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Factory Food in Milan

Design to eat!

During the Salone del Mobile 2008, Ontwerpstudio Annelies Hermsen presented a new form of design; food design. With a daring combination of flavours she tempted the visitors who came to see the latest design from Eindhoven at 'Design Factory Brainport'.

The design she made for this event was custom made for Milan, with the suiting name 'Factory Food'. With ice-cream made of olive oil and ice-cream of beetroot she made a nice combination between typical Dutch and typical Italian products. To astonish her guest even more she topped it of with caviar of liquorish (or one made of tomato) and biscuits of Parmesan cheese and pepper!

Reactions where diverse and overall 'positively surprised'. 'I was glad that some people didn't appreciate the flavours, says Hermsen. 'Taste is a personal thing and it would be strange if suddenly every body likes the same flavours.' Her goal off course is to make her design tasty with special (or just very plain) ingredients.

Next to design with food she also designs products, from napkins to tableware and she gives advise to restaurants and bars on their interior design and menu! Why she decided to hand out this special 'factory food' and not to present her latest products? 'The visitors will see thousand of beautiful design objects which they will try to remember. Food design is not so common yet, so I could ask people: "Would you like to taste my design?" That triggered a lot of people and hopefully, by eating my food design, they will remember me for ever!'

Note for editor:

For more information and images you can contact Annelies Hermsen or pay a visit to her website to learn more about her background and designs.

Copies of your magazine or paper are highly appreciated

PREVIEW IMAGES
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