

# MICUL MICUL × Vitality.Swiss

**Recipes wanted ! Let's explore the potential of algae & seaweed and create new recipes together !**

The Embassy of Switzerland in Japan and Vitality.Swiss ambassador Maya Minder have launched a collaborative project "MICUL MICUL × Vitality.Swiss" and are on the lookout for recipes using algae or seaweed. These new MICUL MICUL × Vitality.Swiss recipes will be presented at workshops in Osaka and Tokyo this April.



MICUL MICUL © Maya Minder

Maya Minder, one of the ambassadors of the Vitality.Swiss program, is an artist, curator and chef working in the field of Eat Art. The Embassy of Switzerland in Japan together with Maya Minder are launching MICUL MICUL × Vitality.Swiss, a project focusing on algae. Algae produces around 70 percent of the world's oxygen and is said to be a possible key to solving certain aspects of the energy and climate crisis. Seaweed is a familiar part of the Japanese diet, but when you look at the tables around the world, there seems to be much potential for broader consumption.

MICUL MICUL × Vitality.Swiss relies on your participation!

1. Learn: Watch on-demand videos of interviews with researchers.
2. Share: Tell us your seaweed recipes.
3. Create: Craft new recipes. Join the workshops in Osaka and Tokyo.
4. Develop: Take on the challenge of new recipes. You can also add your own twist.

All information is available on the homepage of Vitality.Swiss:

<https://vitality.swiss>.

## 1. Learn: Watch on-demand videos of interviews with researchers

For this MICUL MICUL project, video interviews with researchers have been curated and made available on demand. You can learn about the various potential prospects of seaweed from a research perspective on the MICUL MICUL x Vitality.Swiss [website](#).

Interviews:

Dr. Dominik Refardt (Zurich University of Applied Sciences/ZHAW)

Mr. Edouard Bal (ethnobotanist)

Dr. Philippe Potin (Roscoff Marine Station)

Dr. Myra Chavez-Rosas (Anatomy Research Center, University of Bern)

## 2. Share: Tell us your seaweed recipes – **Open call!**

Help us create new recipes for seaweed as future food. We are launching an open call for donation of traditional Japanese recipes, or fusion food recipes. Which recipes could match the western tongue? What is your favorite way to eat nori? What is your favorite, or family recipe? How do you implement seaweed in home cooking?

Share your recipe [here](#).



© Maya Minder

## 3. Creation: Join the workshops (Osaka and Tokyo) and try out new recipes

Using some recipes from the open call as inspiration, let us create new MICUL MICUL x Vitality.Swiss recipes during workshops in Osaka and Tokyo. Brainstorm with Maya Minder and the other participants and come up with new delicious ways of enjoying algae and seaweed.

Let's open the door to MICUL MICUL x Vitality.Swiss together!

[Enter MICUL MICUL x Vitality.Swiss](#)

## On MICUL MICUL, a note by Maya Minder

Seaweed growing in the ocean is not a plant, but a protist. Besides animal, plant, fungi, bacteria, protist is the fifth kingdom of taxonomic classification. Algae are responsible for nearly 70% of oxygen production and, given the current energy crisis, they bear a great potential to tackle climate change through biofuel, food supply, medical and cosmetic applications or even new material research such as bioplastics.

In Japanese cooking, seaweed is well recognized as a food condiment and since ancient times has been part of the food culture. Even scientists have observed that eating seaweed over many centuries has produced a lateral gene transfer within the Japanese microbiome. Nori, Kombu, Wakame and many more variations of seaweed are slowly entering Western diet and food culture.

Here we ask you to help us create new recipes for seaweed as future food. Which recipes could match the western tongue? What is the way you like to eat nori the most? What is your favourite, or a favourite family recipe? How would you implement seaweed in home cooking?



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### Maya Minder **Artist, Curator, Chef**

Following the Biohacker, Maker and Thirdspace movements, Maya Minder uses grassroots ideas, safe zones and citizen science to enable collective storytelling through food and cooking. After studying Art History at the University of Zurich and Fine Arts at Zurich University of Arts, she has been co-curating and organizing projects independently or within the International Hackteria Society. Within her Green Open Food Evolution project she creates entanglements between human commodities and animism of nature. "Cooking transforms us" is a framework Minder weaves like a string through her work. For her, cooking serves to reveal the metaphor of the human transformation of raw nature into cooked culture, fostering evolutionary ideas of a symbiotic co-existence between plants, animals and humans.

## Workshops

### Osaka - MICUL MICUL x Vitality.Swiss in Osaka

Registration required

Date: April 24, 2023 (Monday) Time: 14:00-17:00

Place: OSAKA FOOD LAB <https://goo.gl/maps/qZKGMcVqjyk>

Free of charge (25 seats)

More information: [click here](#)

To register: [click here](#)

### Tokyo - MICUL MICUL x Vitality.Swiss with UoC

Registration required

Date: April 27, 2023 (Thursday) Time: 14:00-17:00

Place: UNIVERSITY of CREATIVITY <https://uoc.world/access/>

Free of charge (16 seats)

More information: [click here](#)

<https://uoc.world/>

To register: [click here](#)

Co-organized by UNIVERSITY of CREATIVITY

## Organization

MICUL MICUL is part of Maya Minder's artistic research project GREEN OPEN FOOD EVOLUTION in collaboration with Ewen Chardronnet, and encompasses Installation, Storytelling, Culinary and Performance practices. "MICUL MICUL x Vitality.Swiss — Recipes wanted!" was commissioned by Vitality.Swiss, an initiative of the Embassy of Switzerland in Japan, and produced with the support of the Swiss Arts Council Pro Helvetia.

## Credits

Artist: Maya Minder

Sound: Patric Catani

Story and concept: Maya Minder

Video: Sandra Bühler, Ewen Chardronnet, Tokio Murai, Maya Minder

Texts: Ewen Chardronnet, Maya Minder

Hyperfiction concept tool build on [Twinery.org](https://twinery.org)

Graphic design: Anika Rosen, [anikarosen.ch](https://anikarosen.ch)

Page Programmer: Ken Gubler, [muzosa.ch](https://muzosa.ch)

Translations: Ayuko Nishida, Kyoka, Embassy of Switzerland in Japan (Sachiko Nagai, Ayako Hirose, Sarah Bokman, Yuko Takahashi)

Interviews with: Edouard Bal, Dr. Myra Chavez Rosas, Dr. Philippe Potin, Dr. Dominik Refardt

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## About Vitality.Swiss

On the road to Expo 2025 Osaka, Kansai, the Vitality.Swiss program explores solutions and scenarios for a vitalized future along three themes: Healthy Life, Sustainable Planet and Human-centered Innovation. Through a variety of events and content, the program provides a platform for dialogue and co-creation on the road to the Swiss pavilion at Expo 2025. An initiative of the Embassy of Switzerland in Japan together with the Consulate of Switzerland in Osaka / Swissnex in Japan, the Science and Technology Office Tokyo, the Swiss Business Hub Japan, Switzerland Tourism Japan, and Presence Switzerland, Vitality.Swiss is officially registered as a Team Expo co-creation partner.

### Press material

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### Contact

Communications & Culture section  
Embassy of Switzerland in Japan

[tokyo.culture@eda.admin.ch](mailto:tokyo.culture@eda.admin.ch)