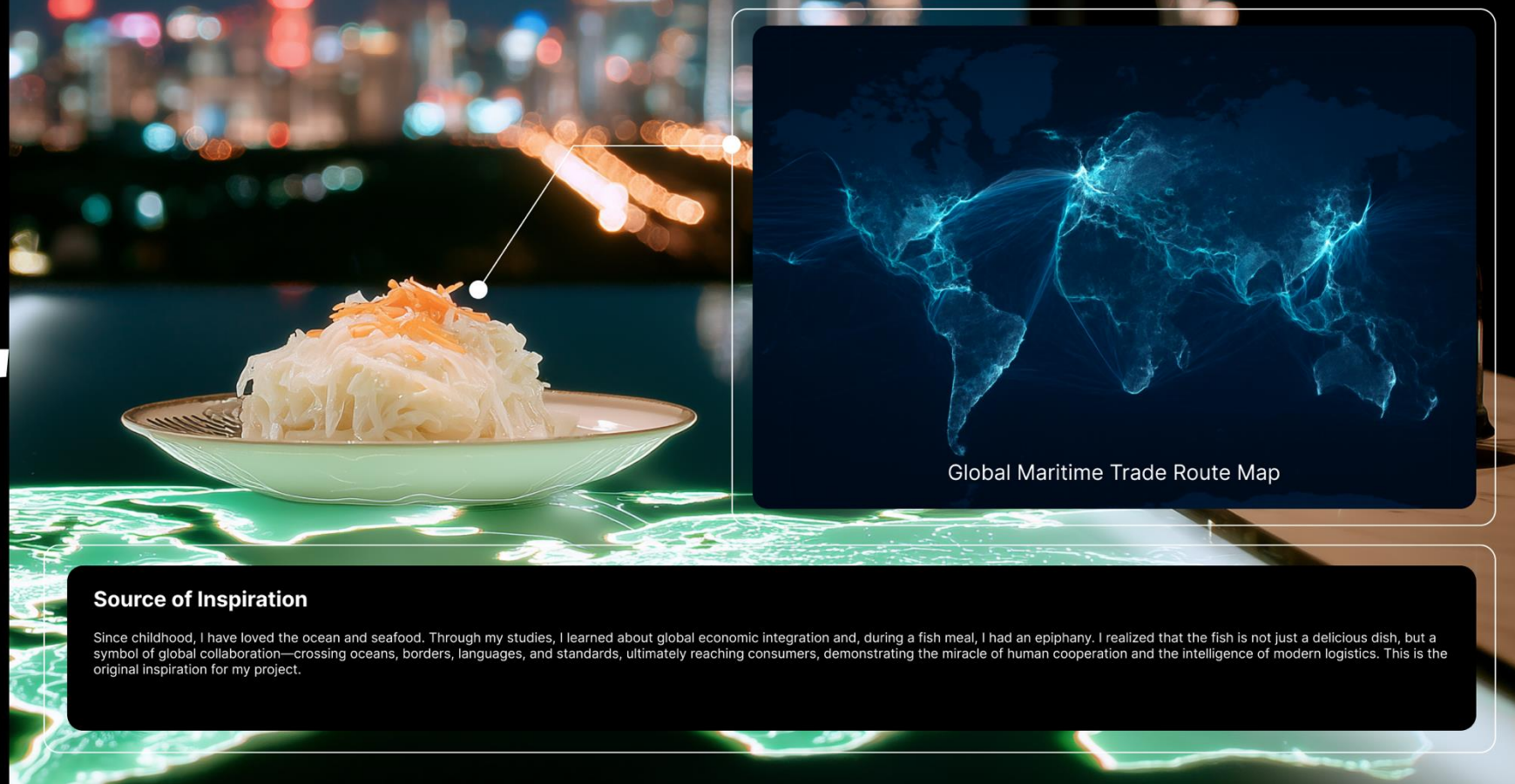# THE WORLD ON THE TABLE: THE GLOBAL JOURNEY OF A FISH

Global Maritime Trade Route Map

## Source of Inspiration

Since childhood, I have loved the ocean and seafood. Through my studies, I learned about global economic integration and, during a fish meal, I had an epiphany. I realized that the fish is not just a delicious dish, but a symbol of global collaboration—crossing oceans, borders, languages, and standards, ultimately reaching consumers, demonstrating the miracle of human cooperation and the intelligence of modern logistics. This is the original inspiration for my project.
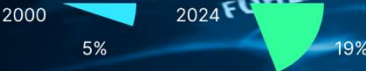
# Global Maritime Product Trade Data Map

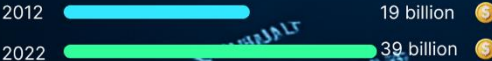## Commercial transaction details

global ocean trade

2000 — 1.2 trillion 💲
2024 — 2.2 trillion 💲

Proportion of China

2000 — 5%
2024 — 19%

## Regional pattern

The Rise of South South Trade

2012 — 19 billion 💲
2022 — 39 billion 💲

China, Vietnam, and others accounting for 53% of global processed seafood exports.

## Economic contribution:

The proportion of ocean economy in global

2000 — 2%
2024 — 3.5%

## Employment scale

Global marine industry employment

2000 — 80 million
2024 — 150 million

China's dominant position

By 2024, the total amount of marine economy will exceed 10 trillion yuan

Shandong, Zhejiang, and Guangdong accounting for 47.5%.
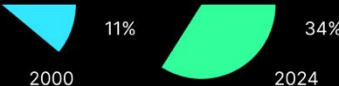
47.5%

Map of Seafood Trade Routes

## From resource exploitation to sustainable trade

Overfishing Warning

1974 — 10%
2024 — 35%

Global overfishing rate
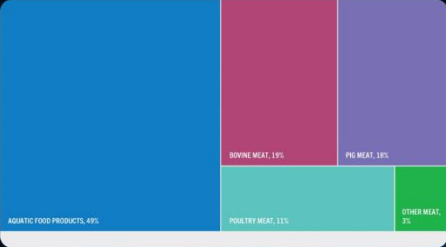
Green Shipping Practice

2000 — 11%
2024 — 34%

The proportion of new ship orders for dual fuel vessels
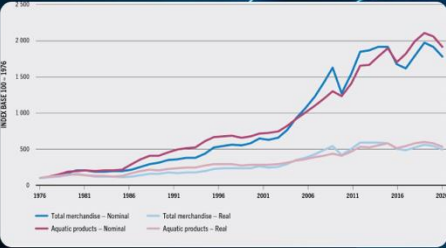
## Changes in China's Role

From 'World Factory' to 'Ocean Power':
2000-2010: Contract manufacturing of low-end ships.
2015-2025: Independently design "Dream" and Antarctic krill boats, with a growth rate of 7.2% for emerging marine industries

# Display a global flow map of marine products

The Global Flow Map Table displays a global map illustrating the movement of ocean products (overall, more macro perspective), showcasing global maritime trade data on this interface.
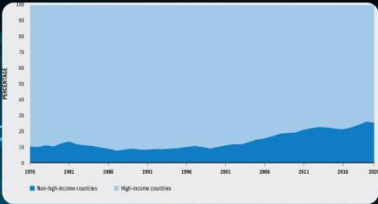


GLOBAL EXPORT VALUE OF AQUATIC FOOD PRODUCTS AND TERRESTRIAL MEATS, 2020



WORLD MERCHANDISE AND AQUATIC PRODUCT1 EXPORT VALUE, FIXED-BASE INDICES (1976 = 100), 1976–2020



PERCENTAGE OF GLOBAL VALUE OF IMPORTS OF AQUATIC PRODUCTS1 by economic class, 1976–2020
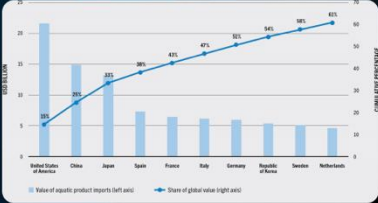


TOP TEN IMPORTING COUNTRIES OF AQUATIC PRODUCTS1 by value, 2020
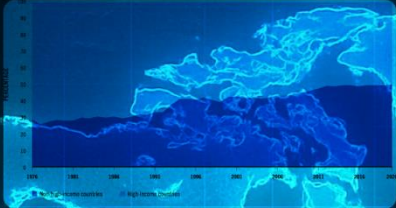


PERCENTAGE OF GLOBAL VALUE OF EXPORTS OF AQUATIC PRODUCTS BY ECONOMIC CLASS, 1976–2020



SHARE OF MAIN GROUPS OF SPECIES IN EXPORTS OF AQUATIC PRODUCTS BY VALUE, 2020



Sketch drawing



FAO FISH PRICE INDEX



PERCENTAGE OF GLOBAL VALUE OF EXPORTS OF AQUATIC PRODUCTS BY ECONOMIC CLASS, 1976–2020



TOP TEN EXPORTING COUNTRIES OF AQUATIC PRODUCTS BY VALUE, 2020

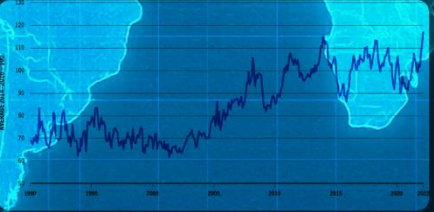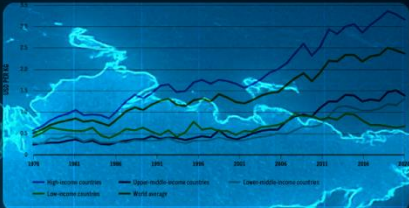# The Global Journey of a Fish

## Fishing Location: Norway (Norwegian Waters)

Location: Cold waters off the western coast of Norway

Process: Salmon is caught or farmed in Norway's cold-water seas. Norway is a world leader in salmon production, renowned for its high-quality, environmentally sustainable farming and fishing methods.

Projection: The map displays the journey starting from Norway's waters, with the salmon being caught or farmed and prepared for transport. Real-time data on weather conditions, catch volume, and environmental impact will be shown.

## Processing Location: Norway

Location: Processing plants in Norway

Process: The caught salmon undergoes a series of processing steps, including cleaning, deboning, and filleting. Quality control is performed during this process to ensure the salmon meets export standards. Norwegian salmon is renowned for its delicious taste and high-quality flesh.

Projection: The projection will display the location of the processing plant, where the salmon is processed, packaged, and prepared for transport. It will also show information about food safety and nutritional guarantees during the processing stage.

NORWAY

# Transport Path: Norway to Beijing

Process: The salmon is transported to Beijing via cold chain logistics, either by air or sea. Air freight is typically faster but more expensive, while sea freight is slower but more economical. Temperature control during transport is crucial to ensure the freshness of the salmon.

Projection: The projection will display the transportation route of the salmon from Norway, with dynamic blue and white lines tracing the path. The map will show major ports and airports along the way, and continuously present logistics data, such as transport time, weather conditions, customs information, and more.

# Table Presentation:

Location: On the dining table

Process: The restaurant presents the prepared salmon through exquisite cooking techniques, typically by grilling, pan-frying, or serving it raw (such as sushi or sashimi). The restaurant provides an elegant dining environment, allowing customers to enjoy the delicious meal while learning about the global journey of the fish.

# Cultural Connectivity: Culinary Traditions of Different Countries

## Using Salmon as an Example

Part 1: Global Division of Labor

This section showcases the various participants in the salmon supply chain from different countries, including Norwegian fishermen, processing plant workers, transport workers, and restaurant chefs. Through dynamic displays, viewers can see the individuals behind each step and understand their roles and methods of work.
It highlights the unique contribution of each country in the global supply chain, emphasizing cultural diversity and the cooperation of global labor forces.

Part 2: Showcase of Culinary Traditions from Different Countries

This section illustrates how different countries have incorporated salmon into their culinary traditions. For example, Japanese sushi, Norwegian smoked salmon, American grilled salmon, etc.
Through various formats, the evolution of salmon on global dining tables is showcased, emphasizing its cultural adaptability.

Part 3: The Story Behind the Culture

This section presents the historical background of salmon in global cultures, illustrating how it expanded from Norway's fisheries to become a global commodity and how it integrates with the culinary traditions of various countries.
Each country's salmon culture has its own unique story: for example, the history of sushi in Japan, the fishing traditions in Scandinavia, and the seafood culture in North America.

# Restaurant Renovation Plan

After completing the initial interactive design, I found a seafood-focused restaurant in Shunyi, Beijing. I have created a series of renovation plans for this restaurant.

## Design Concept Explanation

### Restaurant Theme: Global Seafood Journey

The restaurant will link each seafood dish with its global journey, showcasing the fishing location, processing site, transportation route, cultural background, and cooking methods for each seafood product. Each type of seafood (e.g., salmon, squid, shellfish, etc.) will have its own dedicated global journey projection, incorporating interactive data, visual effects, and cultural stories to provide an immersive dining experience.

## Visual Style and Spatial Design

### Combination of Modern and Natural Elements:

The overall design of the restaurant will blend modern industrial style with natural ocean elements. The wall and table designs will incorporate ocean blues, whites, and beach tones to create a dining environment that is both modern and connected to nature.

### Digital Interactive Projections and Touchscreens:

The projections on the dining tables and the large screens on the restaurant walls will showcase the global journey of seafood. Each seafood dish will be accompanied by an interactive touchscreen, allowing customers to touch and view the detailed global journey of the seafood they have selected.

### Visual Effects

The dynamic display of ocean maps, port locations, weather conditions, transport routes, and logistics data will be presented through projection technology, emphasizing the complexity and efficiency of the global supply chain.

# Menu Design: Global Journey and Cultural Integration

Each seafood item (such as salmon, shrimp, crab, etc.) on the menu will have a dedicated "Global Journey" description. Next to each dish, there will be a brief introduction to the historical and cultural background of the seafood, highlighting its journey from capture to the dining table, adding cultural depth to the dish.

The menu will not only include traditional seafood dishes but also feature innovative seafood recipes from various countries, showcasing global cooking methods.

For example, the salmon menu item will display its global journey from Norway's fisheries to Japan's sushi culture, and finally to the dining tables in China and the United States.



2024 water trade flow rate by region

# Technology and Interactive Design

**Interactive Projection System:**

Smart projection devices will be installed on each dining table, displaying a dynamic global journey map of seafood. For example, when a customer selects salmon, the table surface will show its entire journey from Norway to Beijing, including details of capture, processing, and transportation.

**Real-time Data Updates:**

By integrating with supply chain and logistics systems, real-time data on logistics progress, climate impacts, price fluctuations, and more will be displayed, allowing customers to learn more about the background of the seafood products.

**Touchscreens and Augmented Reality (AR) Technology:**

Touchscreens will be placed throughout the restaurant, allowing customers to view detailed information about the seafood dishes they choose, including the source of the ingredients, processing methods, and associated cultural stories.

With AR technology, customers can scan the menu or QR codes on the tables using their mobile phones or dedicated devices to access information about the dish's history, cooking methods, and its global journey.

# Future work

As I embark on my university studies, this project will serve as a valuable foundation for further development and academic exploration in the fields of design, technology, and global supply chains. The future work for this project can be divided into several key areas:

## Integration of Advanced Technologies:

The use of interactive projection systems and augmented reality (AR) provides a strong starting point. In the future, I plan to explore even more advanced technologies like AI-powered data visualization, real-time tracking, and machine learning for personalized customer experiences. These technologies could enable even more interactive and dynamic global journey displays for seafood and other products.

## Sustainability and Ethical Sourcing:

A key focus in the future will be to integrate sustainability into the design and operations of the restaurant. Research on sustainable sourcing, minimizing environmental impacts, and highlighting eco-friendly practices in seafood production will be vital. I plan to explore how these concepts can be seamlessly integrated into the digital displays and the restaurant's operations.

## Cultural and Cross-Disciplinary Integration:

As I continue my studies, I aim to delve deeper into the intersection of culture, design, and technology. This project could expand into a broader exploration of how digital and interactive media can communicate cultural narratives across various industries. Understanding these cultural dimensions will allow me to better refine how global supply chains and the journey of products can be communicated in a more immersive and culturally sensitive manner.

## Data Analytics and User Experience:

Future work will also involve refining the user experience by integrating analytics to measure the effectiveness of interactive displays. I plan to research how user engagement can be enhanced through data collection and feedback systems, making the customer experience more personalized and tailored to individual preferences.

## Expansion to Other Products and Industries:

While seafood is the focus now, the project could be expanded to other industries such as agriculture, fashion, and technology, allowing customers to trace the journey of various products. This could open up a broader conversation on global trade, supply chains, and consumer awareness, creating opportunities for cross-industry applications.

## Academic Research and Innovation:

With my academic journey ahead, I plan to conduct research on the intersection of technology, design, and sustainable practices. The knowledge and skills I gain from my studies will be incorporated into refining and evolving the project further, ensuring it stays at the forefront of digital innovation and ethical design practices.
Through these initiatives, I hope to not only improve the initial concept but also explore its scalability, sustainability, and impact on global food culture, ultimately contributing to both my academic growth and the evolution of immersive dining experiences.

The End