

# Critical and intimate evaluation of crunchiness

Existing studies attempt to quantify crunchiness in order to set universal standards. However, once it encounters the mouth of the “eaters” and exits the realm of measurements, the definition of crunchiness is lacking a critical and intimate understanding of it.

The focus of this project is to collect a wide range of data around the experience, the perception and the imaginary around crunchiness in order to build a collective diary database.

— Biting your first food sample: how are you approaching this piece? Are you using your incisors, your canine or your molars?

— Your teeth slowly travel through the piece, disrupting its structure. what kind of resistance do you notice? does the piece crumble apart? Or does it try to hold its shape?

— Now you start feeling the different components of the piece. While munching on your first bite, you try to put together the partial impressions of its texture. Which elements appear between the cracks: air, moisture, oil or something else? How do these elements depart in all directions after continuous disruptions? Notice how they start choreographing along with the movements of your tongue. Some chunks stick to your teeth, others get lost already down the throat from involuntary swallows. The high tide of saliva demolishes and melts everything on its way.

— You want to assemble and complete the texture, yet the more you chew, the more it escapes your analysis. Another involuntary swallow sweeps it away completely, and you're left with an empty table to fill in with numbers.

— In your evaluation of crunchiness, what are the key properties that you would choose to describe it? Is it the loudness of sound, or is it the amount of solid fragments generated after consecutive bites? What are the criteria you would use to measure the width of crunchiness, and what about its length and depth?

