

FOR IMMEDIATE RELEASE

## Food Design® 6 Exhibition at London Metropolitan University

London Metropolitan University, in collaboration with Studio One Off, the International Food Design Society and the Turin Chamber of Commerce, proudly present, **Food Design® 6**, the celebrated international design exhibition. This will be the first exhibition of its kind held in London this November. The exhibition will present a collection of the best projects submitted to the 6<sup>th</sup> Food Design® competition as well as the cream of winners from previous years.

Edible coffee cups, chocolate jewellery, sugar spoons and innovative food packaging, plates and glasses are just a few examples of what visitors can expect at the event. More outlandish concepts include a design for shark infested custard and a skin tight bird feeder suit for those who fancy re-enacting Hitchcock's *The Birds*. The Food Design® competition is a hub for creativity and innovation, in which well known and emerging designers can experiment in the exciting and growing new field of food design.

The exhibition is preceded by the **First International Symposium on Food Experience Design**, organised by the International Food Design Society and London Metropolitan University. The Symposium, being held on 9 November from 9.00 am will feature a range of distinguished guest speakers. These include Brent Richards, a former consultant for the Fat Duck Group, Anna Cerrocchi, designer and organiser of the Food Design® competition and designers Sonja Stummerer and Martin Hablesreiter, authors of *Food Design* and *Food Design XL*.

More than 50 projects by students and professionals from 16 different countries will be presented at the **Food Design® 6**. Entries have been submitted from nations including Australia, the United States, India, China, Korea, Japan and from all over Europe.

The two best projects will receive a 2000Euro prize each, funded by the Turin Chamber of Commerce. Prizes will be awarded on Tuesday 21 October at 6.00 pm, at the Italian Exhibition 'Eataly' in Turin.

- Ends -

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**Notes to Editors:**

**Events details:**

9 - 28 November 2010

Sir John Cass Department of Art Media and Design, Parker Room, 41 Commercial Road, London E1 1LA

**Opening Event of the Food Design@ 6** exhibition – 9 November, 2010, 6.30 - 8.30pm

**First International Symposium on Food Experience Design** – 9 November, 2010, 9.00am - 6.00pm

Full Calendar of the Event:

EATALY:

18 – 28 October 2010

Via Nizza 230, Torino, Italy

SALONE DEL GUSTO Stand CAMERA di COMMERCIO:

24 - 27 October 2010

Corner dedicated to Food Design@6. Lingotto, Torino, Italy.

LONDON METROPOLITAN UNIVERSITY:

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**For more information:**

[www.ifooddesign.org](http://www.ifooddesign.org)

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