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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.'

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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

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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.

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

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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.

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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,

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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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