

METRO behind the idea

PIONEERING PEOPLE AND IDEAS IN THE CREATIVE INDUSTRIES

Sustainable dining just got easier

FOOD FOR THOUGHT: TIM CLEGG, SAATCHI & SAATCHI X'S CREATIVE DIRECTOR, EXPLAINS HOW THEY'RE HELPING DINERS PICK SUSTAINABLE FISH

MILLIONS of us love digging into a bit of nigiri or maki in our favourite sushi restaurant. It's only once we get past the excitement of the conveyor belt that the guilt-fuelled questions kick in: 'Am I helping to bring a species closer to extinction?'

It's a common problem for diners. Food labels displaying nutritional information have been around for years but the sustainability of some products can often be forgotten. In conveyor-belt sushi restaurants it's especially difficult for diners to choose sustainably caught seafood without the help of packaging or menus. Which got us thinking...

We all carry a smartphone, so what if it could be used to trace where our sushi was caught?

It wasn't going to be easy. Sushi hasn't changed much in more than 200 years. Chefs still bring together the finest ingredients and a minimalist aesthetic to create the sushi we eat today.

We knew if we could combine the art of sushi-making with mobile technology, we could bring the issue of

sustainability to the forefront of diners' minds at the time when it's most important.

We worked with Moshi Moshi, London's oldest conveyor-belt sushi restaurant, to raise awareness of the Marine Stewardship Council-approved fish they serve every day.

With the help of its chefs, we developed sushi made with laser-cut seaweed to form the distinctive MSC eco-label and edible squid ink QR codes. Diners simply scan the sushi with their mobile phone to reveal where the fish was caught, along with a short film about how their sushi was made.

Eating out is as much about the experience as it is the food, and making the right choices shouldn't mean compromising. By showcasing the chefs' artistry and empowering diners to discover the story behind the fish from boat to plate, we were able to enhance their experience and help them feel good about their lunch, too.

The Marine Stewardship Council is the world's leading certification program for sustainable seafood. www.msc.org



It's in the detail: Saatchi & Saatchi X worked with Moshi Moshi chefs to develop edible QR codes to place on sushi

CONTAGIOUS IDEAS: URBAN TRIBES

Energy drink Red Bull has developed an app which helps people discover the best sporting and cultural events and nightlife spots in their neighbourhood.

Users log in via Facebook and Twitter to view 'playgrounds' — places where like-minded thrill-seekers hang out. Users can add their own



playgrounds or upload videos, photos and comments to existing ones, as well as checking out who else is at a particular spot.

The app is currently only available in Canada but British users can leave their email address so they are notified when it launches in this country.



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