

Press Release

May 2015

APPETITE FOR DESIGN: A CULINARY DESIGN EXPERIENCE

An exhibition exploring the design of food and our experience of it, at the National Craft Gallery, Kilkenny

Opening on Friday evening, 8th May 2015 and running until Tuesday, 30th June 2015, in the National Craft Gallery, Kilkenny, **Appetite for Design** is a unique and spectacular food design exhibition that will explore the design of methods and spaces where food is processed, distributed and consumed.

Appetite for Design features the work of leading Irish and international designers, cooks and restaurateurs; documenting, discussing and speculating about the design of food and our experience of it. Food is no longer merely about the simple act of eating or the pure experience of smell and taste. New trends and materials have led to unique opportunities for the designers of today to enhance and elevate our engagement with food by speaking to our minds as well as our stomachs, engaging all the senses in a holistic culinary experience.

Appetite for Design showcases examples of the aesthetics, promotion, communication and representation of food, along with the equipment and tools used to prepare and consume food. Featured work includes Bompas & Parr, Marije Vogelzang, Omer Polek, The Decorators, Chapter One, Superfolk and Loam. A series of ticketed culinary eating experiences and performances to accompany the exhibition will be hosted in the National Craft Gallery by The Domestic Godless, Culinary Counter, Barry Fitzgerald and guerrilla dining group, Dublin Pop-Up. Tickets are available to purchase from Eventbrite at www.eventbrite.ie/d/local/national-craft-gallery.

The exhibition, which is curated by Dublin design studio Designgoat and supported by Bulthaup and O'Hagan Design, explores the very best of food design and builds on the increasing global recognition of outstanding Irish produce from coast to coast and seabed to soil. Designgoat's exhibition design directly relates to our collected experience of food and plays with notions of domestic dining tables, outdoor picnics and restaurants.

Appetite for Design, which is part of the Irish Design 2015 (ID2015) programme, is structured around the following themes:

- **Design with Food:** Design that melts, blows, pulls, foams, mixes and reassembles food, transforming the flavour, consistency, colour and texture of ingredients to create novel culinary experiences.
- **Design of Food:** Exploring the creation of mass produced food, how it's shaped, formulated and designed.
- **Design for Food:** Taking a closer look at the design of the products used to cut, chop, mix, contain, preserve, store, cook and present food, together with the environments where food is bought, consumed and eaten.

Minister for Business and Employment, Ged Nash, TD said: *“The aim of Irish Design 2015 is to encourage investment in design and bring visibility to Ireland’s dynamic design sector, promoting the wealth of design talent we have here in Ireland both at home and on the international stage. Ireland has long been recognised as a high quality food producer, and Appetite for Design is an excellent opportunity to highlight the numerous food design experiences that Ireland has to offer, reflecting the significant contribution that Irish design makes to our economy and our culture. The sector provides vital employment throughout the country and enforces our reputation abroad for innovative products and services.”*

Karen Hennessy, Chief Executive of the Design & Crafts Council of Ireland said: *“At the National Craft Gallery we aim to inspire appreciation, creativity and innovation. Appetite for Design is a really interesting feature of our programme this year. The exhibition pushes the boundaries of our engagement with food and illustrates the exciting developments that are happening in the area of design for food, and the potential for the future of this emerging design discipline here in Ireland.”*

Commenting on the exhibition, **Alex Milton, Programme Director for ID2015** said: *“We are delighted to be bringing Appetite for Design to the National Craft Gallery as part of the Irish Design 2015 programme. This exhibition looks to engage all of our senses in a holistic culinary experience. It is fascinating to see how new trends have influenced designers of today to exploit the opportunity to improve our everyday engagement with food.”*

PROGRAMME OF EVENTS:

(For full programme, see: www.nationalcraftgallery.ie/exhibitions/appetite-for-design)

Talks:

- **Curators Talk with Designgoat** – Friday 8th May at 6.30pm to coincide with the exhibition opening
- **Designers Talk with Martí Guixé** – Public Lecture at the Beckett Theatre, Trinity College, Dublin as part of the EUNIC Lecture Series, Saturday 16th May at 11am
- **Packaging Design for Food** – Panel Discussion with Kathryn Wilson of Slater Design; Karen Keane and Natalie Keane of Bean and Goose Chocolate with Sarah Duggan and Eleanor Duggan of The Little Green Grocer, Thursday 21st May at 6.30pm
- **Public Spaces & Food** – Talk with Suzanne O’Connell of the Decorators and John Mahon of The Locals, Thursday 25th June at 6.30pm

Eating experiences:

- Exhibition curators Designgoat have invited chefs, food designers and artists to create a series of Eating Experiences in the National Craft Gallery throughout the run of **Appetite for Design**. Each individual Eating Experience will be a unique culinary encounter, showcasing seasonal, wonderful and bizarre foods.

Eating Experience 1 — Barry Fitzgerald - Saturday 9th May, 6.30pm

Former Head Chef of Etto, Dublin and of the Michelin-starred Hardwood Arms, London; Barry’s style of food is seasonal, creative, uncomplicated and approachable.

Eating Experience 2 — The Domestic Godless - Saturday 23rd May, 6.30pm

The Domestic Godless explores the potential of food through taste, presentation, history and its cultural values, as a vehicle for irreverent artistic endeavour and experimentation.

Eating Experience 3 — Culinary Counter - Saturday 6th June, 6.30pm

The Culinary Counter, run by chefs Mark Moriarty and Ciaran Sweeney, aims to break down barriers between the kitchen and the customer. An exciting theatrical tasting menu will be served by these brilliant chefs.

Eating Experience 4 — Dublin Pop-Up - Saturday 20th June, 6.30pm

Cúán Greene and Harry Colley of Dublin Pop Up offer innovative and extraordinary fine dining catering experiences which play with traditional dining formats through dramatic food and unique locations.

Tickets for the Eating Experiences are available to purchase from www.eventbrite.ie/d/local/national-craft-gallery.

Appetite for Design is also involved in The Kerrygold Ballymaloe Literary Festival of Food

and Wine, 15th – 17th May 2015. The Appetite for Design programme at the festival will include a beautiful photography exhibition of some of the food and tools used in food design in the Grain Store, accompanied by a panel discussion on the importance of design in food with a great line up of some of the best chefs and designers in food - Christian Puglisi, Kevin Thornton, Sharon Green and Alice Coyle, moderated by Rory O'Connell.

Appetite for Design is on view at the National Craft Gallery, Kilkenny from Saturday, 9th May 2015 until Tuesday, 30th June 2015.

Opening hours:

Mondays: Closed (Except Bank Holidays)

Tuesday to Saturday: 10am- 5.30pm

Sunday: 11am-5.30pm

For more on Appetite for Design or ID2015 visit nationalcraftgallery.ie or irishdesign2015.ie.

- Ends -

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Notes to Editors:

About Irish Design 2015:

Through a year-long programme of events and activities exploring, promoting and celebrating Irish design both in Ireland and internationally, Irish Design 2015 (ID2015) aims to showcase the very best of Irish design in order to drive job creation, grow exports and increase competitiveness. ID2015 is an island of Ireland initiative engaging the public, the design community and businesses, promoting Irish design in just about every form at home through events and exhibitions while also targeting the export market through trade missions and events in international capitals of design and commerce. ID2015 is being convened by the Design & Crafts Council of Ireland (DCCoI), in collaboration with partner organisations, on behalf of the Department of Jobs, Enterprise and Innovation, the Department of Foreign Affairs and Trade and Enterprise Ireland. Irish Design 2015 partners include Founding Partners - MCO Projects; Accommodation Partners - The Doyle Collection; Venue Partners - OPW; Exhibition Partners – DAA; Technology Partners – IBM; Transport Partners – Bus Éireann Expressway and Broadcast Partners - RTÉ. www.irishdesign2015.ie

About Designgoat:

Designgoat is an industrial design studio based in Dublin that creates experiences through products, spaces, furniture and food. Established in 2011 by Ahmad Fakhry and Cian Corcoran, Designgoat has worked on a broad range of projects including self-directed products, commercial interiors and exhibition designs. The aim is always to deliver unique experiences for clients ranging from small start-ups to large international brands. Designgoat does much of the prototyping and manufacture on its projects in-house and has built close relationships with trusted local fabricators to realise the work. wearedesigngoat.com

About the Design & Crafts Council of Ireland:

The Design & Crafts Council of Ireland (DCCoI) is the main champion of the design and craft industry in Ireland, fostering its growth and commercial strength, communicating its unique identity and stimulating quality design, innovation and competitiveness. DCCoI's activities are funded by the Department of Jobs, Enterprise and Innovation via Enterprise Ireland. DCCoI currently has over 75 member organisations and over 3,000 registered clients. www.dccoi.ie

About the National Craft Gallery:

Established by the Design & Crafts Council of Ireland in 2000, the National Craft Gallery is Ireland's leading centre for contemporary craft and design. It exhibits Irish and international designers, artists and makers who push boundaries in their engagement with the making process. Its mission is to inspire appreciation, creativity and innovation and it plays a critical role in building understanding of craft and material culture in Ireland.

www.nationalcraftgallery.ie

About The Kerrygold Ballymaloe Literary Festival of Food and Wine:

The Kerrygold Ballymaloe Literary Festival of Food and Wine which takes place 15th – 17th May 2015 will bring over 8000 people onto the grounds of Ballymaloe House and Cookery School in May including national and international authors, chefs, foragers, educators, wine experts, gardeners, publishers, TV presenters, bloggers and journalists. It is a weekend filled with fascinating facts, inspirational stories, intriguing discussions, incredible knowledge, fantastic music, fabulous dancing and of course, delicious food and drinks. It is the only festival of its kind in Ireland and has created an important hub for food enthusiasts worldwide to meet and share ideas with each other. <http://www.litfest.ie/events/design-food>