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## Wild Pear on the Shelf / Where a 5-Minute Read Might Be Expected



Where might a random five-minute read capture our attention? I've observed that the vast majority of my daily information intake is sourced from my smartphone or computer. Whether through social media or video platforms, the content I encounter is finely tailored to my preferences, as dictated by my user profile. In the age of Internet, my access to knowledge, though seemingly boundless, is actually often restricted to what aligns with my unconsciously self-curated "information bubble."

Intrigued by this notion, I conducted an experiment: To republish an obscure essay about pears, originally featured in the VIII International Symposium on Pear, aiming to engage those who typically wouldn't spare a thought for pears.



Through research and iteration, this experiment sparked my interest with how print media can provide alternative access for knowledge acquisition in a digitally dominated age. I reflected on the serendipitous reading experiences found in newspaper-wrapped fish and chips – moments where I'd encounter articles that were neither trending nor align with my interest, sometimes even incomplete. The allure of these readings lay not in their depth, but in the unexpected uncovering of novel insights, all potentially within the span of a brief ten-minute lunch break.

I endeavored to replicate this casual, brief reading experience within the routine act of buying a pear. Drawing from diverse references such as typography, packaging design, publishing, creative writing, and branding strategy, eventually the excerpts of the pear essay were published in a story format on the pear's wrapping paper.



Following this experiment, I am looking forward to delve deeper into this mundane scenario of communication. How can food packaging serve as an alternative publishing medium, providing entries to random yet specific knowledge in our daily shopping activities?