

Food as Art

Sydney Loew

Original Questions and Ideas

Foodie Culture:

- Food Composition
- Food Porn Culture
 - how is media affecting the way we eat?
- Construct of a foodie
 - within context of restaurateurs vs amateurs
- Visual aspect of foodies and food styling, food art
- Texture, taste, sensory experience of foodie culture
 - Is it as much a visual experience?

1. How has the increase in quality, but casual dining experiences created an opportunity for more involvement in foodie culture?
2. How has the idea of “celebrity chef” created a buzz around food?
3. How have food trends shaped the foodie culture and created an incentive to “try them all”?
4. How does food shape class, gender, culture, generation?

5. What is foodie a foodie and what is foodie culture?
6. What is the design of a foodie?
7. Is “foodie” accepted or rejected by different people?
8. What is the visual of foodie culture?
9. What is the design of foodie culture?
10. How is foodie culture an accessible way for various classes to partake in a current and cultural phenomenon?
11. Is food a visual art?/ Is food a form of self expression?

Finalized Focus:

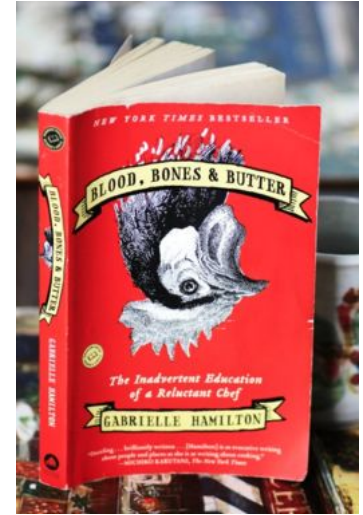
How can food be experienced besides taste and how can it be a lasting artform that does not disappear when you eat it?

How is food a visual art?

How is food a form of self-expression?

Excerpt “Blood, Bones, and Butter” - Gabrielle Hamilton

I associate my dad almost exclusively with that lamb roast because he could dream it up and create the scenery of it. My dad has an eye for things. He can look at the stone rubble covered in scaffolding that is the Acropolis, for example, and without effort, complete the picture in its entirety, right down to what people are wearing, doing, and saying. In his mind's eye, out of one crumbling Doric column, he can visualize the entire city, its denizens and smells, the assembly's agenda and the potted shrubs. Where the rest of us saw only the empty overgrown meadow behind our house, riddled with gopher holes, with a shallow, muddy stream running through it and a splintering wooden wagon that I had almost outgrown, he saw his friends: artists and teachers and butchers, scenic painters and Russian lighting designers, ship captains and hardware merchants all with a glass in hand, their laughter rising high above our heads and then evaporating into the canopy of maple leaves; the weeping willows shedding their leaf tears down the banks of the stream; fireflies and bagpipers arriving through the low clinging humidity of summer; a giant pit with four spring lambs roasting over apple-wood coals; the smell of wood smoke hanging in the moist summer nighttime air. I mean it. He sees it all romantic like that.



-inspiration to use personal experiences with food and mix the concept of food being more than taste with nostalgia, visual impact, and emotions.

Brief:

My project will explore the visual communication of the question: How has food become an obsession in current culture, and how has it become a sensory experience that we crave apart from taste and smell? Through my design approach, I will explore the question by creating:

1. A magazine that is inspired by “foodie” magazines, but addresses the question in the format of illustrations, photography, digital collage, and writing
 - a. incorporates prints made from photos and textures of food
 - b. interview with chef (sister)
 - c. personal stories about food with prints/photography inspired by stories (ask people about memories with food and inspiration)
2. A photo series of prints created focusing on the texture of food and translating food visually as art alongside photos of the obsessive culture of foodies.
 - a. Show the contrast of the pure art form of food vs. the trendy and media-driven culture of foodies (this shows why people do not take amateur foodies seriously versus real foodies)
3. A logo created with food and photographed for documentation, but displayed physically as well. (In decayed form or not?) I plan to use archetypal symbolism of food but alter it in a quirky approach.
 - a. incorporate images of logo decaying in magazine as possibility or start product before decay
4. A GIF or set of GIFS that explore the idea of how food is art/ more than just taste

Magazine Spread Template:

<p>Personal story or memory interviews (and one from self) about experience with food or favorite food etc.</p>	<p>Interpret story and food into photograph, physical prints, digital prints to accompany story</p>
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A

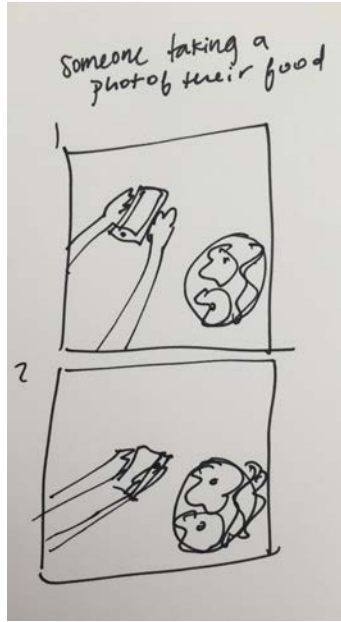
<p>Interview with chef about how food and art relate</p>
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B

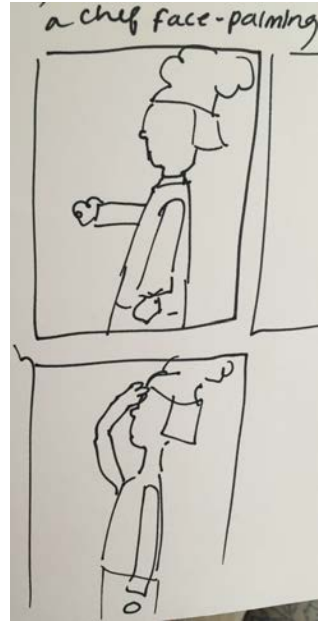
<p>prints and digital prints/ photography</p>

C

GIF storyboards



A



B

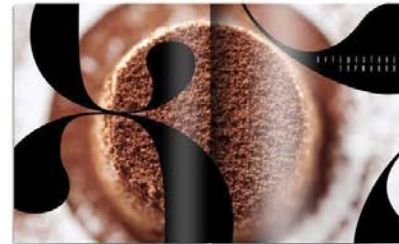


C

- Have some images be very clean in boxes and other pages overflowing with imagery
- Focus in on photography of texture of foods



Image created with PosterMyWard.net



Eva Kolenko

For personal stories in, photographs of food should bring up nostalgia and personal feelings/emotions surrounding food, supporting how food is more than taste

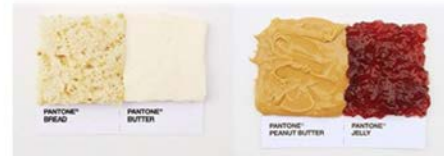
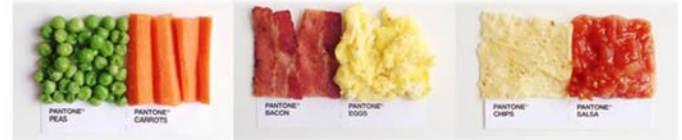
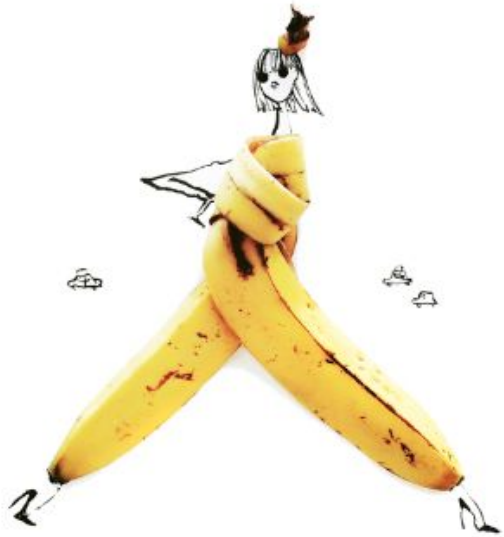


Illustration Approaches



Gretchen Roehrs

Illustration Approach:

- contour/blind contour
- line
- sketchy element
- color vs. white space
- expressionist
- use juices and food ingredients in illustrations
- contour on top of food photographs
- do contours and fill in with food smears
- draw on food



Alvaro Tapia Hidalgo



Howard Tangye



Sam Watterson



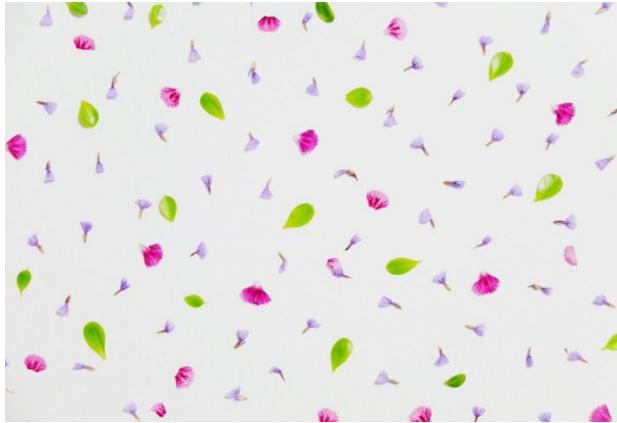
Egon Schiele



- use paper bags as background for drawings

Surface Explorations

- Colorful and textural rhythmic prints
 - experiment with photographing food
 - experiment with using food as tools to create patterns
 - use tiny scale vs large scale of foods for contrast



Maria Marie



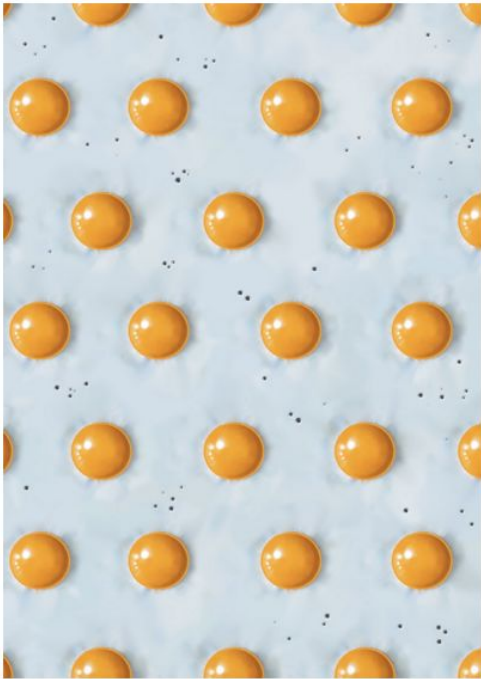
geometricity of irregular shape



Beth Galton

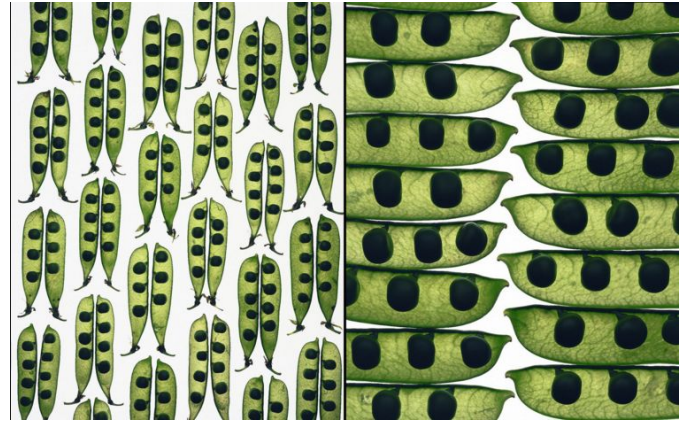
- Digitally print fabric
 - digital vs manmade prints
 - using photography and editing manipulations vs. using actual food as tool

Dawooni Park



Foodartdesignvintage.blogspot.com

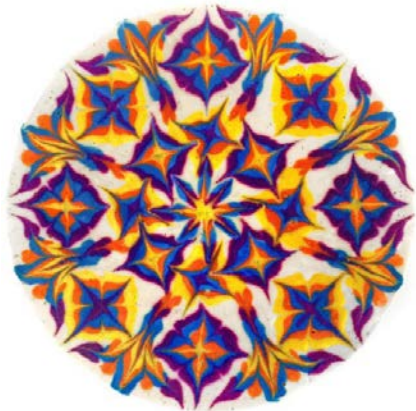
Mitchell Feinberg



milk, food dye, soap;
babbledabledo.com

- Do stamps etc .. make pattern after
- Bring images into photoshop and make patterns
- Try out different whole foods like lettuce, and also juice from foods to paint with it, utilizing food with more than one method

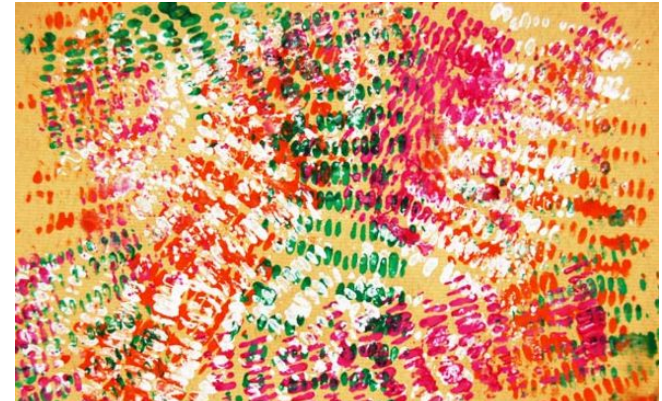
potato stamps



Stephen McCarty



boba tea printed silk scarf



http://www.firstpalette.com/Craft_themes/Food/cornprints/cornprints.html

Branding

- Bold
- document with photography, but also use physically



Nicki Walsh



Nikki Lucas



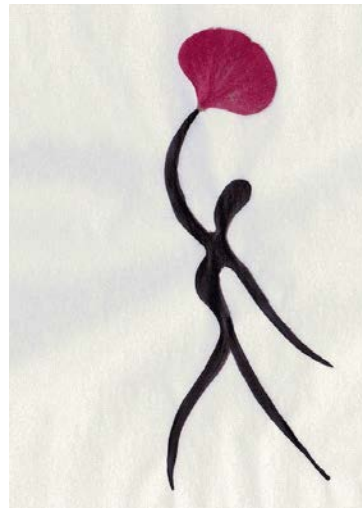
Danielle Evans



Brent Schoepf.

Motion Methods

- GIFS
- sketchy/ hand-drawn look (like illustration)
- minimal with one pop of color (like magazine)
- drawing meets photograph
- whimsical



Icons

- Icons each made up from image of food and abstracted or use shapes to resemble ambiguous foods
- organic approach to shape and line



Feedback

I took my feedback into consideration throughout this refined brief and comments are written on the according slides as well. From the feedback, I realized that I should focus my concept on how food is art and more than taste rather than focusing on the media side of food as much. The feedback proved that I feel a personal connection to food and how it is art, so I decided to work with the main question that I landed on in my research being, “How is food art and more than just taste?”

From this, I decided to go into the magazine and photo story with a more personal approach. The prints will be based off of food stories from personal stories and interviews about memories/ favorite foods. I will also use an interview with my sister because she is a chef that has influenced me growing up with her.

For the layouts, I got the feedback to focus on a more neutral black and white backdrop and let the photography and prints do the speaking for color and boldness. I agree with this idea and will choose a more minimalistic approach to let the photography stand out.

From the feedback, I decided that I will go into exploring different methods of illustrating with food ingredients by using the juice from ingredients like a fruit or vegetable for ink, and collaging or drawing on the skin.

For the prints, I am taking the feedback into consideration and will test out digital and manmade techniques using photography of food and manipulating it digitally. I may plan to print fabric using a print and utilize it for a product related to the concept.