

In the presence of master chefs Albert Adrià and Pier Bussetti,

presents

“FOOD & DESIGN”, didactic course of the Istituto d'Arte Applicata e Design

Press release – April 2009

Thursday April 16th 2009 at 10.45 - Le Meridien Turin Art+Tech, Via Nizza 230 Torino, Italy

After the brilliant and successful presentation in New York (spring 2008) and Artissima (autumn 2008), the departments of "Interior and furniture design" and "Industrial design" of IAAD get richer with a new and experimental subject: "FOOD & DESIGN".

The course, 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 - officially becomes a complementary subject of the academic programme.

ALBERT ADRIA' – pastry chef of “El Bulli” Roses, Girona (Spain), participates at the course opening.

Phenomenal is not just a euphemism: "Food & Design" is not, in fact, an usual course, but a real event.

The encounter between two excellences, haute cuisine and 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.

Albert Adrià, pastry chefs of “El Bulli” (currently considered one of the most famous restaurant of the world) will participate as special guest at the official opening of the course. This is the first of a series of event organized by IAAD.

Students, teachers, journalists and guests – 150 persons max – will have the opportunity to learn a philosophy that foresees groundbreaking techniques, typical abilities of this great professional that dedicates, together with his brother Ferran, six months by year at culinary research. The laboratory, where this research is developed, is called “taller” (literally “atelier”) and is placed in Barcelona.

The guests and the journalists will be enchanted because of the skills of this master chef. His simplicity and helpfulness, his approach and the philosophy adopted for his recipes are delightful.

During the presentation of the “Food & Design” course, Albert Adrià will present his new book “NATURA”, in which he presents the creation as very personal inspiration, a starting point useful to orient a new conception of pastry art.

The presentation will be at “Sala Rampa” of Le Meridien Turin Art+Tech (partner of the event - enter by Via Nizza 230, parking side of Lingotto).

Next appointments related with “Food & Design” course of IAAD will have the presence of other famous chefs. Next: Carlo Cracco, owner of “Ristorante Cracco” in Milano.

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With the support of:

