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This is just a small taste of "gastrophysics", the new field of knowledge pioneered by Professor Charles Spence that combines disciplines including science, neuroscience, psychology and design. Using his two decades of research into the extraordinary connections between our senses, he shows how we can create more tasty, exciting, healthy and memorable eating experiences.

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Charles Spence Charles Spence, an experimental psychologist who runs the Crossmodal Research Laboratory at Oxford's University, is the author of Gastrophysics: The New Science of Eating, where he fascinates us with discoveries on how memories, associations and emotions enhance the experience of eating, what Spence calls 'the everything else.'

Gastrophysics: The New Science of Eating by Charles Spence

The answer is gastrophysics, the new area of sensory science pioneered by Oxford professor Charles Spence. Now he's stepping out of his lab to lift the lid on the entire eating experience -- how the taste, the aroma, and our overall enjoyment of food are influenced by all of our senses, as well as by our mood and expectations.

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Gastrophysics: The New Science of Eating: Spence, Charles ...

It ' s a combination of ' gastronomy ' and ' psychophysics ' , which involves the scientific study of how our experience of food and drink is affected by our senses and our surroundings, not just the food itself. It ' s a small but growing area of research which brings together psychologists, neuroscientists, marketers, chefs, product designers, and even musicians.

The strange science of gastrophysics - BBC Science Focus ...

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Gastrophysics - the science of eating & drinking. Charles Spence is the author of Gastrophysics: the New Science of Eating and a professor of Experimental Psychology at Oxford University. He explains what gastrophysics is all about – and how it can help the bartender.

Gastrophysics - the science of eating and drinking

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Gastrophysics by Charles Spence: 9780735223479 ...

A new field of study known as 'gastrophysics' combines food, design, science and psychology to enhance our experience of eating, starting with our kitchen utensils. Kate Silver reports. 02 Feb 2017

Gastrophysics: The science of the spoon - BBC News

Gastrophysics: The New Science of the Table. Charles Spence. Crossmodal Research Laboratory, Department of Experimental Psychology, University of Oxford. “ Once at least in the life of every human, whether he be brute or trembling daffodil, comes a moment of complete gastronomic satisfaction. It is, I am sure, as much a matter of spirit as of body.

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