



in the presence of master chefs Carlo Cracco and Pier Bussetti,

presents

the second introduction meeting of "FOOD & DESIGN", didactic course of the Istituto d'Arte Applicata e Design

Press release – June 2009

Thursday June 4th 2009 at 10.45 - Le Meridien Turin Art+Tech, Via Nizza 230 Torino, Italy

CARLO CRACCO is the second prestigious guest, after Albert Adrià, of these series of introduction meetings of "FOOD & DESIGN", new didactic course of IAAD.

Phenomenal is not just a euphemism: "Food & Design" is not, in fact, a usual course, but a real event. This is the reason why it turned officially into a new complementary subject of "Interior and furniture design" and "Industrial design" Departments of IAAD. The encounter between two excellences, haute cuisine "&" design, that develop a new way to interpret the culinary art. The aim is to propose a new point of view on habitual gestures and common objects.

The course, born after a testing at Cipriani's Restaurant in New York and during Artissima 2008 in Torino, is taught by the chef **Pier Bussetti** - owner of "Locanda Mongreno" and winner of "Spoon Shock" design award - and by the **designer Nicolas Cocino** - UNIKO, interior design studio.

The Master Chef Carlo Cracco, owner of "Ristorante Cracco" in Milano (it boasts of "two Michelin stars" and is recognized among the "50 Best Restaurants of the World"), with his haute cuisine revisits, among others, the recipes of the Milanese tradition. He re-presents them with a contemporary point of view, combining flavours and playing with contrasts. The title of his intervention is "The design of the taste in the cuisine of Carlo Cracco" and it will be useful to explain to students, guests and journalists, the reason of his courses and the reasons behind his creativity applied to recipes as "Egg Yolk Marinated" or "Bergamot, Caviar and Chocolate".

All the guests will receive a gift kindly offered by **Lavazza**. It's a pair of "Coffee Lens", edible eye lens coffee-flavoured, born from an intuition of Matteo Baronetto, Carlo Cracco's second. The realization of the Coffee Lens, from the collaboration recently developed between Carlo Cracco and the Training Centre Lavazza, was optimised with the team of Marcello Arcangeli, in charge of Lavazza Espresso Based Beverages & Know How.

With this new appointment, the new FOOD & DESIGN course of IAAD proposes once again food for thought and excellent debates, unique occasions that permit to improve its academic programme and its relative didactic aims. Introduction meetings and presentations that, since their debut in New York, have obtained remarkable interest and attention by students, audience, professionals and journalists.

The presentation will be at "Sala Rampa" of Le Meridien Turin Art+Tech, partner of the event - entry by Via Nizza 230, parking side of Lingotto.

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With the support of:

