



# The kitchen, the heart of the home

**GK**  
Global Kitchen



# The kitchen, the heart of the home

Trends relating to the kitchen's role as the centre of life in 21st-century homes

---

Within the limits established by the law, no part of this book may be reproduced, distributed, modified, or transmitted in any form or by any means, including electronic and mechanical methods, without the express prior written permission of the copyright holders. Please contact CEDRO (Centro Español de Derechos Reprográficos [Spanish Reproduction Rights Center], <http://www.cedro.org>) if you need to copy or scan any portion of this work.

© Silestone Institute 2019

© Joxe-Mari Aizega, 2019, for the foreword

© Carlos J. Fernández Rodríguez, 2019, for the foreword

© Albert Adrià, José Andrés, Amy Bentley, Mateu Casañas, Oriol Castro, Ann Cooper, Paolo Di Croce, Laura Domínguez, Mathew Evans, Louise Fresco, María González, Aránzazu González, Normand Laprise, Ángel León, Juanjo López, Toni Massanés, Nita Mathur, Megan Pflug, Paco Roncero, Marta Sanahuja, Mauro Uliassi, Xevi Verdaguer, Eduard Xatruch, 2019, for their contributions to the panel of experts.

**Cosentino is not responsible for the opinions expressed by the experts in this report.**

Editorial:  
Cosentino S. A.  
C/ Francisco Martínez, 2  
04867 Macael - Almería  
Tel. + 34 950 444 175  
[www.cosentino.com](http://www.cosentino.com)

Silestone Institute  
Rambla Catalunya, 18, 1º  
08007 Barcelona  
Tel. +34 93 481 36 20  
[www.silestoneinstitute.com](http://www.silestoneinstitute.com)

Conceptualization, creativity  
and editorial coordination: Ulled Asociados

First edition in English: March 2019

Legal Deposit: GR 210 - 2019  
Printing: Anel Gráfica Editorial  
Printed in Spain

**Promotional Copy – Not for Sale**







---

**Introduction**

pg. 4

---

**Prologue**

pg. 6

---

**I**

**The kitchen as a multifunctional and social space**

pg. 10

---

**II**

**Technology in the kitchen**

pg. 26

---

**III**

**Health and well-being**

pg. 36

---

**IV**

**A space for protecting the environment**

pg. 46

---

**V**

**A reflection of social changes: globalisation and the role of women**

pg. 54

---

**Conclusions**

pg. 66

---

**Methodology**

pg. 70

---

**The Silestone Institute, an initiative from the Cosentino Group**

pg. 74

---

**Acknowledgements**

pg. 76

---



INTRODUCTION



**Francisco Martínez-Cosentino Justo**  
**President of Cosentino Group**

The second study in the Global Kitchen project provides an in-depth analysis of the consequences and challenges of the new centrality of the kitchen space in the home and in families’ day-to-day lives.

The Global Kitchen project was born in 2016 with the intention of taking one step forward in the Silestone Institute’s founding objective: to provide new specialised knowledge about the kitchen space in order to encourage reflection and to contribute to its evolution in the current socioeconomic and cultural environment. Specifically, Global Kitchen was born as a project focused on the analysis of the domestic kitchen from a dual perspective: both from the point of view of users from different countries, as well as experts in an array of different disciplines.

With the title, *The Domestic Kitchen in the Era of Globalisation*, the first study by Global Kitchen pointed out some of the key trends in the present and future of the domestic kitchen. Some of the highlights include the function of the kitchen space as the centre of life in a household, used for activities that typically took place in other rooms, and acquiring relevance as the main room in a home. This concept is the starting point for the study we are presenting here, which provides a deeper analysis of the consequences and challenges of this new centrality: its meaning in our everyday individual and family lives; how it transforms the architectural concept of the home; how more recent technological advances and new forms of communication are integrated; how it influences personal health and well-being; the impact it has on growing environmental awareness; how it adopts techniques and utensils that are typically found in professional kitchens...

As the central core of the home, the kitchen is also the space that most explicitly reflects the changes and social transformations we are experiencing: it is an everyday indicator that projects our lifestyles, who we are, how we behave and how we evolve. In order to try and convey this relevance, this publication integrates a series of fictional short stories inspired by the kitchen, which we believe add a complementary vision that is hopefully even more surprising and differential.

Following the project’s own methodology, the research gathers both the end consumer’s opinion through a survey given out in countries with different cultures, as well as the expert vision of 23 professionals from very diverse specialities: chefs, sociologists, architects, interior designers, nutritionists, influencers and experts in food and gastronomy.

I want to thank all participants in the study -both anonymous and experts- for their selfless input and their interest in contributing to the challenge that the Cosentino Group and the Silestone Institute share: to bring value and innovation to a world as exciting and transcendental as the kitchen, which is also such an integral part of our day-to-day lives.

I hope that you find it interesting.

As the central core of the home, the kitchen is also the space that more explicitly reflects the changes and social transformations we are experiencing: it is an everyday indicator that projects our lifestyles, who we are, how we behave and how we evolve.



## PROLOGUE

## The kitchen as the core for sustainable globalisation



**Carlos J. Fernández Rodríguez**  
Sociologist and Professor at the  
Autonomous University of Madrid

In the field of sociology, one of the most relevant theories in recent decades when explaining changes in consumption patterns has been that of cultural omnivorousness. As societies develop politically and economically, and well-being increases, there is a tendency especially among the middle class to expand their palettes, their range of tastes: tolerance grows, minds open up to new experiences and interest grows in things that are different, in other cultures and traditions. There is no doubt that globalisation, the development of tourism and new technologies have facilitated the process of miscegenation and access to other cultural traditions and repertoires.

One of the spaces in which this process is most evident is, without a doubt, food. Culinary experiences from all over the world are now increasingly within our reach. And not only in restaurants: the kitchens in our homes are making more and more space for these culinary innovations, a sign of the consolidation of global dietary patterns. We no longer only prepare the Mediterranean diet that our mothers and grandmothers carefully cooked for us, but we make room for other recipes that have gained widespread recognition: Mexican tacos, Japanese sushi, Thai noodles... In short, dishes from Chinese, Italian, Peruvian or Arab cuisines, with exotic ingredients in many cases, and which we often prepare together with friends and family. We feed ourselves from a global menu. Moreover, our kitchens not only need to make room for new products, sauces and spices, but

also new kitchen utensils such as *woks*, chopsticks or bamboo boards. Food and kitchens are being globalised in a culturally integrating and enriching process.

However, this process also requires a lot of energy and high environmental costs. The planet nourishes us, but there are ecological limits that are becoming more evident to us day after day, which science is alerting us about in an increasingly urgent way. Product transportation is expensive and polluting, and international trade doesn't always lead to positive benefits for producers in developing countries. And it's important to recognise that good culinary practices aren't equally accessible to everyone. In some cases, the most vulnerable social groups with fewer economic and cultural resources must face the appearance of patterns in problematic nutrition, as they have access to lower quality products whose emergence and popularisation cannot be separated from globalisation itself. The bad is also globalised. Prepared foods, full of chemical compounds and saturated fats, end up flooding the homes of many families, which shy away from the experience of cooking and a balanced diet. This leads to increased health risks for large segments of the population, with significant increases in obesity and cardiovascular diseases.

But in the kitchen we also have the opportunity to contribute to building a sustainable type of globalisation. Some of the measures we can encourage

include buying fresh and local products; opting for a balanced diet in which plant-based foods are at the centre; or making quality ingredients a priority, which are often more affordable than they seem. And at the core is the need to take back the kitchen as a space for learning and knowledge: not only can cooking at home help us to eat healthier, due to the control we have over what we buy, use and make, but the cooking process itself can also become an interesting space for food reuse and recycling. This will allow us to recover culinary traditions while also incorporating global trends and even creatively merging both of them together. If we are also able to involve our kids in learning these practices, we can help make the kitchen a *locus* of a new type of ecological sustainability, which doesn't sacrifice new global culinary experiences but instead shows sensitivity and a clear commitment to a cleaner and fairer world. In this way, the kitchen can contribute to building a better future. ■

**We can take back the kitchen as a space for learning and knowledge. Cooking at home can help us to eat healthier and also turn the kitchen into an interesting space for reuse and recycling.**



PROLOGUE

# The kitchen as a path to individual and social well-being



**Joxe-Mari Aizega**  
Basque Culinary Center General Director

**In the 21st century, we need to reflect further on this matter so that the kitchen continues to be part of our culture and our daily habits, with the goal of improving health at every step of the food chain.**

Cooking has reached a high point, as a result of all the hard work of many chefs and their growing presence on the internet, on social networks and in the media. Its democratisation and accessibility have contributed to the growth of a sector connected to realities that go beyond the culinary world alone. At the end of the day, there is no reality (economic, social, cultural, even political) that doesn't intersect in some way with our diet. The Basque Culinary Center can be inserted into this axis of interaction, as an outstanding example of the breadth, complexity and richness of the “gastronomy” concept.

It's time for gastronomy to stop focusing on the professional field alone, on the service offered by the hotel and restaurant industry outside of the home. It's time to reflect on and encourage domestic cooking.

In its Preamble of the Constitution in 1946, the World Health Organisation defined health as "a state of complete physical, mental and social well-being". Every day, we are more responsible and increasingly aware of the fact that our health is the sum of our genetics, physiology, environment, lifestyle habits and, of course, our diet. It has long been known scientifically that food influences our health, with even more evidence to support this claim ever since population-based epidemiological studies have existed. Throughout all of history, there have been milestones that have left their mark on culinary customs. The way we eat and therefore cook reflects a person's identity

and can be used to measure the evolution and priorities of a society. Today we must view gastronomy as something that involves not only delicious food, but sustainable and healthy food as well. Enjoyable, sustainable and healthy are three of the characteristics that should identify contemporary gastronomy.

## THE KITCHEN'S MEANING AT HOME

There is an ongoing debate about trends in food and eating habits in the West and their relationship to health. Cooking is more than just preparing a “meal”. It's a basic, everyday activity related to our habits, culture, daily time management and way of caring for and satisfying the needs of the people we cook for.

Michael Pollan, in *Cooked: A Natural History of Transformation*, from 2013, describes in detail that the most important thing a family can do to improve their health and well-being is to cook together and analyse the food chain.

In 2012, Daniels and Glorieux researched the key factors in domestic cooking and identified them as the number of people at home, employment, educational level and experience with gender, previous experience in the kitchen and time constraints. Cooking is considered to be more pleasant when it is shared with others or done for others and not just to fulfil nutritional needs.

## THE ROLE OF CHEFS AND RESTAURANTS

Chefs and restaurants play a fundamental role in transmitting ideas that are focused on health. They can act as a showcase for promoting healthy and sustainable culinary habits. In addition, they can teach us how to cook, producing a great sensory experience that leads to us eating fewer less tasty dishes, due to the high ratio between sensory stimulation and satiety (Moller, 2015).

Sensory satisfaction can be one of the solutions to overeating. Chefs, together with scientists, should be able to explain and teach that cooking and the combination of ingredients can help to create a healthier diet. This will stimulate our senses, satisfy our hunger and help us to become aware of our responsibility to continue cooking at home, while also offering healthy dishes in restaurants of a higher sensory quality.

In the 21st century, we need to reflect further on this matter so that the kitchen continues to be part of our culture and our daily habits, with the goal of improving health in every step of the food chain, in schools, homes and restaurants. At the Basque Culinary Center, we are dedicated to promoting and developing the economic and social potential of gastronomy, and to using our BCC INNOVATION -Basque Culinary Center Research and Innovation Center- to research and disseminate the ways in which cooking can contribute to a healthy lifestyle. ■





45%

of families eat  
breakfast in the  
kitchen

## I. The kitchen as a multifunctional and social space

---

The idea of the domestic kitchen gaining prominence as a social space is something that's shared by most experts consulted on the matter. This trend is a reality despite the fact that, paradoxically, it is becoming increasingly common to eat out. Faced with it being used less as a purely "culinary" space, the kitchen has started being the setting for activities that used to take place in other rooms in the home, and in many cases it even merges with the living room, creating a new environment for family life.

Logically, this transformation of how it is used conditions the design of the space and its integration into the home as a whole, both in new constructions and in renovations. All of this is within an environment in which certain factors are playing an increasingly relevant role, such as new technologies which are fully evolving towards a hyperconnected space; constant innovation in materials; or growing environmental awareness.



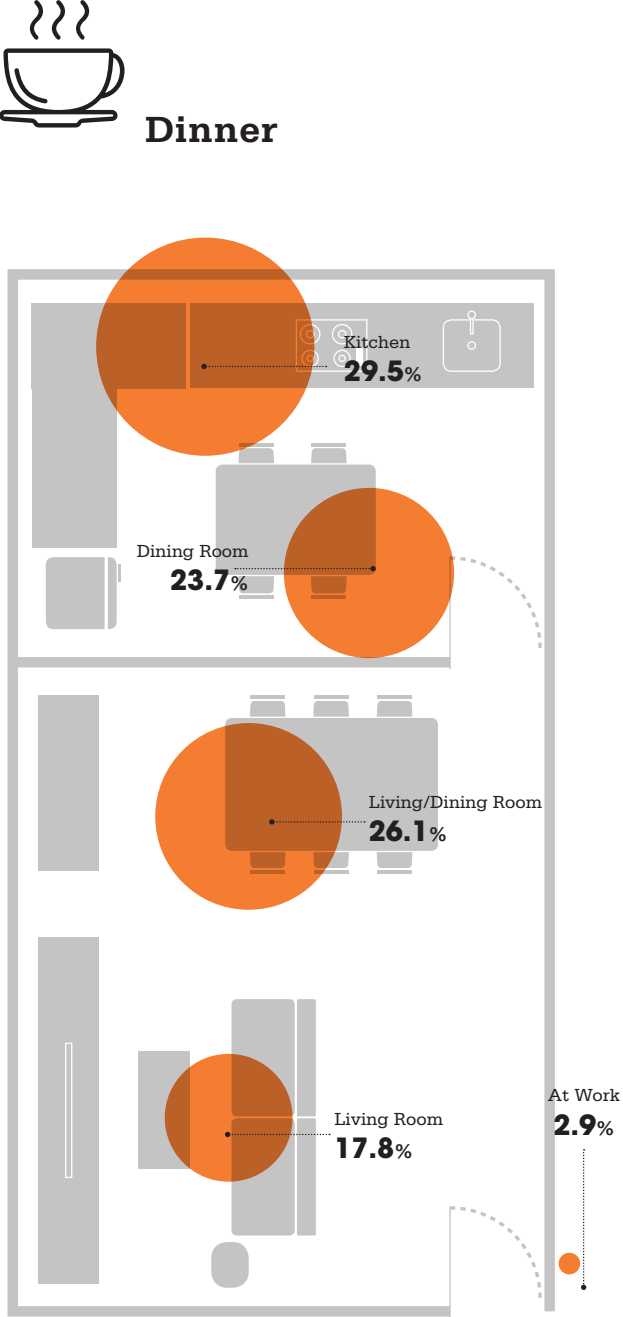
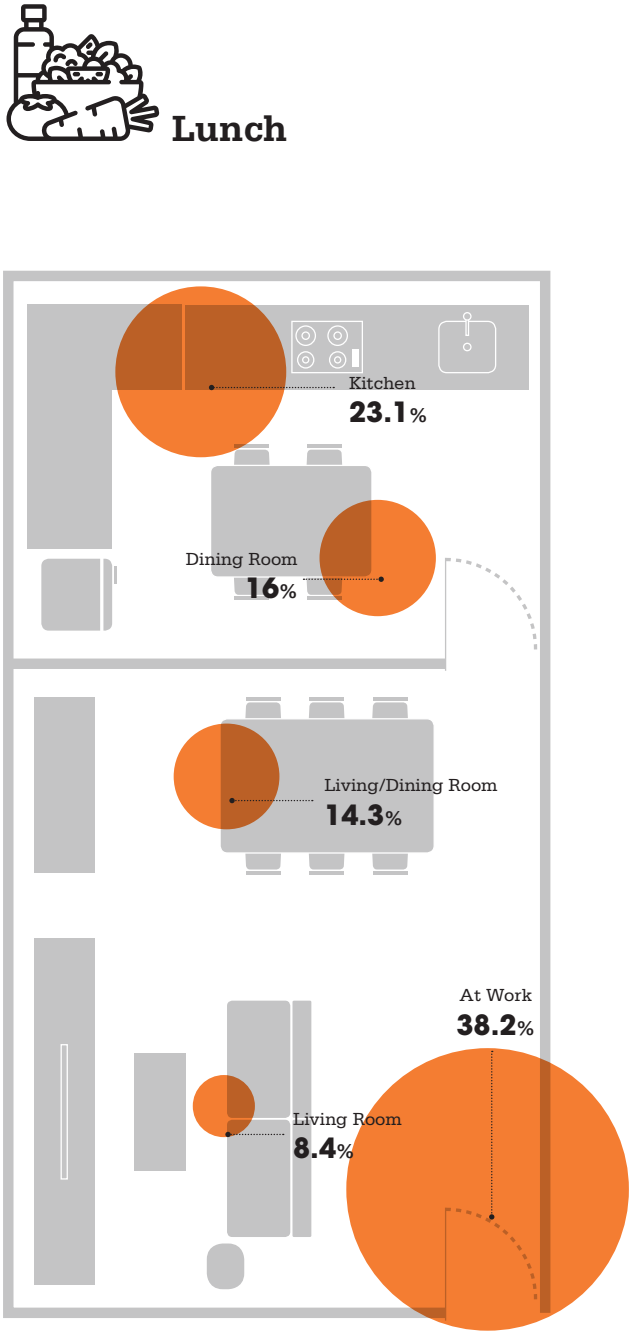
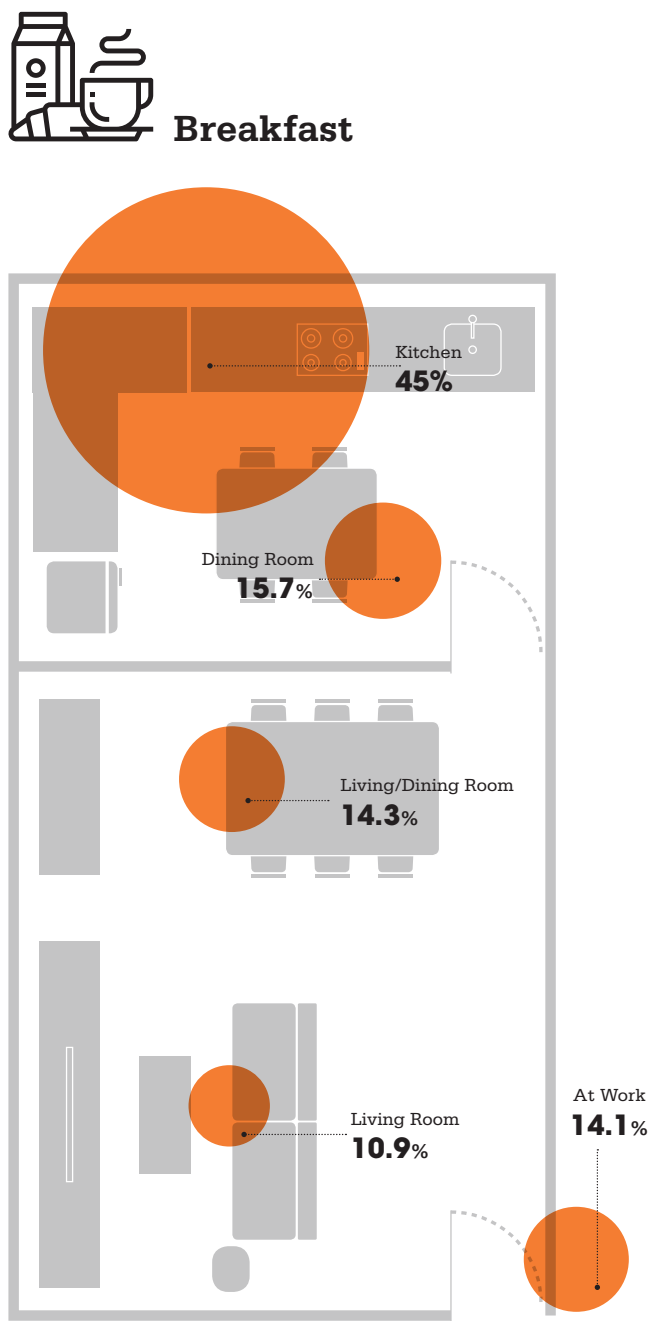
DAILY HABITS

In which room in the house do we usually eat our main meals of the day?

The international survey of users shows a remarkable diversification in the use of the rooms in a house for eating our main meals of the day, with significant differences between cultures. We see that the kitchen is the preferred space for breakfast (45%), followed by the dining room (15.7%) with a significantly lower percentage. On the other hand, 38.2% of respondents have lunch outside of the home, although those who continue to eat at home still mention the kitchen as their first option (23.1%).

At dinner, the living room, living/dining room and kitchen are all used fairly equally. In the geographical breakdown, we can highlight that the main use of the kitchen at dinner time occurs in Scandinavian countries (85.1%).

Throughout the day, Italian households are the ones that eat the majority of their meals in the kitchen, with percentages that reach 80.6% at breakfast, 45.1% at lunch and 61.5% at dinner.







**12:30 PM**

**Valerio and Valentina**

Milan (Italy)

**OI**

**KITCHEN STORIES**

## The Mystery of the Moving Utensils

Every day, at some point, Valerio remembered this story. If he found himself in the company of others, he would tell the story passionately without leaving out a single detail. If he was alone, he would just smile and shake his head, muttering “I have such a crazy little girl.” This happened twelve or thirteen years ago... They had just renovated the kitchen, separating it from the living room and the whole family was euphoric: “Finally the dining room won’t smell like food! Finally we won’t have to take the cat off the counter all the time!”

One morning, a few weeks later, a ladle appeared on the sofa. They imagined that someone had forgotten and left it there. Another day, a rag and oven mitts appeared. How strange. A few days later, Grandmother’s old recipe book. Too many coincidences. What a big surprise when, the next morning, Valerio discovered his daughter placing a large clay pot in front of the television. “I just wanted us to all be together again when you cook,” said an embarrassed Valentina.

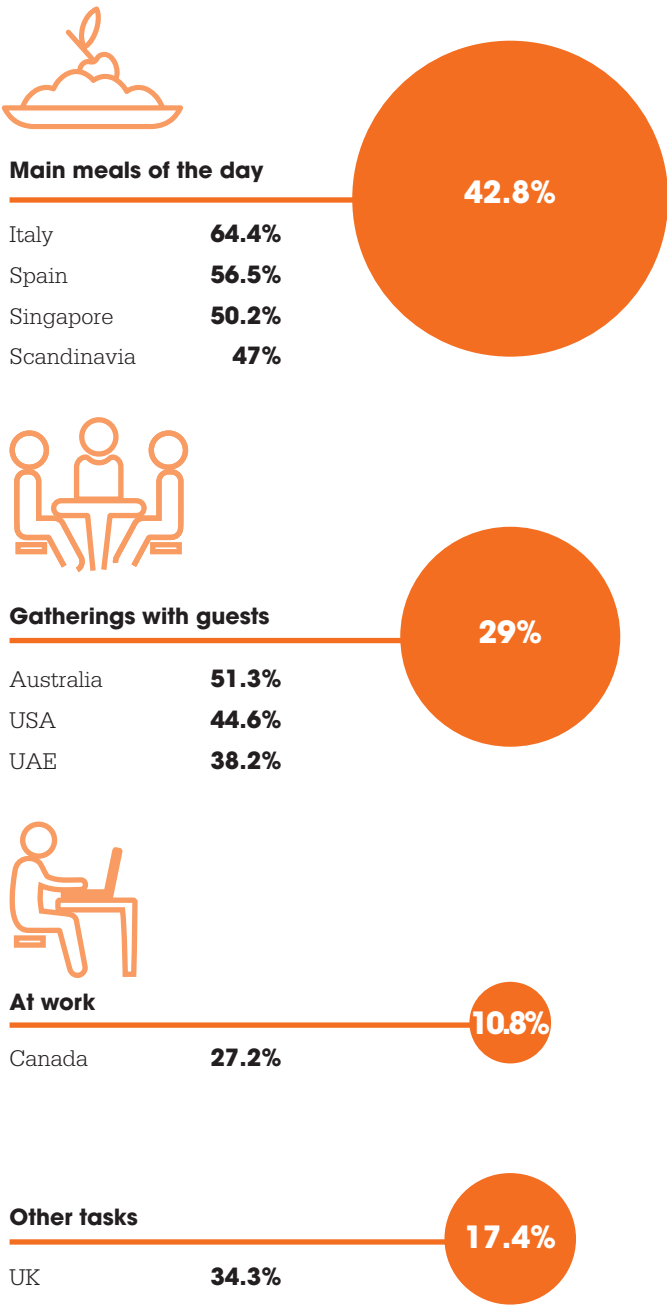


NEW USES FOR THE KITCHEN

In addition to cooking, what other activities do we usually do in the kitchen?

In the countries surveyed, the main activities that take place in the kitchen are primarily meals (42.8%), followed by gatherings with guests (29%), although significant differences do exist between the Anglo-Saxon countries and the rest. The results suggest that the Anglo-Saxon culture uses the kitchen space more frequently as a meeting point than Mediterranean countries, Scandinavia and Singapore. These are countries with a longstanding tradition of hosting social encounters in other areas of the house, such as the dining room or the living/dining room.

Italy and Spain, with 64.5% and 56.5%, respectively, are the countries with a higher percentage when it comes to using the kitchen to prepare meals. They are followed by Singapore, with 50.2%, and Scandinavia, with 47%. However, Canada, Australia, the United Kingdom and the United Arab Emirates use the kitchen more frequently as a place for other activities, with a percentage even higher than that for preparing main meals. On the other hand, Canada is the country where it is most common to use the kitchen as a work space, with 27.2%.



"The kitchen has become a shared space"

"The kitchen space has become a common area which is both practical and versatile... It has been joined with the living room to become a space that is shared by the family with a priority location in the home. This new area is more practical when grabbing a quick bite to eat and also offers the possibility of cooking in a shared environment. The aesthetic evolution of the elements in a kitchen has been a huge help in this regard."

Albert Adrià  
Chef

Nita Mathur Professor of Sociology



"The domestic kitchen has come out of the closet. Far from being an isolated place, the kitchen serves as a space for the negotiation of daily life and, what is more important, for the construction and affirmation of cultural and social identity. The kitchen is one of the most important household spaces because it serves as the basis of everything that is needed to provide our bodies with sustenance and, secondly, because it is the stage where we connect with the values, beliefs and choices that feed our gastronomic culture."



Xevi Verdaguer Specialist in Psychoneuroimmunology

"The kitchen is a space for enjoyment and for gathering with family and friends, in which we take care of everyone's health. We share educational and social habits, affection, love... It's a unique space used for sharing."



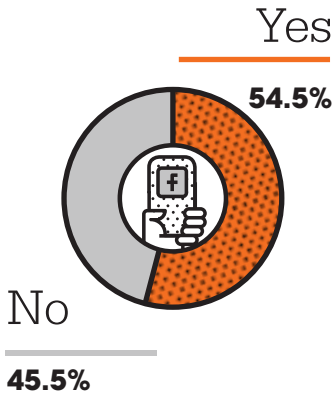
PRIORITY CONCEPTS

Design, quality, cost savings, functionality... what do we prioritise when renovating or redesigning the kitchen?

In 62.5% of cases, functionality is the priority when families are considering renovating or re-designing their kitchen, far above other considerations such as cost savings, the quality and durability of the materials, or the design.

For 15.1% of families, the most important thing is cost savings and everything involved with enhancing the use of natural light, optimally placing cupboards and storage spaces for keeping food, or the use of A+++ appliances. 12% of respondents consider the quality and durability of the materials to be the first things they would invest in when renovating their kitchen. Design and adaptation to the latest aesthetic trends (colours, materials and overall design) are the priority for 10.4% of respondents.

**Social Networks**  
Since you began using social networks, have you used them as inspiration for renovating or redecorating the kitchen space in your home?



**ENERGY LABELS IN THE EU**  
“A+++ is the highest level in the current energy labelling of electrical appliances in the European Union. In 2017, a new regulation was introduced that eliminates the differentiation in the “A” category and reduces it to seven levels (from “A” to “G”). Both regulations will coexist until 2030.





# How has the change in kitchen uses affected the design of the space?

## Laura Domínguez

Architect

“Despite the apparent trend towards uniformity, there is more and more variety in spaces dedicated to cooking, with numerous options in terms of designs, materials and colours. The elements that have the greatest effect on design are those that involve installations (vents, water and sanitation, etc.), and we always strive to achieve the maximum amount of storage and kitchen counter space.”

*“Storage spaces and the countertop are highly valued elements”*



## María González and Juanjo López de la Cruz

Architects

“The modern house is constantly changing because our way of life is also being altered. These transformations can be caused by our changing schedules and customs or the price of housing, which determine the need to make the most out of the spaces in an efficient way. The kitchen’s design must be versatile in relation to the rest of the house and practical in its specific functions.”



## José Andrés

Chef

“In the past, the kitchen was closed off and located in the most uncomfortable place in the house. Today, it’s the centre of the home and its elements have greatly improved aesthetically. Food hasn’t changed the design; the basics will always be there (stove, sink, countertop, pantry...).”



## Aránzazu González

Architect

“The spatial triangle stove-sink-fridge is fundamental when defining a kitchen. If this relationship isn’t convenient, then the kitchen won’t work properly. Another key element are the utensils and small appliances, coming in ahead of new eating habits.”



## Amy Bentley

Expert Food Historian

“Kitchens should inspire, but they should also subtly help to waste less water, to not waste food and packaging unnecessarily, to recycle and use minimal energy, or ensure that we eat in the most nutritious and healthy way possible.”

*"Designers and manufacturers should take responsibility for the goal of sustainability"*





12:30 PM

Oliver and the Williams  
Family

Sydney (Australia)

02

KITCHEN STORIES

## A custom-made kitchen

"The most important thing is for it to be spacious and for us to be able to move around without bumping into each other," the mother said. "And having a good refrigerator, since there's a lot of us in the house."

"There needs to be room to draw," shouted little Joe.

"And room for my laptop!" said the teenager, Miriam, claiming her space.

"The countertop can't be too tall, since I'm already getting shorter," the grandmother pleaded with a certain air of a victim.

"And everyone needs to fit at the table. The dining room chairs are so uncomfortable," said Uncle Peter, calm as usual. He didn't live in this house, but he spent many hours there. "Too many," the father would say.

"Look," said the father, moving away from all the fuss, "there especially need to be chairs for everyone, because I always end up eating breakfast standing up."

"And place for the TV!"

"And for the recycling bins!"

"Oh, son. And a lamp for reading, I can't be getting up and down."

"And one of those self-cleaning ovens."

"And the lights that turn on by themselves."

Right after he left, Oliver threw his original project into the first bin he saw. He would spend the whole night thinking about how the hell he was going to tear down that partition wall.

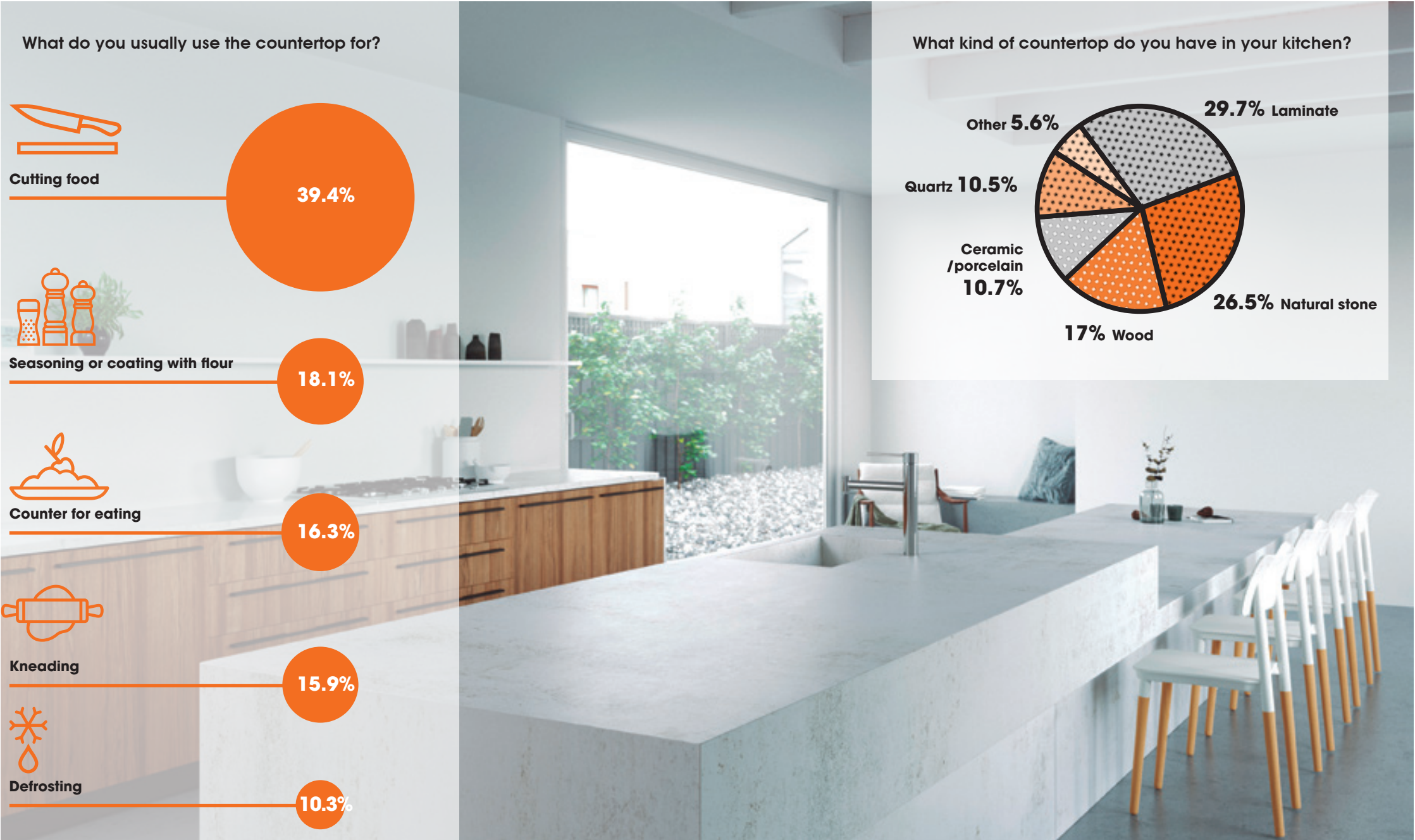


CENTRAL ELEMENT IN THE KITCHEN

Countertop functions and materials;  
an element in constant evolution

The countertop is a key element in the design and daily use of the kitchen. The survey reveals that it is mainly used for cutting food -put in first place by 39.4% of the respondents-, meaning it plays an important role as the main work space in kitchens. Other uses related to food handling include spicing food or coating it with flour (18.1%), kneading (15.9%) or defrosting (10.3%). Only 16.3% of the answers refer to it being used as a countertop for eating. Regarding the most common materials used, the majority of countertops are laminate (29.7%) and natural stone (26.5%), followed by wood (17%), ceramic/porcelain (10.7%) and quartz (10.5%).

By country, there are no relevant differences regarding the specific use of the countertop, but there are when it comes to its composition: in the United Arab Emirates and Spain, natural stone countertops are more common, reaching a percentage of 44.6% and 44.3%, respectively. On the contrary, laminate countertops are more frequent in Anglo-Saxon countries (56.7% in the United Kingdom) and Scandinavian countries (49.7%).





More than  
**84%**

of users look up information  
on social networks about  
cooking



## II. Technology in the kitchen

---

The great technological change in the kitchen is still to come. This is the main conclusion drawn from the analysis of the current impact of digital transformation on the use of kitchens. Both the user survey and expert opinions reveal that innovations are already a reality, but that their implementation is still slow and there is certain resistance to change. Faced with a radical change in terms of cooking styles, the spotlight is placed on a very practical and functional extension of technology, focused on the more routine aspects of cooking or on improving safety and hygiene.

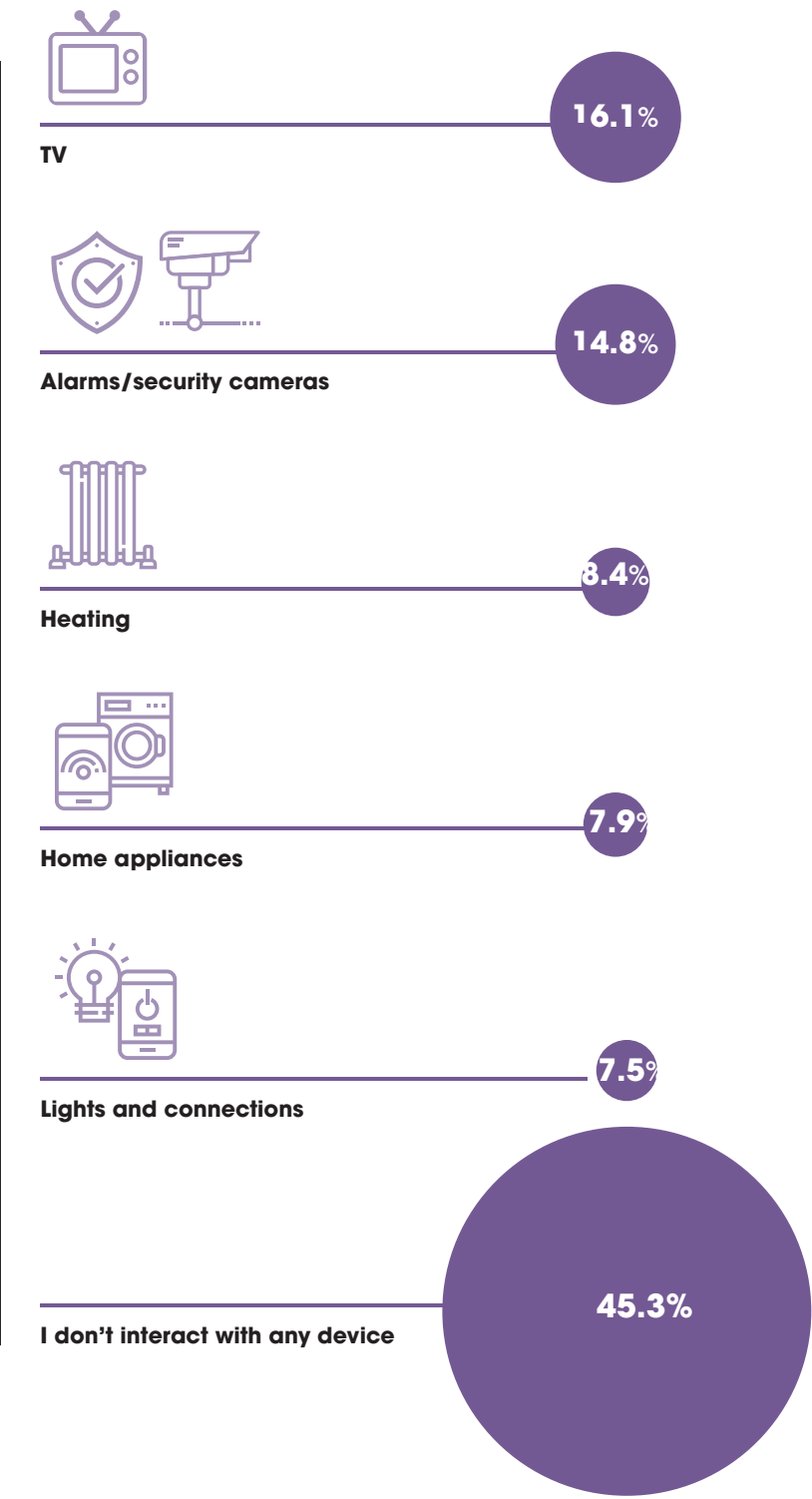
However, a more immediate impact seems to be that of social networks on the subject of food in general, and on the use of the kitchen in particular. As in many other areas of daily life, social networks are commonly used to gather information and experiences about new dishes and ingredients, to learn about new restaurants or make changes to our diet. Given the avalanche of information, some experts warn about the risk of there being confusing information and a loss of identity.

TECHNOLOGY'S IMPACT

Which household appliances do we interact most often with from our mobile phone?

Despite the kitchen of the future being profiled as a hyperconnected, multi-functional space in which smart appliances not only make cooking easier but also everything relating to food organisation and shopping within the home too, the reality is that there is still a long way to go until it is common practice in homes around the world. 45.3% of respondents admit to not interacting with any devices in their house using their mobile phone.

Among the users that do interact with them on a daily basis, television holds the top place (16.1%), followed by alarms and security cameras (14.8%) and heating (8.4%). Electric appliances are used even less with only 7.9% of the respondents claiming to do so in one way or another. To a lesser extent still are lights and connections with 7.5%.



"Very noteworthy are the advances in safety and hygiene. I can hardly imagine a robot-chef..."

"Innovations in materials will contribute to safety and good practices in the kitchen. In terms of safety, there are currently many smart devices that prevent dangers such as burns, but in the short term, I don't expect to see a robot that cooks. It's the small things that will improve the cleanliness or safety of the space. For example, countertops reflect the organic quality of the stone, they're less porous and are easier to keep clean."

Megan Pflug  
Interior Designer

Mauro Uliassi Chef



"In both professional and domestic kitchens, the immediacy of access and the dissemination of information are a great opportunity to broaden our knowledge."



"Technology should make it easier to immediately know what's in our food"

"The presence of digital devices in the kitchen should facilitate access to applications that may indicate, for example, the composition of foods. So if you have allergies, you can immediately know whether or not you can eat a specific food or, for example, learn what foods contain elements such as histamines or sulfites. There could even be an application that automatically suggests recipes or ways to cook the food you have in your fridge. These applications should be integrated into the countertop or into the refrigerator in spaces that are extremely accessible."

Xevi Verdaguer  
Specialist in Psychoneuroimmunology

Paco Roncero Chef



"I've always believed that technology is a step forward, that we should know how to use it to our advantage in cooking. In our restaurants, for example, to improve customer experience."



11:30 AM

Olga and Juan Manuel's  
kitchen

Seville (Spain)

03

KITCHEN STORIES

## An impossible dialogue

"Have you heard?" said the fridge after Olga hung up the phone. "The bride swallowed the ring that the guy had hidden in the cake!"

"He deserves it," the oven replied. "He's always been a disaster... how many times have I almost been on fire because he didn't control the temperature."

"Exactly," the microwave confirmed.

"But he's very clean!" the dishwasher reminded. "And he's always done his best to recycle. He makes my job much easier."

"Exactly, exactly!" the four recycling containers (organic, paper, plastic and glass) repeated like an out-of-tune choir, strategically located next to the sink.

"Since when do these coloured bins talk?" said the quartz countertop, the star of the kitchen after the recent renovation. "And the new guy, he's got nothing to say?"

Undeterred, the 3D printer continued to proudly prepare the surprising appetizer for the guests that night. "I'm not into gossiping with old appliances," the printer thought to itself.

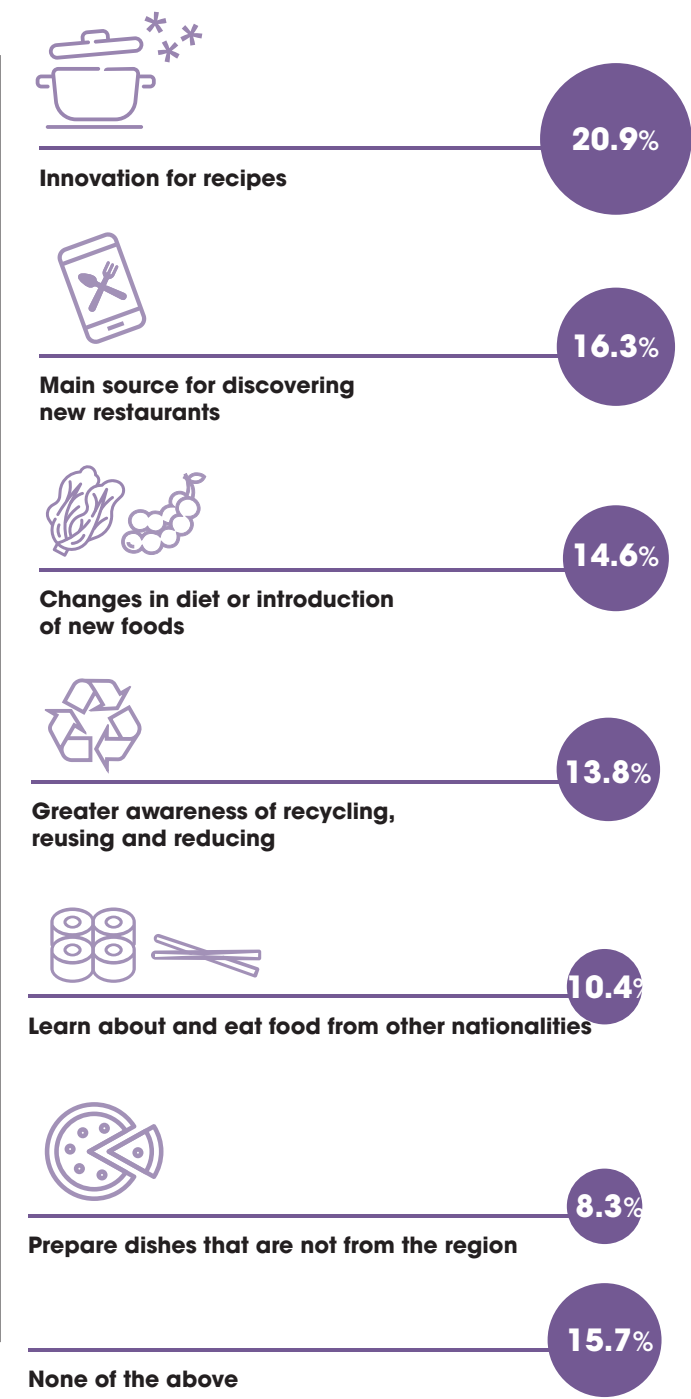


NEW SOURCES OF INFORMATION

Social networks and the kitchen, how do we use them?

Social networks are a window to discovering new dishes and recipes from other cultures, as well as a tool for learning about new restaurants. Although there is no clear priority use when it comes to using social networks, not in the general results nor in any specific country, the desire to innovate with new recipes is the first reason why 20.9% of the respondents use them, while for 16.3% it's their main source for discovering new restaurants.

14.6% admit to having changed their diet or introduced new foods as a result of what they have seen on the internet. Concern for the environment and for being more sustainable is another aspect that is seen in the use of social networks and translates into a growing commitment to recycling, reusing and reducing (13.8%). In this sense, Canada appears as the market that is most conscious of recycling and reuse (17.1%), followed by Singapore and Italy, both with 16%.



“Social networks facilitate access to information, but they do not replace talent and passion”

"Today, everything can be learned. With free access to information on the internet, just like how you can learn to take photographs, build a house or an electrical or water system, you can learn to cook any dish from any country by simply following an online tutor. And you can do so in a much easier and faster way than in the past. However, we can't forget that it is essential to have talent, passion and tenacity."

Mauro Uliassi  
Chef

Nita Mathur Professor of Sociology



"Digitalisation greatly influences which foods are cooked and how they are cooked, while also generating greater interest in experimenting with food. By connecting us to other cultures, especially those that are different from our own, we satisfy the human mind's inherent curiosity to explore."

Albert Adrià Chef



"Social networks are being turned into potential master chefs. The problem lies in the ability of a non-expert to differentiate between reliable and non-reliable information."

Mateu Casañas, Oriol Castro and Eduard Xatruch Chefs



"Technology represents a breakthrough in many ways, but we must never forget the importance of the human touch. On the other hand, kitchens should be comfortable in all aspects and it's clear that technology and digitalisation can help with this."



10:30 PM

Flavio

Milan (Italy)

8:30 AM

Oliver

Sydney (Australia)

04

KITCHEN STORIES

## Our favourite place

**Flavio** I would eat 2 🍔 with 🍟

**Oliver** What? With the 🍕 you have there...  
Make it a Margarita, please!

**Flavio** Yeah, really original 😄  
I've got yesterday's leftovers on the countertop.  
What time is it in Sydney?

**Oliver** Eight something in the morning. I woke up early  
to work. 😞 I have to present a renovation project  
today

**Flavio** Pfff. Be patient... It's ten thirty in Milan. I'm watching a  
film on the tablet. In the quietest place in the house...

*Writing...*

**Oliver** I'm jealous 😡 And here I am, working like crazy...  
But I'm also really comfortable, sitting in...

*Writing...*

**Flavio** The kitchen!!

**Oliver** The kitchen!!





### III.

## Health and well-being

---

Living healthily (understood as being comfortable and feeling good, both physically and mentally) depends as much on one's habits and behaviours as on the environment where our daily lives take place.

The spaces we occupy are a relevant factor when it comes to our physical and mental health. In this regard, the kitchen is increasingly becoming an ecosystem designed to improve health and well-being. This role is developed in two ways: as a space for handling food and preparing meals, and as the focal point in the home.

In its classic function as a space for cooking, the interest in pursuing a healthy lifestyle has modified some of the traditional eating patterns, either for nutritional reasons or due to the growing concern about the quality and origin of food. This has led to changes in how we buy, store and prepare food. Have these changes affected every country? How do the great chefs, with a growing media presence, influence these new habits?

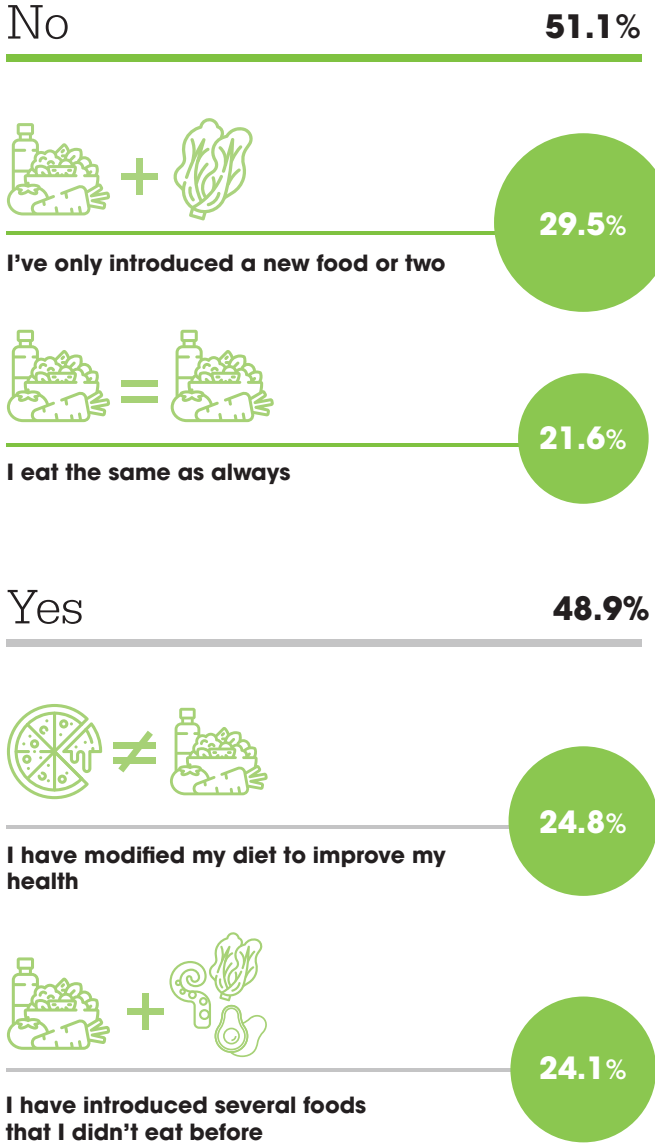


HEALTHY EATING

Have our eating habits changed in recent years?

The results among people who think eating habits have changed and those who don't are fairly balanced, with a slightly higher percentage in the group of those who have kept their diet practically the same (51.1%). Although there isn't a major difference, the largest group consists of people who, despite not having made major changes in their diet, have incorporated some new foods (29.5%).

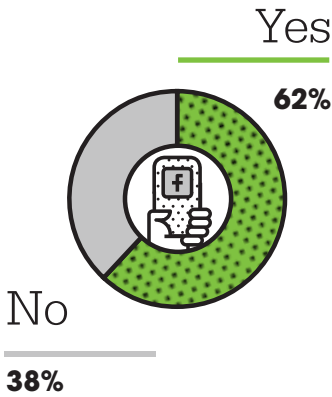
By countries, Scandinavia, with 66.4%, and Canada, with 63.6%, are the most "conservative" when it comes to modifying their eating habits. In Italy, on the other hand, 64.26% of respondents believe they have modified their habits, introducing several foods that they didn't use to eat before and changing their diet to improve their health.



Social Networks

Are you more careful with your diet since using social networks to inform yourself?

Social networks are established as a normal source of information on issues related to food and nutrition. Among the 62% who use them frequently, 51% claim to be inspired to cook and 11% say they have changed their diet completely.



**'BATCH COOKING'**  
It consists of preparing several servings of different foods in advance and storing them for future meals, mixing them together for a quick and easy preparation.



“There is clearly heightened interest in food, especially in healthy eating”

“There is growing concern about cooking and food, with people looking to dedicate more time to these aspects, although paradoxically we have less and less time. Many people try to learn about the industry, learn new techniques or try new homemade dishes. And although they coexist with traditions, we try to innovate, to learn... For example, techniques like *Batch Cooking* are gaining popularity. I also sense a search for more natural products and a tendency to avoid ingredients that are less healthy.”

Marta Sanahuja  
Specialist in Gastronomic Communication

7:30 AM

Charles

Singapore

05

KITCHEN STORIES

## Treating yourself

The smartwatch said: "Congratulations Charles. Distance: 10 km. 640 calories burned." Not bad! Better than yesterday. The route along the Southern Ridges has always motivated him more. Sweaty, he went to the kitchen and pressed the button on the huge counter. Recognising his fingerprint, "Good morning, Charles" appeared on the surface and adapted to his stature. Four circles were drawn. He passed his hand over one of them and the episode he hadn't finished yesterday resumed. He placed the pot of water on top of another: "Recommended amount, 2.5 litres. Amount remaining: 1.8 litres." He touched "Recovery" on the touch screen of the refrigerator and the options were displayed: yogurt with oatmeal and honey, fruit smoothie, orange juice and turkey sandwich... Tired, he grabbed a banana from the basket and placed it on the third circle: "105 calories." He stopped for a few seconds, more than a minute, looking at that fourth circle. He opened the cupboard, picked up a frying pan, placed it on top, poured in a splash of oil and cooked two fried eggs. He carefully placed them on that old ceramic plate and ate them on top of the same countertop. "Not recognised, not recognised." He thought: "If you don't recognise it, it doesn't count." And he smiled.



HEALTH AWARENESS

Have we incorporated health criteria into our purchases and cooking?

For more than 40% of the respondents, the interest in following an increasingly healthy diet translates into the consumption of fewer processed foods. Coming in behind, the two other options appear: cooking properly and leaving out the precooked foods (31.1%) and interest in the origin of food products (22%).

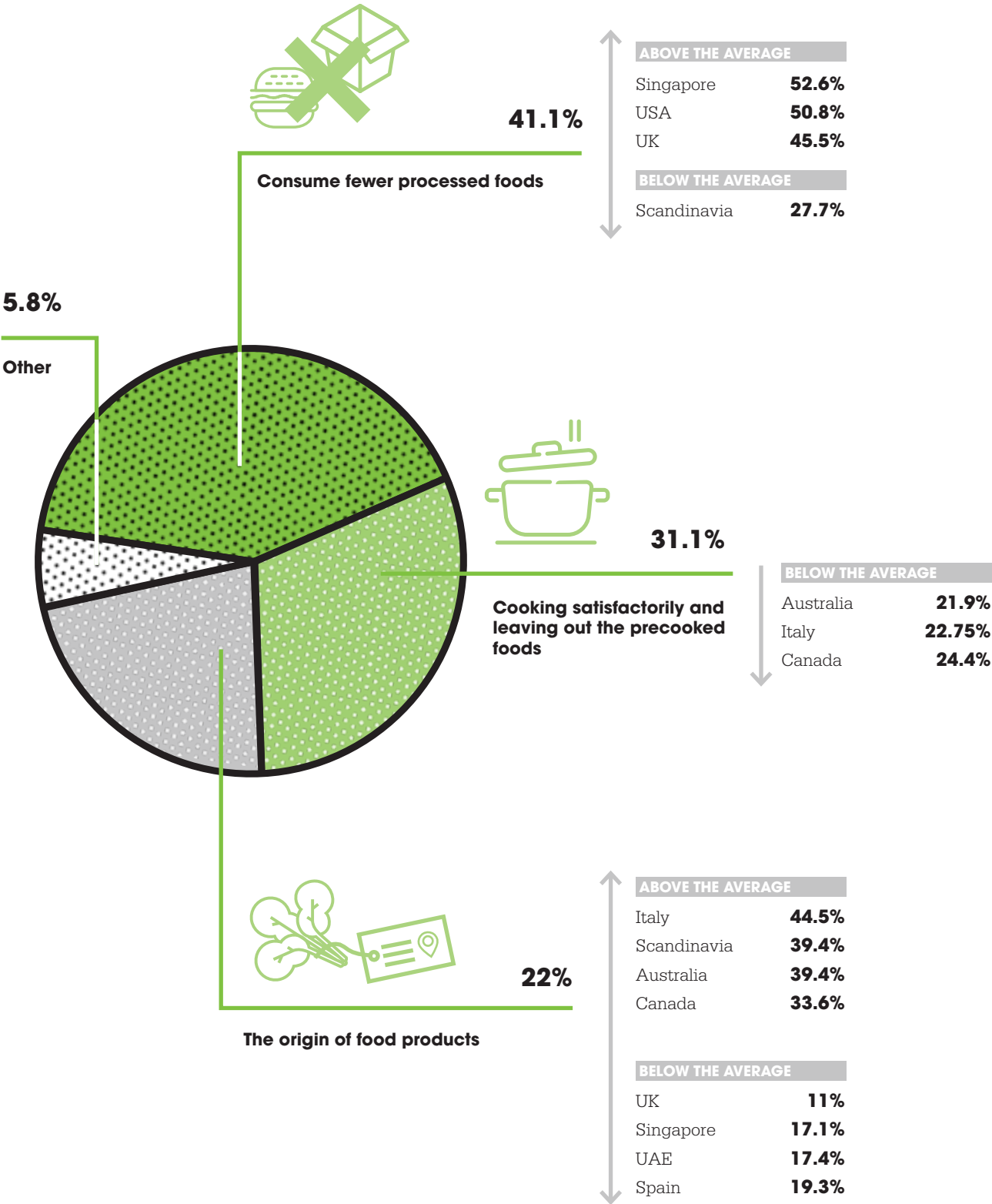
However, there are significant differences between countries on this issue. Thus, the consumption of fewer processed foods is the preferred option in Singapore, (52.6%), the USA (50.8%) and the United Kingdom (45.5%). However, the origin of food products is the preferred option in Italy (44.5%), Scandinavia (39.4%), Australia (39.4%) and Canada (33.6%).



“Interest in the origin of foods also influences the way we cook them”

“We want to know who is growing and producing our food and we want to restore the human element in production so that farmers and chefs gain visibility. Farmers markets are becoming very important in the United States and there is a flourishing restaurant industry that is producing food that is delicious and very well prepared. The interest in knowing where the food we eat comes from has an influence on the way we cook. People may be cooking less, but they are more interested in cooking with fresher and healthier ingredients.”

Amy Bentley  
Expert Food Historian



# How do chefs influence the change in habits in the domestic kitchen?

## Paco Roncero

Chef

“Chefs influence changes in eating habits, both in the choice of food (from different cultures or organic) as well as the cooking processes followed and the types of utensils used. We see it in the content they share on social networks, and in their appearances in the press or on television.”

*“Chefs are important opinion leaders with very high credibility”*



## Ángel León

Chef

“Famous chefs have the responsibility to promote and spread messages that educate and raise awareness in society, both in the field of responsible consumption and the basic techniques and habits for healthy eating, as well as in regards to being environmentally friendly. In addition, we can help to spread information on dishes from other cultures and go back to our roots. To do so, we need to start educating in schools, by teaching children the flavours of products and dishes from our country.”



## Matthew Evans

Chef and Food Critic

“The chef’s role isn’t only cooking to please, but also to innovate... Chefs try to perfect dishes to then offer them to the public. The joy of Ferran Adrià in Spain, the search for Marc Veyrat in France, the complexity of textures and the delicacy of Peter Gilmore in Australia are just a few examples of chefs who follow in this line.”



## Normand Laprise

Chef

“The high profile of chefs on television makes it seem easy and accessible to cook dishes from all different cultures. It is important to educate people on the origin of the ingredients and their traceability, or on how to make good food choices or promote local food.”



## José Andrés

Chef

“Cooking actually goes from the bottom to the top and what’s cooked at home is what’s essential. What our mothers cooked, our grandmothers, the traditional dishes... this is what lays the foundation and is what people really like the most.”

*“Food and chefs don’t have as much influence as it seems”*





35.5%

of users say that they  
adequately recycle all the  
waste generated in their  
kitchen

## IV. A space for protecting the environment

---

Concerns about the planet's sustainability have caused a large part of the population to be much more aware and active in protecting the environment through their daily actions. As a result of its specific uses, the kitchen is one of the spaces in the home that most clearly reflects this trend.

There are many key aspects of a kitchen that are relevant when it comes to acting in a more "sustainable" way: buying food, saving water and energy, preparing dishes, recycling, cleaning... The criteria of sustainability and efficiency can also be decisive in the choice and use of household appliances and other utensils, or in the design of the space itself: lighting and ambience, furniture or materials for floors, walls and countertops. A properly designed space effectively contributes to saving water and energy, and facilitates the storage and conservation of food, as well as recycling or cleaning.

ENVIRONMENTAL AWARENESS

# Have we incorporated environmental criteria when buying food?

At the time of purchase, greater environmental awareness has led to the mainstreaming of habits such as taking our own bags to shops and purchasing products with less packaging. 52.2% of respondents highlight this aspect as a priority, with the United Kingdom (72.2%), Spain (69.9%) and Scandinavia (68.6%) being the leaders in this trend. There is also a greater interest in buying from different places to ensure the origin and quality of the product, an aspect cited by 20.3% of respondents, with the UAE coming in above the average (38.6%).

And to a lesser extent, there is also a growing interest in purchasing bulk products, especially in the USA and Australia. In parallel, online shopping still has a way to go: only 13% admit to buying mostly online, although with significant differences between countries. With 31.6%, Australia is the country with the highest percentage of online purchases, while the least pervasiveness of buying food online is found in Spain (2.8%) and Scandinavia (2.7%).



## “The concept of seasonality is becoming increasingly relevant”

“In the domestic environment, we should consume seasonal foods, which is when they taste best and have a more affordable price. However, at present, the concept of seasonality is only relative thanks to the ease of travel and transportation. For example, when it is summer here, we can still enjoy winter products from other regions of the world and we can do so with maximum quality.”

**Mateu Casañas, Oriol Castro and Eduard Xatruch**

Chefs

### Normand Laprise Chef



“When food is consumed that is in season, it’s easier to know where it comes from and who produces it. With this information, it is possible to know, for example, if chemical products were used to preserve it. The only exception would be homemade canned products, which were previously a matter of survival and now are seen as an alternative to eating well with local products throughout the year.”

### Ángel León Chef



“In general, there is a lack of knowledge about the properties of food, the best time to eat them, healthy cooking techniques or how to avoid waste. In this regard, administrations should promote comprehensive policies to educate and promote attitudes that contribute to improving people’s health, environmental protection and the preservation of gastronomic heritage.”



12:30 PM

Miriam

Sydney (Australia)



o6

KITCHEN STORIES

## Reverse recipe

In the plastics recycling bin, among cans and bags, she discovered an empty tray of bacon and the aluminium foil that usually wraps up the cheeses. She needed more clues. In the recycling bin for glass, she saw that little jar of nutmeg that had just approached its expiration date... "The plastic lid shouldn't go here," she thought. The final clue was, as usual, in the organic waste bin. She found the skin of a pumpkin -it must have been quite large-, the remains of a couple of onions and the very fine skins of what she thought were eight or nine carrots. By now she knew that Oliver had prepared that delicious pumpkin and carrot soup. The final clue: the pot and the food mill that had been piled in the sink. He'll never learn.

The truth is that to figure out today's menu, it would have been easier, though less exciting, to look at his Instagram...



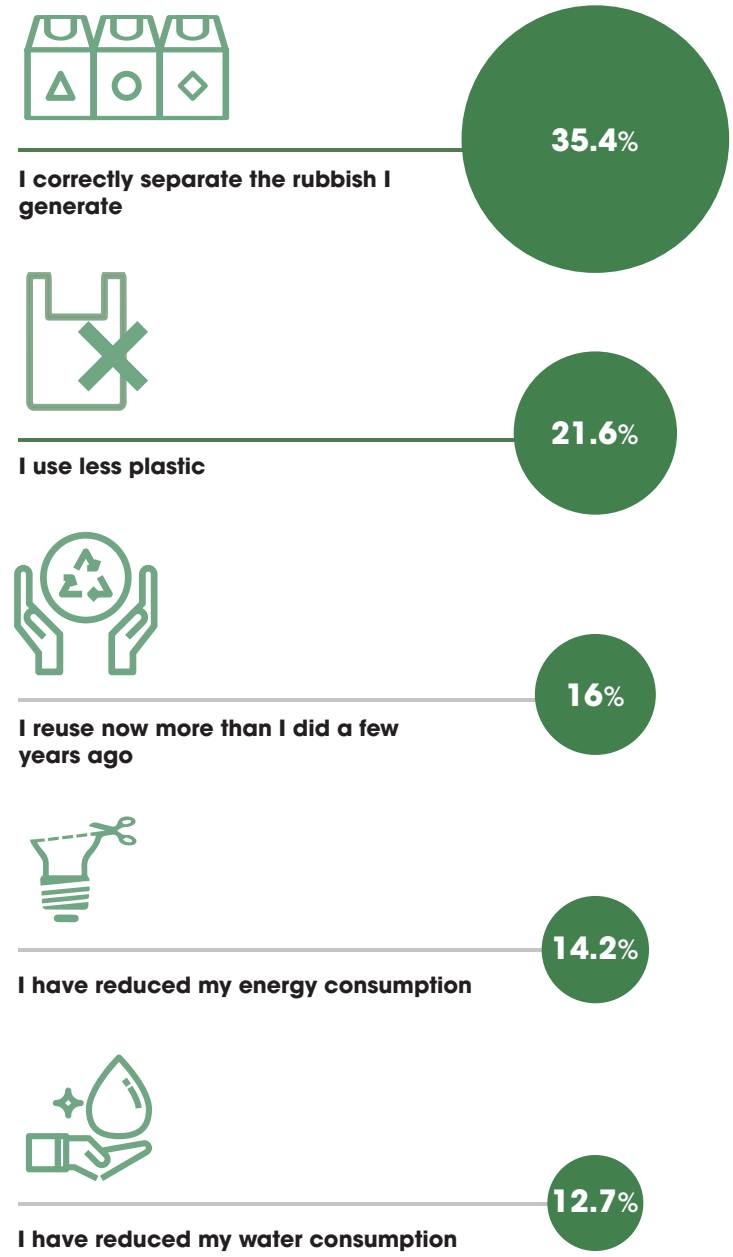
ENVIRONMENTAL AWARENESS

In the kitchen, how do we contribute to reducing the impact of our consumption on the environment?

Awareness is on the rise of how human consumption generates an impact on the natural environment. This generates a change in household habits with the aim of reducing our environmental footprint.

The most common measure to curb this impact is the more widespread practice of recycling by separating our waste, which 35.4% of respondents select as their first option. Then, with a percentage of 21.6%, is the awareness regarding the use of fewer plastics, a habit that is especially widespread in the UAE (priority option for 27.1% of respondents). Reducing water and energy consumption, as well as the greater importance placed on the idea of reusing things when compared to a few years ago, are a few other habits that are also being incorporated into households around the world, albeit to a lesser extent.

**THE EU, AGAINST SINGLE-USE PLASTICS**  
According to the measure approved in October 2018 by the European Parliament, in 2021 disposable plastic products will disappear from the market. These include kitchen-related items: bags, tableware, straws, glasses, etc.



"We are becoming more aware of the waste we generate"

"From an environmental point of view, especially in affluent communities, everyone recycles and we often see food bought in bulk. People have become more aware of the waste they generate and are therefore trying to make the most of the food they buy. I can see a clear evolution in this regard."

**Ann Cooper**  
Chef, Author and Educator

Xevi Verdaguer  
Specialist in Psychoneuroimmunology



"We have started to replace plastic lunch boxes with glass ones, since the excessive use of plastics is not in our benefit. Carton packaging is being used less and less, especially for juices and tomato sauces, and the plastic plates and cutlery that were used have also been replaced. All of these plastics act as a hormone disruptor in our body."

Amy Bentley Expert Food Historian



"It is estimated that we waste up to 40% of food, whether in the countryside, in the supermarket or at home. This fact is simply obscene and out of control in a world where we still aren't able to adequately feed everyone. We need to think about how to conserve water, how to waste less food and how to conserve energy in the kitchen of the future. This is imperative for our survival as human beings."





In  
**63.4%**  
of households,  
women are still  
primarily responsible  
for cooking.

## V. A reflection of social changes: globalisation and the role of women

---

As a living space that is undergoing constant transformation, the kitchen is one of the rooms that is most open to reflecting the social changes that are taking place on a global level. Along with trends such as the technological evolution or environmental awareness, which were discussed in previous chapters, one of the most obvious examples of this openness is the arrival of ingredients and culinary techniques that are typical of other culinary traditions. This growing openness is related to two other phenomena that are characteristic of today's globalisation: immediate access to information from anywhere in the world, as well as the proliferation of restaurants from other cultures in major cities.

The changing role of women, who traditionally used to be responsible for all domestic cooking, is another of the global trends that is expanding little by little in households around the world. With this point, however, there are notable differences between cultures.

EVOLUTION OF GENDER ROLES

Who usually cooks at home?

In 63.4% of all cases, the woman is still the person who usually cooks at home. Therefore, women are maintaining their predominant role in the kitchen space when it comes to preparing and organising meals.

By country, the UAE records the highest percentage (80%), with the lowest percentage of men who cook (10.8%). It is also the country with the most external staff that cooks in the home (4.6%). We also see this significant difference between the role of men and women in the kitchen in Italy (79.2%), Spain (67.1%) and Singapore (62.9%), which is another of the countries with the highest percentage of external staff (3.2%). Traditionally matriarchal societies follow this trend, or those in which women have played a predominant role in the kitchen, although gradual changes are taking place, moving towards a scenario in which this responsibility is shared.

Anglo-Saxon countries have a more balanced distribution between men and women when it comes to cooking at home, and the higher percentage of other family members who do the cooking is also significant.

Aránzazu González Architect



“The kitchen is no longer a place that is exclusively for women, and is instead moving towards a collaborative type of cooking. This trend has contributed to the changing roles in this space, which has gone from being a place of service to a space of enjoyment.”

Laura Domínguez Architect



“The rise of gastronomy has influenced the change of habits in the kitchen and has helped to dignify this work. However, the revolution really began with women joining the workforce and achieving greater equality in household chores.”

Toni Massanés Director General of Fundació Alícia

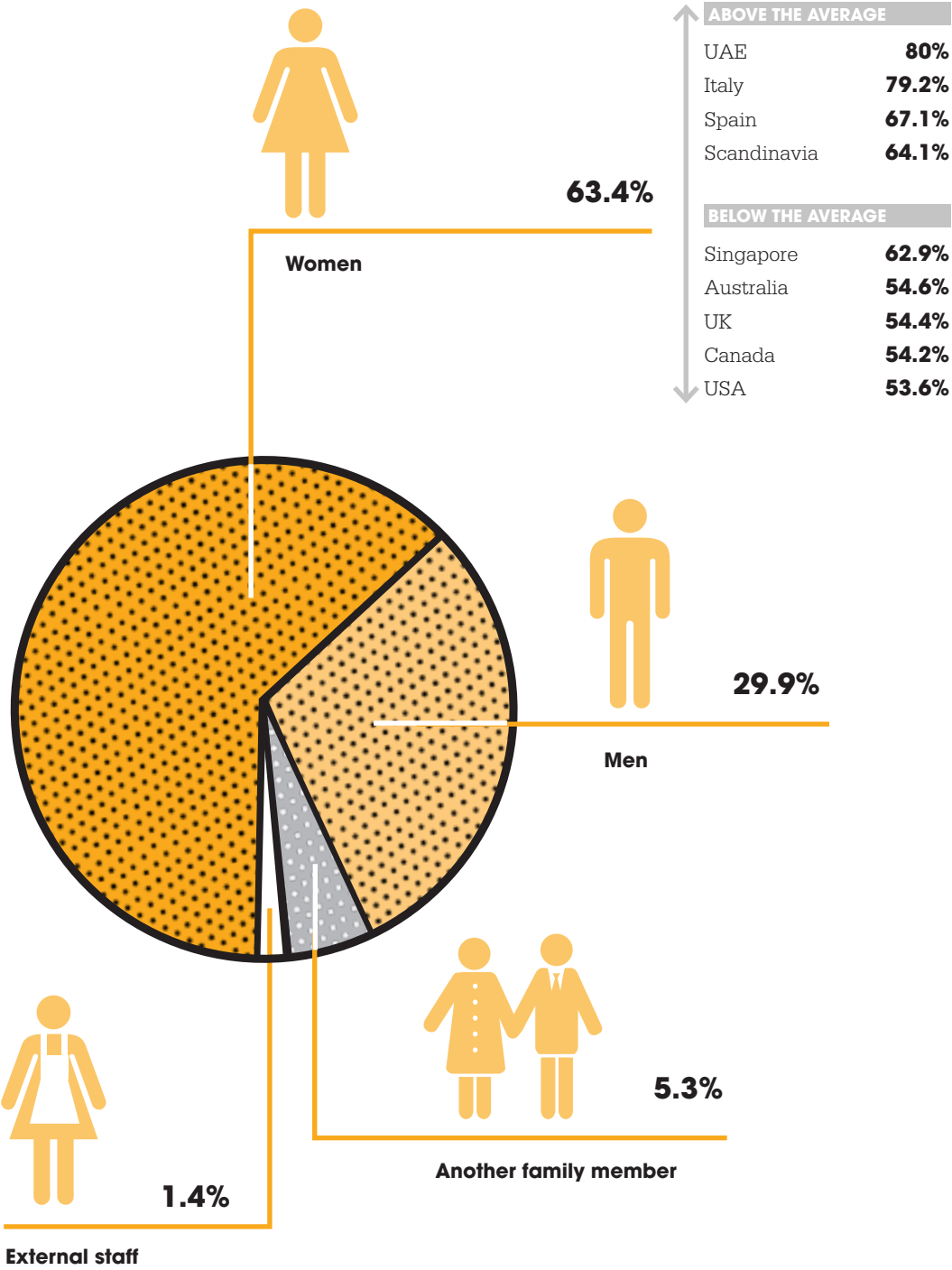


“In the past, women used to pass on their knowledge of traditional cooking. Today, influences can come from the kitchen of a restaurant or from what we see in videos or on TV programmes. The less we cook, the more we watch cooking shows on TV...”

Megan Pflug Interior Designer



“The changing role of women results in a paradox: it would be beneficial to have one person in the family be in charge of cooking and cleaning full time, but this situation is not realistic. It's difficult to know how the economic context and our desire to develop professionally will affect the way we use the kitchen: we want to cook more, but we don't have the time.”





12:30 PM

Olga and Juan Manuel

Seville (Spain)

6:30 PM

Pedro

Philadelphia (USA)

07

KITCHEN STORIES

# Even in the best of families

“But yesterday you told me four egg whites!” Pedro repeated a little too loud, to make sure his mother could really hear him.

“Oh son, don’t be so meticulous and live a little. That’s the best part of cooking,” Olga said, with both arms resting on the counter and a slight smile on her face.

“Mum! I’ll never be able to make mine as good as yours this way... You know how much Valentina likes your cakes.”

“But you don’t even want to listen to me... And be careful with the oven! Also, do you think her decision will depend on how good the cake is? Have a little faith!” the mother murmured, trying to make sure that her husband, sitting on the sofa, couldn’t hear the conversation.

“Can you shut up, nobody knows about this!” Pedro raised his voice again, “I don’t know why I tell you anything. It makes me feel good to prepare it myself.”

“How sensitive!” the mother exclaimed, before letting out an exaggerated laugh.

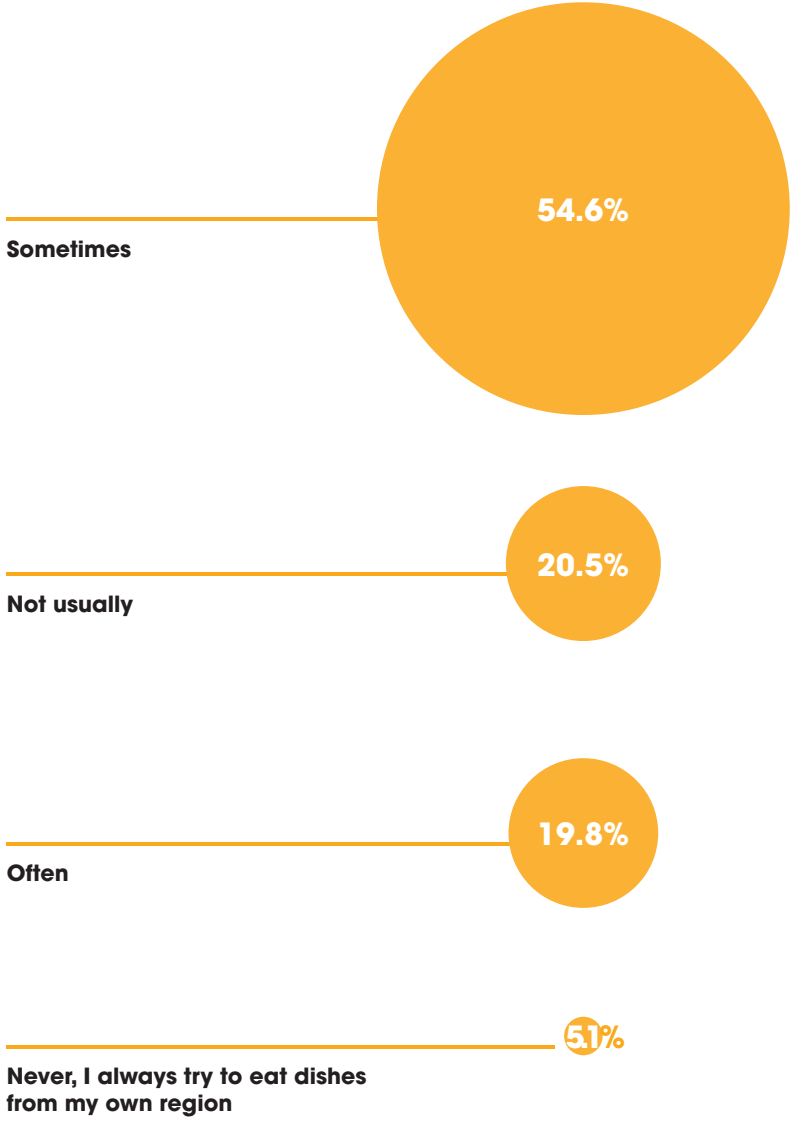
“Are you kidding me!” Juan Manuel, father and husband, decided to shout from the sofa. “You can’t even stop arguing 6,000 kilometres away. If I knew this was going to happen, I would have never bought those damned tablets.”

GASTRONOMIC GLOBALISATION

Have we incorporated ingredients and cooking techniques from other countries?

The incorporation of food, dishes from other countries or new cooking techniques is a somewhat infrequent practice for 54.6% of respondents, who admit to putting it into practice sometimes, but not regularly. The two most receptive countries when it comes to incorporating new techniques and flavours from other cultures are Australia, where 44.55% say they do so on a regular basis, and Canada in second place, with 30.2%.

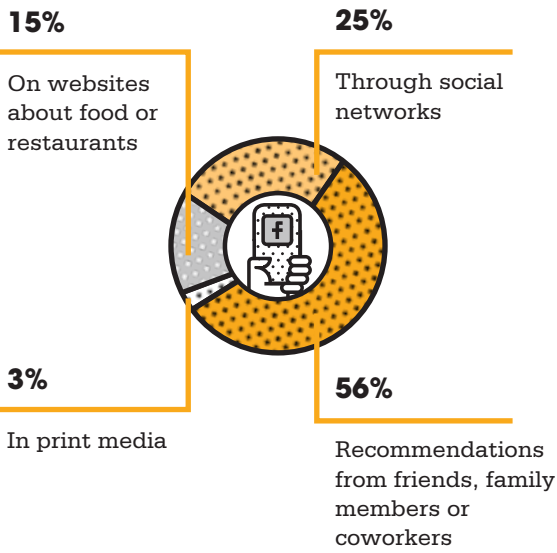
The percentage of people who usually incorporate new things into their recipes is practically 20%, compared to 5% who always try to eat dishes from their own region.



Social Networks

How do we discover new restaurants?

As with all other food-related aspects, social networks are a growing source of information when it comes to discovering new restaurants and learning about the work of great chefs. However, first place still goes to recommendations from friends, family members or coworkers.



“Cultural differences are preserved in the way of experiencing the kitchen”

“The Anglo-Saxon culture places the focus on rationality and efficiency, meaning it gives priority to speed at mealtime and greater individualisation. In contrast, the Mediterranean diet has a strong component of socialisation. The social component is also relevant in some areas of Asia studied due to the longevity of their inhabitants, such as Okinawa (Japan), but what is most characteristic about these cultures is the ritual of the act of eating. Therefore, we can say that, despite globalisation, there are differences in the way these spaces are experienced and in the time dedicated to food in different parts of the world.”

Paolo Di Croce  
General Secretary of Slow Food International

**'SLOW FOOD' MOVEMENT**  
Slow Food was originally a global organisation that was created to prevent the disappearance of local food cultures and to encourage interest in the origins of food.



7:30 AM

Valentina

Philadelphia (USA)

08

KITCHEN STORIES

## Morning surprise

The early buzz of the Italian Market woke up Valentina a couple of hours earlier than usual. In an attempt to convince her to move to Philadelphia two or three years ago, Pedro had gotten a small flat in this neighbourhood with low houses called “il piccolo miracolo”.

On that day, Valentina got up early feeling thirsty. She opened the old refrigerator in her tiny kitchen to drink some cool water and, badly hidden behind some bowls with fruit, she discovered a glass tupperware with a cake. She instantly recognised the typical cake that her mother-in-law Olga makes... How did it get there? Without giving it too much thought, she didn’t hesitate to follow the usual ritual. She calmly placed the container on the counter and began to try the cake with a soup spoon, not without a tinge of guilt. “Only two spoonfuls,” she thought. On the fourth or fifth spoonful, she noticed something hard in her mouth, an object she ended up swallowing by mistake when Pedro ran out of the bedroom screaming “Nooooooooooooooooo!!”



# How is globalisation affecting local food traditions?

## Toni Massanés

Director General of Fundació Alicia

"The transition from supplying food locally to doing so at a global level means that we often don't know where the food comes from. The return to eating locally has resulted from this lack of information: the concept *Forget bio, eat local* has become increasingly important in a context where there are more people living in urban environments who are far away from the areas where the foods are actually produced."

*"Although we cook less, we still consider cooking to be essential and necessary in order to eat well"*



## Ángel León

Chef

"Being familiar with other gastronomic cultures is a good thing, but there is a risk of us getting carried away by fads. Without closing ourselves off to other cultures, we must try hard not to lose local products, our authenticity and traditions."



## Matthew Evans

Chef and Food Critic

"Connectivity allows for quick and easy access to knowledge and skills, and we can copy recipes from other parts of the world. This way of understanding the kitchen lacks the soul found in food that is passed on from generation to generation."



## M. González/J. López de la Cruz

Architects

"Globalisation has standardised many behaviours, but local culture continues to make a difference... Not so much in our everyday lives, which are marked by frenetic rhythms, but rather when meal time slows down, the ritual returns and a connection is established with the local culture."



## Marta Sanahuja

Specialist in Gastronomic Communication

"Traditions are still present and each culture has its own roots. When we travel or want to experience different cultures, it is precisely these differences that we look for: new ingredients, ways of cooking or habits. These particularities enrich the world of gastronomy."



## Louise O. Fresco

President of the Wageningen University & Research.  
Specialist in Food and Agriculture

"In Asia, there are cities where kitchens are not built in new middle-class housing because food is bought or consumed on the street or in restaurants. In the Netherlands, for example, the consumption of processed or prepared foods is growing, thereby increasing the demand for domestic appliances used to prepare them."

*"Cultural differences are still huge"*



## Conclusions

Household kitchens in different territories act like a microcosm of the culture and social structure of their people, whose analysis results in the identification of various differences and nuances. Likewise, they become a highly sensitive thermometer that measures the transformations and contradictions that are recorded over time.

The kitchen continues to consolidate and renew its regained prominence in households thanks to the social, cultural and technological revaluation that has been occurring for a number of years now, in addition to the enormous versatility of its uses. It is a meeting point for families during meals, a space for monitoring our nutrition and health, a platform for actions that protect the environment, an area of gratification and personal learning when cooking, a space to work or play... All of these uses, and many more, are what mark the evolution of the domestic kitchen.

The following conclusions have been drawn from the opinions of the 23 international experts who were consulted in order to write this publication, as well as from the results of citizen surveys that were carried out worldwide. The objective is to provide a direct and concise answer to the following question: What impact does the kitchen's new central role have on the implementation of new global trends at home?

### 1. The kitchen is regaining its central role in the home... And is revolutionising all other common rooms

"Let's talk about it in the kitchen." In an increasing number of households, this phrase is part of people's daily lives. Both the citizen surveys and the experts we consulted highlight the central role that the kitchen has regained in the homes of virtually every culture. This position has significant implications for the use and design of all other rooms in the home. For example, the kitchen has become the space that people choose to have practically every meal during the day, while at the same time it is a space for activities that used to take place in other rooms, using it as a work space, a playroom or, especially, as a space for getting together with guests. Thus, practicality and versatility have become the kitchen's two main assets in its domestic revaluation. Expanding its capabilities translates into the ongoing improvement of the functionality and design of all its elements.

### 2. Kitchens that don't look like "kitchens": new design trends for a more comfortable space

New uses have a direct impact on the kitchen's design, which is open to new materials and colours in order to achieve an increasingly comfortable space, making it possible to safely combine cooking with other activities in a practical way. Thus, the elements that are essential for cooking (stoves/ovens, extractor

hoods, storage spaces) tend to be invisible and incorporate technologies that ensure maximum hygiene and safety. In parallel, the kitchen also incorporates entertainment technologies that are typically used in other rooms (television, tablets, etc.), mainly in the dining room/living room. In spite of everything, users are very clear about which objective predominates when renovating their kitchen: functionality is key. A challenge for architects and designers.

### 3. Social networks take the lead over home automation and smart devices. The technological revolution will be slow and will start with the most basic tasks

The presence of social networks in our personal and professional lives has taken over practically every imaginable area, which of course includes the kitchen. Learning about and exploring new recipes or dishes from other food cultures through blogs, Twitter, Facebook, Pinterest, Instagram or YouTube has become an added motivation to spend more time in the kitchen. Social media is also one of the main tools for transforming our consumption habits based on the criteria of energy efficiency, sustainability or recycling.

However, for the time being, digital technology solutions are making their way into the kitchen at a slower rate. Although many home automation solutions have already been developed

through mobile applications or the Internet of Things, their incorporation has not yet been significant. Both users and the experts consulted recognise a certain resistance to change and agree that, in the short term, it's unlikely that we'll see a major revolution in the way we cook and interact in the domestic environment. We do, however, seem to be moving towards the progressive incorporation of technological developments in materials and solutions in order to enhance characteristics such as hygiene, durability and safety in the kitchen that cover basic and routine tasks, which have less to do with the "joy of cooking".

### 4. A space to cook, a space to take care of our health and well-being

The food/health association is already fully internalised and the kitchen is identified as the space that best reflects the growing interest in following a healthier lifestyle, both physically and mentally. In the purely food-related field, this interest is directly linked to the greater amount of available information on the origin of food and its nutritional properties. Thus, many consumers admit to having recently made changes to their diets and now tend to consume fewer processed and precooked foods while their interest grows in the quality and origins of the ingredients they use. This process has a positive effect on a more intense, satisfying and enjoyable use of the kitchen. This way, we are willing to dedicate more time to an activity that besides being

vital for our health, also provides us with rewarding experiences and knowledge.

In this process, leading chefs are playing a decisive role, adopting the role of opinion leaders by sharing their endless culinary wisdom on television programmes, in books, on blogs and on social media.

## 5. Reference space in the environmental challenge, which conditions its use at all levels

Consumers' shared responsibility in reducing environmental pollution is becoming further embedded in people's minds and results in a gradual change in people's food buying habits and other everyday behaviours, as well as in the selection of household appliances and utensils.

As reflected in the citizen surveys, object of this study, plastic bags and food containers will steadily disappear from the kitchen, replaced by items bought in bulk and food storage in glass recipients. In general, plastic will progressively become a material of the past due to its eventual short-lived use in bottles, cutlery, plates and other utensils.

The same desire to learn new cooking techniques or dishes is also evident in the environmental impact of consumption, where the kitchen will also be a space in which the conservation and reuse of food will be strengthened in order to minimise waste. These trends must be able to overcome any apparent paradoxes, such as the decision to use more and more local and

seasonal products, while also trying to relativise this concept of seasonality due to the growing interest and popularity of far-away cuisines.

On the other hand, greater emphasis will be placed on another fundamental aspect of everyday sustainability: reduced energy consumption, with systems that will facilitate an increasingly efficient use of gas, water and electricity.

## 6. The kitchen is slowly moving away from being a female-only space

Traditionally, the kitchen has perpetuated the classic roles of men and women in the home (which are deeply rooted socioculturally). According to the results of the survey, women continue to be the main figure when it comes to preparing and organising family meals, doubling the male percentage, but a gradual change is being observed in this regard. In this area, the differences between cultures are significant. Compared to the more balanced distribution of household chores in the Anglo-Saxon countries, the roles are still very much defined in Mediterranean cultures and Arab countries.

Men have taken responsibility for many of the tasks traditionally carried out by women, although part of this change in habits also falls on other family members or household employees.

The revaluation of the kitchen as a collaborative space and producer of satisfactory experiences has undoubtedly contributed to this process, which above all has been the result of women joining the workforce and the advances made in gender equality at a professional level and in the sharing of household tasks.

## 7. A new chain for passing on culinary knowledge: from oral to digital tradition

One of the consequences of women's progressive "exit" or disassociation from the kitchen space is, however, the loss of the most effective and natural way of passing on culinary traditions from the last few decades. Mothers, daughters and grandmothers are instead leaving this important task up to the information that is taken directly from the internet and social networks, which have practically become the main sources of information on new recipes and ways of cooking, dietary changes, new restaurants or culinary trends.

Another fundamental link in this new chain of knowledge transfer is the role of leading chefs and their growing presence in the media and, mainly, on TV programmes.

## 8. The kitchen, home to the debate between the acceptance of globalisation and the loss of local identity

In an economic and social environment marked by globalisation, cooking and consumer habits reflect patterns of behaviour that are the result of an increasingly connected and interrelated world.

New foods and new technologies, new social and residential habits, or increased social activism in favour of health and the environment are just a few of the elements that are shaping the future of the kitchen, which is full of possibilities. However, on the other hand, we shouldn't ignore certain contradictions that have also been pointed out by the consulted experts: the standardisation of consumption habits can lead to a loss of local cultural identity; the risk of cooking becoming an activity that we practice more as spectators than as actors; or the lack of time we have available for cooking.

The kitchen is the context in which we can confront these trends, which is destined to achieve a state of inevitable balance.



# Methodology

The data and information included in this publication was collected from three main documentary sources: a survey of users from nine countries, a survey using the Cosentino Facebook page, and the contributions of 23 international experts in different disciplines.

## 1. Multi-country survey

Online survey with a 13-question questionnaire about people’s daily use of the kitchen, carried out with the specialised company Netquest and given to selected users from nine countries.

**Participating Countries:**

- Australia
- Canada
- Italy
- Scandinavia (region)
- Singapore
- Spain
- UAE
- United Kingdom
- United States

**Target**

General population from 18 to 65 years old from the middle class, upper middle class and the upper class.

**Sample Size**

4,500 people.

**Period**

July 2018.

## 2. Survey on Cosentino’s Facebook

Online survey given to users of the Cosentino Facebook page in eight countries, with a brief questionnaire focused on the relationship between the kitchen/gastronomy and social networks.

**Participating Countries:**

- Australia
- Canada
- Italy
- Singapore
- Spain
- UAE
- United Kingdom
- United States

**Target**

General population from 18 to 65 years old from the middle class, upper middle class and the upper class.

**Period**

September 2018.

## 3. Individual interviews with experts

Personalised questionnaires given to a total of 23 experts from different disciplines, in order to gather their opinions and assessments from their respective specialties on the current situation and future trends of the kitchen.

**Albert Adrià (Spain)**

Chef. Protagonist of one of the most important chapters in food’s recent history, as part of the elBulli project, led by his brother Ferran. Today his work is focused on his restaurants in the elBarri group, among other projects.

<https://elbullifoundation.com/en/biografia-albert-adria/>

**José Andrés (Spain / USA)**

Internationally renowned chef. Owner of more than 30 restaurants, he has two Michelin stars and four Bib Gourmands. In 2010, he created World Central Kitchen, an NGO that provides intelligent solutions to end hunger and poverty.

[www.joseandres.com](http://www.joseandres.com)

**Amy Bentley (USA)**

Expert food historian. Professor in the Department of Nutrition and Food Studies at the University of New York and Co-Founder of the interdisciplinary group Experimental Cuisine Collective.

<https://experimentalcuisine.com>

**Mateu Casañas, Oriol Castro and Eduard Xatruch (Spain)**

Chefs. Heart and soul of the restaurants Compartir (Cadaqués) and Disfrutar (Barcelona, two Michelin stars) in which they are committed to the avant-garde and maximum creativity in the kitchen.

[www.disfrutarbarcelona.com](http://www.disfrutarbarcelona.com)

**Ann Cooper (USA)**

Chef and educator. She graduated from the Culinary Institute of America and is a member of the Kellogg Food and Society Policy. In 2009, she founded the non-profit association Chef Ann Foundation.

[www.chefannfoundation.org](http://www.chefannfoundation.org)

**Paolo Di Croce (Italy)**

He has a degree in Environmental Engineering from the University of Turin and is an expert in sustainable food. Secretary General of the Slow Food International association.

[www.slowfood.com](http://www.slowfood.com)

**Laura Domínguez (Spain)**

Architect and co-founder of the Arquitectos Hombre de Piedra studio, together with Juan Manuel Rojas. They advocate an approach based on sustainability, efficiency and environmental awareness.

<https://hombredepiedra.es>

**Matthew Evans (Australia)**

Chef and food critic. Owner of the family farm, Fat Pig Farm.

<https://fatpig.farm/>

**Aránzazu González (Spain and Canada)**

Architect and co-founder of Odami, a design studio in Toronto that offers architectural, interior design and furniture design services.

[www.odami.ca](http://www.odami.ca)

**María González and Juanjo López de la Cruz (Spain)**

Architects and founders of the Sol89 studio that specialises in the reuse of obsolete structures. Professors at the School of Architecture in Seville.

<http://sol89.sol89.com>

**Normand Laprise (Quebec, Canada)**

Expert chef in Quebec's traditional cuisine. Owner of the restaurant Toqué! in Montreal.

[www.restaurant-toque.com](http://www.restaurant-toque.com)

**Ángel León (Spain)**

Known as “the chef of the sea” because he finds seafood to be his inexhaustible source of inspiration. Founder of the Aponiente and Alevante restaurants with three and one star Michelin stars, respectively.

[www.aponiente.com](http://www.aponiente.com)

**Toni Massanés (Spain)**

Professor and researcher at the Food Observatory of the University of Barcelona, expert in multidisciplinary knowledge on gastronomy and culinary traditions from different countries. Director General of Fundació Alícia.

[www.alicia.cat/en/](http://www.alicia.cat/en/)

**Nita Mathur (India)**

Sociologist and writer, expert on the role of women in her country and the effects of globalisation, the consumer society and identity construction in different cultures. Professor of Sociology and Anthropology at the Indira Gandhi National Open University (IGNOU) in New Delhi.

**Louise O. Fresco (Holland)**

Professor, scientist and writer. An expert in agriculture and food, she chairs the Executive Board at Wageningen University & Research. She was the Assistant Director-General of the United Nation's Food and Agriculture Organisation.

[www.louiseofresco.com](http://www.louiseofresco.com)

**Megan Pflug (USA)**

Interior Designer who studied at the Rhode Island School of Design and at Columbia University. Founder of the Megan Pflug Designs agency, based in New York.

<http://meganpflugdesigns.com>

**Paco Roncero (Spain)**

Chef. One of the leading representatives of Spain's avant-garde cuisine. Director and Executive Chef of various restaurants in Spain, China and Colombia. Creator of the Paco Roncero Taller research space.

[www.pacoroncero.com](http://www.pacoroncero.com)

**Marta Sanahuja (Spain)**

Specialist in gastronomic communication, ambassador of various brands in the food industry and media collaborator. Creator of the Delicious Martha website.

<https://deliciousmartha.com>

**Mauro Uliassi (Italy)**

One of the most highly-renowned chefs in his country with a large international presence. Owner of the restaurant Uliassi (Senigallia).

[www.uliassi.com](http://www.uliassi.com)

**Xevi Verdaguer (Spain)**

Integrative physician and expert in psychoneuroimmunology, a category of integrative medicine that combines psychology, neurology, immunology and endocrinology.

[www.xeviderdaguer.com](http://www.xeviderdaguer.com)





Silestone Institute

The Silestone Institute is an international platform dedicated to the study and dissemination of knowledge about the kitchen space, both at the domestic and professional level.

The Institute is promoted by the Cosentino Group, whose commitment to cooking has led it to become a world leader in the manufacture of quartz, granite and ultra-compact surfaces.

Based on the kitchen concept, and from a multidisciplinary point of view, the Silestone Institute promotes initiatives and projects in both the field of the domestic kitchen as well as that of the professional kitchen, providing valuable knowledge for its stakeholders and for society in general.

Within the context of the domestic kitchen, the Silestone Institute promotes a healthy lifestyle by offering advice on good habits in the kitchen, in addition to trends on the evolution of uses and behaviours in this space, the use of materials and utensils, furniture and appliances, among others. In the field of the professional kitchen, its activity is focused on the territory of restaurant design and architecture, studying and contributing to generating opinion and debate in this area.

[www.silestoneinstitute.com](http://www.silestoneinstitute.com)



**COSENTINO®**

Cosentino Group is a global, Spanish, family-owned company that produces and distributes high-value innovative surfaces for the design and architecture world.

Cosentino Group works together with its clients and partners to offer solutions that provide design and value, while also inspiring the lives of many people through innovative spaces.

This objective is made possible thanks to pioneering leading brands in their respective segments, such as Silestone®, Dekton® or Sensa by Cosentino®. Technologically-advanced surfaces for creating unique environments and designs for the home and public areas.

The Cosentino Group has more than 4,400 employees worldwide. It distributes its products and brands to 80 countries and directly manages its own facilities in 32 of them from its headquarters in Almería (Spain).

[www.cosentino.com](http://www.cosentino.com)

# Acknowledgements

We would like to thank the participants in the various user surveys and the experts in different disciplines whose contributions have made this publication possible:

- Albert Adrià
- José Andrés
- Amy Bentley
- Mateu Casañas
- Oriol Castro
- Ann Cooper
- Paolo Di Croce
- Laura Domínguez
- Matthew Evans
- Aránzazu González
- María González
- Normand Laprise
- Ángel León
- Juanjo López de la Cruz
- Toni Massanés
- Nita Mathur
- Louise O. Fresco
- Megan Pflug
- Paco Roncero
- Marta Sanahuja
- Mauro Uliassi
- Xevi Verdaguer
- Eduard Xatruch

Our many thanks to Joxe-Mari Aizega, Director General of the Basque Culinary Center, and Carlos J. Fernandez Rodriguez, Sociologist and Professor at the Autonomous University of Madrid, for writing the prologues.





Silestone Institute

WITH THE SUPPORT OF



**COSENTINO**