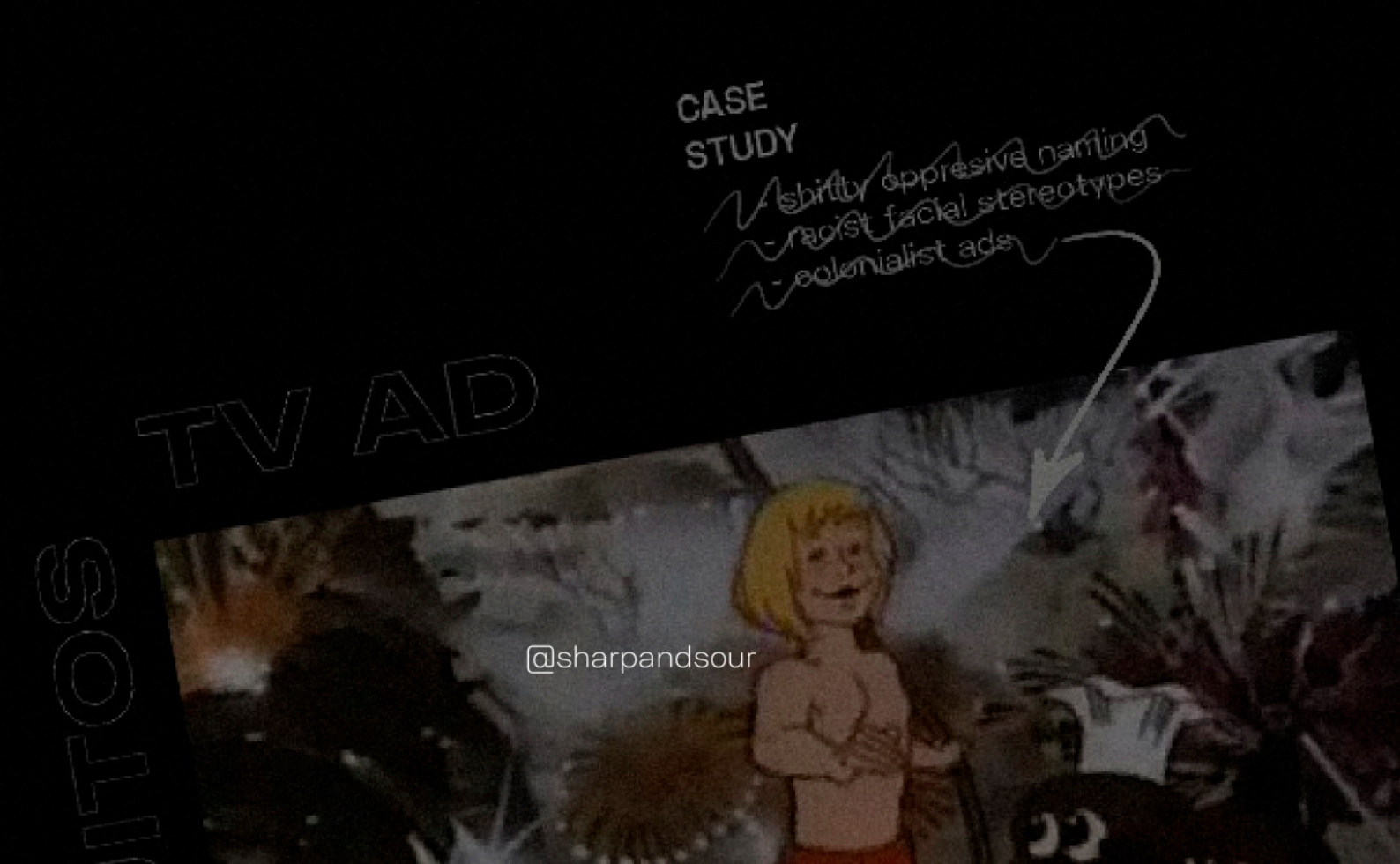


REDESIGNING  
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# REDESIGNING RACIST BRANDS

Creating more inclusive futures through design



WTF

# About us





About us

## **THE STUDIO**

Sharp & Sour is a multidisciplinary design studio focused on the futures of food, founded in 2020 by María Fuentenebro and Mario Mimoso.

## WHAT WE DO

We help food companies and organizations navigate through uncertain times and new food scenarios. We focus on food research, speculative design projects and recipe development as well as brand identity and packaging projects for conscious brands.

About us



INDIGENOUS AND TRADITIONAL KNOWLEDGE

## Shared wisdom

According to the United Nations Educational, Scientific and Cultural Organization (UNESCO), "local and indigenous knowledge refers to the understandings, skills, and philosophies developed by societies with long histories of interaction with their natural surroundings. For rural and indigenous peoples, local knowledge informs decision-making about fundamental aspects of day-to-day life."

From the farming techniques of First Nations in the Great Lakes region of North America, to the diets of Mediterranean cultures, there is enormous value in looking to traditional knowledge and seeing our food challenges from different perspectives.



OUR FOODS IN DANGER

## Lost forever

It has happened before and it could happen again. From extinct wild species to lost fruit varieties, foods that were once a regular feature on our dinner plates are now gone forever.

*Anjou pear*

Having a taste of Anjou pear was a rare treat for many people in the 19th century. The pear was once a regular feature on our dinner plates, but it is now gone forever.

The Anjou pear was once a regular feature on our dinner plates, but it is now gone forever.

WE WANT TO HEAR FROM YOU!

### In the future...

WHAT DO YOU THINK THE WORLD WILL BE LIKE?

Will humanity face the full brunt of climate change and have the plants needed for our food? Will we still be eating around the world and technology create a more desirable food system?

We want your opinions on what the future of our foods might look like.



CRISP WILD BELT

## Olive oil

### The value of diversity

Humans have been growing olives for over 6,000 years, so it's no surprise that olive oil has been a staple of many diets for centuries. However, the diversity of olive oil varieties is declining, and this is a concern for food security and flavor.

This is because the most common olive oil varieties are being replaced by a few dominant varieties. This is a problem because different olive oil varieties have different flavors and health benefits.

Crisp wild belt olives are a rare variety of olive that is being lost. They are a great source of antioxidants and have a unique flavor. We want to hear from you about what you think the future of our foods might look like.



About us







# Redesigning Racist Brands



**BUT FIRST...**

Although we shared it with black activists for feedback, this project was developed by two white designers and therefore we may have overlooked or unconsciously reinforced prejudices or racist ideas.

The perverse thing about our current racial structure is that it has always fallen on the shoulders of those at the bottom to change it.

Yet racism is a white problem. It reveals the anxieties, hypocrisies and double standards of whiteness. It is a problem in the psyche of whiteness that white people must take responsibility to solve.

**EDDO-LODGE RENI,  
'WHY IM NO LONGER TALKING  
TO WHITE PEOPLE ABOUT RACE'**

BLACK LIVES  
MATTER

## CONTEXT

This project was developed amidst the tragic murder of George Floyd in the summer of 2020 and the worldwide protests for the Black Lives Matter movement.



Photo: Laurent Leger Aadame

## Redesigning Racist Brands

### **LUCÍA-ASUÉ MBOMIO**

Lucía-Asué Mbomio is a Spanish journalist and author (‘Las que se atrevieron’, ‘Hija del camino’) and part of the Afroféminas online collective for afrodescendent women.









## **ABOUT CONQUITOS**

Conguitos is a Spanish brand, part of LaCasa. Their main product is the famous 'Conguito', a peanut covered in chocolate.

The brand is known by everyone in Spain and their commercials and songs are recognized and known by most people, especially boomers.





**BEFORE**



**AFTER**

Redesigning Racist Brands



**BEFORE**



**AFTER**

**ColaCao<sup>®</sup>**  
*el Original*



# Redesigning Racist Brands





### **ABOUT COLACAO**

Colacao is a super famous instant chocolate powder in Spain similar to Nesquik.

Without much success, over the years they've tried to get rid of their own racism.

# Redesigning Racist Brands



**BEFORE**



**AFTER**



Redesigning Racist Brands



**BEFORE**



**AFTER**

**NEGRITA**







## Redesigning Racist Brands

### **ABOUT NEGRITA**

Negrita is a French rum company with deeply colonial origins. It is the most known rum brand in Spain and it is actually produced in Spain.

Everything, from their logo to their name, is deeply racist.



**BEFORE**



**AFTER**

Redesigning Racist Brands



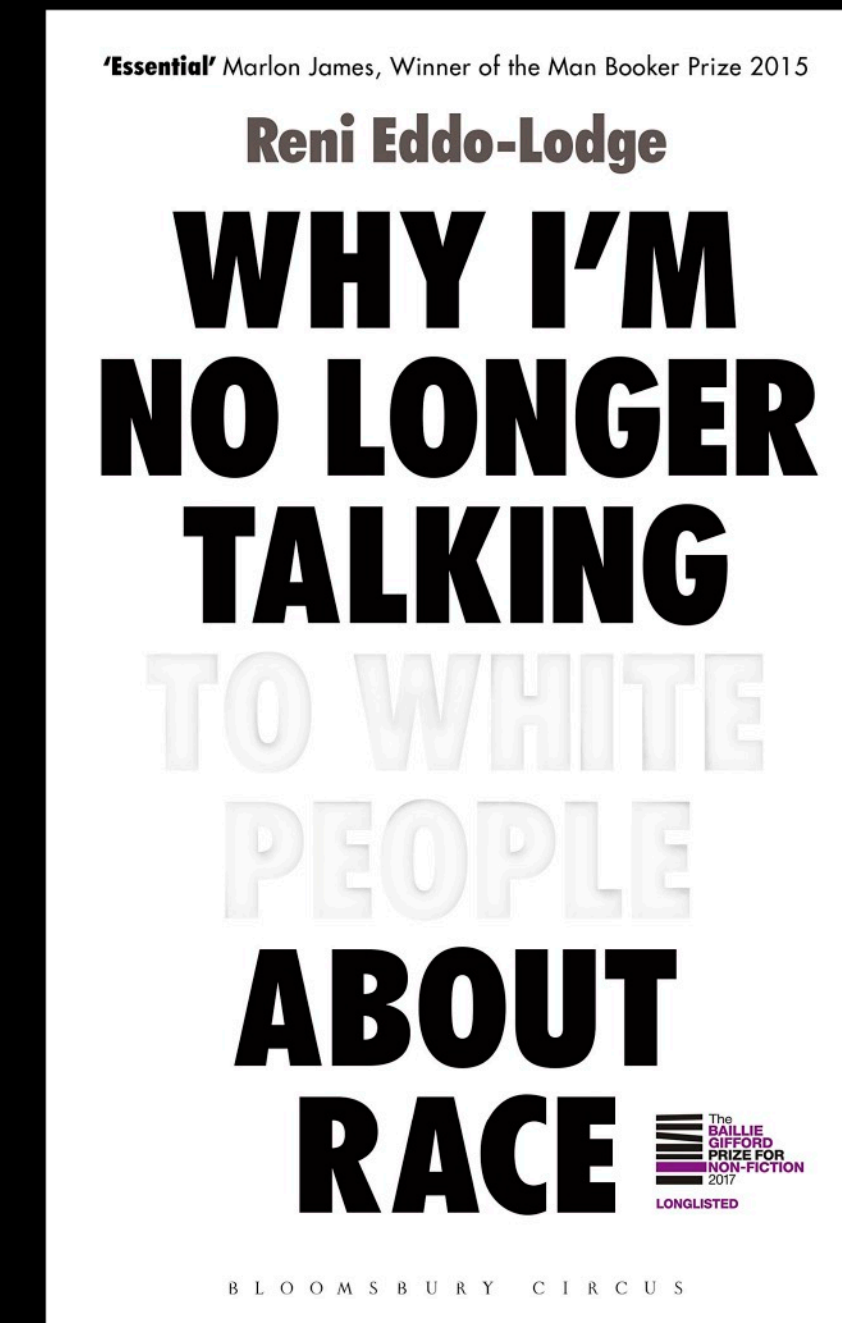
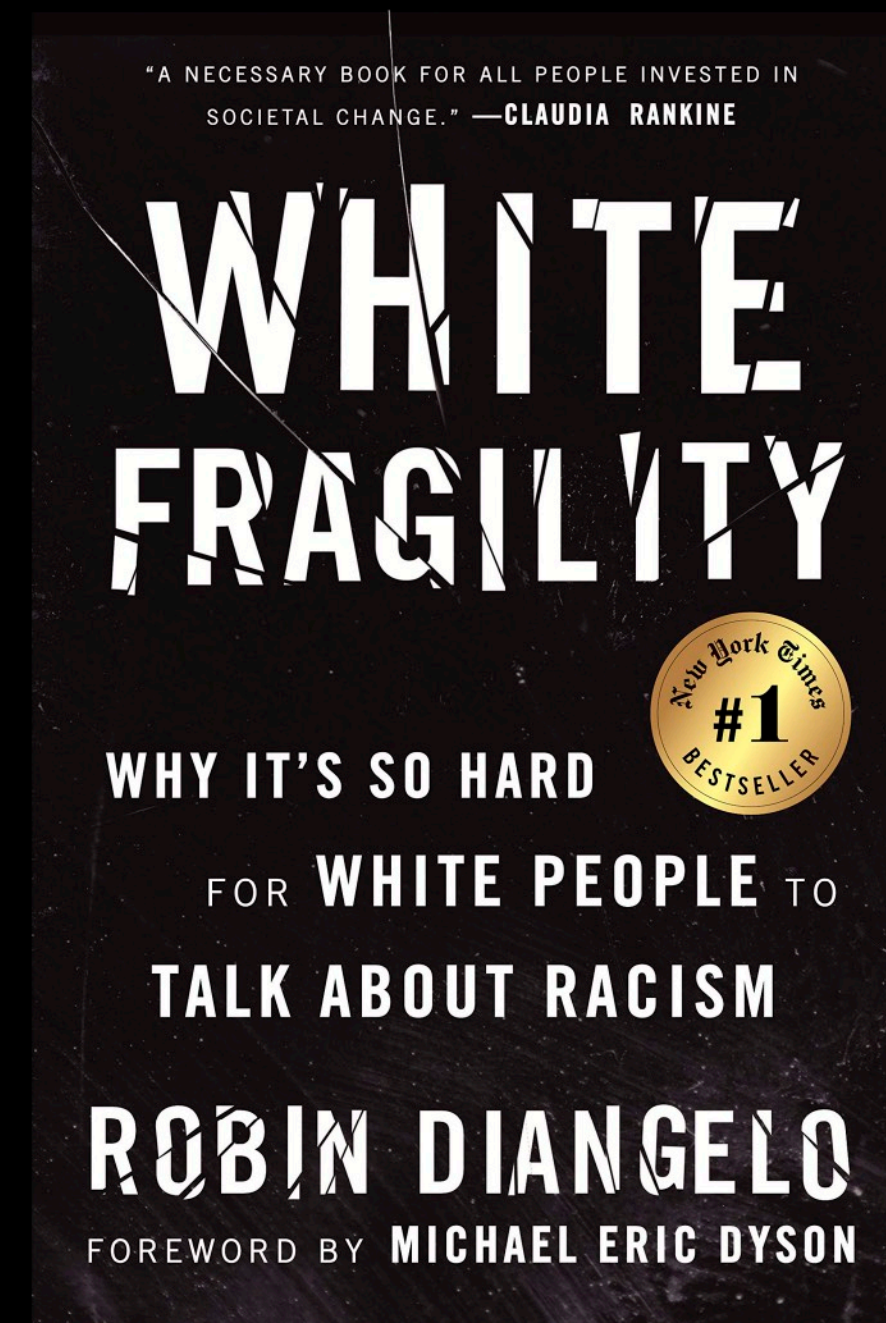
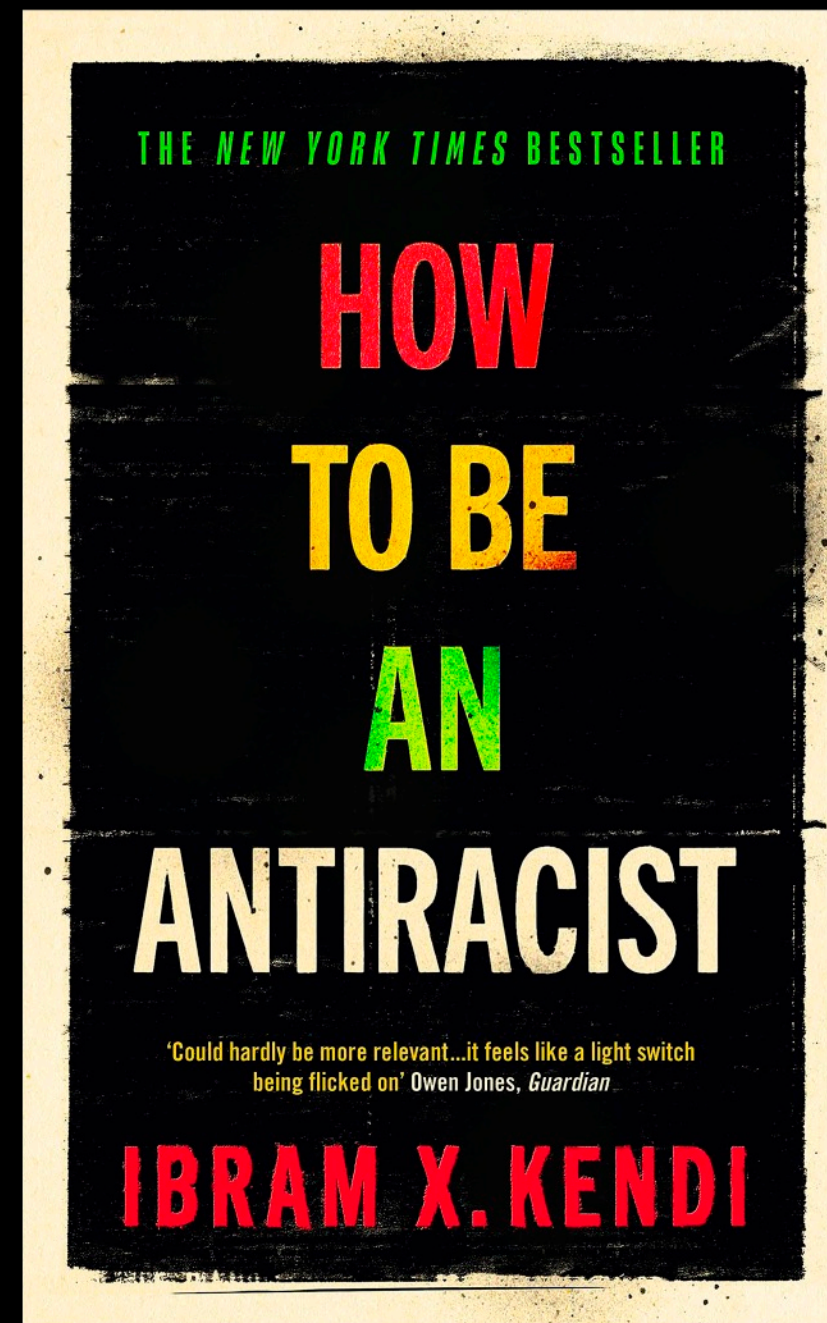
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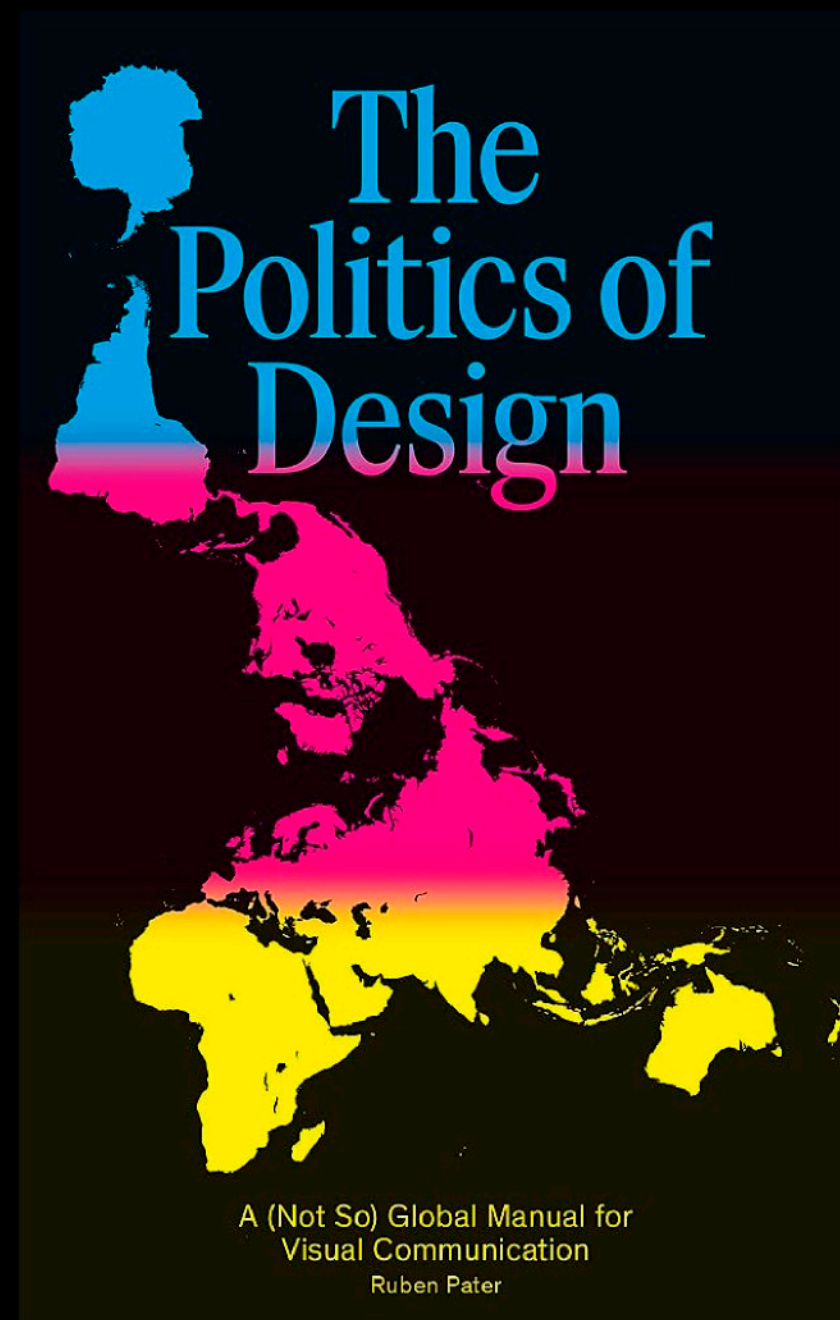


**AFTER**

# The result and the conclusions







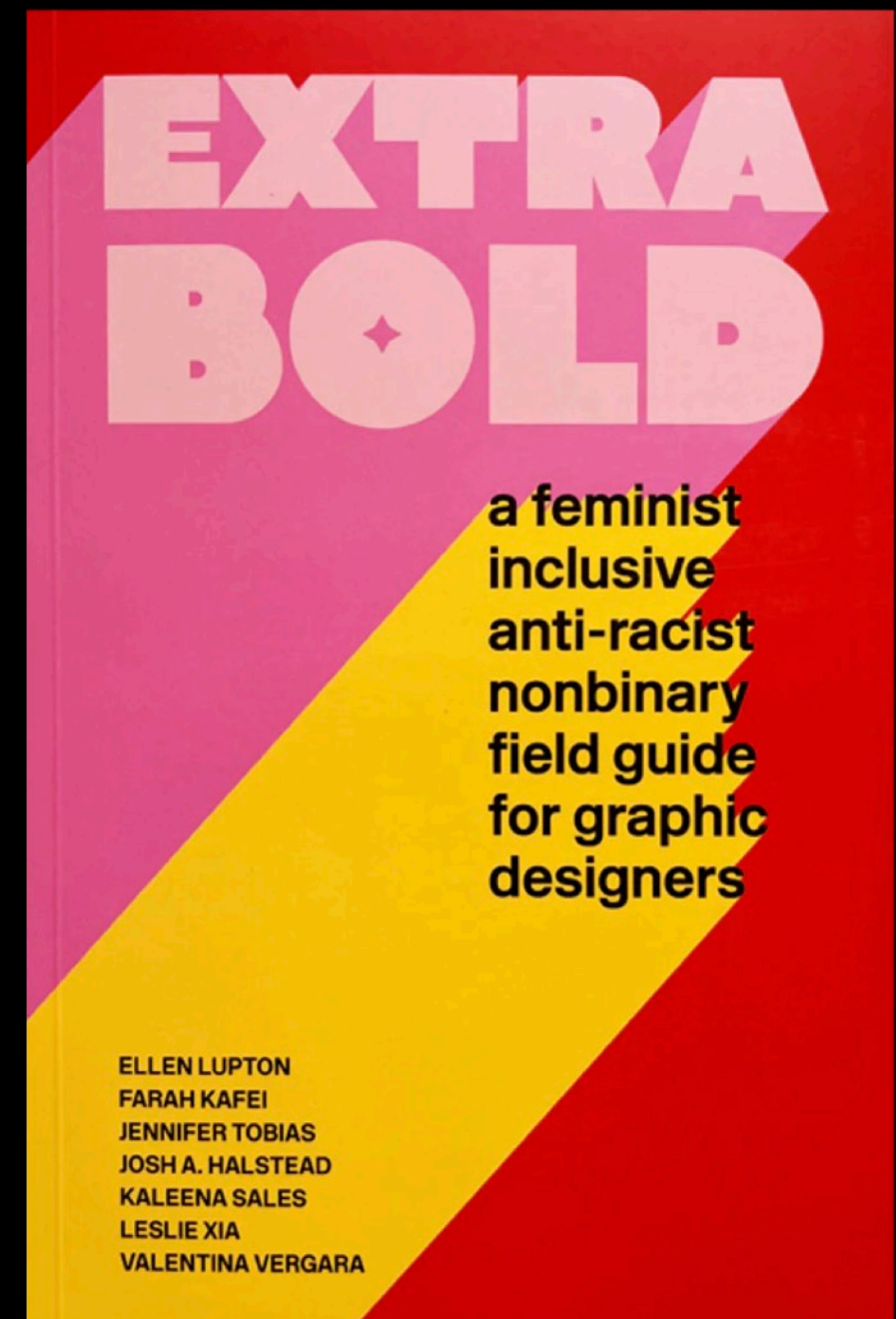
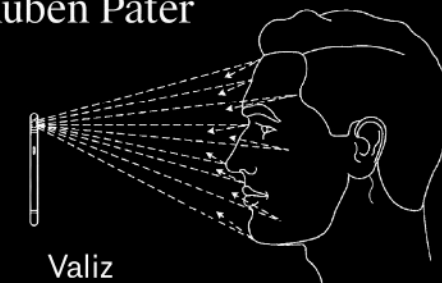
# CAPS LOCK



HOW  
CAPITALISM  
TOOK HOLD  
OF GRAPHIC  
DESIGN,  
AND HOW  
TO ESCAPE  
FROM IT



Ruben Pater





**IT'S NOT THAT IMPORTANT /  
IT'S NOT THE MOMENT**

People who didn't see the problem as important enough (white privilege) was the best proof of why doing it was actually crucial.



Denial is the heartbeat of racism, beating across ideologies, races, and nations. It is beating within us. Many of us who strongly call out Trump's racist ideas will strongly deny our own.

**IBRAM X KENDI,  
'HOW TO. BE AN ANTIRRACIST'**



Redesigning Racist Brands

**IT'S ALWAYS BEEN LIKE THAT  
AND NOTHING HAPPENED**

Simply a reactionary idea that comes from the defensiveness associated with feeling attacked or directly addressed (white fragility).

White Fragility is a state in which even a minimum amount of racial stress becomes intolerable, triggering a range of defensive moves. These moves include the outward display of emotions such as anger, fear, and guilt, and behaviors such as argumentation, silence, and leaving the stress-inducing situation. These behaviors, in turn, function to reinstate white racial equilibrium.

**ROBIN DIANGELO,  
'WHITE FRAGILITY'**



Redesigning Racist Brands

**WON'T SOMEBODY PLEASE  
THINK OF THE COMPANIES?**

Comments in which the person acknowledged the problem and saw these designs as racist, but still decided to favor companies (owned by white people) instead of people of color (white supremacy).



The fact is, White supremacy defines our current reality. It is not merely a belief that to be White is to be better. It is a political, cultural, and economic system premised on the subjugation of people who are not White. That subjugation takes on an infinite number of forms and is enforced with varying degrees of physical violence, mental abuse, and robbery.

**AKIBA SOLOMON & KENRYA RANKIN,  
'HOW WE FIGHT WHITE SUPREMACY'**



**CHECK YOUR  
BIASES**

We all need need  
to address our  
biases when  
designing.

**DECENTER  
WHITENESS**

Whiteness is not  
'the normal' and  
our designs should  
reflect that.

**AVOID  
TOKENISM**

Include diversity  
mindfully, no just  
for cosmetic  
reasons.

**JOIN  
THE FIGHT**

As a designer,  
there are so many  
ways in which you  
can contribute.

**THANK YOU!**

