can of corn

salt, black
pepper,
oregano,
garlic powder

3 peppers,
spicy
peppers, bell
pepper

400gr chicken

olive oil

lemon juice

Cut the peppers, onion and champignons into thin slices. Add the onion and champignons in a pan, then add the peppers and corn. Season the chicken and cook it in a pan.



Ingredients
Salsa



1 garlic

fresh
coriander

1 tomato

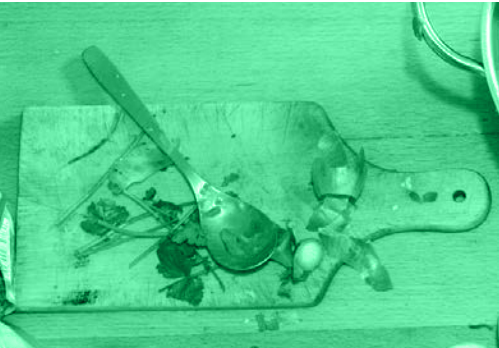
1/3 onion

salt, black
pepper

1 chili pepper

Fry, no oil, the tomato onion and chilli pepper until brown. With an immersion blender, blend the garlic, coriander, salt and pepper. Then, add the fried ingredients and blend.

Ingredients
Guacamole



Recipe

Guacamole

olive oil

1/2 tomato

salt, black
pepper

lemon juice

garlic

2-3 avocados

1/3 onion

fresh
coriander

With an immersion blender, puree the tomato, cilantro and garlic. Add the avocados, salt, lemon, black pepper and olive oil, blend.





ישראל

Shai

Israel

Edition

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Concept and Design

Sofia Brenes Montero

Julian Graeve

Aurora Meza Blanco

Text

Julian Graeve

Pictures

Aurora Meza Blanco

Illustrations

Sofia Brenes Montero

Interviewee

Shai Gattmon

Typesetting

ES Dokument

ES Nein

IBM Plex Sans

Hochschule fuer Gestaltung

Schwaebisch Gmuend

Shak
show
Ka

»» To say
Israeli cuisine
is really
a problem ««

Shai
Israel

When asked to define the Israeli kitchen, Shai replied with »To say Israeli cuisine is really a problem«. In the rather small country of Israel, a lot cultures and different people gather together. Over a long and moved history the area was influenced by cultures from all over the world. Together with the fresh fruits and vegetables, the cultivated land grows. You can find an interesting and rich mixture in the kitchen of Israel.



A photograph showing the lower half of a person standing on a red rug with a complex floral pattern. The person is wearing dark trousers and grey socks. The word "DICKIES" is printed in white on the heel of the right sock. In the background, a white piece of furniture with a yellow strap is visible on a wooden floor.

When we asked to help him,
he refused in a manner of
true Israeli hospitality ...

Shai

Israel

We asked Shai, who was born and raised in Israel, to cook a meal for us that is close to his heart. The student that is currently studying in Germany, prepared a wonderful pan of Shakshouka with Tahini and bread for us.

Earlier this day Shai went to the weekly local market in town to buy fresh vegetables. In Israel he used to work in a restaurant on a market. He said that more elderly people were the ones to go buy shopping in a market. But he feels like, since corona, more people built the habit of buying fresh food at the market. Other than in Germany though, the »Shuk« (Hebrew for »market«) in the mayor city's like Tel Aviv, where Shai is from, or Jerusalem is open every weekday. They only close for Shabbat on Friday afternoon.

We asked how many meals he had together with his family on a daily basis. Shai couldn't really recall, but knew that the dinner was always shared. He mentioned, that, of course, every Friday dinner there's a typical family get together. Even though he and his family are secular (non religious) jews, they still have a dinner every Friday evening. »It is kinda sad« he said, if you would miss it.





Other than in Germany though, the »Shuk« (Hebrew for »market«) in the mayor city's like Tel Aviv, where Shai is from, or Jerusalem is open every weekday.



Shai
Israel

Shai describes that it is »a bit old school«, because his mother would prepare the food for dinner. His father only started getting more involved in the kitchen in the recent years.

Shai immediately answered with joy, when we asked what dish from his childhood he remembered the most. »Schnitzel« he said.

It is very much a typical dish from Israel. He told us that in Israeli restaurants abroad you will definitely find the crispy marinated chicken on the menu, often combined with mashed potatoes.

Although the food culture is getting more modern, religion plays a major role in the daily life and kitchen of an Israeli household. Shai said »I wouldn't eat kosher«, and grew up in a kitchen without the Jewish



Shai
Israel

kosher eating rules. He goes on to explain though, that most restaurants and the food you can buy in Israel is labelled as kosher. This is a serious problem for religious jews, he tells us.

If you'd leave Israel it is hard to find kosher food, either in a restaurant or a supermarket. Most jewish people stick to vegetables to avoid most of the problems, depending on how strict they live after the »Halakha« (»Jewish law«). This is also the reason the famous »Schnitzel« from Israel, that Shai mentioned, is made with chicken and not with pork.

But Shai explains that this is a typical meal for the descendants of European jews. He mentions that even for the same holidays in Israel the meals differ in a wide range depending which ethnic background a person has. In general, jewish people in Israel can be split in to two groups. Ashkenazi jews, who are the descendants of Europeans jews; and Sephardic jews, who are the descendants from jews from the Iberian peninsula, northern Africa – like Morocco – and the Middle east.

Israel could be described as a »melting pot«. But Shai says, »we like to say that, but it is not true«. He continues to say that sadly there's been a rise in racism between the groups in the recent years and notices jokingly »Politics over dinner!«.

»»Politics
over dinner««



» I think the kitchen in
israel is really changing «

Shai

Israel

Shakshouka is in its simplest form a very basic meal. Just onions, garlic, tomatoes, eggs and some spices. It turns out Shai is a very talented cook. He told us, that he used to be a cook in a restaurant on the »Shuk Ha'Carmel«, the main market in Tel Aviv. Confidently, he chops and stirs the ingredients. When we asked to help him he refused in a manner of true Israeli hospitality.



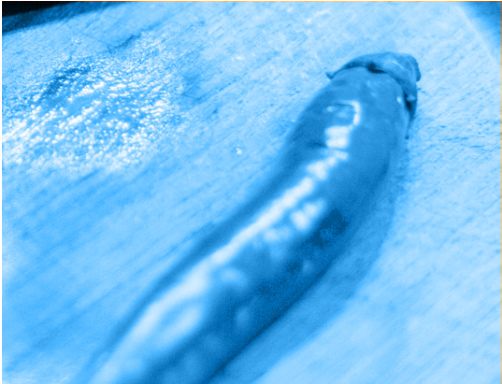
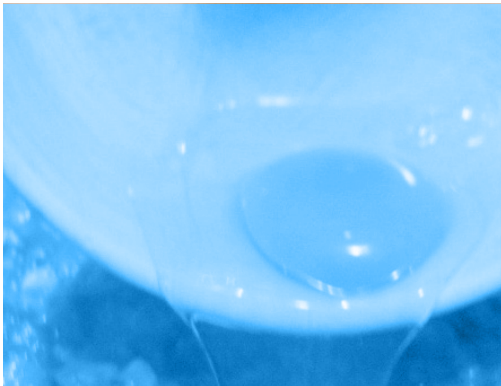
It seems that he is also quite interested in food culture. He told us about a famous new chef who owns a few new restaurants in Tel Aviv. The »casual« dining experience intrigued him. »His restaurants are more fresh«, Shai said. When we asked him what the go-to ingredient in Israel would be, he references the famous Israeli chef Eyal Shani. Shai says that he would answer, tomatoes are the best ingredient,

in general. He continued to prepare the Shakshouka and got a few spices from the cupboards. In his opinion, cumin is the best spice. Although cumin is not unheard of, or a very special spice in Germany, Shai told us that it is broadly used in Israel.





Inredients
Shakshouka



Recipe

Shakshouka

cumin, tumeric,
salt, pepper

4 eggs

1 big onion

7 ripe
tomatoes

2 spicy
peppers

arrak

4 garlic
cloves

olive oil

»Chop the onion, garlic, chilli and the tomatoes into cubes.

Fry the onion until it is golden. Add the garlic and the chilli for another two minutes.

Add the spices as much as you like. Fry them a bit to open up their taste. Then add the tomatoes and arrak.

Fry everything for a bit and close with a lid for a few minutes until the whole sauce reaches a thick consistency.

Then you can add the eggs on top and close the lid to cook them as long as you reach the state you prefer.

Can be served with parsley and pita-bread with tahini (refer to the next page) as a side dish.«

Inredients
Tahini



tomato

garlic

tahini paste

lemon juice

water

»Mix the tahini paste with water until you get the texture and consistency you like.

Add lemon, garlic, parsley or tomato with your tahini, as you like :)«





대한민국

Vonsoo

South Korea

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Concept and Design

Sofia Brenes Montero

Julian Graeve

Aurora Meza Blanco

Text

Julian Graeve

Pictures

Aurora Meza Blanco

Sofia Brenes Montero

Illustrations

Sofia Brenes Montero

Interviewee

Vonsoo Jeon

Typesetting

ES Dokument

ES Nein

IBM Plex Sans

Hochschule fuer Gestaltung

Schwaebisch Gmuend





Yonsoo
South Korea

In Korea it is common to use humoristic phrases related to food as greetings. The following is the translation of a Korean saying. A way to say »Goodbye!«. It implies the will to meet again, maybe over a meal.

»»Maybe **we**
can have a
meal later««

Yonsoo

South Korea

We interviewed Yonsoo, a student from South Korea, currently on a stay in Germany for her studies.

She told us how she manages to get all the ingredients for her beloved Korean food, far from her home. She finds that many things she is used to in the kitchen, are missing in her new surrounding in Germany, and how she and her Korean roommate bonded together and bought A LOT of rice on the internet.





Yonsoo

South Korea



Yonsoo grew up living in a household as an only child with her mother, father and grandmother. Because both her mother and father worked she said »My grandmother almost raised me«.

In that regard, her grandmother was also always the one cooking at home. At home, in Korea, she is still living with her family.

In Germany she is now living together in a flat with another Korean exchange student. When they wanted to use the kitchen and cook meals they know from back home, the German kitchen and different supplies in the supermarkets had made them improvise.

Although there is an Asian-African supermarket in town, Yonsoo and her roommate didn't find the right rice they were searching for. To make the meals like they wanted to, they tried ordering rice on the internet. At first they ordered 3kg of rice. But once the rice was quickly gone they ordered another 10kg!

Even small things in the kitchen of the German flat but of Yonsoo. From Korea she is used to cleaning the dishes by hand with some neat tools and not put the dirty dishes in a dishwasher.

Yonsoo

South Korea

When we asked about her grandmother, who was mainly cooking in the household, she mentioned the food that she makes for the special Korean holidays. Proudly she explained that her family makes good »Holiday food«. Further she goes on to explain us the meaning of this special food.

This »Holiday food« are special dishes which are meant for the ancestors of the family. Although Yonsoo said that this tradition is disappearing, here family is really good at cooking these dishes.



Vonsoo

South Korea

One particular traditional »Holiday food« she remembers is a round kind of pancake, Hotteok. Her mother thought her how to make as a child.

»If you get it beautifully round
you will be a good wife«





Yonsoo

South Korea

Remembering her childhood Yonsoo told us about her daily life. She especially remembered a typical school day.

In her family they usually had three meals. Breakfast, lunch and dinner. Although, mostly at dinner they ate together.

But on a school day she and her friends sometimes wanted to stay out a bit longer. So they left school and went to a street food restaurant. The best one in the area was right opposite the school. Yonsoo said that street food is her favorite kind of food and the one she prepared for us, Tteokbokki, was the one classic street food she likes the best.

»Especially the street food,
we love it a lot!«



Yonsoo
South Korea



**»There is some left
over in the rice cooker,
that we bought!«**



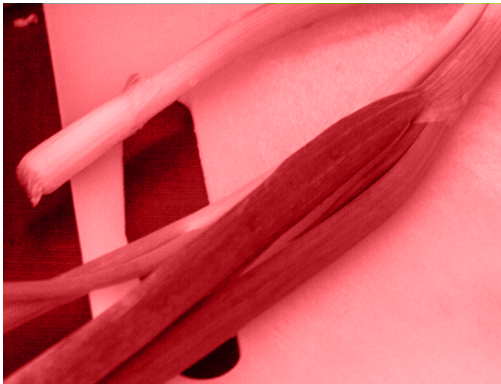
Yonsoo explains that the taste of this street food she made for us depends highly on the kind of spicy pepper paste you use. Some buy it and some households make their own paste. Therefore, every dish has a unique taste.

Another typical ingredient is garlic. Yonsoo said that they always use a lot of it. In Korea other than in Germany, it is very common to buy garlic and onions pre-chopped because it is such a common ingredient.





Inredients
Tteokbokki



Recipe

Tteokbokki

1 liter water

3 cups green
onions

1/3 cup
brown sugar,
2/3 cup red
pepper powder

4 cups rice
cake

1/3 cup red
chili paste

1/3 cup dark
soy sauce

Cut the green onion diagonally or slice in half and cut into long pieces (you can also cut cabbages or spring onion if you want).

Add water, dark soy sauce, brown sugar, red chilli paste, red pepper powder and green onion to a pot and let them boil.

Lightly rinse the rice cakes under water. Once the sauce boils, add the rice cakes to the pot and continue cooking. (You can also add hard-boiled eggs and fish cakes at this moment). Continue cooking until the sauce gains desired consistency.

Recipe
Hotteok



15g room
temperature
butter

35g walnuts

30g sugar

50g milk

4g salt

250g bread
flour

30g cooking
oil

7g dry yeast

120g brown
sugar

2g cinnamon
powder

Prepare lukewarm water, add the milk, dry yeast and sugar. Cover with plastic wrap and wait for 15 minutes to let the yeast ferment. You can see a slight fit when it ferments well. In a small bowl add the salt, cooking oil and mix them to melt salt.

While you wait, prepare the walnuts and chop them (If you want, you can add other nuts. Yonsoo usually puts pumpkin seeds too). Now mix the nuts with the brown sugar and cinnamon powder (You can put as much cinnamon as you want).

Put the bread flour (you can buy flour number 1050 in Aldi) and glutinous rice flour (you can buy it in Tilly's at 4 euro) in a big bowl. Pour the flour mix into the yeast mixture and mix them together.

Put cooking oil in a pan over low heat. Coat your hands with cooking oil so that the dough doesn't stick to them (Yonsoo recommends to wear gloves). Spread the dough and put as much filling as you want (It's more delicious when you put a lot). Fold 4 ends of the dough and put it on the pan. Make them round shapes by pressing with a spatula.

70g dry
glutinous
rice flour

250g
lukewarm
water

Add the butter (Yonsoo recommends to wear disposable gloves to touch the dough). Knead the dough for 10–15 min to make it soft and chewy. Cover the dough with plastic wrap and put it into a warm place to let it rise (In this step, she heats up the oven for 5–10 min in 60 degrees and turn it off to put the dough in it. You can wait for 1 hour and then take it off).

Put leftovers in a zipper-bag and freeze it into a cold storage. When you want to eat again, you can take some of them and put them into a microwave for 1 minute.





Deutschland

Amalia

Germany

Edition

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Concept and Design

Sofia Brenes Montero

Julian Graeve

Aurora Meza Blanco

Text

Julian Graeve

Sofia Brenes Montero

Pictures

Aurora Meza Blanco

Illustrations

Sofia Brenes Montero

Interviewee

Amalia Gutman

Typesetting

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ES Nein

IBM Plex Sans

Hochschule fuer Gestaltung

Schwaebisch Gmuend

Ammer
Ritter

Amalia
Germany

Traditional food in Germany is typically made of a combination of meat and heavy side dishes. Amalia is vegan, and since very little German dishes consist only out of vegetables or vegan ingredients, she is now adapting the traditional German dishes to her new lifestyle.

» I'M VEGANISING
EVERYTHING NOW «

Amalia
Germany



Amalia is a student from Germany currently living and doing her bachelors in Schwaebisch Gmuend.

Originally she is from the city of Freisingen in Bavaria, Germany. There she used to live with her parents and her six siblings in one apartment.

Because of her big family she used to share a room with her brother until she was 15 years old. Every sibling had to share a room with another one until the older ones started to moving out.



Amalia

Germany

She explained that, as the family grew, the cooking situation in the household also changed.

When they were just four kids, her mother had fun working and her father did his PhD studies at home. This way her father had more time to look after the household and the kids, while her mother was at work.

After Amalia and her other sibling were born, the situation changed. There were too many children and too much work for both of her working parents. They decided that her father would work full time and her mother would stay home completely. This also changed the daily rhythm and the cooking behaviour in Amalia's home.

Unlike her father, Amalia's mother didn't like to cook that much. However, she cooked most of the meals on a daily basis.



Amalia
Germany



»She's more of the low effort kind of person«, Amalia told us when talking about her mother's dishes.

On a regular day, in the morning her siblings gather at the breakfast table and eat a quick meal in silence. »Because everyone was asleep«. Afterwards each of them went to their destination, be it kindergarten, primary or high school. For lunch the kids came back and Amalia's mother would usually prepare a fast, but warm lunch. She remembers dishes like smashed potatoes, but made from a pre-made powder.

Other usual dishes were steamed noodles, semolina porridge, the German version of pancakes or a portion of rice with vegetables.

Amalia

Germany

In the evening every member of the family would come together for a meal. This was the time her father would usually cook something more intricate. He is the one that would prepare large dishes for holidays like Christmas.

For these large dishes Amalia's father likes to go all out and spend hours in the kitchen. Experimenting and cooking by intuition are also traits that Amalia likes when she's cooking. Rather than following a recipe step by step.

When we asked who her biggest influence in her own behaviour was, when it comes to cooking, we were surprised that it wasn't her mother, or her father with his intricate and joyful cooking.

She answered that her biggest influence were her siblings. At some point there was some kind of rebellion, her siblings wanted to try new things, when it came to cooking. Not every day the same ready made smashed potatoes. They started to experiment with, for example Thai food. These cooking experiments influenced Amalia the most, she said.



Amalia

Germany

When discussing experimentation with food and learning new things, Amalia remembered the mindful way her parents taught her sibling and her to handle food. They were supposed to think about the food waste. But once the cooking and baking of Christmas cookies got fun, she remembers that her brother put butter on his hair while playing around.

*Fig. – Amalia's brother,
picture from her childhood.*



»OK, I THINK BUTTER
LOOKS GOOD IN MY HAIR«

Amalia

Germany

Amalia remembers especially the typical German dishes from her childhood like the Armer Ritter dish she made for us. And also the legendary Apple strudel from her mother. »That's her jam!«, she said about this very good dish her mother often makes on the weekend.

Armer Ritter, literally translated as »Poor Knight«. It is a simple but deliciously sweet main dish. It is roasted bread rolls with bread crumbs, soaked in a milk and vanilla sauce, served with sweet toppings like vanilla sauce or apple puree.





Amalia
Germany

She told us that with all the people she lived together in her student life and also just in her current flat, the eating behaviour changes.

Her parents taught her to have a normal diet with three meals a day, but she told us that she's not much of a morning person.

»My parents always said
breakfast is important.
But now that I'm independent,
I'm like I don't care. Fuck you!«





Inredients
Armer Ritter



apple puree 1 tsp vanilla-
extract

6 bread rools

500ml plant
based milk

1 tbsp agave olive oil
syrup

1 tsp
Cinnamon

blueberry's

»First, rub the crust off the dried bread rolls. Then cut the buns in half and set aside.

Whisk together the milk, vanilla extract, cinnamon and agave syrup in a bowl and place the halved bread rolls in the mix so that the bread soak up the mixture.

When the bread rolls are soaked, toss them in the breadcrumbs (add some bought breadcrumbs if necessary) and fry them in a pan with oil until golden brown. Serve with vanilla sauce, apple sauce, cinnamon sugar and fresh berries.

An Guadn!«



