

# MICHELIN GUIDE 2050

# THE EMPTY GUIDEBOOK

## BACKGROUND

56% of the land and 70% of wildlife population had already gone, but people don't know it's due to the food production. People must know the direct link between eating and polluting and make them to act.

## STRATEGY

**"No foods will be left on earth if we don't change"** Deliver this message by making an empty space in the media where people search for foods. It'll draw attention to our targets who live in a flood of info era.

## IDEA

Collaborating Michelin Guide, we will publish **MICHELIN GUIDE 2050** which contains **NOTHING** on website. Local restaurants and food chains can challenge the stars by changing their business model sustainably. More and more restaurants participate, The empty guide book will fill the blank.

## EFFECTS

This guide book can be **a new standard of how we choose and produce food**. People realize the link between eating and polluting. Food industries get pressure of change for surviving.



Sorry, there's No restaurant left to Introduce in this guide  
**ALL FOODS ARE GONE, DUE TO THE DEFORESTATION  
CAUSED BY FOOD PRODUCTION**

