

Sunniva Amber R Flesland

EL BAR

Research method and process

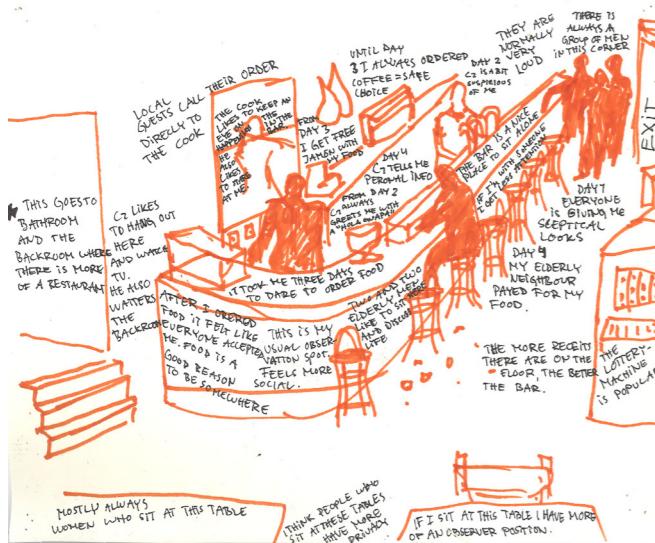
Given topic: food

I started mapping all the bars in the circle, making a definition between the traditional and the modern Spanish bar.

Then I chose one traditional bar, which I mapped for six days in a row, gathering as much thick data as possible. I noted down all my observations, secretly took pictures, videos, and recorded my neighbours talking.

Once back in the Netherlands, I started organising and analysing my findings, concluding that the three main themes that I saw in the traditional Spanish bar were 1. Sharing, 2. Togetherness, and 3. Tradition.

Then I did a social experiment where I tried to recreate the Spanish bar as literally as possible in my living-room, trying to get some insight on what was working so well in Madrid, and if it would have the same social interaction and atmosphere in the Netherlands.



ONSDAG

14:40 Party, only one comarco. One woman sitting at bar eating fish and drinking water from her own bottle. Two men meeting, hugging, talking. Third one walks in, hangs both with a lot of noise.

14:45 Man enters. Clear couple enters. Vinter gör comarco utomhus. Comarco är ovanlig, intressant. Besökande är vänliga. Spår huven det går. Heller min glas.

14:50 Tredje man kommer in, klämmer gruppen. Denne gillar på maten. Man kommer in, sitter sig, pratar med comarco + talar. Gruppen med maten blir större.

14:55 10 people in the bar (4 women, 6 men)

15:00 Bigger man starts playing on the machine.

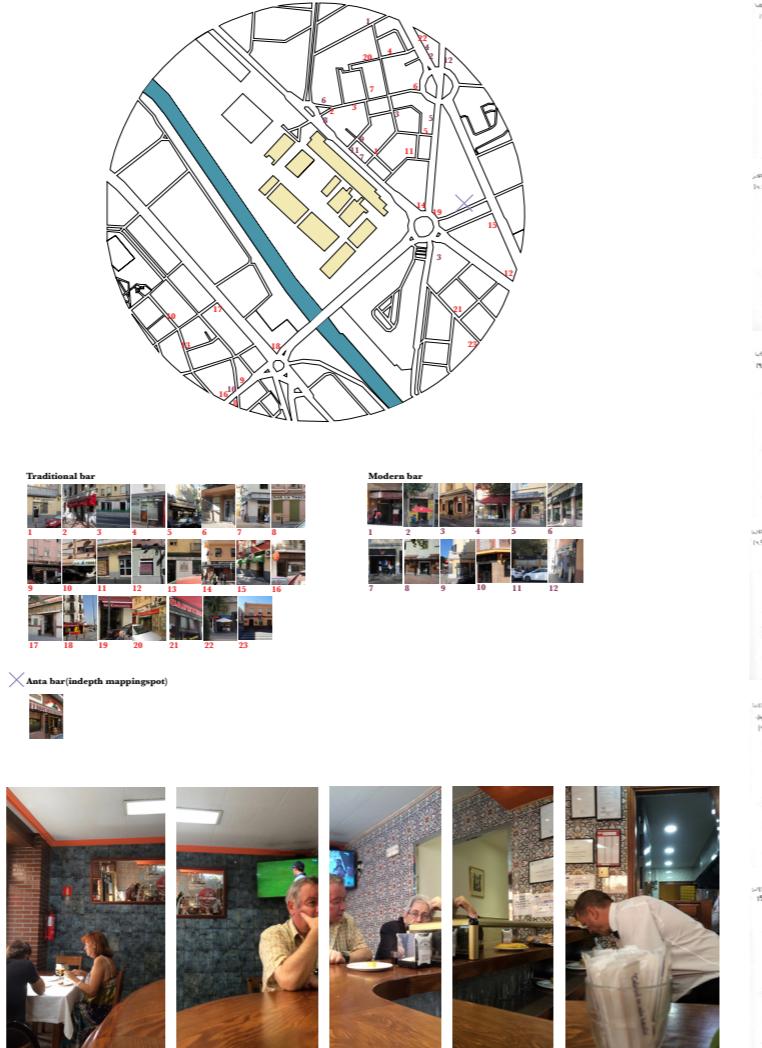
I started my research in Madrid with the question «How does food connect locals in Madrid?». I saw that one of the main food providers in the city were the local bars, and that those were also the most social spots you could be.

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After reflecting on my experiment in Eindhoven and using the most important, well-functioning characteristics of the bar in Madrid, I translated the three main themes into Plates designed for sharing, A space to enhance togetherness, and A tool to enhance togetherness, exaggerating the qualities of the Spanish bar to show how it's seen from an outsiders point of view.

I think the mapping of Anta bar for six days gave me a lot of insights I wouldn't have gotten if I went to different bars every day. When you start seeing the patterns and small details, the research becomes richer, and it really made me understand the value of thick data.

I also think my social experiment of recreating the spanish bar was an important step, also because I found it quite scary to do, and it made me push myself.

Next to just analysing and concluding while thinking, concluding while doing, has much more proof and ground to work on, when trying to translate your research into a design.

