





Define

**where you are**

at a moment

in **time**

and

**space**

Reflecting back on this first project I have done with IDA, 'I chose to use taste as the clue.

And Specifically, Eggs, It was because the four layers of a boiled egg can be associated with the 12, 3, 6 and 9 on a clock, thus able to suggesting time.

I enjoyed the project a lot but felt I haven't finished with Time, Space and Taste.

I realised how food, cooking and eating has gradually become an important part of my life

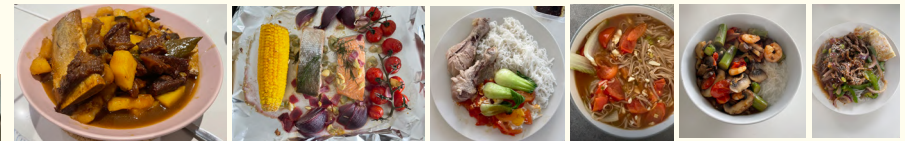
So, I picked up this brief again.



# *Disconnected*

Upon arriving in London, everything felt strange to me, from the language, to making friends, to the daily diet. I felt disconnected from my surrounding.

# Cooking, settling



Learning to cook and feed myself has been a huge step in adapting to the new environment. It makes me feel independent.

# “Join us for dinner?”

Eating out has become a way to connect with my surroundings, and to connect with new friends.



Food has given me so much comfort that I began to consider food as a medium of expression.

# *Looking for a Cross- Cultural Taste*

To consider Food as a medium of expression,  
I think of language.  
Is there a taste that everyone could understand and relate?

# Eggs, London

Across 41 restaurants I visited in London, covering cuisines from 15 different countries, I found the taste of eggs was almost never absent.



Hoppers, WID  
(Sri Lanka)



Misato, WID  
(Japanese)



Mumbaiwala, HAI  
(Indian)



The table Cafe, SEI  
(British)



Bubble Wrap, WID  
(Chinese)



Caphe House, SEI  
(Vietnamese)

# Eggs, Everywhere

## ● Europe

### Iceland



Egg Soup

### Sweden



Egg Cake

### United Kindom



Scotch Egg

### France



Eggs poached in red wine

## ● North America

### United States



Egg Benedicts

### Canada



Bacon and Egg Cups

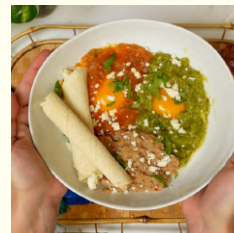
## ● South America

### ● Australia



Chorizo Baked Eggs

### Mexico



Hevos Divorciados

### Brazil



Banana Scramble egg

### Portugal



Egg Tart

### Spain



Fried Eggs and French Fries

### Germany



Cheesy Egg Toast

### Italy



Eggs in Purgatory

## ● Africa

Morocco



Makouda batata with eggs

North Africa



Shakshuka

Nigeria



Scrambled eggs

Tanzania



Chipsi Mayai

South Africa



Spicy Egg Curry

## ● Asia

Turkey



Cilbir

Russia



Devilled Eggs

China



Century Egg

Thai



Khai Luk Kheuy

South Korea



Mayak Gyeran

Japan



Parent and child rice bowl

India



Mutta Chaya

Vietnam



Rice Paper Omlette

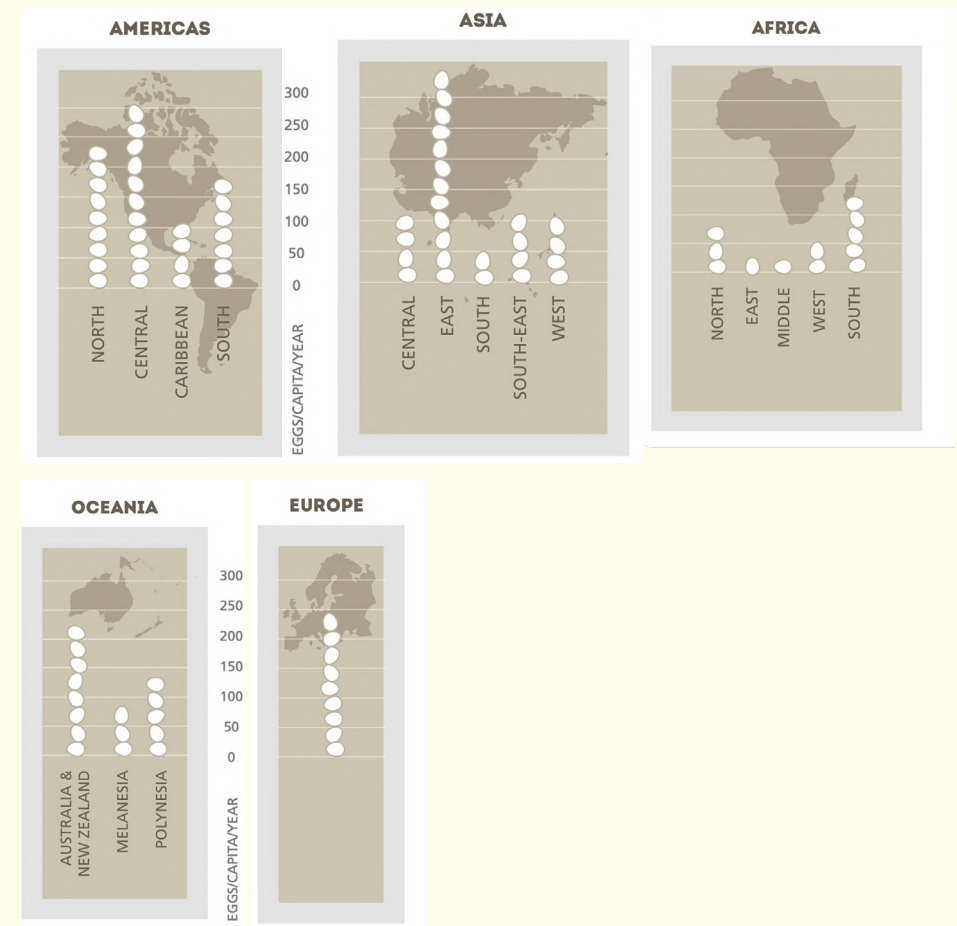
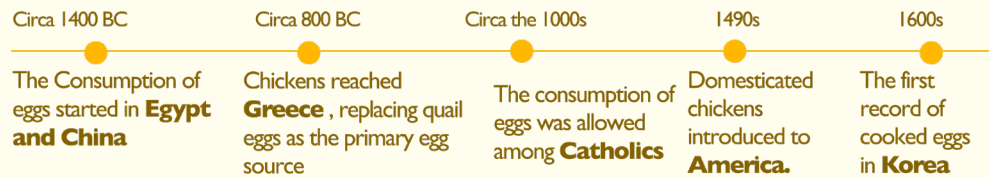
Philippines



Cabbage Omelette

# Global Consumption

Originated From the east, Eggs are consumed around the world.



Source: Food Documentary Magazine, Issue No.15 Egg, 2021

Source: Per Capita egg supply (FAOSTAT,2011)

# *Let's Talk About Eggs*

I invited some friends to my place and asked them to make an egg dish from each of their regions.



## Tofu & egg

South-eastern China



*This was the first dish I learned to cook online after coming to London.*

*Now, it's a regular at home and my go-to when hosting friends. Away from home, friends become family and this dish is the taste that always brings us together.*

## Vinegar egg

Southern China



*This is the dish my mom used to make for me every time I had a cold.*

*The vinegar steam clears my stuffy nose and the warm, tangy eggs soothe my sore throat.*

*Just like that, my nose, throat, everything feels better.*

*I still make it every time I'm sick... and every time I miss her.*



## Sweet & Sour egg

Eastern China



## Steamed egg

North-Eastern China



*What I missed most when I first came to England was the sweet and sour taste of my hometown.*

*The first dish I made in England was an omelette. When the egg sizzled in the pan, the smell brought home back to me.*



*Steamed egg custard is my childhood staple. My mom often made it for me, sometimes adding shrimp, chopped seaweed, or scallions.*

*It is a traditional chinese dish and a great dish for sharing.*

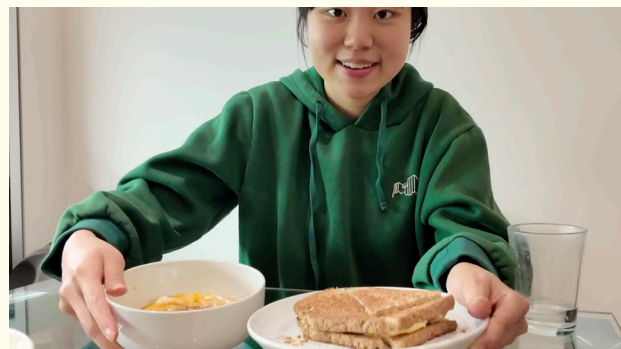
# The Taste of Egg



We began by introducing how we prepared our dishes, then explained the reason for bringing each specific dish, and eventually shared childhood memories and family stories. We discovered new ways to enjoy eggs while learning more about each other.

*Is a bridge to connect  
from place to place,  
from time to time.*

*Talks  
About  
Eggs,  
Cultures,  
Homes*



I invited more people from different countries to share their egg dishes and stories.



## Plantain & Fried Egg from Nigeria

*Ever since I moved to London on my own,  
my eating habits have been all over the place.*

*I never knew what to eat, and everything just tasted  
bland. I even forgot about this dish until my mom  
came to visit me.*

*She made it the same way she always did back  
home: slices of sweet plantain, perfectly pan-fried,  
and eggs scrambled with onions and tomatoes. The  
smell filled my little kitchen, and suddenly, it felt like  
home.*

*After she left, I started making the dish often.  
Usually for breakfast, sometimes as a snack. It's  
simple and tasty.*





## Egg Curry From India

*In India, this is a traditional dinner dish. We used to eat this dish as part of our daily food.*

*Before I made this recipe, I called my mom to make sure I wouldn't mess it up. She showed me how to make it, as usual, and told me a few little details I might have forgotten.*

*I didn't have high hopes, but somehow it turned out to be close. I think my mum will be surprised that I actually got it right.*





## Kaya Jam and Toast with Soft-boiled Egg From Singapore

*Kaya jam and toast with soft-boiled eggs—everyone knows this classic back home in Singapore.*

*I used to have it at Ya Kun with friends before school and with my family on weekends. Last summer, I took my boyfriend to Ya Kun, and he loved it too.*

*Now that I think about it, I've shared this dish with almost everyone close to me.*





## Steamed Egg from China

*Eggs were a staple of my childhood. My mom didn't expect much from food, she just needed to make something quick, healthy, and safe for a kid with only a few teeth.*

*That's why she often made steamed egg custard, sometimes adding shrimp, chopped seaweed, or scallions. I ate it so much as a kid that I barely touched it later on.*

*But tonight, as I cracked the eggs and set the bowl in the steamer, I almost saw what she saw. She wasn't cooking for fun, but because someone needed to eat.*

*Just like that, I've grown into someone who can take care of myself.*





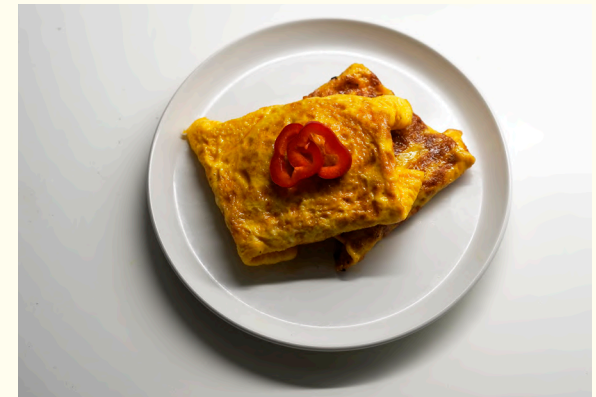
## Stuffed Egg From Thailand

*This is the dish that always reminds me of home. I make it whenever I miss my family.*

*Growing up, every time my parents took me to visit my grandma, she'd make stuffed omelette for me.*

*After I moved to another country, I couldn't have it as often. So she handed me the recipe.*

*Now, every time I make it, I feel like I'm back in her kitchen.*



*How  
To  
Organize  
Stories  
?*

# Food Magazine Exploration

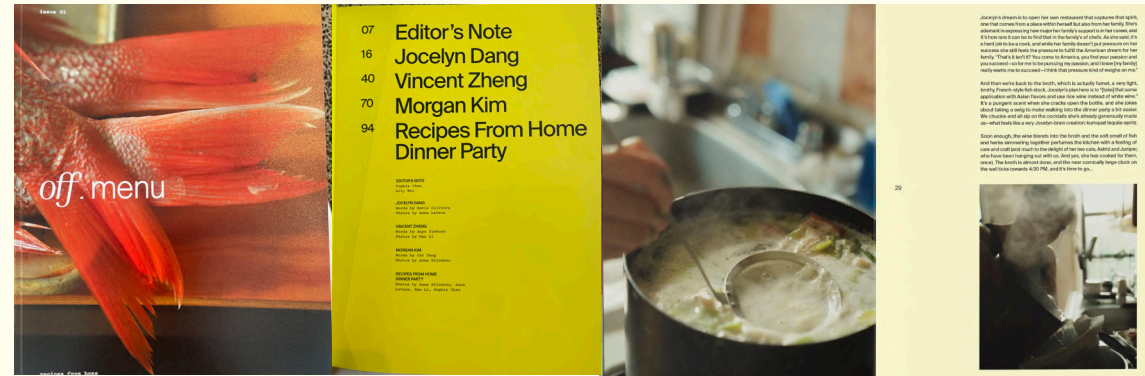


# How to Start Cover & Contents



## Arrange by The Dish

This Hong Kong-based magazine is arranged by dish, almost like a menu from a local restaurant. But instead of listing ingredients and prices, it introduces the history behind each dish.



## Arrange by The Individual Cook

This magazine explores personal narratives. The editor and photographer step into private kitchens, documenting the entire cooking process—from preparation to plating—while capturing the chef's stories and experiences in the food industry.

By shifting the spotlight behind the scenes, it reveals the cook's philosophy, turning hidden moments into the main story.

A magazine is a collection of articles, and the contents page shows how the articles are categorised, which plays an important role in the overall narrative of the magazine.



Food Image	Ingredients	Person Image	Stories
	steps		



### Arrange by Place

The contents page of this magazine breaks tradition—instead of listing articles by page number, it organizes them by location on a map.

Each section introduces cocktail bars from different regions, with featured spots highlighted along the way. Flipping through its pages feels like going on a wine-trip around the world.

Food Image	Person Image	Stories	Ingredients
			steps

*Drafting my book's content*

# Convey the Main Idea Editor's Note

## Letter from the Editor

When we originally chose a theme for Morgenmette's second issue, we landed on "Always Connected." We'd been thinking a lot about both the benefits and the harms of technology, and how they applied to the morning meal. We can get virtually anything we need delivered to us within 30 minutes, all at the tap of a finger: we can share our breakfast videos and recipes and inspiration faster and more effectively than ever. But too often, we find ourselves mindlessly scrolling while we pile food into our mouths, simultaneously living in notification zero. It's hard to get away from being extremely online, and breakfast is no exception.

That theme was pitched in early 2020, and, well, you can fill in the rest. Technology went from being a major part of our lives to the only way we could connect with each other. We went through phases as we tried to grapple with the scale of the crisis we were experiencing together, apart. There was the "I can make a cocktail at 6 p.m. every day!" phase, the "can I borrow some of your sourdough starter?" phase, and the "let's do brunch over Zoom" phase. Soon, we realized that catching up over the breakfast table lost its luster when transferred to a virtual setting. I began to wonder how breakfast would evolve—and if it would ever be the same again.

At the time, I found rituals around breakfast comforting. As my wife and I hunkered down in a 1,000-square-foot apartment, the act of making scrambled eggs every morning became a respite. Gently cracking the eggs, furiously whisking, cooking them low and slow over a hot stove, mixing in spinach and cheese—the ritual of nourishing. I repeated this meal almost every single day of early lockdown, and still continue it to this day. Eventually, the world slowly opened up, and we started going to brunch again. We saw friends, we had awkward embraces, and slowly adjusted to the new ubiquity of QR code menus.

You'll see some reflections from pandemic life throughout this issue. Diana Wynne explores slowing down during the early days of COVID-19, and Georgette Eva reflects on how morning coffee rituals changed when our favorite cafés were no longer open to us.

We also stick to our original theme and dive deep into technology's intersection with breakfast. Giustina Yanko looks at how rules around breakfast make navigating dating apps easier, and Muriel Vega compares international breakfast preferences with WhatsApp versus iMessage use. Gerard + Belevender explores emerging technologies with generative AI breakfast renderings, and then reimagines what our bots give us back. And in my feature story, I write about how TikTok secret menu hacks are no match for Waffle House.

We also spend time with a few folks who are focused on social media. Suzanne Saroff expounds on one of her favorite photographic subjects: the humble egg. Tess Malone talks to Alejandra Lusaes about how her bakery, *Hell Yeah Gluten Free*, experienced a sensational rise on Instagram, and interviews *Boss Barista's* Ashley Rodriguez about her coffee-culture Substack and podcast. Elizabeth Goodspeed explores how cereal has reflected the way we eat and live for more than 160 years up until the recent boom of \$40 cereal packs. And finally, we embark on one last escape with Olivia Kingsley, who reminisces about her breakfast escapades in Italy.

As a bonus, this issue is also our first to feature recipes. We've compiled nostalgic and pandemic-inspired recipes from Dorothy Parker, Jessie Brown, and Teresa Finney, all paired with humorous and heartfelt personal stories. Get cooking.

This issue believes the breakfast table is the best lens to examine our connected culture, and we hope you'll bring your hopes, frustrations and curiosities about our connected world to it. As our lives continue to change for better or for worse due to emerging technologies and algorithm-based feeds, it's comforting to know that every day we'll start hungry again.

**Tim Lampe**  
Editor-in-Chief and Creative Director

INTRO

The Always Connected Issue *believes the breakfast table is the best lens to examine our connected culture.* This issue features original writing, artwork and features from Jessie Brown, Georgette Eva, Marianna Pierro, Teresa Finney, Rachel Frankel, Gerard + Belevender, Faustine Gheno, Elizabeth Goodspeed, Chantal Jahchan, Lauren Jones, Olivia Kingsley, Tim Lampe, Olenka Malarecka, Tess Malone, Kimberly Mar, Kelsey McClellan, Erin Pinkley, Dorothy Parker, Ashley Rodriguez, Suzanne Saroff, Cristina Yanko, Muriel Vega and Diana Wynne



INSPIRED BY MORNETTE  
Exploring the absurdity of life  
through the setting of breakfast  
See more at [morgenmette.com](http://morgenmette.com)



## Editor's Note

WORDS BY SOPHE CHEN

My introduction to the food and hospitality world began as a coping mechanism against the overwhelming loneliness that I felt in my freshman year of college, living in a foreign country away from family for the first time. Exploring the food and coffee scene in Philadelphia helped me tremendously in finding community in the restaurants and cafes that I began to frequent regularly. The daily exchanges of warm "hellos" and smiles with baristas and front of house staff, became my new comfort. What started out as a way of escape gradually became a staple source of joy in my life while planting the seeds for my interests and sense of self.

After moving to New York, I dove into the city's vibrant food community, both as an excited customer and later on as a photographer to help capture behind-the-scenes moments during service and pop-ups. Throughout this process, I got to observe many beautiful moments that consolidated my love for the community behind this industry. I witnessed the front of house and back of house working together in what could only be described as a choreography of synchrony and trust, gracefully handling kitchen mishaps while ensuring that service ran unaffected. I saw chefs treating each other with the kind of love that one would treat their family, while also not forgetting to feed me, a mere observer snapping photos in the background as they prepared for an evening of full service.

I talked to countless people who shared inspiring stories about how they ended up in the food industry. Most if not all of these stories involved taking a massive leap of faith in their career to pursue something more meaningful and fulfilling. Many are also motivated by a strong desire to pay homage to their own culture, continuing the legacy of traditional dishes and techniques that their loved ones once shared around the dining table, all in the hopes of diversifying representation in an industry dominated by eurocentric influences.

As I got to know these hard-working and equally kind-hearted people, I began to see how important it is to find and build community in this industry. Despite hospitality's demanding nature and lack of representation, often masked behind a romanticized veil of Michelin stars and reservation waitlists, the community is what fuels people to continue doing what they love to do.

I also began to notice a gap in the current landscape of food media, which has been dominated by bite-sized viral content on social media and sponsored food journalism backed by big corporations. I felt there was a need for a place where people's stories are told in a more meaningful way, with enough space and intentionality to fully capture each individual's

journeys and aspirations. This became the main mission behind *Off-Menu*, a platform dedicated to the communities behind the world of food and drink, to dive deep into the work and stories that may not have been highlighted enough by existing media.

All these thoughts and experiences culminated in the first issue, "Recipes From Home," a concept that combined everything Ally (founder of *Fellows Collective*) and I were passionate about—photography, storytelling, and communal dining—all in the span of one summer day in New York.

Working with our chefs Jocelyn, Vincent and Morgan further reaffirmed my love for this community. Despite their busy restaurant schedules, they dedicated a significant amount of time and energy to create a thoughtful dish showcasing their culture and notion of "home." On top of that, I was incredibly touched by how much they believed in our shared vision for the event and the publication, collaborating closely with our creative team to capture quality content for this issue and ensuring that our guests were having a good time throughout the evening.

The three chefs bonded quickly and naturally, helping each other plate dishes in moments of time-crunch and cheering their beers in between. Even though each of them had their own dish to serve, the entire dinner party felt like a collaborative pop-up from a tight-knit trio. By the end of that evening, as our tired bodies running on post-service adrenaline celebrated the success of the event, we all professed how much we wanted to do this again and again. We half-drunkenly signed each other's printed menus, like kids signing yearbooks at the end of a great semester, while Vincent pulled up Google Flights, proposing that we should bring the trio to Barcelona (where I was moving to) for another pop-up. In that moment, I've never felt more assured of the bonding powers in the shared love for food, which I've always known.

All of this is to say—this first issue has truly been a labor of love, not only from me, but also our chefs, Ally, the creative team of photographers and writers, as well as our graphic designers who turned a beautiful day into an even more beautiful piece of object that you are holding right now. I hope you enjoy it.

I feel deeply connected to these writings, as both mention that their food journey began as a way to escape loneliness and gradually became a means to find joy and a sense of belonging

Eggs are a common food.

They are common enough to appear in nearly every culture in the world.

From East to West, you can find eggs cooked and shared in many different ways.

You might enjoy an omelette in the morning, but would you dare to try a century egg?

Eggs are common enough that we all have something to say about them.

Eggs are different enough that they can still surprise us.

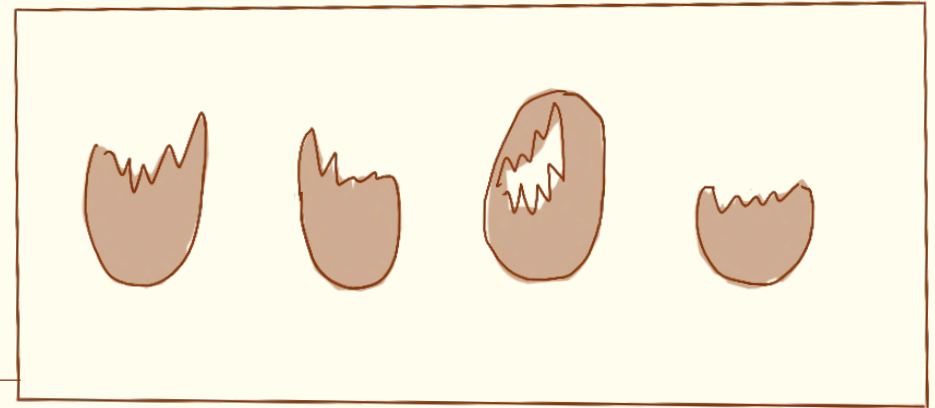
Let's talk about eggs-I mean the cultures, I mean you.

*Taking  
Egg Stories  
To A  
Three  
Dimensional  
World*

I chose to recreate a dinner scene with friends, an environment where we exchanged egg dishes, to showcase the stories I collected.

Cover

Photography

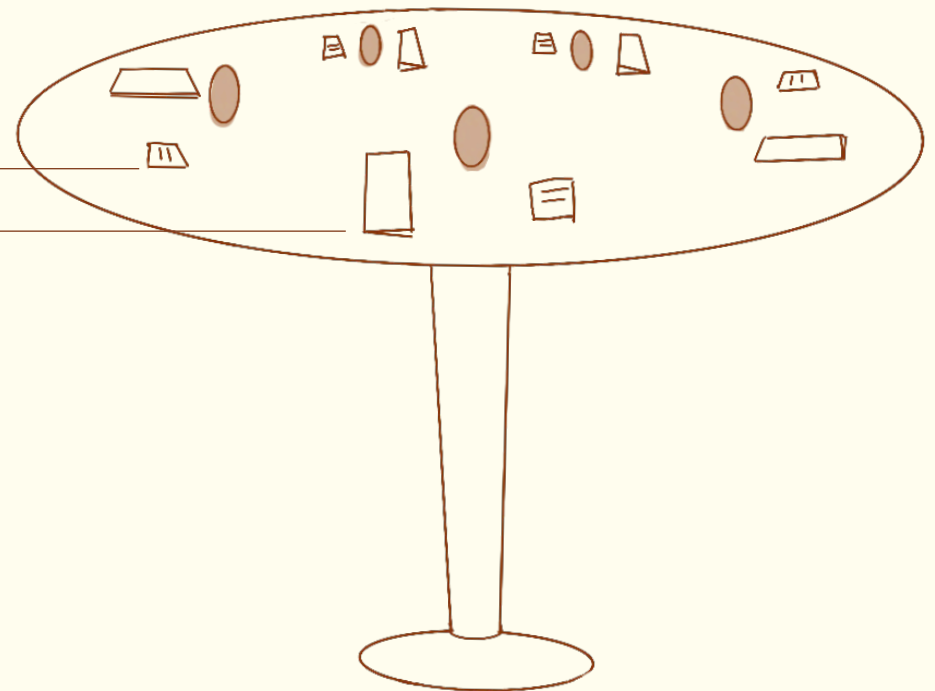


Editor's Note

Share-your-story Card

Articles

Collected Egg recipes and stories



# Development

## Egg Stories



Ingredients

Eggs, Onions, Tomatoes, Plantain, Oil, Chicken Powder



Ingredients

Eggs, Onions, Tomatoes, Plantain, Oil, Chicken Powder



First Draft

I showed the first draft to my graphic design friend and received feedback to reconsider the layout, especially spacing, colour and typography,

Modification

In this version of the design, I left more space on the page, with the colours originating from the respective flags in reduced saturation and placing their words in the middle to emphasise the personal stories.



Ingredients

Eggs, Onions, Tomatoes, Plantain, Oil, Chicken Powder

Steps

Ever since I moved to London on my own, my eating habits have been all over the place.

I never knew what to eat, and everything just tasted bland. I even forgot about this dish until my mom came to visit me.

She made it the same way she always did back home: slices of sweet plantain, perfectly pan-fried, and eggs scrambled with onions and tomatoes. The smell filled my little kitchen, and suddenly, it felt home.

After she left, I started making the dish often. Usually for breakfast, sometimes as a snack.

Amaka



Egg Curry  
Dhaba Style

Indian  
Recipe



*In India, this is a traditional dinner dish. We used to eat this dish as part of our daily food.*

*Before I made this recipe, I called my mom to make sure I wouldn't mess it up. She showed me how to make it, as usual, and told me a few little details I might have forgotten.*

*I didn't have high hopes, but somehow it turned out to be close. I think my mum will be surprised that I actually got it right.*

Sukriti

### Ingredients

Eggs, Onions, Tomatoes, Coriander, Oil, Masala Powder (Cumin, bay leaf, cinamon, cardamoms & cloves), Ginger Powder, Garlic Powder



### Steps

1

2

4

5

3

6



Kaya Toast  
Soft Boiled Egg

Singaporean  
Recipe



*Kaya jam and toast with soft-boiled eggs. Everyone knows this classic back home in Singapore.*

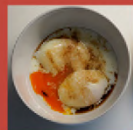
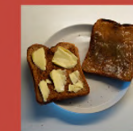
*I used to have it at Ya Kun with friends before school and with my family on weekends. Last summer, I took my boyfriend to Ya Kun, and he loved it too.*

*Now that I think about it, I've shared this dish with almost everyone close to me.*

Megan

### Ingredients

Eggs, Toasts, Butter, Kaya Jam



### Steps

1

2

4

5

3

6

## Steamed Egg



Chinese Recipe



*Steamed egg custard was a staple of my childhood.*

*My mom didn't expect much from food, she just needed to make something quick, healthy, and safe for a kid with only a few teeth. I had it so often that I barely touched it later on.*

*But tonight, as I cracked the eggs and set the bowl in the steamer, I almost saw what she saw. She wasn't cooking for fun, but because someone needed to eat.*

*And suddenly, I've grown into someone who can take care of myself.*

Olivia

## Ingredients

Eggs, Scallions, Soy Sauce, Sesame Oil, Water

## Steps



## Stuffed Egg



Thai Recipe



*This is the dish that always reminds me of home.*

*I make it whenever I miss my family.*

*Growing up, every time my parents took me to visit my grandma, she would make stuffed omelette for me.*

*After I moved to another country, I couldn't have it as often. So, she handed me the recipe.*

*Now, every time I make it, I feel like I'm back in her kitchen.*

Pol

## Ingredients

Eggs, Carrots, Onions, Minced Pork, Oil, Soy Sauce, Oyster Sauce, Ketch-up

## Steps



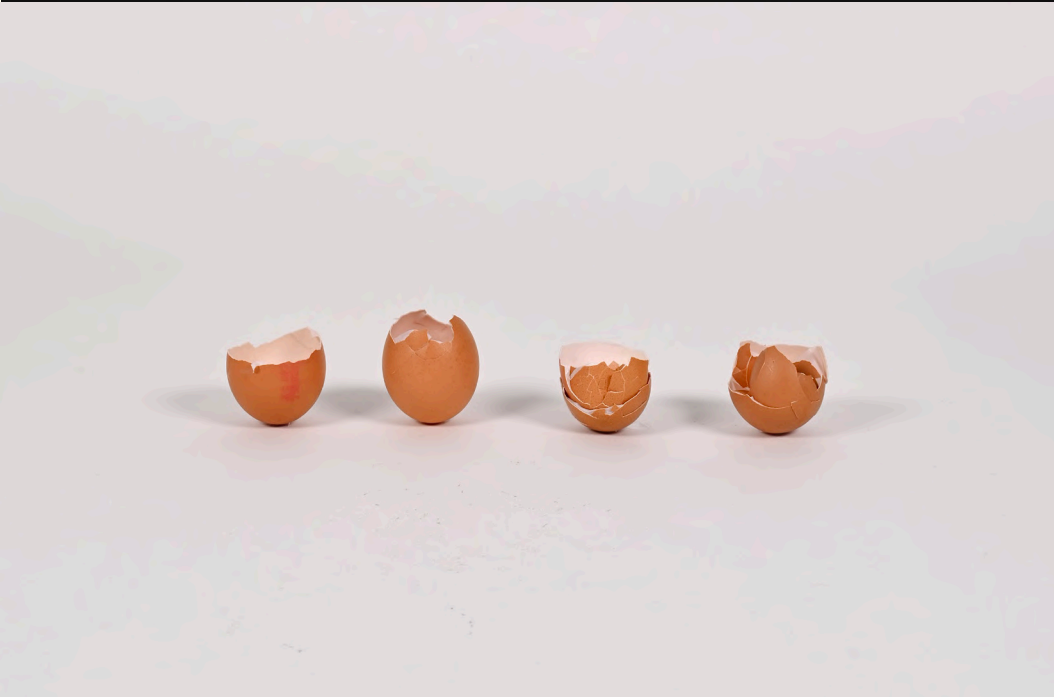


## Prototype

I printed a sample book on 200gsm paper and bound it with glue. I'm very pleased with how it turned out. It's much cleaner because of the spacing and colour, and definitely more professional than the first draft.

**Development**

Photography



## First Studio Shoot

At the beginning, I was really sure of what kind of photography I wanted and it was completely based on my sketches.

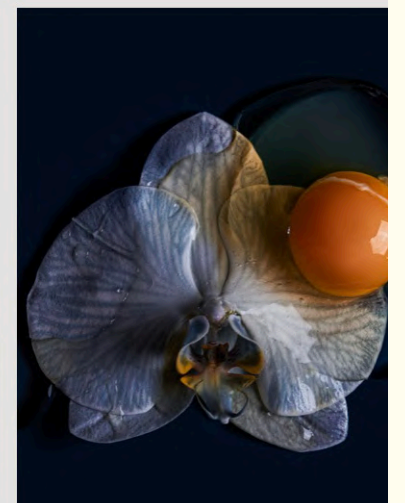
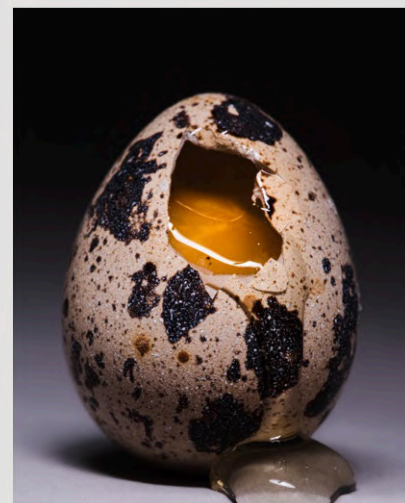
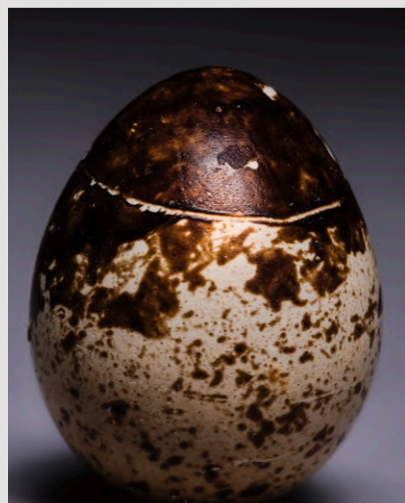
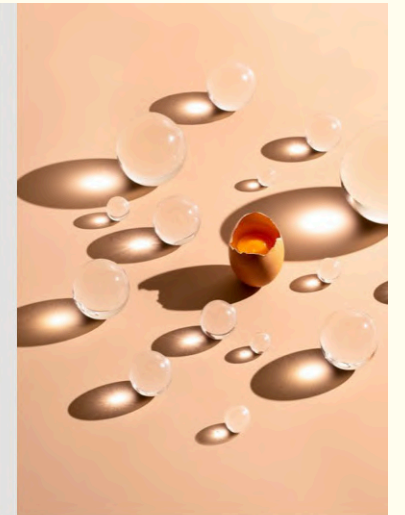
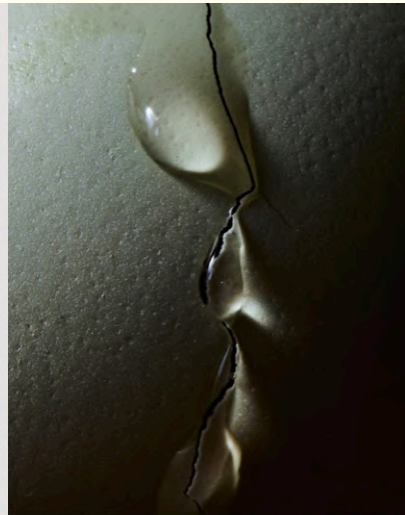
However, after the first shoot I realised that wasn't the case. They looked dull, lifeless and wouldn't draw curiosity.

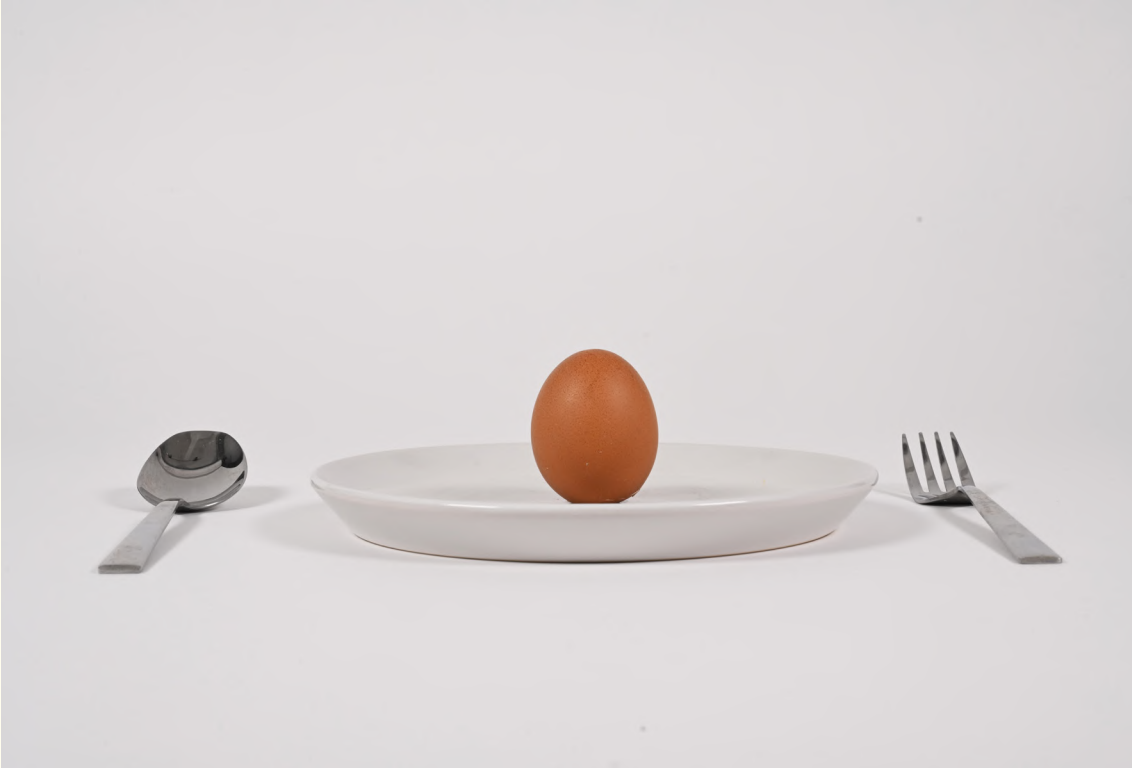
Whether it's the positional placement, the lighting, the colours, or the angles, I need to research and experiment further.

# Research

## Suzanne Saroff

I discovered Suzanne Saroff's work from a food magazine and I was immediately intrigued. I found that in these photos, the placement of the eggs, the light, the colours are all very important considerations. There is also her unique technique-zooming in on details, and the use of props.





## Second Studio Shoot

In the second photoshoot, I experimented with props, poses and angles. Although it looks more interesting than the last shot, it still looks rather dull.



## Home Shoot Practice

I started to explore under a natural lighting and setting, looking into the details of the egg.





An Egg after zoom-in look very different, it intrigued me as a viewer while felt confused.

Is this an egg? a potato? a pizza? someone's skin?



Macro-shot

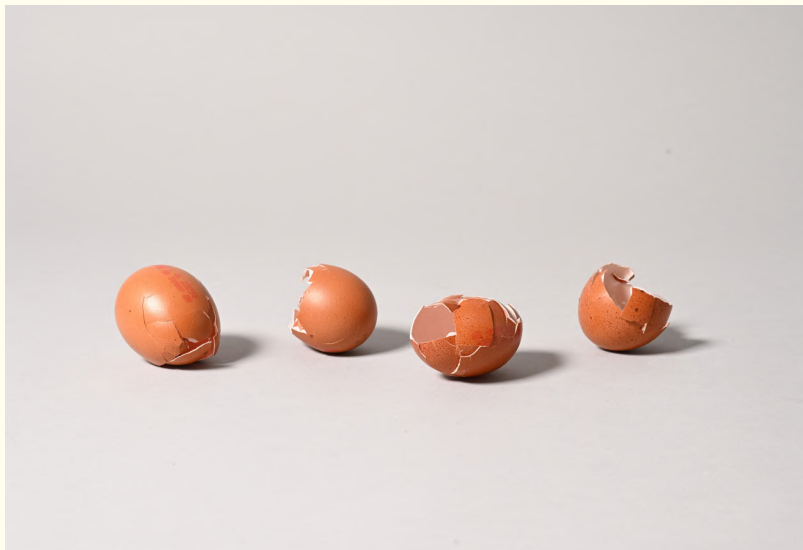
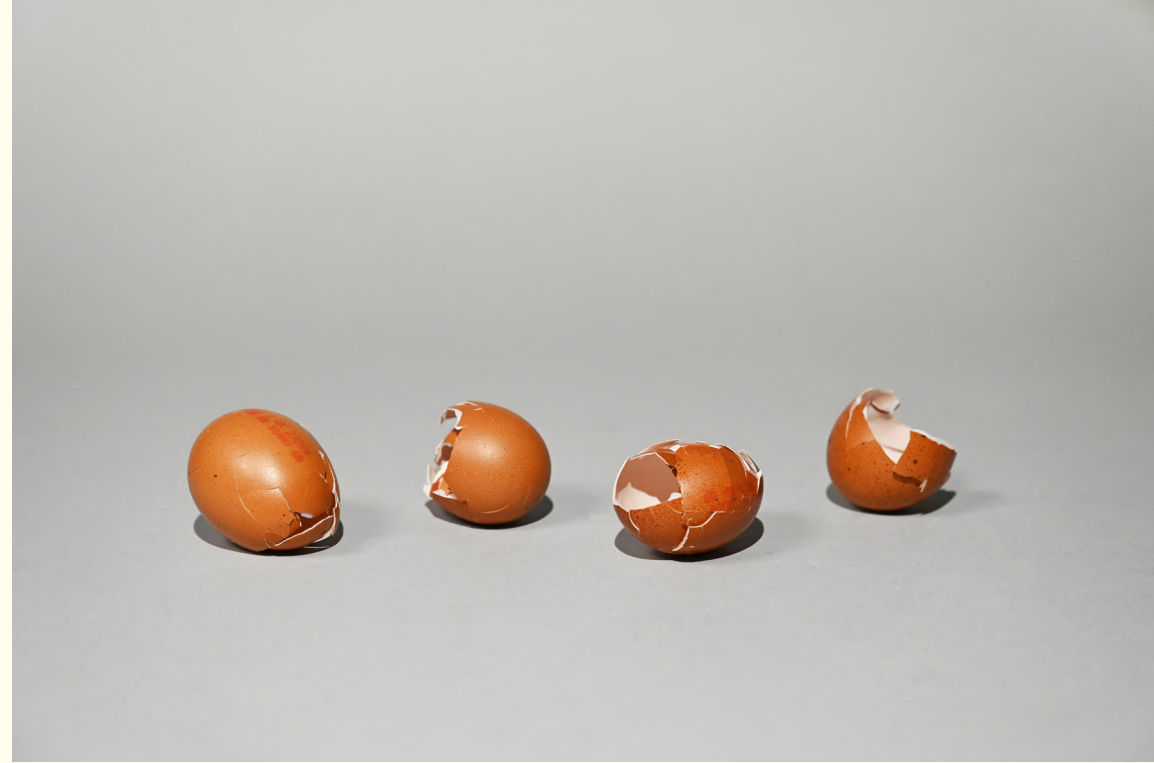
Are eggs with cracks easier to recognise?  
I asked a friend, Yiming Wang, who does macro  
photography for hand.

I loved this shoot a lot and went ask a lot of people  
who all agreed that pictures of eggs with cracks  
definitely provide clearer clues to indentify.





I also beat an egg and took several photos of the liquid form. However, I find myself attracted more by egg shells.



## Third Studio Shoot

For my third studio photograph I chose brown eggs against a grey background and lit them with a torch and sidelight.

The 'random' placement of the broken eggshells provided a sense of traces of events—something has happened, something has been told.

I preferred the photo with the top light shining on each eggshell, as it seemed to mimic stage lighting, making each eggshell an individual protagonist telling its own story. This fits very well with the theme I was trying to convey.

# Development

## Share your egg story

Draw An Egg Dish

Share A Story

I value interaction in design, and I want to keep the dialogue going by encouraging my audience to share their stories, feel connected, and contribute to a more inclusive narrative about eggs, cultures, and homes.

# Further Thoughts

Imagine this: when you buy a box of eggs, it comes with a little booklet, full of egg recipes and personal stories. Wouldn't that add a touch of fun to everyday life?

You can try new ways of cooking eggs, break the mould and discover fresh flavours. While waiting for your eggs to be boiled, scrambled or fried, you can read about how people from different cultures cook and eat eggs. Through their stories, you can savour not only the taste of eggs, but also their memories and their homes.

It would be a quiet way to communicate, understand and connect.



## *Reconnected*

From the perspective of an outsider, new to London, a peek through eggs reveals the cultural similarities embedded in the cultural differences of the region. Even though people eat eggs in very different ways, the memories and emotions associated with eggs seem to be connected. Talking about eggs, talking about homes, talking about us, I felt reconnected to my surroundings.

