

Un'iniziativa di:



In collaborazione con:

istituto d'arte applicata e design

ARTISSIMA 15

The International Fair of Contemporary Art in Torino

Con il contributo di:



Confartigianato Imprese Torino, Artissima and Istituto d'Arte Applicata e Design

present

“PIEDMONT FOOD & DESIGN”

Palazzo Cavour, Via Cavour 8 - Torino, 7 November 2008

"Piedmont food & design" will be presented in Torino within the prestigious program of Artissima 15, Friday 7 November at 12.30 in Palazzo Cavour, (Via Cavour 8), location of the exhibition "Paolo Mussat Sartor, Luoghi d'arte e di artisti. 1968-2008". The presentation of this project is dedicated to the international press and art dealers. "Piedmont food & design" has been officially presented with success in New York on last April 16 at Cipriani 23rd Street Restaurant.

"Piedmont food & design" is the expression of a contemporary project, which will be discovered and literally "enjoyed" within the context of Artissima: a window on emerging art worldwide and an essential cultural event for lovers of contemporary art.

"Piedmont food & design" is a non-conventional journey into the reconsideration of some typical Piedmontese food recipes through the elaboration of **IAAD** student projects and the cuisine tastes of two international chefs: **Alfredo Russo** and **Pier Bussetti**.

The outcome (evocative for eyes and imagination) presents 12 finger food recipes with traditional taste and contemporary look.

The union between Food & Design expresses and improves itself through the works of "Interior & furniture design" students, supervised by Nicolas Cocino, IAAD teacher. Some projects, innovative and charming, dedicated to finger food, are useful to realize serial objects good for the best tasting of every recipe. "See-through boules" from which a spoon with the same shape was generated, suitable for yoghurt with sultana raisin and wheat petals... or a puzzle that makes every single element become a ring-plate to wear on the finger and containing a mixture of citrus fruits that remind us a egg yolk... these are just two examples from the incredible variety of possible combining of design and chefs' creativity.

In the celebration year for "Torino World Design Capital", a meaningful relationship able to join two different characteristics of the Italian excellence: cuisine and design. And, this year, the exhibition of Paolo Mussat Sartor's masterpieces is specially realized by Artissima to open a new design division of the fair.

Confartigianato Imprese Torino is the main sponsor and project leader. "Piedmont food & design" is realized in collaboration with "Istituto d'Arte Applicata e Design" with the economic support of Camera di Commercio di Torino, Regione Piemonte and Comune di Torino.

INFO E CONTATTI

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