

FINAL DRAFTS

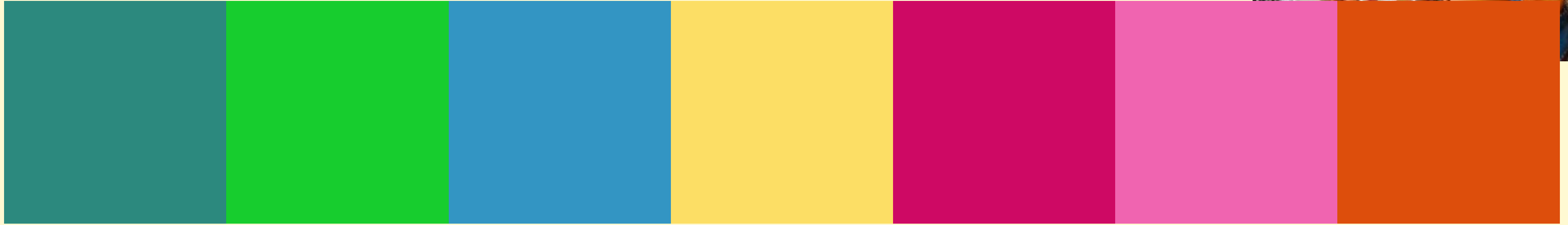
The project “Receita Invisível” (Invisible Recipe) reinterprets the art of “cozinhar de olho” – the intuitive, unmeasured cooking practiced by Brazilian grandmothers – through an Affective Placemats Kit. The goal is to translate the invisible knowledge held in the hands into a shared, affective language between generations.

The kit consists of six individual placemats, rather than a single tablecloth, designed to multiply the opportunities for family interaction and personalization.

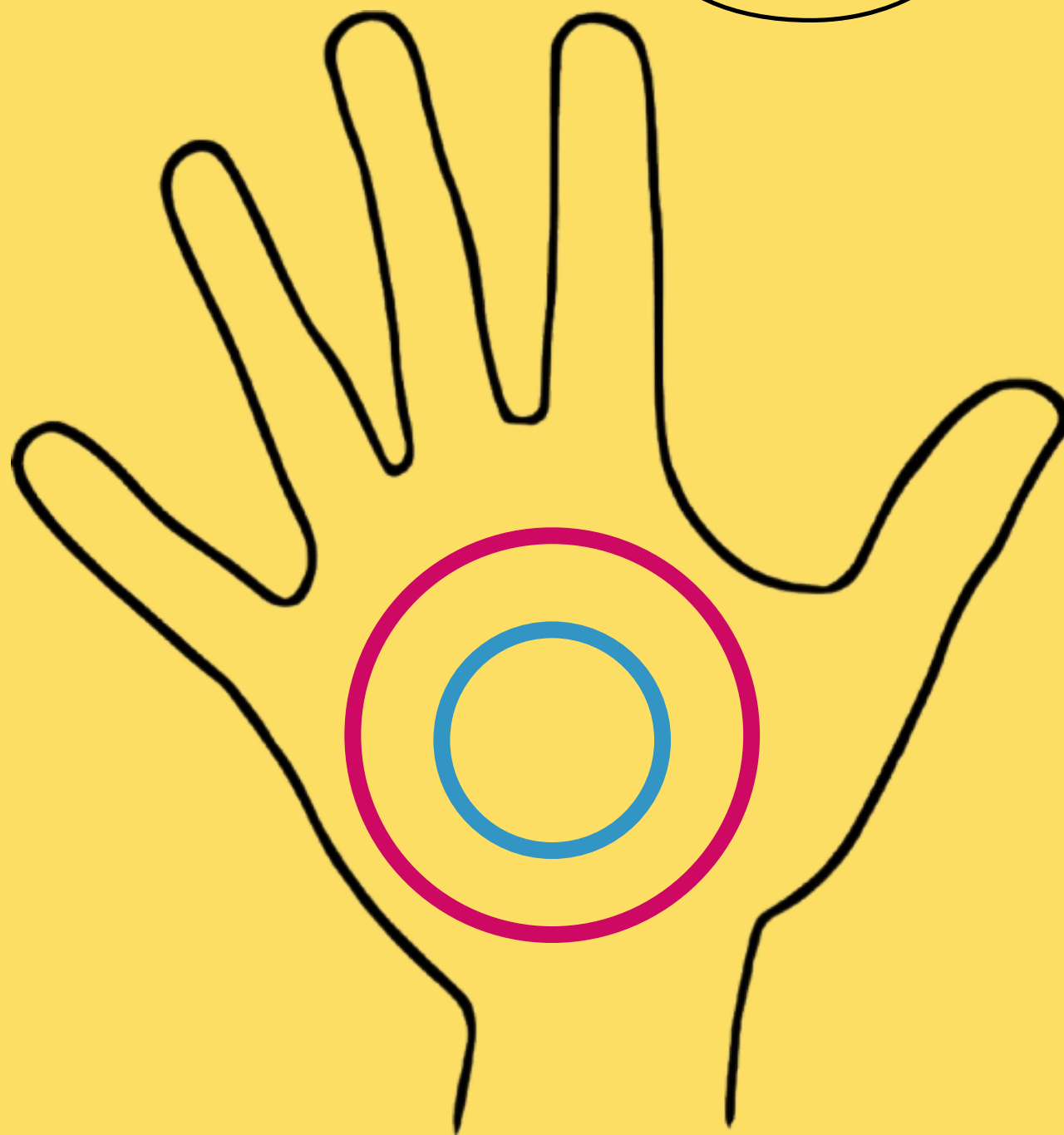
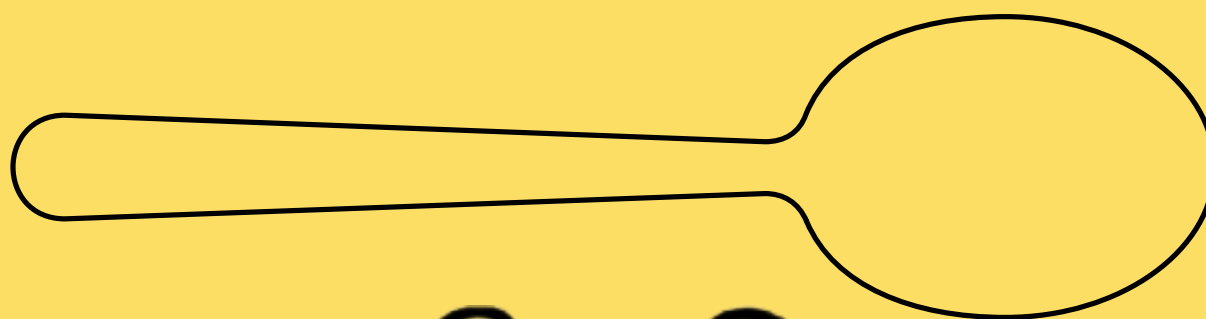
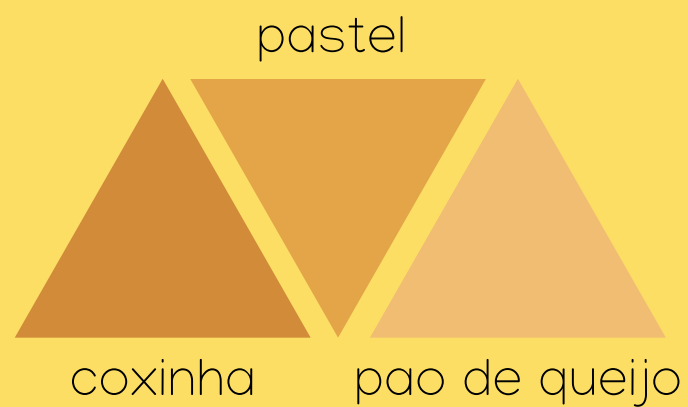
- Design and Colors: Each placemat acts as a “Culinary Atlas” featuring sewn or drawn shapes (circle, spoon) that serve as visual anchors for intuitive measurements (punhado, pitada). The colors are saturated, warm, and welcoming, chosen to reflect the heat and vibrant aesthetics of Brazilian homes.
- Tools for Memory: The kit is distributed with fabric markers (for temporary notes) and a needle and thread set. This allows the most important observations to be turned into permanent embroidery, making the placemat evolve into a true living family heirloom, a tactile archive of stories and recipes.

“Receita Invisível” is an invitation to sit together, learn by touching, and stitch your culinary memory together.

COLORS



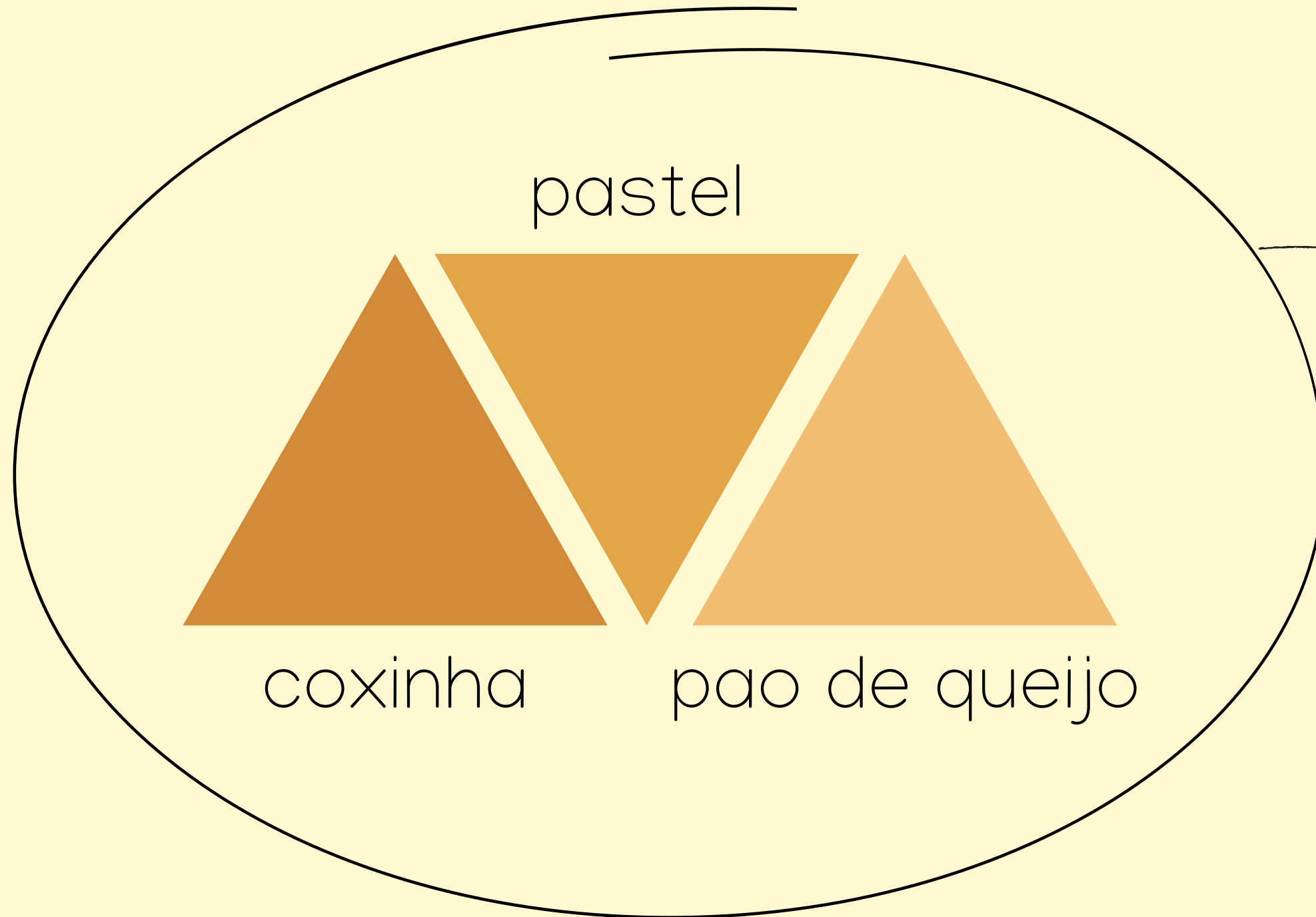
RECEITA INVISMEL



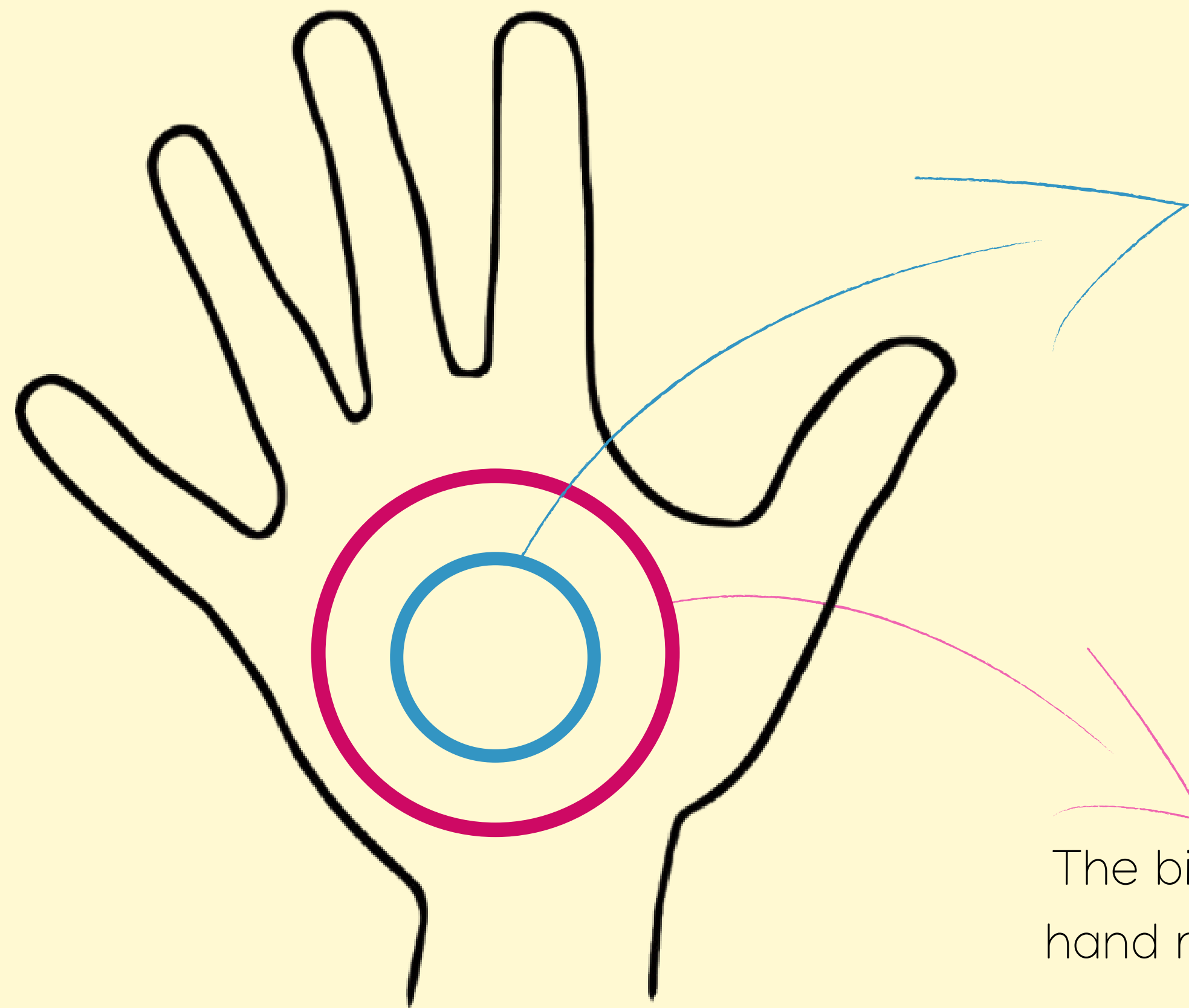
	Escreve a medida

Agora è a sua vez de personaliza-lò



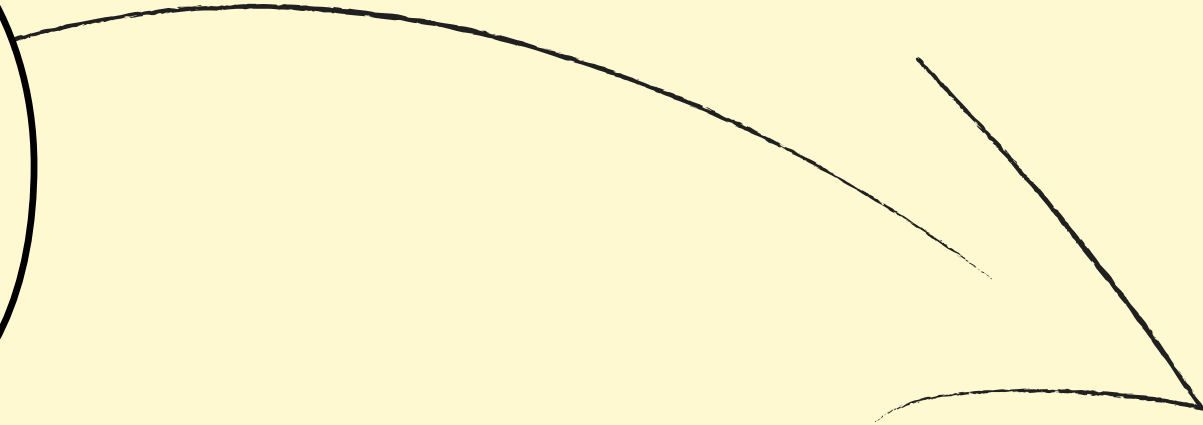
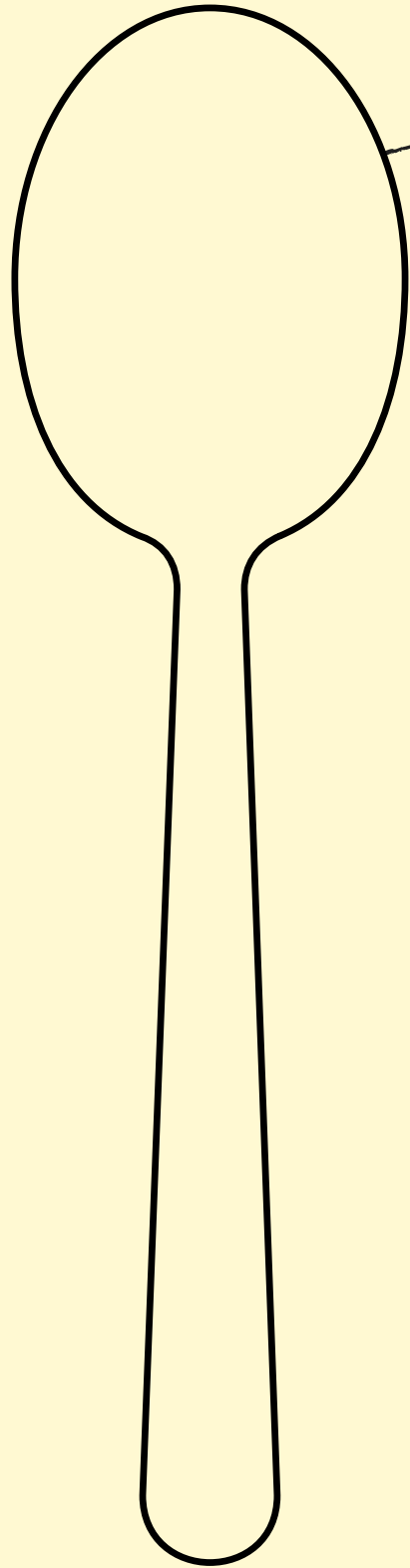


This section refers to the perfect shade of browning of the different typical brasilian dishes



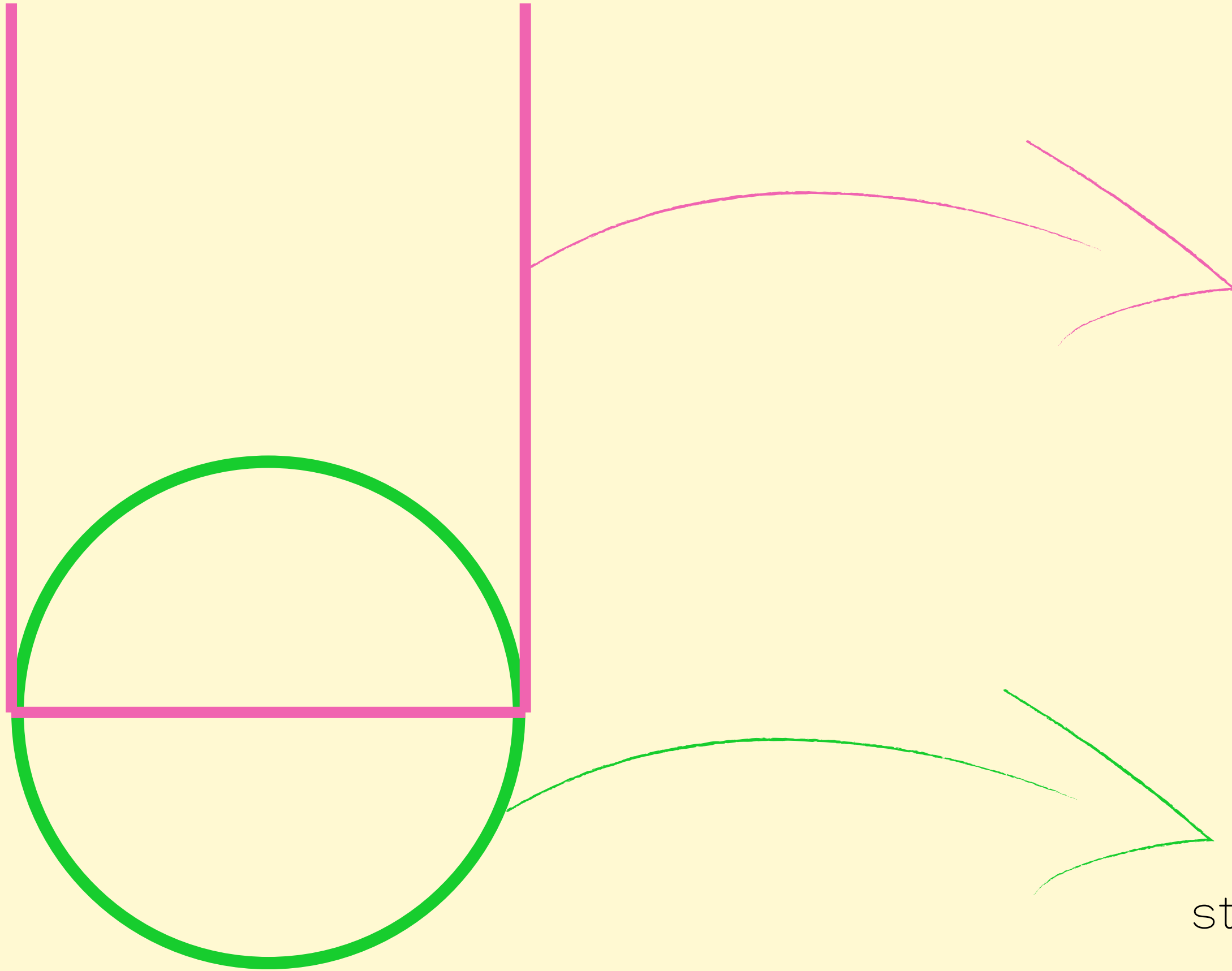
The small circle in the middle of the hand refers to the amount of salt needed for one liter of water

The big circle in the middle of the hand refers to the amount of rice for a single serving



The spoon helps understand the
amounts of salt/flour/sugar per gram in
different recipes

bicchiere



The rectangle represents the
standard height of a drinking cup

The circle represents the
standard base of a drinking cup

	Escreve a medida



The box helps you take notes about the recipes or keep track of the different measures and ingredients used

INSTRUCTION

MEASUREMENT CONVERSION CHART



Hand Measure

Raw Rice (Large Circle)	~ 70 g
Dried Beans/Lentils	~ 60-70 g
Salt (Small Circle)	10-12 g

The large circle equals 1 single serving portion.



Glass (Full)

Water / Liquids	200 ml
Flour (Type 00)	~ 125 g
Grated Cheese	~ 80 g
Farofa	~ 140 g



Level Tablespoon

Granulated Sugar	~ 12 g
Flour (Type 00)	~ 10 g
Grated Cheese	~ 6 g
Farofa	~ 12 g

Levelled with a knife (no heap).



Heaped Tablespoon

Tomato Paste	~ 25 g
Farofa	~ 18 g
Granulated Sugar	~ 20 g
Flour (Type 00)	~ 15 g

A spoon taken with a full heap.

EXAMPLE

250 gr polvilho doce
250 gr polvilho azedo
4 ovos
200 ml leite
200 ml óleo
16 gr extrato de tomate
250 gr queijo
7 gr de sal

2 xícaras polvilho doce
2 xícaras polvilho azedo
4 ovos
1 xícara leite
1 xícara + 1 colher óleo
1 colher de sopa extrato de tomate
1 xícara queijo
1/2 colher nivelada sal

