



*“We eat first with our eyes”*







# Kandinsky on a plate in a dining room



A.

£4.25



B.

£2.08









# Asymmetrical Plating



*£15.35*



*£11.65*



Scientific Paper

# On the importance of balance to aesthetic plating

Carlos Velasco<sup>a,\*</sup>, Charles Michel<sup>a,1</sup>, Andy T. Woods<sup>a,b</sup>, Charles Spence<sup>a</sup>

A

Which plate of food do you like more?











Skip

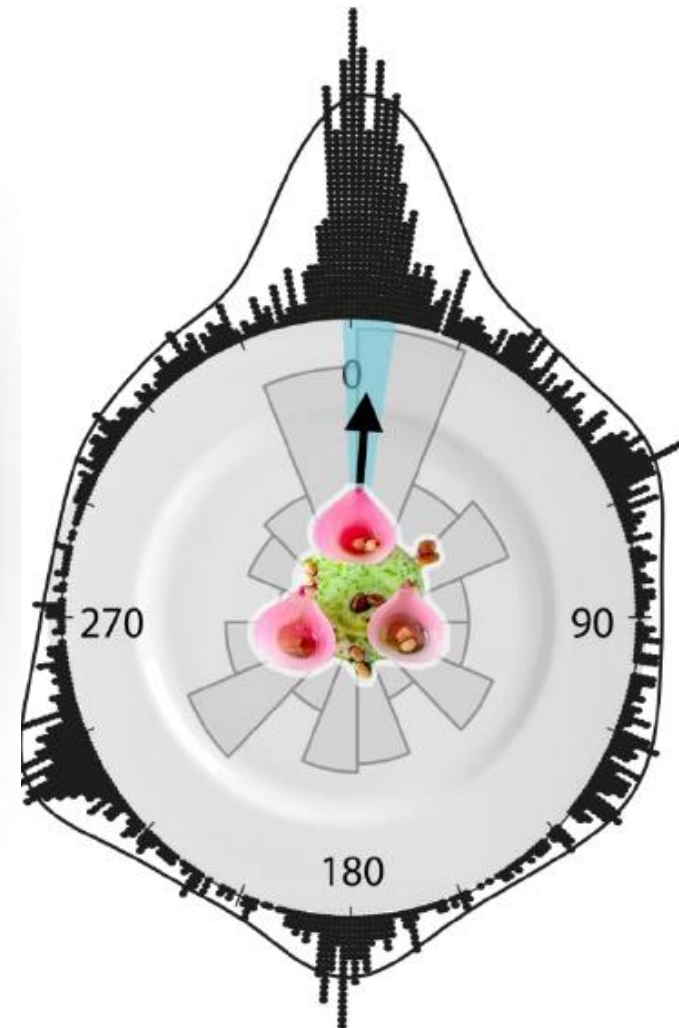
B



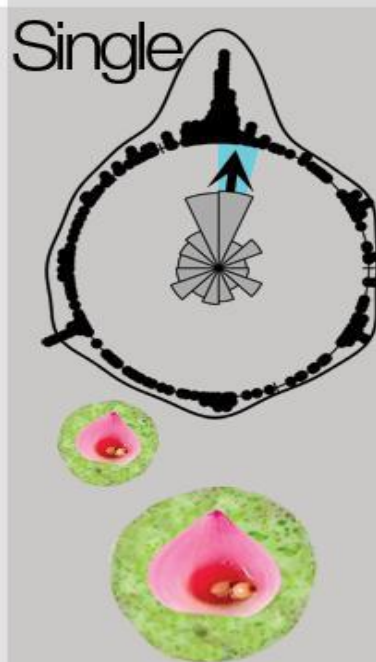
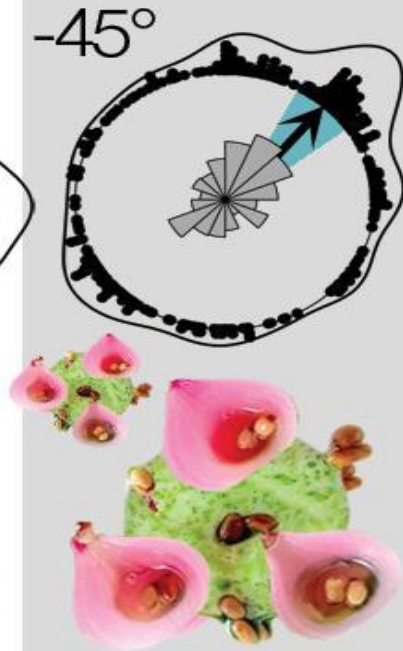
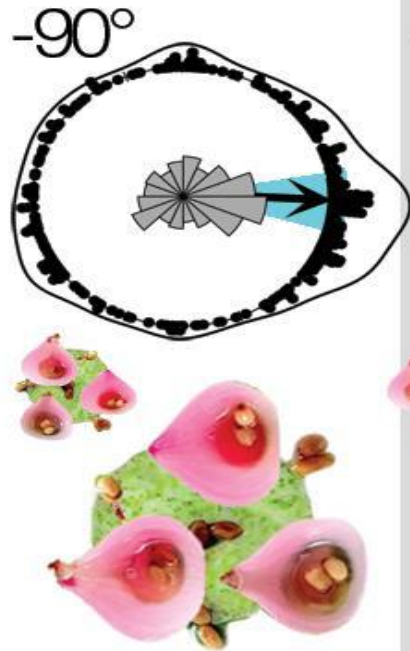


Pair	n	Stimuli	Frequencies	%	Chi-squared	Significance (2-tailed)
1	1938		1529	78.90%	646.11	< .001
			409	21.10%		
2	1922		1525	79.34%	660.84	< .001
			397	20.66%		
3	1966		1683	85.61%	995.52	< .001
			283	14.39%		
4	2002		1788	89.31%	1235.93	< .001
			214	10.69%		

# Michel et al. (2015)









RESEARCH

Open Access



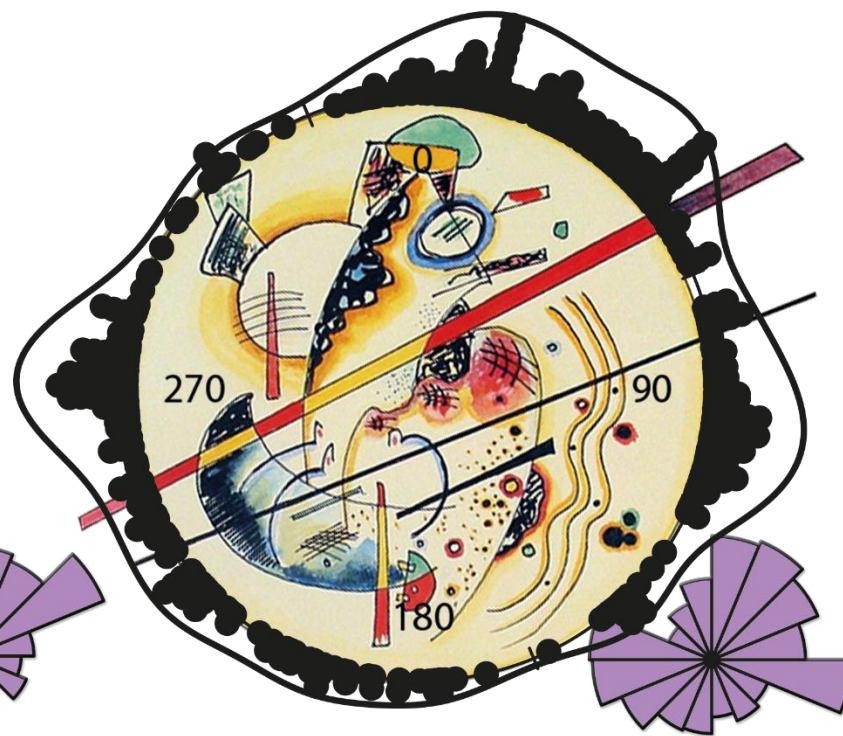
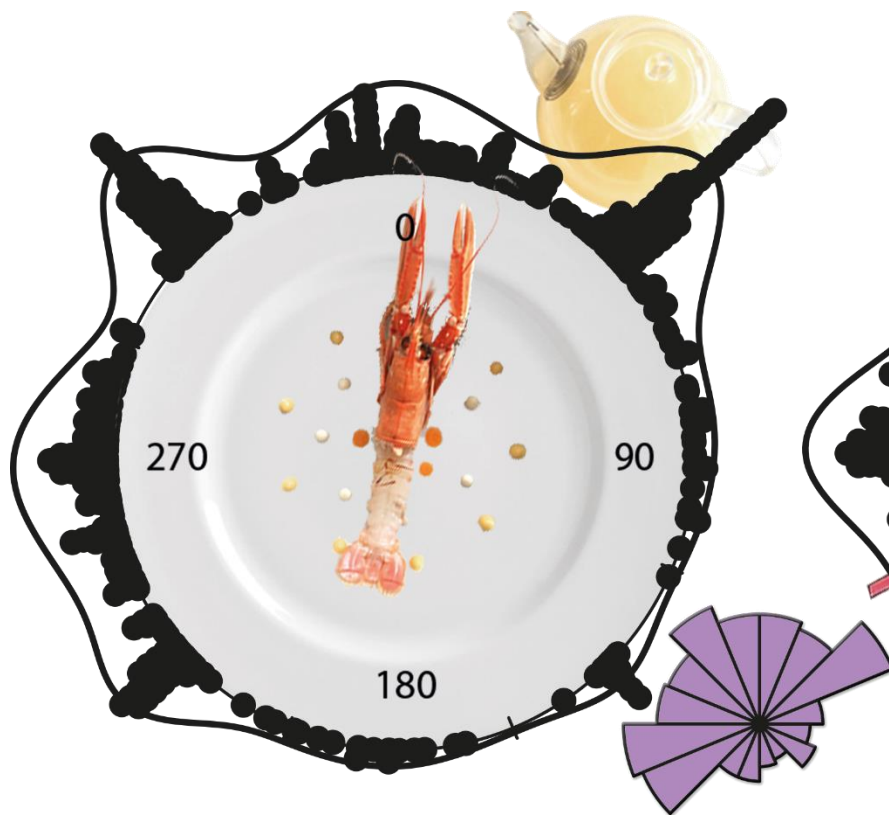
# Aesthetic plating: a preference for oblique lines ascending to the right

Jozef Youssef<sup>1†</sup>, Georgiana Juravle<sup>2\*†</sup>, Lulu Youssef<sup>1</sup>, Andy Woods<sup>3,4</sup> and Charles Spence<sup>3</sup>











Which plate do  
you prefer?

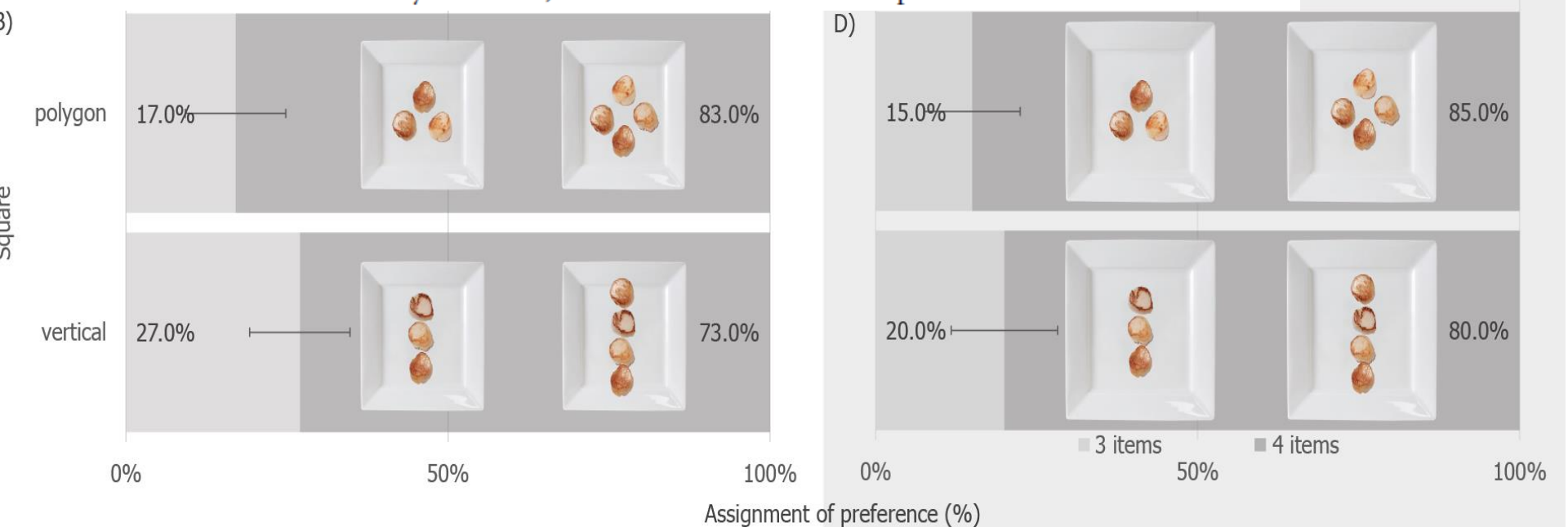


Odd or even?



# Odd versus even: a scientific study of the 'rules' of plating

Andy T. Woods, Charles Michel and Charles Spence





# VISION



## The perfect meal

The multisensory science of food and dining

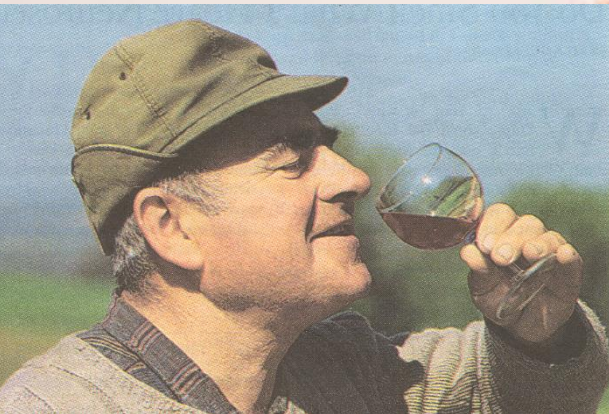
Charles Spence & Betina Piqueras-Fisman



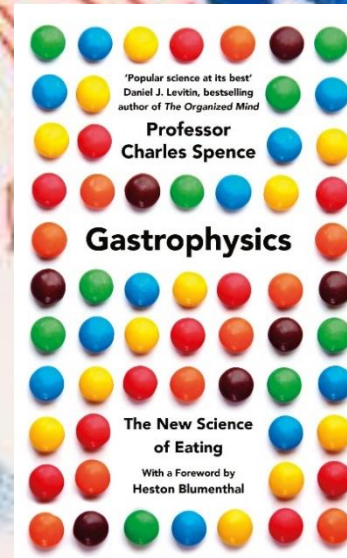
# SMELL



# TOUCH



# TASTE



# HEARING

