



The Sunday Roast

The Sunday Roast : Alone Together

Problem

People from the LGBTQIA+ community become isolated from their family's and society when they are unaccepted. It takes away the family dynamic in their life and results in loneliness. Loneliness can limit their ability to make friends, especially within the LGBTQIA+ community.

Process

Aspects of family life were considered, such as a Sunday Roast, and how they could be applied to the LGBTQIA+ community. A strong metaphor for family is a Sunday Roast. The aim is to recreate the aspects of family life away from home. Producing an event where members of the LGBTQIA+ community could come together and cook a Sunday Roast introduced them to different people within the community while also creating a family environment.

Solution

Sunday Roast is an accepting event where members of the LGBTQIA+ can come together to cook a meal that they can enjoy together, as a family. This event will be run alongside organisations such as Pride, where people will receive a cookbook which includes creative recipes and information on how to get involved.

Solution : The Sunday Roast

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We identified the audience through a questionnaire presented to the LGBTQIA+ through social media and UWE's LGBT society. Queer Lonliness was also identified through the vast amount of articles relating to the topic online.



We designed our own fun recipes to be included in the cookbook, as well as the content which helps the reader organise and host their own event. The cookbook includes posters and visuals which we have also created ourselves with the intent of drawing in the user to engage with the cookbook.

The Sunday Roast Visual Development



Jell-O Editorial by JUCO



Maurizio Cattelan and Pierpaolo Ferrari
for The New York Times

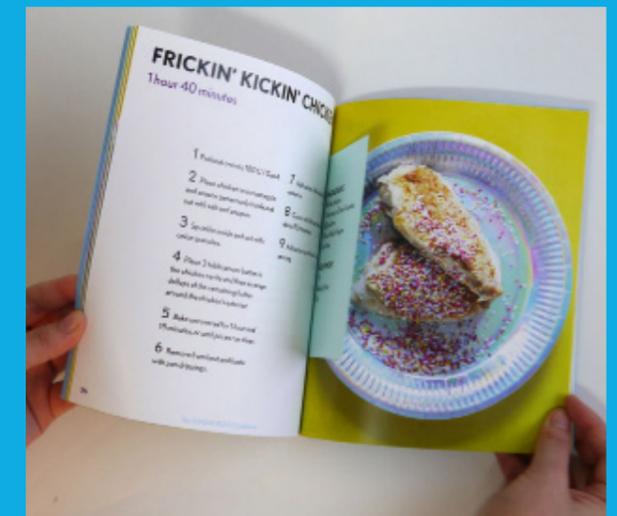
Various art direction photoshoots and designers were looked at. These images were chosen as they were vibrant and diverse similar to the LGBTQIA+ community. We wanted quirky imagery that would stand out against the spectrum of LGBTQIA+ events.



We created a photo-shoot based on the uniqueness of the queer community and created things like glittery peas and blue gravy for visual impact when creating our posters.

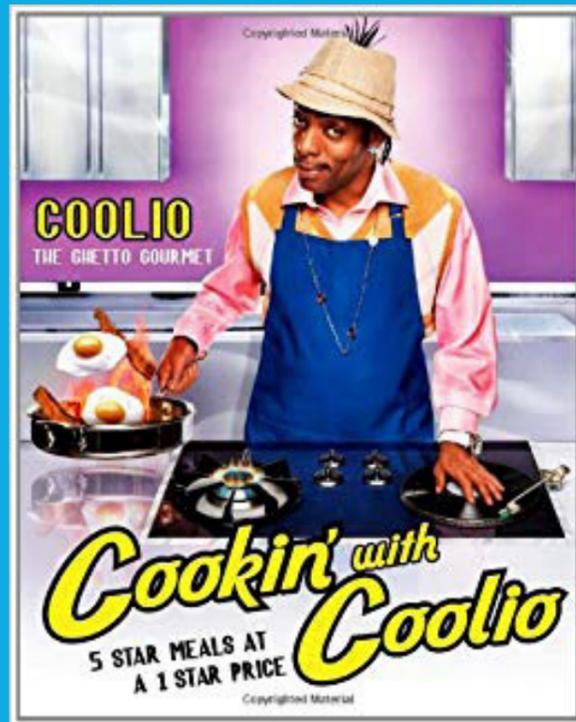


A range of posters were created as a means of promoting the event.



The Sunday Roast: Language

For the language of our Sunday Roast cookbook we decided to use a fun approach that would appeal to our younger audience. It also seemed appropriate to use this type of language as the LGBTQIA+ community is known for adopting creative language. The titles of the dishes were reworded to reflect our target audience and show the creativity of each dish we put in the book.



'Coolio's Cookbook was a good example of how this language could be used in a cookbook and was a big influence in how we wrote our cookbooks content.

FRICKIN' GOOD CHICKEN

-- minutes

- 1 Preheat oven to 180 C / Gas 4
- 2 Place chicken in a roasting tin and season generously inside and out with salt and pepper.
- 3 Sprinkle inside and out with onion granules.
- 4 Place 3 tablespoons butter in the chicken cavity and then arrange dollops of the remaining butter around the chicken's exterior.
- 5 Bake uncovered 1 hour and 15 minutes, or until juices run clear.
- 6 Remove from heat and baste with pan drip.
- 7 Add some of the to the exterior.
- 8 Cover with foil and rest about 30 minutes.
- 9 Add extra spritz serving.

The SUNDAY ROAST Cookbook

HOSTING A BITCHIN' DINNER PARTY

Knowing how to own the dinner party!

Hosting your own fabulous dinner party is a great way to spill the tea, talk about queer art and learn about the vibrant history of the community.

Often as members of the queer community we choose our own family, the best way to make everyone in this family happy is food! Tasty tasty food!

To host a fabulous dinner party you need to dress the table. Quirky plates, knives and forks and some cute wine and water glasses.

If you want to level up your dinner party then why not add a theme? Dress as famous queer people, objects beginning with LGBTQIA etc.

Don't forget the food! You could get each person to bring their favourite dish, or something from each colour of the rainbow!

Make sure to have some bops playing in the background and have fun!

12

The SUNDAY ROAST Cookbook



The chapter titles in the cookbook were intended to sound intriguing so that people wanted to engage in this content. The language used relates strongly to our visuals, both being entertaining and making the readers experience of the cookbook more enjoyable.

The Sunday Roast : User Testing

We gathered a group of different members from the LGBTQIA+ community to participate in the event. A Sunday Roast was hosted by us so we could receive feedback on the events effectiveness.

“Felt good to do something with other members of the LGBTQIA+ community which didn't revolve around alcohol”

“Being able to have conversations with other members of the community I wouldn't normally was very insightful”



The Sunday Roast: Researching the Audience



TOGETHER ALONE BY MICHAEL HOBBS

After finding this article by Michael Hobbes *The epidemic of gay loneliness*, we became very drawn to the LGBTQI+ community as a target audience. William being an active member of the community himself, with connections and insights, we saw this as a perfect opportunity so take. Over the week we read more and more articles about the topic of LGBTQIA+ loneliness and sort to contact UWE LGBTQIA+ society.

Quotes from the article:

"You go from your mom's house to a gay club where a lot of people are on drugs and it's like, this is my community? It's like the fucking jungle."

"Our distance from the mainstream is also the source of our wit, our resilience, our empathy, our superior talents for dressing and dancing and karaoke."

"Whether we recognize it or not, our bodies bring the closet with us into adulthood."

Other articles read:

Slate / The Research on Minority Stress and Gay'

Men Shows "Loneliness"—but Also Resilience 34th Street / Grindr and Gay Loneliness.

Medium / Lonely Gay Hearts Club: Musings on Hobbes' Gay Loneliness Essay.

Psychology Today / 7 Types of Loneliness, and Why It Matters.

Refinery29 / How To Tackle Loneliness If You're LGBTQIA+.

**GRINDR AND GAY LONELINESS
HOW GRINDR CULTURE IS HURTING OUR MENTAL HEALTH?
BY ANDREAS PAVLOU**

"It's become a routine: I come home from day of school and work, take a shower, hop in bed—then I open Grindr. I scroll down the endless square photos of torsos, faces and legs, I send a few messages, exchange a few photos and wonder: why nobody is replying to me?"

Some may say that it's not a big deal — who cares if someone doesn't reply to your message on a dating website? But something about this culture of stats, taps, and instant sex takes a bigger toll on my mental health than any other app on my phone. I know that Grindr filters by body type and race, I know that men are mean on the app, and I know that if someone isn't into me, he'll probably attack my identity and block me instead of sending a polite, "Sorry not interested!"

But Grindr is one of my only links to other gay men. Gay loneliness is a real, tangible force. Gay men have higher rates of mental health issues, drug use, suicides and other physical health issues than straight men—but we still subscribe to this culture that can contribute to these issues.

Grindr is much different than Tinder, Bumble or Coffee Meets Bagel. On Grindr you're allowed to upload your stats, body type, weight, height, age, sex position or race. Additionally you're allowed to say what you're "into," and filter out men who do not fit your ideal type. If you think that sounds exclusive, you're right — and it can get very tiring, especially when you don't seem like most people's type. In a world where masculine, muscular, perfectly groomed white men are the sexual ideal, there's hardly any space for people of color, trans people, or gender nonconforming people to feel comfortable...."



"Finding a soul mate is largely out of our control. Whether you allow your lack of a soul mate to make you bitter, desperate, or contemptuous is not."

EDWARD HOPPER, CLAMDIGGER



watching.



PRIDE, 2014



PARIS IS BURNING, 1990



GOD'S OWN COUNTRY, 2017



CALL ME BY YOUR NAME, 2017



THE HOURS, 2002

As well as reading articles we started to watch LGBTQIA movies popular in culture. As a group we decided it's time to start asking questions to the community it's self. We generated a group of questions what would help us generate a better understanding of loneliness. We posted the questionnaire over social media and was the help of the UWE LGBTQIA+ society we manage to capture a range of responses.

The Sunday Roast: Community Kitchen

Hamilton house

Hamilton House was a vacant and neglected office block for many years. In 2008 the owners, Connolly and Callaghan invited a group of friends to create a centre for the community. Ever since, Coexist has been working hard to create a space in which the community can grow, share, collaborate, and learn what it is to live in coexistence with each other.

Hamilton House currently hosts over two hundred building users as a part of this vibrant community, including: painters, designers, illustrators, textile designers, environmental groups, charities, music agencies, festival organisers, radio stations, animators, film and music producers, community groups, social enterprises, upholsterers, weavers, costumiers, record labels, dance groups, alternative therapists, career advisors, consultants, architects, fashion and accessory designers, street artists, writers, puppeteers, jewellers, photographers, clown troupes and all sorts of food, arts and health activists.

We are open seven days a week offering community space, meeting rooms, events and exhibition spaces. We also run the Coexist Community Kitchen, InAlignment Dance Studios, the Wellbeing therapy centre. The Canteen and Bristol Bike Project can be found here, you can rent studios or offices, or join our co-working/hot-desking community in the Hamilton Hub.

With our idea selected we could quickly move on a start designing. Having chosen an idea based around a community kitchen was recognized it was vital to understand the how they are run. Luckily we live close to a very successful community Kitchen scheme named The Coexist Community Kitchen at Hamilton House in Bristol. We reached out to the owners to speak about how its run. Unfortunately they were very busy but we got a lot of useful information online.



Canteen

Over the course of the residency Neville Gable developed a project inviting anyone working on the development to propose a meal of their choice which reflected their cultural background. Selected meals were then prepared by professional chefs from Bristol and beyond before being brought back onto the building site and served to the 'guests' of the person who proposed the meal. Some meals were small, served to a dozen guests, whilst others might involve everyone on a particular site and be for more the 300 people. The intention of the project was to produce a cook book which not only functioned as such, but also to produce a photographic document which recorded the development and the site staff. The publication is an eclectic set of recipes from traditional pie and mash, to curries, Lithuanian and Polish recipes and even a cake from Slovakia. This project would not have been possible without the goodwill and support of many restaurants and chefs from London to Bristol.

Carol told us about an inspiring project named "The canteen" which generated into publication by Neville Gable. She lent us her copy of the publication, which we went through a picked out interesting elements from. Things we liked included: personal stories, hand written text, photographs. We also saw a lot of room for adaptation, for us to work on new elements and adapt the design for our audience. We are creating for students, we want to communicate fun, youth, inclusion and colour.



Why a meal?

In a world in which there are over 7,000 estimated languages, there's one that is in many ways universal - food!

Julia Child once said, "People who love to eat are always the best people," and we're inclined to agree. Mealtimes have evolved from being a simple sustenance exercise to a true bonding experience, one that holds a special place in several cultures around the world. From workplace lunches to intimate dinner parties, special event banquets or the weekly Sunday Roast, many memories are often made whilst sat around the dining table.

So what exactly is the reason for it?

Food - the ultimate social agent
Dating back to the Greek Empire, it can be seen that food and dining as a group was as much about enjoying company and conviviality as it was about the cuisine.

This continued throughout the Roman Era, during which the convivium (Roman dinner party) became a main stay in society. We may have come a long way since then, but the intrinsic role food plays within societies and families as a bonding agent has remained. According to a new study, there may even be a science behind it. Professor Ayelet Fishbach published a study in the Journal of Consumer Psychology that recently showed colleagues who ate similar foods together experienced higher rates of trust and closeness than those who ate alone. "People tend to think that they use logic to make decisions, and they are largely unaware that food preferences can influence their thinking," she wrote. "On a very basic level, food can be used strategically to help people work together and build trust."

Eating together essentially enables us to stay connected with the ones we love. Families and friends often use the time at the dinner table to talk about their days, weeks, life in general or current affairs, allowing bonding to take place over the food. There is also the fun of eating different foods and sharing different recipes, especially across cultures. There is also evidence to suggest that eating together could be good for you; studies have shown that families that eat together are healthier, benefiting from lower rates of depression and obesity along with higher rates of literacy and self-esteem.

ABEL LEASSIETTE
2017



The Sunday Roast : Art Direction



The Sunday Roast: Design Process

initial designs



Weeks Group roles

Meg: Create presentation with script.
William: Create publication for work process.
Megan: Create mock ups for each idea.

Here are some of our initial designs that we mocked up quickly in-order to show Carol from our final meeting. We thought it made a good start, but wanted to progress and play with it more.

Created by Megan



PERFECT PINK MASH

- 1 Peel the potatoes.
- 2 Bring salted water to the boil and add the potatoes.
- 3 Cook for about 15 minutes until tender but still firm and drain.
- 4 Put the milk and butter in the saucepan, and heat over the stove until the butter melts and the milk is hot. Remove from the heat.
- 5 Mash the potatoes by hand with a masher.
- 6 Add to the milk and butter mix, mash and stir to combine.
- 7 Stir in the pink food colouring slowly until desired colour.
- 8 Season with salt and pepper to taste and serve.

This did not work by:

version two

Things we worked on:

Text placement
 Colour blocking
 Typeface

Created by William



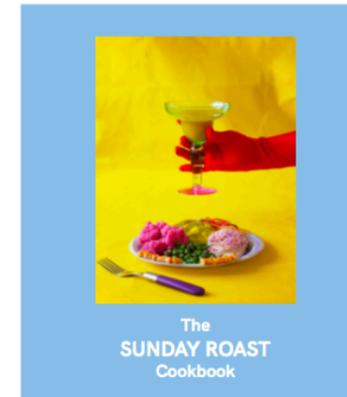
Pink Mash

Ingredients
 900g baking potatoes
 2 tablespoons butter
 240ml milk
 A pinch of salt and pepper to taste
 15ml pink food colouring

Equipment
 Peeler
 Saucepan
 Masher
 Wooden Spoon

Time to make
 Preparation 14 minutes
 Total 35 minutes

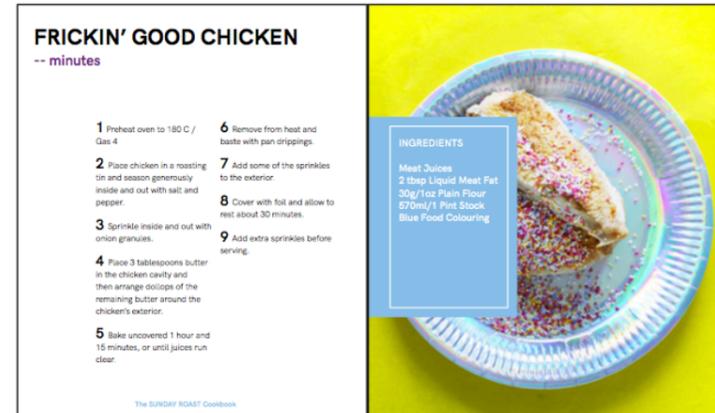
version four



At this stage we had a rethink into how we can make the publication a collaborative tool. We came up with the solution that place holders can be left for participants write up and photograph their recopies each week. The book then takes on a personal and collective form. (See next page for design).

Things we worked on:

Tip- ins



FRICKIN' GOOD CHICKEN

-- minutes

- 1 Preheat oven to 180 C / Gas 4
- 2 Place chicken in a roasting tin and season generously inside and out with salt and pepper.
- 3 Sprinkle inside and out with onion granules.
- 4 Place 3 tablespoons butter in the chicken cavity and then arrange dollops of the remaining butter around the chicken's exterior.
- 5 Bake uncovered 1 hour and 15 minutes, or until juices run clear.
- 6 Remove from heat and baste with pan drippings.
- 7 Add some of the sprinkles to the exterior.
- 8 Cover with foil and allow to rest about 30 minutes.
- 9 Add extra sprinkles before serving.

INGREDIENTS
 Meat Juices
 2 tbsp Liquid Meat Fat
 30g/1oz Plain Flour
 570ml/1 Pint Stock
 Blue Food Colouring

The Sunday Roast : Advertising

