

Design Beyond the Icon



dezeen

architecture and design magazine



« [Sleepbox by Arch Group](#)
[Bird by Zhili Liu](#) »

Divers by Janina Loeve

November 10th, 2009



Dutch Design Week 09: Dutch designer [Janina Loeve](#) presents bouquets made of vegetables at the [Designhuis](#) in Eindhoven.



Called Divers, the project aims to encourage variation in diet.



Each one comes with a recipe for combining the components of the bouquet.



The project will remain on show as part of Talent 2009 at the Designhuis until 30 November.



Here's some more information from Loeve:

—

DIVERS, bouquets to eat alive

Besides being healthy and tasty, vegetables are beautiful plants. But we don't notice this attractive side anymore. Most of us think of them as being time taking side dishes. But they are one of the most important parts of our menu. Fresh vegetables and herbs give us endless possibilities to combine. And the seasons apply us naturally with the best variation you can get.



Divers vegetables form a bouquet of colors, smells and tastes. Well matching vegetables and herbs of the season, form a temptation for the eye. And prepared following the recipe on the package, they become a sensation to taste. Bouquets that tempt you to eat healthy and divers.

—

Posted by Rose Etherington

[Email this](#) • [Subscribe to this feed](#) • [Digg This!](#) • [Stumble It!](#)

This entry was posted on Tuesday, November 10th, 2009 at 11:28 am and is filed under [Design](#), [Dutch Design](#) [Week 09](#), [all](#). You can follow any responses to this entry through the [RSS 2.0](#) feed. You can skip to the end and leave a response. Pinging is currently not allowed.



12 Responses to “Divers by Janina Loeve”

1. *modular* Says:
November 10th, 2009 at 11:57 am

I'd fancy a salad!

2. [The Fake Sartorialst](#) Says:
November 10th, 2009 at 2:04 pm

Some olive oil and balsamic and I've got lunch ready.

3. [gaque](#) Says:
November 10th, 2009 at 3:11 pm

wonderful!

4. [jack the ripper](#) Says:
November 10th, 2009 at 6:35 pm

i say .the perfect gift for valentine's .

5. [ichiban](#) Says:
November 10th, 2009 at 7:53 pm

Flowers and dinner ... all in one. Makes for a cheap date.

6. [m](#) Says:
November 10th, 2009 at 8:20 pm

Saw them at the designhuis, they are really nice. Great idea 😊

7. [riyadjoucka.com](#) Says:
November 11th, 2009 at 8:09 am

reminds me of dutch paintings from the 1700's

8. [jamiengo](#) Says:
November 11th, 2009 at 4:14 pm

Ideal for a gay man's wedding bouquet

9. [Marcus Des](#) Says:
November 11th, 2009 at 8:10 pm

Great, multi-purpose art! They look nice and I can imagine they make a great gift (but I guess you should give yourself with it to prepare the meal, otherwise it's rather rude).

@jamiengo; even if you are speaking from personal experience your remark is way out of line.

10. [jamiengo](#) Says:
November 12th, 2009 at 1:35 pm

Marcus – are you kidding?

It's a beautiful fusion of decorative and functional aesthetic that would suit a gay man looking for an alternative to the feminine floral bouquet in a traditional wedding.

If you think that's way out of line, you're either deeply conservative or overly sensitive, or both.

11. [Marcus Des](#) Says:
November 12th, 2009 at 8:40 pm

Jamiengo – I'm neither conservative nor sensitive; I'm allergic to thinking in (gay) stereotypes. Comes from helping gay people accepting themselves and helping them deal with a rather ignorant or downright hostile environment, even in Holland.

But to be fair, your explanation proves that you actually had a vision here and weren't going for cheap laughs.

Oh well, back to design, that's what Dezeen is for!

12. [jamiengo](#) Says:
November 13th, 2009 at 12:35 am

Marcus – Being ‘allergic’ to (perceived) stereotypes seems like a form of sensitivity to me! Gay men can stand up for themselves; sensitivity to (in this case non-existent) mild slurs against them I feel may be more disabling than progressive.

I thought it was obvious from my first post I was thinking beyond stereotypes, since the dominant stereotype of gay men is effeminate and decadent, therefore associated with gaudy colours/glamour/flowers etc*. These bouquets present a challenging, alternative aesthetic of natural beauty that well befits the position of gay men in society, particularly those brave enough to get married.

And this discussion is still about design – how forms and aesthetics are deployed to challenge stereotypes is a very honourable design intention. Sorry to bore on about it – but I think it’s important (and these bouquets captured my imagination).

*(But perhaps it was the phallic-looking courgettes – another aesthetic entirely – causing the wires to get crossed!)

Submit a comment

See our [comments policy](#)

Name (required)

Mail (will not be published) (required)

Website

submit

- - [Home](#)
 - [About](#)
 - [Submit a story](#)
 - [Advertise](#)
 - [Dezeenjobs](#)
 - [Contact](#)