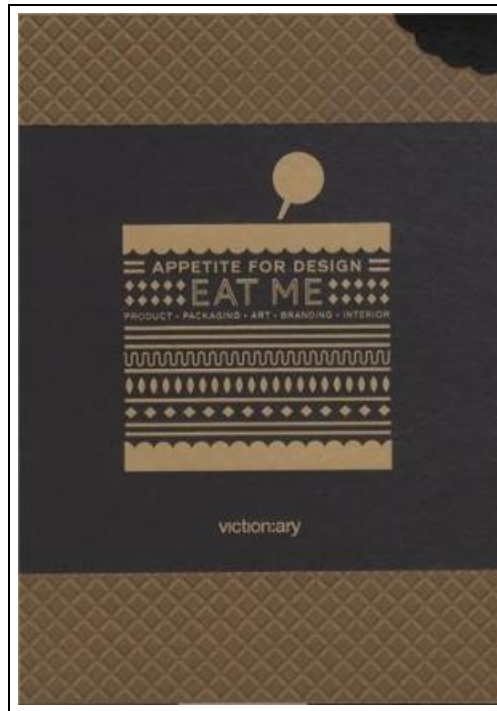


## Eat Me: Appetite for Design



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**(Malcolm Block)**

## EAT ME: APPETITE FOR DESIGN



Victionary March 2012, 2012. Trade Paperback. Book Condition: New. Food has long been a source of inspiration to cultures around the world. The passionate designers at the forefront of the field have poured their creativity into every aspect of food culture. Eat Me gathers an extraordinary collection of designed places, art products, brands, people, and commodities within the world of food. New trends and materials have led to unique opportunities for the designers of today - to enhance and elevate one's culinary experience by speaking to our minds as well as our stomachs. Eat Me features not only the best in food packaging but also side products like utensils, kitchenware, and menu design. Eating spaces are also included in a section of the book that gives a round-the-world tour of the latest and most innovative cafes, bars, and restaurants. The third section of the book is about the arts and showcases the latest events, exhibitions, installations, and art pieces made with or inspired by food. Explore the latest trends through numerous case studies. The packaging of food and its implements has takes many forms throughout the ages from the sanitary to the recognizable, the utilitarian to the avant-garde. While an absolute necessity for human life, the aesthetic and cultural requirements of food have often been overlooked. New trends and materials have led to a unique opportunity for the packagers of today to enhance and elevate ones culinary experience by speaking to our minds as well as our stomachs. Often reflective of a companys core values and seldom a happenstance, great packaging can merge many considerations of lifestyle from the artistic to the sustainable - into one cohesive statement or identity. Some provide interactive escapes, others a call to presence, as investigating the vessel itself becomes an act of ceremony. Explore...



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