

PRESS RELEASE

For Immediate Release
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Announcing the International Foodicons Challenge:
The Lexicon, Adobe, The Noun Project, AIGA and Cumulus launch
a global, crowdsourced initiative
to develop the universal visual language for our food system

Petaluma, CA—[The Lexicon](#), a North America-based NGO for evidence-based storytelling announces a global challenge that invites designers to develop a shared, open-source, and royalty-free iconographic language of food to be unveiled at the 2021 [UN Food Systems Summit](#).

“The purpose of this project is to help create wider understanding among all of the people who participate in various food systems around the world, from those who grow, prepare, and sell food to those who eat it.” explains Nathan Shedroff, executive director of the project. *“Visual languages can help people communicate more universally, across borders, languages, and backgrounds.”*

THE INTERNATIONAL FOODICONS CHALLENGE is co-sponsored by The Lexicon, [Adobe](#), [The Noun Project](#), [AIGA](#), and [Cumulus](#) and intends to provide consumers with greater food literacy while making the food system more transparent. In addition, Foodicons will provide food system professionals with an effective way to communicate with colleagues, organizations, and the public.

“When consumers have a deeper understanding of the food they eat, they can better support a food system aligned with their values,” notes The Lexicon’s Douglas Gayeton.

A series of challenges will focus on agrobiodiversity, climate change, food waste, plants and proteins, the circular economy of food, food equity, true cost accounting and regenerative agriculture.

“AIGA is honored to partner in the largest collaborative design project in history and continue a legacy of using design to create impactful change,” said Bennie F. Johnson, AIGA’s Executive Director. *“Accessible, open-sourced design can aid in translating the complexities of food systems into a universally-understood concept — truly an investment in food literacy equity as we seek to solve global problems together from a shared understanding.”*

Using a style guide specifically developed by Adobe for the challenge, designers will be invited to submit icon designs for hundreds of terms selected by the Foodicon’s international committee of food experts. The icons will depict everything from basic elements like water, rice, and gluten, to more complex concepts like no-till farming, plant-forward diets, and appropriate technology. Final selections will be publicly released at the UN Food Systems Summit in 2021, then posted permanently on The Noun Project as a free resource for all to use.

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“Our mission at Adobe is to change the world through digital experiences, which is why we’re excited to be part of the Foodicons Challenge,” said Jamie Myrold, VP of Design, Adobe. “Given the increased importance of visual language to help people around the world communicate with each other, this initiative is a great way for designers to work together to solve a program within the food industry,” states Jamie Myrold, VP of Design from Adobe.

The Foodicons Challenge was conceived and developed by [Green Brown Blue](#), a food systems solutions accelerator led by The Lexicon.

“Cumulus congratulates this great initiative for widening the collaboration between universities and institutions across continents to work together on real food projects driven by eco-responsible design innovations. The Foodicons Challenge will help create a long-lasting design community awareness across the globe in order to build a closer relationship between humanity, food resources and systems,” shares Eija Salmi, Secretary General of Cumulus.

Sign-up to receive updates about the challenge: <http://www.foodicons.org>

- Designers can apply at <http://www.foodicons.org>
- 20 designers, chosen among those in each challenge, will receive 1-year Adobe Creative Cloud licenses.
- All designers whose icons are chosen for the final foodicons set will receive a “badge” they can attach to their portfolios, LinkedIn profiles, etc.

About The Lexicon

[The Lexicon](#) is a North America-based NGO that uses evidence-based storytelling, strategy and mobilization to build movements tackling our food system’s greatest challenges. By illuminating the meaning behind powerful ideas, we spur people to pay closer attention to how they eat, what they buy, and where their responsibility begins for creating a healthier, safer food system.

About AIGA

AIGA, the professional association for design, advances design as a professional craft, strategic advantage, and vital cultural force. As the largest community of design advocates, AIGA brings together practitioners, enthusiasts, and patrons to amplify the voice of design and creates the vision for a collective future. AIGA defines global standards and ethical practices, guides design education, inspires designers and the public, enhances professional development, and makes powerful tools and resources accessible to all.

About Noun Project

Noun Project is building a global visual language that unites us — a language that allows quick and easy communication no matter who you are or where you are.

About Cumulus International Association

[Cumulus](#) is the only global association to serve art, design and media education and research. It has 340 members from 61 countries and over 50 institutional partners world around and is endorsed by UNESCO.