

CONFLICT KITCHEN

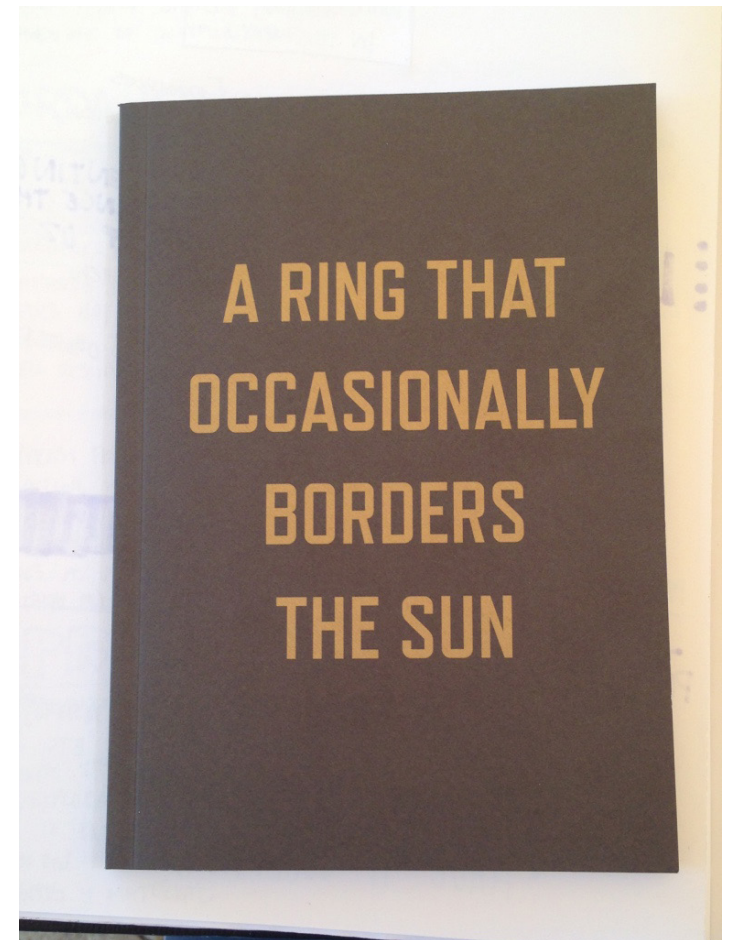
redesigned

Conflict Kitchen is located in Schenley Plaza. An ideal location, other cultural attractions are nearby, such as the Art Museum. Every year, thousands of people of the Pittsburgh Area visit the plaza. Signs like this located around the park advertise Conflict Kitchen as a quick dining location to people passing nearby. Since it is not a sit-down restaurant, the location causes people who would not normally feel comfortable in the environment to stop by. Though Conflict Kitchen is founded on political principals, the bright atmosphere and noncommittal environment cause people to not be forced into the interaction.

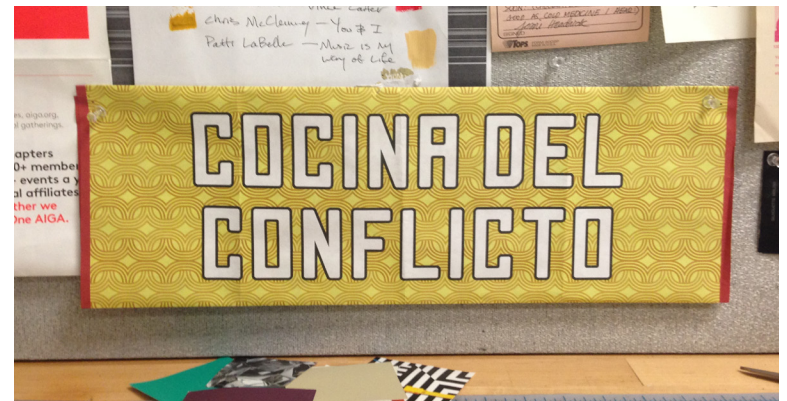




Here, customers order food. By featuring food of places that the US is in conflict with, they allow people to experience the culture of regions that they have only seen in the narrow view provided by our nation's media. I heard a lot of "I'm excited to try this." By representing uncommon styles of food, Conflict Kitchen expands the diversity of eating options in the Pittsburgh Area.



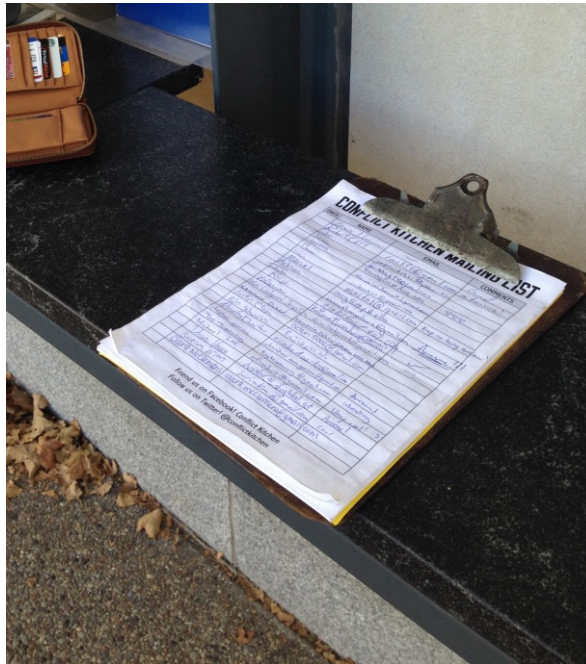
For only an additional \$2, they can also buy a book of interviews with Cubans and Cuban-Americans. Once again, this is an optional and not forced interaction.



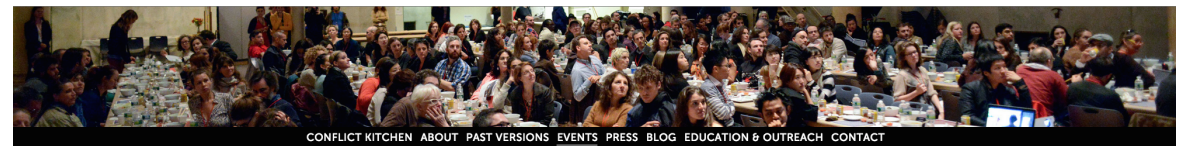
At the window, there are two different types of “wrappers” for the food: the poster with interviews and the newspaper-also with interviews. Having too many giveaway items lessens the impact and makes people feel more of an information overload. I propose that both be combined into the poster because people enjoy reading them and keeping them.



While waiting for food, there is a speech by an Obama impersonator playing on an iPad and speakers. Obama talks about many issues that contradict each other. The idea behind the interaction is not to change opinions but to spark a conversation between people waiting for their takeout. I noticed that the interaction worked. You can still hear the authoritative tone of Obama as you eat.



There is also a contact sheet here so that customers can sign up to receive emails about events. Events about Cuban Culture are Conflict Kitchen's way of extending the experience past just dining at the restaurant.



CUBAN FILM FESTIVAL SEPTEMBER 25, 26, 27	PALADAR DINNERS & CUBAN HOME MOVIES SEPTEMBER 17, 18, 19 / FROM 6:30PM TO 8:00PM	THE LUNCH HOUR (CUBA) NOON-1:30 TUESDAY, JULY 28TH, 2015
GUEST INSTAGRAMMER: ANGELICA SALAZAR JULY 18TH - AUGUST 2ND, 2015	THE CUBAN SPEECH (PUBLICATION AND PERFORMANCE) JULY, 2015	GUEST INSTAGRAMMER: YOSVANY DEYA MARTINEZ JULY 9TH - JULY 18TH, 2015
GUEST INSTAGRAMMER: FERNANDO MEDINA JUNE 20TH - JULY 4TH, 2015	THE JUNETEENTH LUNCH HOUR SATURDAY, JUNE 20, 2015 AT 12 NOON	JUNETEENTH CELEBRATION AT CONFLICT KITCHEN FRIDAY AND SATURDAY, JUNE 19-20, 2015

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CONTACT

ADDRESS
 2215 Springdale Dr
 Pittsburgh, PA, USA 15213
 Restaurant: 412-602-5617
info@conflict-kitchen.org

HOURS
 11AM to 7PM, 7 Days a Week

MEDIA CONTACT
 Jon Rubin or Dawn Weleski
info@conflict-kitchen.org
 (412) 512-2221



In addition, there used to be an advertisement for only their Instagram. I created a new poster to advertise for their other social media. Their posts are about restaurant updates, Cuban Culture, and Conflict Kitchen Events.



CONFLICT KITCHEN

SERVES FOOD FROM COUNTRIES WITH WHICH THE UNITED STATES IS IN CONFLICT

Visit ConflictKitchen.org for more information

I created a sticker with the mission statement of Conflict Kitchen. Since Conflict Kitchen is actually a public art piece, I think that their message should be spread to customers. The employee places the sticker on the (previously plain) food container before handing it to them. The customer notices this interaction as it is done right in front of them.

Due to its placement as a seal on the container, the customer must see it before opening it. Since it advertises the Conflict Kitchen website, the sticker acts as a link from the physical environment to the restaurant's digital environment.



COCINA DEL CONFLICTO

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CONFLICT KITCHEN
SERVES FOOD FROM COUNTRIES
WITH WHICH THE UNITED STATES
IS IN CONFLICT
THE CURRENT FOCUS IS ON THE
FOOD, CULTURE, AND POLITICS OF
CUBA

MENU

MAINS
YUCA CON MOJO \$7
YUCA IN MOJO SAUCE
LECHON ASADO \$8
SLOW ROASTED PORK
MARINATED

PLATANOS MADUROS \$3
FRIED SWEET PLANTAINS
EMPANADA DE PICADILLO \$3.5
EMPANADA FILLED WITH
GROUND
BEEF, TOMATOES, RAISINS,
AND OLIVES



Being situated in Schenley Plaza allows for an interesting environment while eating. To me, the sounds of nature emphasize the natural feeling that Conflict Kitchen is trying to create. Once again, it contrasts with the forced environment in which we usually place the idea of politics.

I propose that we make an American Version of Conflict Kitchen, which could look something like this, following the typical appearance of Conflict Kitchen's branding. It would appear in the country that Conflict Kitchen was representing. Since many nations dislike the US, I made a concerted effort to use the colors and patterns in a way that was very friendly and welcoming.



The American version of Conflict Kitchen would be displayed in a screen on the wall. The Cuban version would display in Cuba. Thus, it acts as a window to the other nation, and thus creating a parallel between the two nations. It shows the each culture that in both countries, there are people who may not agree with the current political situation.



MENÚ

PLATOS PRINCIPALES

MAC N CHEESE
ESPAGUETIS CON SALSA DE QUESO

CALIFORNIA ROLL
CANGREJO Y AGUACATE
SUSHI

BURGER
CARNE A LA PARRILLA EN
EL BOLLO

FAJITAS
VERDURAS ASADAS

**BACON, LETTUCE,
TOMATO SANDWICH**
TOCINO, LECHUGA Y TOMATE EN UN SÁNDWICH

GUARNICIONES

CORNBREAD
PAN DE MAÍZ DULCE

FRIES
PAPAS FRITAS

STEAMED VEGETABLES
BRÓCOLI, MAÍZ Y ZANAHORIAS

POSTRES

APPLE PIE
PIE DE MANZANA

BLUEBERRY COBBLER
ARÁNDANOS ZAPATERO

I created an American version of the menu included on the website. In order to not represent American dining stereotypically, the items on the menu are updated periodically. This would be implemented for the Cuban version as well.



An employee at Conflict Kitchen told me he was disheartened that Conflict Kitchen would soon be moving to an indoor location. I created a proposal of a blended indoor/outdoor environment for the new location. Inspired by the architecture of The Porch, there is an outdoor picnic area and an indoor environment as an option. It's important that there is both because many people might feel scared to enter the environment if it was only indoor and immersive since politics makes many people uncomfortable. This new location is bright and patterned to still feel welcoming.

Indoor dining and outdoor picnicking are both composed of large wooden tables. Though people can still eat with the friends and family they come with, they are in close proximity of other people. Customers have the option of talking with other people. I hope that the loud volume of the indoor environment and close proximity of people at tables will encourage people to discuss our conflicted politics.





As a way of extending their outreach to other people, I feel that Conflict Kitchen should create a food truck to exploit their food and spread awareness of the restaurant. They would offer small samplings. In addition, it would occasionally show up on college campuses, and gain a lot of attention.



In conclusion, what initially attracts people to Conflict Kitchen's environment is the food, color, and patterns. Hopefully, the restaurant's interactions can also spark a change in their political mindset.