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PURSUIT OF PATTERN LANGUAGES FOR SOCIETAL CHANGE

**A comprehensive
perspective of
current pattern
research and
practice**

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Edition Donau-Universität Krems

ISBN Paperback: 978-3-903150-43-0

ISBN eBook: 978-3-903150-44-7

Printed on demand in many countries. Distributed by tredition

Krems, October 2018

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We would like to thank all authors, contributors and participants of the PURPLSOC Conference 2017

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Cooking Fun Language: Sharing the Hidden Fun of Cooking

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This paper proposes Cooking Fun Language, a Fun Language that verbalizes the hidden fun of cooking. The Cooking Fun Language was created to encourage young people to cook, in response to the declining cooking population especially among young people in Japan. Fun language is a collection of Fun Words, each showing a way of enjoying a certain cooking-activity that are unknown to those with little experience in cooking (Iba et al. 2017). It is similar to pattern language 3.0, but it differs in that while pattern language 3.0 shares how to do something better, Fun Language strictly focuses on how to have fun with something. Cooking Fun Language, presented in this paper, contains twenty-five Fun Words, or ways to make cooking more enjoyable. This paper contains the creation process, a list of the Fun Words, the function of the Cooking Fun Language, and future work.

Fun language; cooking, pattern language; enjoyment; motivation

1. Introduction

In this paper, we will introduce Cooking Fun Language, which shares the hidden enjoyment of cooking using a new concept called Fun Language. Ready-made foods have become widely available in Japan, and many people, especially the younger generations who live alone, tend to rely on these foods, instead of cooking on their own. Through interviews, it became apparent that cooking is thought of as a heavy load or a too difficult thing to handle in their busy lifestyles. However, there can be a big gap in how cooking is perceived from the outside and the inside. For example, the purpose of cooking may be seen as solely to prepare food in order to get nutrition, a troublesome chore to feed oneself. But with a shift of frame, the purpose may be to enjoy the act of cooking in itself. Each person has a reason to cook, and it is natural that the purpose or the meaning of cooking differs depending on how one is doing it and who is doing it. For those who enjoy the act of cooking as a hobby, cooking means much more than a process of nurturing the body. It also gives the person joy and comfort. For example, take Alice Waters; chef, author, food activist, and the founder and owner of Chez Panisse Restaurant in Berkeley, California; she finds enjoyment in many aspects. Her list of the underlying principles of good cooking displays much joy and delight, showing us her love and enjoyment of cooking.

"Eat Seasonally.

Choose food in season. Even where the growing season is short, organic gardening and farming can be grown in cold frames and greenhouses, and there are always local foods that can be stored, dried, and canned for the winter months. Eating seasonally inspires your menus, gives you a sense of time and place, and rewards you with the most flavorful food."

"Conserve, compost, and recycle.

Take your own basket and to the market. Reuse whatever packaging you can. Keep a compost bucket nearby when you cook to recycle kitchen scraps. The more you conserve, the less you waste, the better you feel."

"Cook simply, engaging all your senses.

Plan uncomplicated meals. Let things taste of what they are. Enjoy cooking as a sensory pleasure: touch, listen, watch, smell, and, above all, taste. Taste as you go. Keep tasting and keep practicing and discovering" (Waters 2007).

As understood from this list, there can be many ways and many kinds of enjoyments in cooking. Fun exists everywhere. But for people who are completely unfamiliar with the en-

joyment of cooking, the idea that cooking is fun is extremely surprising and new. They of course do not know how to enjoy it.

If the enjoyment of cooking is better expressed, more people will know how to enjoy cooking, and become positive about the cooking process. This can lead to the increase in the cooking population. To spread this philosophy, we created a tool to share the enjoyments of cooking for anyone to understand what cooking means for people who have fun at it. We aim to inspire this way of thinking, giving them a trigger for changing their mindset towards cooking.

2. Background

The background of creating the Cooking Fun Language came from creating the Cooking Patterns (Akado et al. 2016), which are patterns about the cooking process, and the Cooking Life Patterns, which deal with how to incorporate cooking into everyday life (Yoshikawa et al. 2016). These pattern languages were created to organize and share the good practices of cooking, but were more a kind of pattern language to lead readers in the “right direction”, towards improvement (Iba et al. 2017).

From creating the patterns above, we found out that pattern language can serve as effective tools for offering small tips to those who seek improvement in technical skills but are limited in speaking to the hearts of those who are new to cooking. Therefore, to reach out to those out of the original range, we created Cooking Fun Language: a fun language for cooking, to encourage people to feel that they too, might like to enjoy cooking.

3. Fun Language

Fun Language is a collection of perspectives and actions that allows one to “enjoy” a certain activity. The term Fun Language, like pattern language, points to both the methodology and the languages themselves (Iba et al. 2017). As Fun Language consists of ways to enjoy a certain activity, we call these small units, “Fun”. Each “Fun” unit contains information about when and how to enjoy that particular activity, and is named with a “Fun Word” (Iba et al. 2017).

The function of Fun Language is specialized in sharing the tips of how to enjoy a certain subject, aiming to switch people’s mindset in a positive direction. The purpose of this language is to make an action on a specific subject more enjoyable. Unlike pattern language,

which Alexander created in order to generate quality in an object that is produced through a process of constructing/creating: “quality without a name” (Alexander 1979), the intention of Fun Language is to enhance the “quality of experience” of the person who is working on a certain subject. Since the focus of this language is on mindset, the ultimate goal is to enhance the “quality of experience” of the people. Therefore, since Fun Language speaks directly to people’s hearts, it is effective in raising people’s motivation to become engaged in a certain activity. When one discovers an element of “fun” in an activity, it gradually leads to “enjoyment”, which then develops into a more long-term feeling of “joy” (Iba et al. 2017).

4. Adaptation of the Pattern Language Format

The format of the Fun Language is adapted from that of a pattern language (Alexander et al. 1977). A pattern in a pattern language consists of a Context, Problem, Solution, and a Consequence, which help solve or prevent an undesirable situation. While this format is suitable in providing practical knowledge, a somewhat different format should be used for a language that deals more closely with the emotional side of an activity. In a Fun Language, the ideas presented do not arise from a “problem” to be solved. In other words, a Fun Language deals with actions that are not necessarily essential, but help to upgrade the quality of the experience itself. Therefore, the “problem” statement is omitted from the format; Fun Language simply describes a Context in which a Solution is enacted, which leads to a certain Consequence (Iba et al. 2017).

5. Cooking Fun Language

Cooking Fun Language shares ways to enjoy cooking, which were created in order to invite people who do not usually cook to see the fun side of cooking and make them want to cook.

The language is made up of 25 Fun Words, each containing ways to make cooking more enjoyable (Figure 1).

COOKING FUN LANGUAGE



Figure 1: The overview of Cooking Fun Language

5.1. Creating Process

The creating process of Fun Language is very much the same with that of pattern language: Pattern Mining, Pattern Writing and Pattern Symbolizing (Iba 2016; Iba & Isaku 2016).

The creating process of Cooking Fun Language begins with mining (Iba & Yoder 2014; Sasabe et al. 2016) the fun experiences from university students who cook more than once a month. During the "Mining Dialogue" (Iba & Isaku 2016), we focused on getting the interviewees to relax and enjoy the conversation in order to extract the Fun seeds from them through a natural dialogue. By creating a relaxed and comfortable dialogue setting, we were able to get the interviewees to describe their core happy feelings using spoken language as well as onomatopoeia.

After extracting what they do to enjoy cooking and where they feel the most enjoyment, we wrote down the Fun seeds on sticky notes and conducted "Clustering" to find out some common patterns from the collected data (Sasabe et al. 2016) using the KJ method (Kawakita 1967). Lastly we wrote down the Fun contents of each group.

Then, in the writing process, we extracted three specific examples for each Fun, and wrote out the thoughts behind the enjoyment in a monologue tone, summarizing it in a simple phrase (Iba et al. 2017).

Lastly, for each Fun Word, we assigned a name and illustration. When naming each Fun, we focused on expressing the essential idea. As this follows a similar process as when naming a pattern, we referred to Pattern Symbolizing Patterns (Shibata et al. 2016), which provide insight on how to capture its essential ideas. For the illustrations, we picked a scene from the most representative action example, and drew illustrations using the Pattern Illustration Patterns (Iba & Iba Lab. 2015; Harasawa et al. 2015) as reference. The illustrations were added to better enable the readers to imagine/grasp the contents and joy of the fun.

Cooking Fun Language was then put together in a booklet, which contains the 25 Fun Words in a card format (Figure 2).



Figure 2: The Cooking Fun Language booklet (japanese)

5.2. Categories within the Fun Language

We divided the 25 Fun Words into 5 categories based on the kinds of enjoyment, in other words, the different emotions one experiences when enjoying the Fun Word as below (Figure 3).

- » Daydream: enjoyment of using your imagination in cooking.
- » Trick: enjoyment of becoming a little childish and plotting small tricks for pleasure.
- » Love: enjoyment of becoming motherly and showing love in things.
- » Shift: enjoyment of switching your feelings into a better state.
- » Victory: enjoyment of becoming proud and feeling great about yourself.

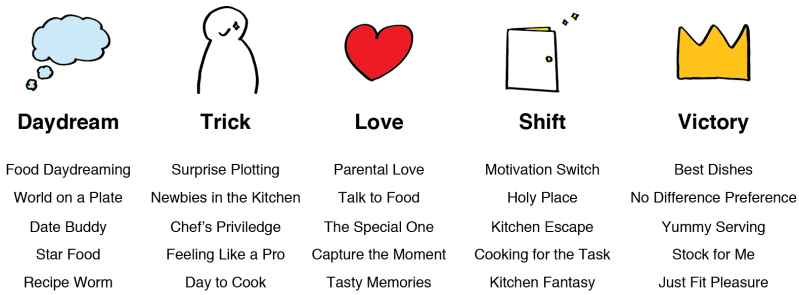


Figure 3: The 5 categories and Fun Words of Cooking Fun Language

5.3. Format of a Fun Word

The Cooking Fun Language is introduced in the card format, and each card has 5 elements. We used the card format in order for people to easily share and talk about them (Figure 4).

- (1) Name of the fun
- (2) Introduction
- (3) Three example actions
- (4) An illustration of one of the actions
- (5) The thoughts behind the enjoyment

Here we introduce 5 Fun Words from each category as examples. First, we present one from the “Daydream” category, called “Star Food”. In general, we all have something we admire, and this enjoyment is to dream about a certain rare or expensive ingredient that you admire like a superstar, longing for it to someday come into your hands. The examples are, daydream how an “admirable ingredient” that is difficult to get would taste like through recipes and articles, or hope for an “admirable ingredient” to go on sale for you to buy. This superstar lights up the day by just appearing into your eyes. When you catch a glimpse of it, there is no choice but to jump at it.

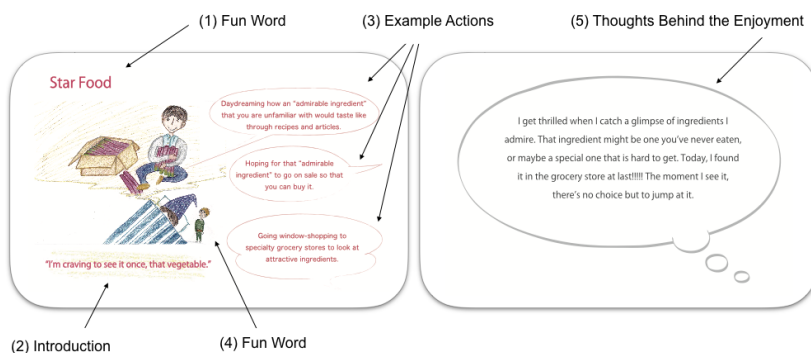


Figure 4: "Star Food" from the "Daydream" category

The second is from the "Trick" category, called "Day to Cook". This is the enjoyment of letting yourself put cooking into the priority list no matter how busy you are. The examples are, make Cooking a part of your schedule and book the day no matter how busy you are, and have it as your highest priority of the day, or to set a family event like "This Saturday is Taco Day!" and have your family members reserve that day. Everyone has the right to enjoy what they like, and cooking is no exception either. Feel free to get absorbed in the process without any interruptions.



Figure 5: "Day to Cook" from the "Trick" category

The third Fun Word is from the "Love" category, called "The Special One". This Fun is to enjoy the good ones and not intended ones in shapes and such, and take especially good care of your favorites. The examples are, feature the best-shaped cookie in the center when taking a picture, or give the most beautifully served plate to loved ones. Since every finish is unique, there is no such thing as failure in cooking. Admire the favorites of course, but do not forget that the favorites shine thanks to the out of shaped ones.



Figure 6: "The Special One" from the "Love" category

Next, we present "Kitchen Fantasy", from the "Shift" category. This is the enjoyment of leading yourself into a different world with the trigger of music, or clothing that fits the mood of the cooking process. The examples are, don't hesitate to turn Indian music on and dance to it, stirring the curry rhythmically with the smell of curry in the lead, or to start from the style of the world by wearing a china dress when making Chinese food. After having jumped into the world without hesitation, it is twice the fun to come to your senses and laugh out loud (Iba et al. 2017).

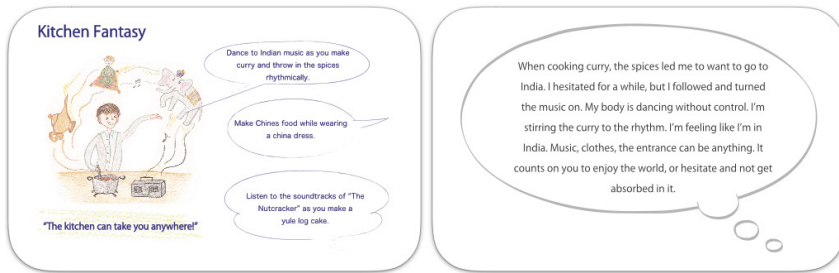


Figure 7: "Kitchen Fantasy" from the "Shift" category

Last but not least, the Fun Word for the "Victory" category is "Just Fit Pleasure". This enjoyment is about the accomplishment of something becoming "just right". The examples are, when the merinque perfectly fits the oven, or when there is just the same number of shrimp in the pasta to divide for everyone. "Just right" might happen intentionally, or maybe not, but the process of working hard to make it fit is somewhat thrilling, and when it went out "just right", the beauty is breathtaking, excited and exhilarated with fulfillment.

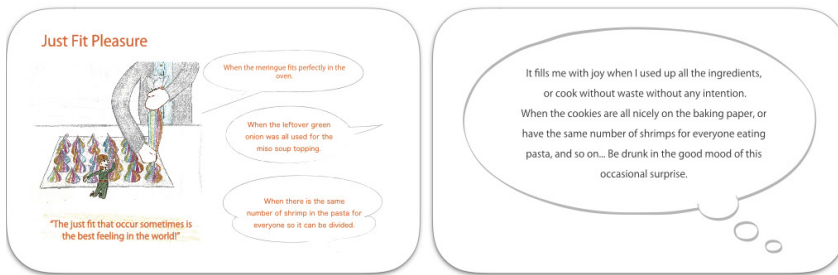





Figure 8: "Just Fit Pleasure" from the "Victory" category

5.4. Overview of the 25 Fun Words

Table 1- 5 contains the contents of the 25 Fun Words in 5 categories in the Fun Language for Cooking.

Category	No.	Fun Word	Introduction	Action Examples	Thoughts
Day-dream 	1	Food Day-dream	<p>"Just thinking of what I want to make makes me grin."</p> 	<ul style="list-style-type: none">» Daydream what dishes to make for the upcoming special day.» When too busy to cook, make a "Want to cook" list to satisfy your cooking desires.» Look through recipe websites and imagine what to make.	<p>I often spend time thinking about what to make. What should I make this weekend? I go on searching for the best recipes. I want to make pretty much everything, but really, I don't have the time! Hey! Maybe I can imagine that I'm making them! Problem solved!</p>
	2	World on a Plate	<p>"What kind of world should I create on the table?"</p> 	<ul style="list-style-type: none">» On Halloween, think of adding pumpkin or ghost motifs to your dishes.» Think about how to recreate a dish from your favorite movie scene.» When planning special meals like a Christmas dinner, make a sketch of your dinner table and scribble on until satisfied.	<p>When I'm in charge of the meal, I first set the theme. The table is where I can freely create a little world. Then, I sketch that world's image roughly. I can adjust it to a season's event, or reproduce a meal from a scene of a film. When I'm making that world, I'm a creator.</p>










<p>Day-dream</p> 	3	Date Buddy	<p>"Eating there must be exceptional!"</p> 	<ul style="list-style-type: none"> » Taking a homemade pie to the park and eating it with friends. » Eating your favorite sandwich barefoot by the seashore. » Going on a railroad trip with your homemade lunchbox. 	<p>Sometimes, I eat food in other places. By eating at your favorite spot, or where you simply admire, the atmosphere somehow becomes the spice of your meal. I'm planning to go to "my place" this weekend. And I'll probably bring along my favorite dish.</p>
	4	Star Food	<p>"I'm craving to see it once, that vegetable."</p> 	<ul style="list-style-type: none"> » Daydreaming how an "admirable ingredient" that you are unfamiliar with would taste like through recipes and articles. » Hoping for that "admirable ingredient" to go on sale so that you can buy it. » Going window-shopping to specialty grocery stores to look at attractive ingredients. 	<p>I get thrilled when I catch a glimpse of ingredients I admire. That ingredient might be one you've never eaten, or maybe a special one that is hard to get. Today, I found it in the grocery store at last!!!! The moment I see it, there's no choice but to jump at it.</p>
	5	Recipe Worm	<p>"He goes that far!? Really, he is a pro."</p> 	<ul style="list-style-type: none"> » Make a "Recipe Bookworm Day" and take time reading your favorite chef's cookbook. » Enjoy reading difficult and authentic books of patsies. » Imitate the tips and ingredients of the author of the cookbook, and feel the authors' taste, or the detailed touch designed by the author. 	<p>My pleasures in the weekend these days are to read my favorite cook looks. Like imitate writing in your favorite style, when I my favorite chefs' recipe, I want to imitate it. As I feel the authors' detailed sense, I get absorbed in the authors' greatness. As I turn the pages, I can help but smile at how much thought goes into the recipes.</p>

Table 1. Fun Words in Daydream Category

Category	No.	Fun Word	Introduction	Action Examples	Thoughts
Trick 	6	Surprise Plotting	<p>"The feeling of making something for someone is like Santa Claus."</p> 	<ul style="list-style-type: none"> » When celebrating a family members' birthday, secretly bake the cake at night and surprise them. » Wake up earlier than usual and treat your family a weekend brunch. » Make homemade jam and send it to faraway friends and family. 	I usually can't express gratitude toward my loved one's. For those people, delight them with a surprise. When everyone is fast asleep, sneak into the kitchen with a secret plan. Making things for someone can't help you smile with the surprised face in your mind.
	7	Newbies in the Kitchen	<p>"Now you're a captive of cooking!"</p> 	<ul style="list-style-type: none"> » Arrange a "Make Yourself Pizza Party" with everybody's favorite toppings. » Have a friend experience a recipe with a fun or interesting cooking step » Invite an anti-cooking friend and make an easy dish together to gain self-confidence, have them thinking, "I can do it too!" 	Cooking is fun. Therefore, it is natural to want to have fun cooking with others. However, I don't want to force them to cook. Then, all I have to do is to plan a party that's fun to cook for everyone. If this party can be a start to someone's love in cooking, that's a big success.
	8	Chef's Privilege	<p>"Hahaha, no one knows about this secret pleasure!"</p> 	<ul style="list-style-type: none"> » On weekends, drink wine from a glass while making pasta. » Sneak in one lucky egg roll filled with cheese. » When cooking with friends, take sneak-peak bites of the food before it gets to the table. 	When cooking for everyone, I, a "chef" could appreciate having a little treat. Tricks and privileges that I have because I am in the kitchen fill me with giggles, making me want to be in the kitchen and make food for people. Now, which plate should I put the "bingo" /prize in today?
	9	Feeling Like a Pro	<p>Being a "Pro" is up to you!</p> 	<ul style="list-style-type: none"> » Prepare all ingredients and weigh them, and cook in a good tempo as if you're in a cooking show. » Use a sashimi knife, and cut the sashimi beautifully with care. » Put your favorite black pepper in a cool pepper mill and finish up your with the movement of a pro. 	I sometimes become a professional in cooking. Sometimes, is because being a "Pro" is up to how you feel. Try to excite yourself even more by some ideas, and cook as if you are a really good cook. Dishes made from the "good cook" seem much more delicious than always, and trust me, it's not just in your imagination.


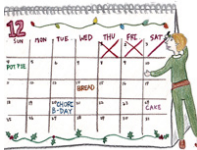



Trick 	10	Day to Cook	<p>"Sorry I can't make it. That's my bread baking day..."</p> 	<ul style="list-style-type: none"> » Make cooking a part of your schedule, such as "The 14th is my Bread Baking Day.", and have it be your highest priority of the day. » Make a family event like "This Saturday is Taco Day!" and have your family members reserve that day. » When cooking, try not to look at the phone or the TV, and get into your own world. 	<p>I'm busy every day. I keep setting my job and appointments with others above everything, so I haven't had my own time for quite a long time. Okay, next month, I'll arrange my own plan in the schedule. "Bread Baking Day", "Tacos Party", etc... You have the right to have all the fun you can on "reserved" days. Be absorbed without any interruptions.</p>
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Table 2. Fun Words in Trick Category

Category	No.	Fun Word	Introduction	Action Examples	Thoughts
Love 	11	Parental Love	<p>"It's too dear to me, I can't help polishing it."</p> 	<ul style="list-style-type: none"> » Treat your favorite cookware like a pet, polish it preciously, and talk about it with pride to other people like a loving parent. » When dealing with chestnuts, or hard to peel ingredients, work on it like a caring parent. » Name your dish and make it an original, reconfirming your feelings toward the dish. 	<p>The other day, I treated myself a blender. It's my No.1 favorite, so when I use or clean it, I get happy and treat it too neatly. That reminds me, I feel the love of parenting in my heart these days when I'm cooking these days. Even if it's a hard preparation, I end up having fun thinking, "Oh, you're such trouble!". And, I'm starting to name all of my cooking utensils... Is this too crazy?</p>
	12	Talk to Food	<p>Listen to the voice of the ingredients.</p> 	<ul style="list-style-type: none"> » Ask a tomato "How do you want to be cooked?" to decide the best way to cook it. » Saying "It's finally your turn buddy!" to the too hard to eat avocado that was on the waiting list, and cook when it's edible. » Feeling "I'm the only one that can save you!" when meeting eyes with clearance goods or crooked vegetables and putting it in the cart. 	<p>Before starting the cooking, I put the ingredients on my hand and ask it "How do you want to be cooked?" Then, it tells you how their condition is that day; too ripe, or hard, and so on. I listen to their voices, and help them shine in the best way. That is how you get along with those carefree ingredients.</p>









<p>Love</p> 	13	The Special One	<p>"You're the star of the batch!"</p> 	<ul style="list-style-type: none"> » Feature the best-shaped cookie in the center when taking a picture. » Give the most beautiful served plate to your loved ones. » The best-browned panini is eaten with special care. 	<p>Cooking tends to make good shapes and out of shaped guys. The good shapes are somewhat very cute, so I can't help favoring it. However, The out of shaped ones are not a failure, either. If you think of them as "back dancers" of sorts, you'll find yourself loving them all.</p>
	14	Capture the Moment	<p>Save it in its best suit.</p> 	<ul style="list-style-type: none"> » Take a picture with a small prop that fits the foods' atmosphere or season » Wake up early in the morning just to take a picture of your sweets in the morning sun. » Don't miss the action shot of the dishes' highlight scene, for example, the moment cheese is melting. 	<p>Foods cooked with much effort are a little "mottainai" to eat! To visually keep the dish as it is, the only way is to take a picture. I start being more particular about taking pictures, and then become particular of dishing up, or ingredient choosing. To preserve it in its best look, I find myself trying this and that.</p>
	15	Tasty Memories	<p>"Oh, I recall that taste, that feeling."</p> 	<ul style="list-style-type: none"> » Take pictures of the scenes of foods you cooked, and sometimes recall your memories, like "Yeah I ate this with that person..." » Keep a cooking diary, and write what you made and your memory of it. » When having a taco party, don't forget to take pictures of the cooking process and everyone eating. 	<p>Turning pages of the album, I found the meal I cooked that time. "I used to do play basketball, and do other things..." A lot of memories are swimming in my head. Cooking can be a symbol of a daily scene. Foods made or foods eaten link to memories or how you felt that time, more than you imagine.</p>

Table 3. Fun Words in Love Category

Category	No.	Fun Word	Introduction	Action Examples	Thoughts
Shift 	16	Motivation Switch	<p>"The sign of "Okay, let's start cooking!"</p> 	<ul style="list-style-type: none"> » Actually do warm ups to pump up your blood flow before cooking. » Put on your favorite apron and switch to your "cooking mode". » Wash your face before going into the kitchen to freshen up your mind. 	<p>Even if you want to cook, you tend to become lazy without a trigger. In situations like that, I use my little spell to turn me into cooking mode. If I can get my mind ready before I stand in the kitchen, I know I'll have a good time in the kitchen.</p>
	17	Holy Place	<p>"Standing in the kitchen, I'm in a solemn mood of cooking gracefully."</p> 	<ul style="list-style-type: none"> » Bow to the kitchen for appreciation when going in. » Keep a good posture when cutting vegetables. » Even when washing the dishes, try to keep every action smooth and graceful. 	<p>I have times when I lose self-confidence. In times like that, I go to the kitchen and cook. By making sure my movements are proper and graceful, I become positive minded. Thinking that there is a "Kitchen Spirit" watching over you in the kitchen will naturally get you good postured. You will feel better about by the time you finish making a dish.</p>
	18	Kitchen Escape	<p>Be absorbed, and the heart and mind will be all refreshed.</p> 	<ul style="list-style-type: none"> » After having an argument with a friend or a family member, make dumplings from scratch and concentrate on wrapping them. » When business becomes frustrating, make a stock of side dishes for a heads' rest. » Make jam and concentrate on cutting tons of fruits to refresh your mind when something is bothering you. 	<p>When you devote yourself to a cooking process with much effort and trouble, it can actually be soothing. While concentrating on simple work, quiet and peaceful time passes by. There are times when you're down, or have something that bothers you. In times like this, shut yourself in the kitchen and cook foods that take time and effort. After the cooking process, you will find your heart and mind refreshed.</p>










Shift 	19	Cooking for the Task	<p>"Let's get this done while the bread is in the oven!"</p> 	<ul style="list-style-type: none"> » Resting time for bread dough can be time to finish homework. » Check bothersome emails after cooking and while your productivity is still high. » Study for a test while stirring the stew every now and then. 	When loaded with tasks, you become lousy without any motivation. That is when I need some kind of a timekeeper. For example, bake bread from scratch. Proofing time is the most productive work time, so I hurry to my PC. After I set the bread in the oven, I might as well clean the room! It's so funny that bread is my timekeeper.
	20	Kitchen Fantasy	<p>"The kitchen can take you anywhere!"</p> 	<ul style="list-style-type: none"> » Dance to Indian music as you make curry and throw in the spices rhythmically. » Make Chinese food while wearing a china dress. » Listen to the soundtracks of "The Nutcracker" as you make a yule log cake. 	When cooking curry, the spices led me to want to go to India. I hesitated for a while, but I followed and turned the music on. My body is dancing without control. I'm stirring the curry to the rhythm. I'm feeling like I'm in India. Music, clothes, the entrance can be anything. It counts on you to enjoy the world, or hesitate and not get absorbed in it.

Table 4. Fun Words in Shift Category

Category	No.	Fun Word	Introduction	Action Examples	Thoughts
Victory 	21	Staple Dishes	<p>"Hmmm, I'm getting close to that ideal taste."</p> 	<ul style="list-style-type: none"> » Keep making fresh homemade pasta in many ways to reproduce the taste you had in Italy. » Pick a theme of the month, and keep making dishes in that theme until you're satisfied with the result. » Collect tips on how to make a certain dish better by reading books go eating what the pro makes. 	Cooking has the joy of trial and error, just like a science experiment. There are dishes that are difficult to master, but you just can't help but smile when you made the "perfect taste". It's a pleasure to keep changing the ways, seeking for the best. Beside, when you have tons of knowledge on a particular menu, you can't help sharing them with people like a cooking geek.

<p>Victory</p> 	22	No Difference Preference	<p>The fondness that only you know produces satisfaction.</p> 	<ul style="list-style-type: none"> » Have a salt collection and use the best fitting salt for each purpose. » Buy kitchen utensils, or small tools that you don't really need, but desperately want. » Use as much ingredients from the area as you can when cooking local food. 	<p>I have small preferences that other people don't realize. The detailed the preferences, the less possibility that other people will notice. Small preferences like that are the ones you become fond and proud of, and makes you think you're the best cook in the world. The deeper in detail I go, the more I want to master it.</p>
	23	Yummy Serving	<p>"How can I perfect the outward tastiness?"</p> 	<ul style="list-style-type: none"> » Pair a hot stew with a warm wooden bowl. » Use a place mat that adds spice to the color of the dish. » Refresh leftovers by changing the plate it is served on. 	<p>Food can become tastier just by the way it looks to the eyes. "How should I serve the food to make it most delicious?" I choose the table settings and plates that will fit the food the most. Even if you mess-up the food or it's a leftover, you turn it into a delicious dish by the way you serve it.</p>
	24	Stock for Me	<p>"Stock made in an exciting mood is my power of confidence."</p> 	<ul style="list-style-type: none"> » Keep a stock of pre-cooked food for lunch boxes and for dinner. » Stock cookie dough in the freezer so you can bake it and give it as a present any time. » After making peppercorn, freeze the unused garlic for another dish. 	<p>Sometimes I get a "Cooking high" that makes me want to cook a lot. When I have the time and will, I make many side dishes or pre-cooked things to use later on. By stocking up, I gain self-confidence and a sense of accomplishment. Using the stock later on, I become proud of myself, praising "Well done, me!" and start grinning.</p>



Victory 	25	Just Fit Pleasure	<p>"The just fit that occur sometimes is the best feeling in the world!"</p> 	<p>» When the meringue fits perfectly in the oven.</p> <p>» When the leftover green onion was all used for the miso soup topping.</p> <p>» When there is the same number of shrimp in the pasta for everyone so it can be divided.</p>	<p>It fills me with joy when I used up all the ingredients, or cook without waste without any intention. When the cookies are all nicely on the baking paper, or have the same number of shrimps for everyone eating pasta, and so on... Be drunk in the good mood of this occasional surprise.</p>
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Table 5. Fun Words in Victory Category

6. The Implication of Cooking Fun Language

The Cooking Fun Language has mainly 3 implications, as outlined below.

6.1. Shares the Hidden Know-How to Enjoy Cooking

First, Fun Language opens the hidden ways to enjoy cooking. We usually focus more on improvement in cooking skills, but Cooking Fun Language allows one to concentrate more on the emotional side of cooking, that is; how to better upgrade the experience of cooking. By making explicit the hidden enjoyment behind cooking processes, people can approach the activity through not only the technique-aspect, but also see how cooking can be an enjoyable experience that can enhance the quality of daily life.

6.2. Present Cooking in a Positive Light

Second, for those who are inexperienced in cooking, Cooking Fun Language can present a new realization towards cooking-the cooking process can be enjoyable. One of the main reasons why people do not cook is because they have a negative image towards the cooking process. For example, that it is very difficult or that it takes too much time. However, once a person grasps how to enjoy cooking, it can become a hobby, rather than a dull chore. In this way, Cooking Fun Language can invite people to see the enjoyable side of cooking.

6.3. Allows Individuals to Define their "Meaning of Cooking"

Cooking Fun Language allows people to discuss and deepen their understanding of the enjoyment of cooking. By having the Fun Words as a starting point to discuss how each individual finds enjoyment/satisfaction in the cooking process, it enables different people to gain insight/inspiration from each other, as well as to realize what role cooking plays in

enhancing their daily lives. Through redefining the meaning of cooking, cooking will naturally become something of a higher priority.

7. Conclusion

In this paper, we proposed Cooking Fun Language, a Fun Language that shares 25 Fun Words that encompass the ways of enjoying cooking. These were created in the hope that readers will understand the fascinating enjoyments of cooking and shift mindsets to wanting to cook for fun in their daily lives. As future work, we may look into more detail in regard to the function Fun Words can play in fostering conversation/ a deeper understanding of the enjoyment of cooking for beginners by holding dialogue workshops. Furthermore, we would like to explore possible implementations of the Fun Words on recipe websites run by our research collaborator, Cookpad Inc., as a new way to help website users expand their cooking repertoire and enjoyment habits.

Note: this was conducted as a joint project with Cookpad Inc, the largest recipe site and cooking community in Japan, as research into ways to make cooking enjoyable and accessible for beginners.

8. Acknowledgement

First, we would like to express our appreciation to our research partners from Cookpad, inc.: Takuji Ikeda and Ryo Katsuma, as well as Akimitsu Sano for giving us the opportunity to create Cooking Fun Language through joint research. We also thank all interviewees for sharing their unique and wonderful Fun seeds in cooking, as well as Marino Kinoshita, Tomoki Kaneko among other members from Iba Laboratory for their great feedback for this paper.

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*We thank the following for their kind support in
reviewing the contributions for this book:*

*Artemis Anniou
Peter Baumgartner
Anne Dörner
Tomoki Furukawazono
Tina Gruber-Mücke
Takashi Iba
Susan Ingham
Taichi Isaku
Hajo Neis
Ana Pinto
Richard Sickinger
Wolfgang Stark
Anne Stieger
Stefan Tewes
Christina Weber*

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