



THE
WORLD-CHANGING
CAFETERIA

MADE
POSSIBLE BY
MELBOURNE

WHERE GREAT MINDS COLLIDE

THE UNIVERSITY OF MELBOURNE IS COMMITTED TO RESEARCH THAT TACKLES ISSUES THAT AFFECT MELBOURNIANS, AUSTRALIANS AND THE GLOBAL COMMUNITY. THESE RESEARCH INITIATIVES AIM TO SOLVE PROBLEMS THAT WILL IMPROVE LIVES AND HELP BUILD A BRIGHTER, BETTER FUTURE.

THE WORLD-CHANGING CAFETERIA



The World-Changing Cafeteria activation profiled two of the University's research stories with a pop-up style cafeteria in Melbourne's busy City Square.

The space provided a fantastic opportunity for our academic staff to interact with the public in a relaxed environment, encouraging conversation around their work and the complexity of the problems they're trying to solve.

The pavilion brought to life the research and allowed our target audience to experience it in a way that was authentic and accessible.

PURE WATER

Researchers at the University of Melbourne have developed a water treatment plant the size of a shipping container that can turn any water into clean drinking water. To increase engagement with the research story, we gave away re-usable water bottles which were branded with tongue-in-cheek descriptions such as Fresh Festering Swamp, Clear Contaminated Springs, and Refreshing Polluted River along with a short statement describing the research.

THE EMPTY BOWL

A University of Melbourne research team has developed a unique type of bio-fortified rice that contains much more iron in the white rice grain, delivering crucial micronutrients to half the world's population. We served rice pudding in 3 flavours, each representing a meal served in countries where rice is the primary food source.

RESULTS

10,000
visitors to the pavilion over 2 days

3,000
rice puddings enjoyed

2,900
re-usable water bottles given away