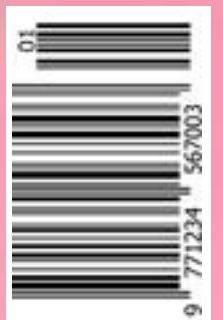


TAKE A BITE.



**the tongue.**

£6.25





# the tongue.

TAKE A BITE.

ISSUE 1 Spring/Summer 2015

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BALMAIN

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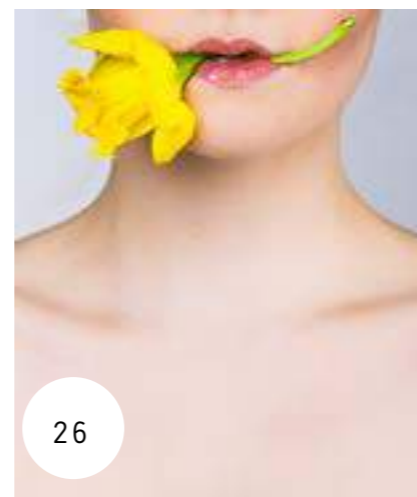
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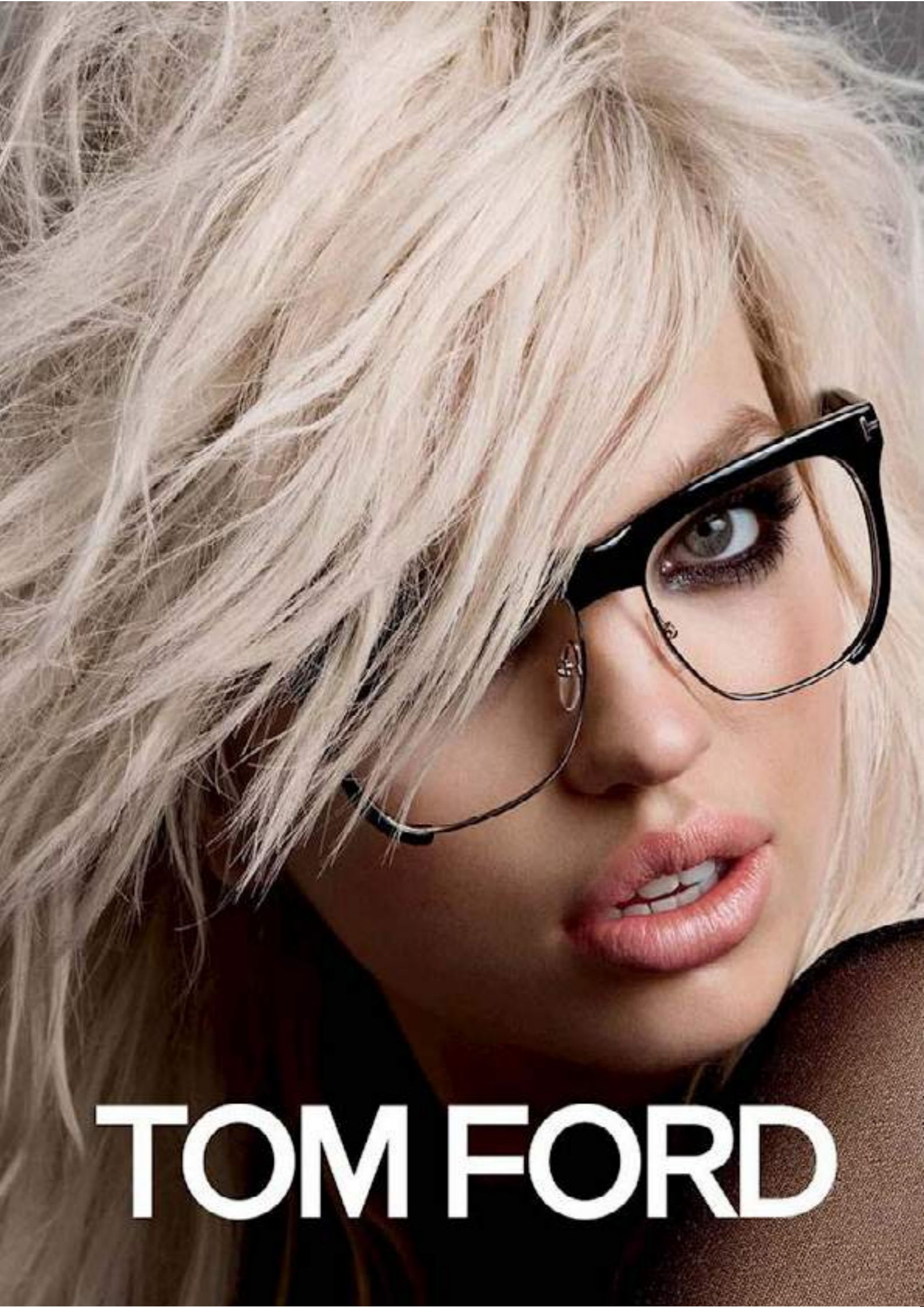
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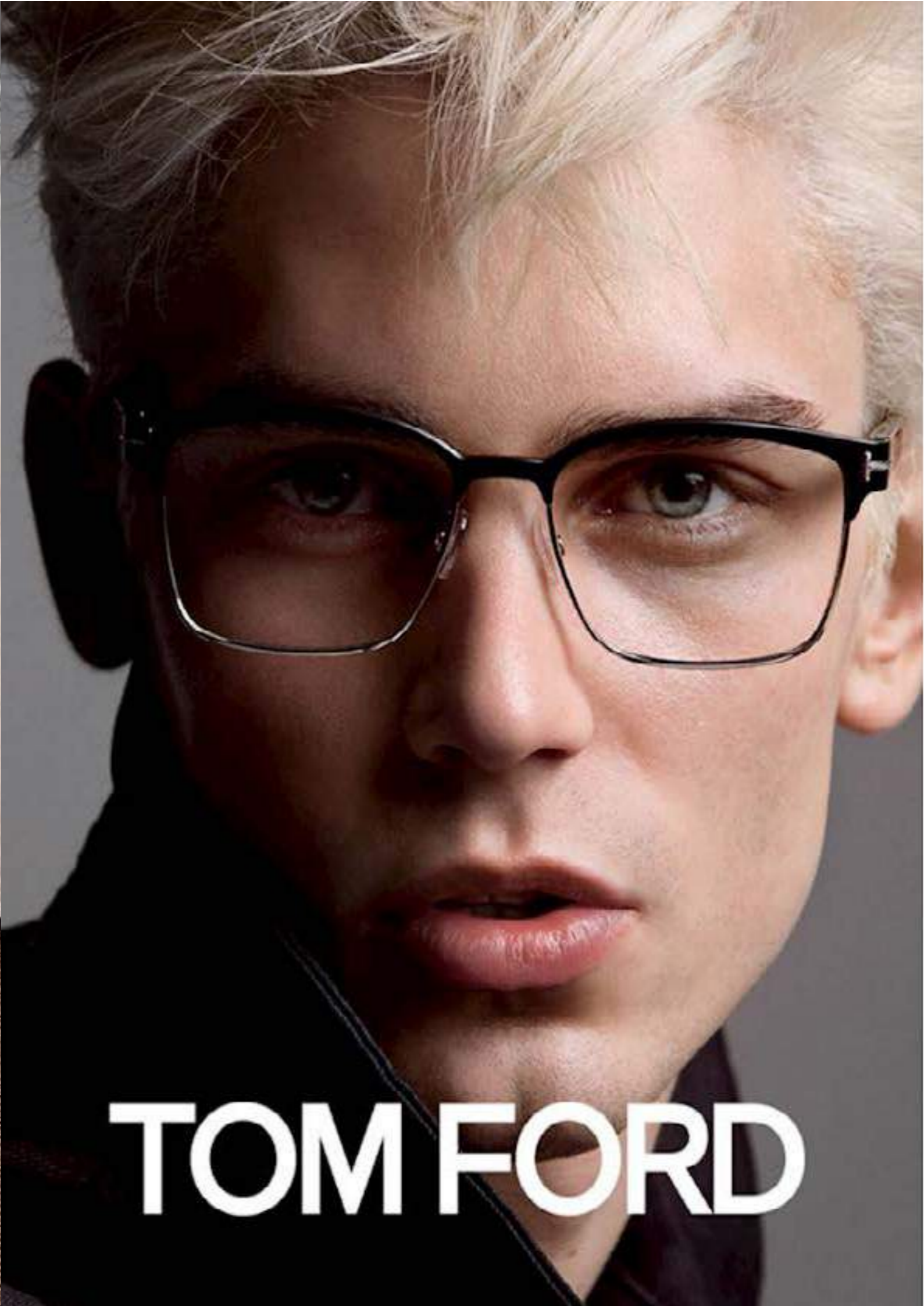
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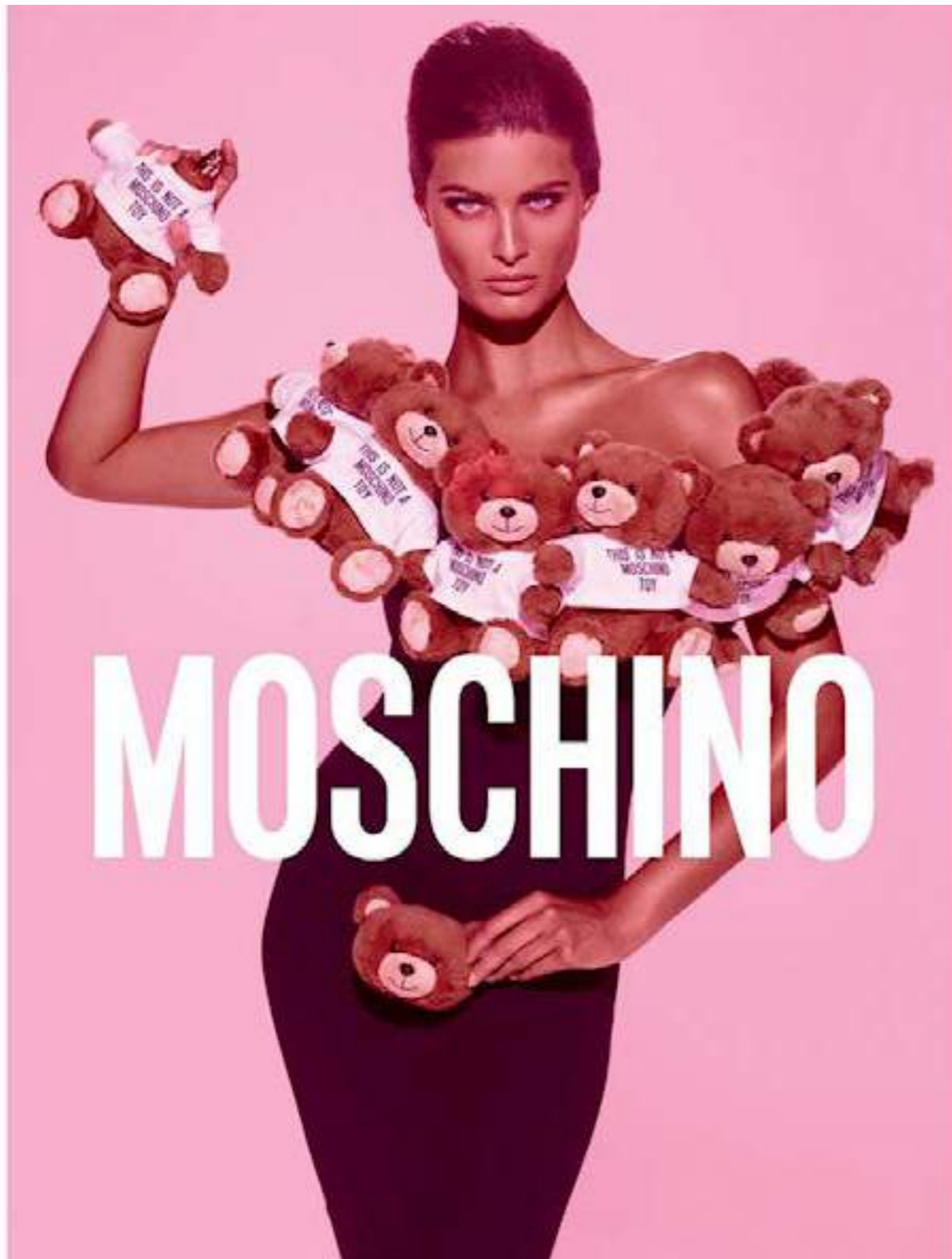




**TOM FORD**



**TOM FORD**



FROM THE  
**editor**

---

JADE - LOUISE GOODMAN

Welcome to the first issue of **the tongue**, where good taste is packaged and consumed from the realms of the food and design industries. Take a bite.

Social media has a lot to answer for this issue. Even though **the tongue** sits at the other end of the visual culture spectrum- a biannual print magazine, as opposed to a digital platform where thousands of new images are uploaded every second it is still something that has inspired us greatly. From food, to fashion, to families, we are constantly fuelled with online visual stimulants. Our respect goes out to the foodies who spend their time dedicated to filling our timelines with the bright and beautiful dishes from their kitchens to ours. A lot of the stuff you're about to see was inspired by things we'd caught on Instagram.

As work for this issue began, the miniature creations of Christopher Boffoli popped up on my timeline, a discovery of which led to a lengthy interview with the man himself of which you can find in this issue. Back to the image, it was one that sparked my curiosity. There is something about his aesthetic- knowing but genuine, intricate yet simple- that got me thinking. (And I've always been a fan of a little man sat on a muffin). So we set about encapsulating his work throughout the entirety of this magazine. The influence of the mix of proportions is something that inspired everything you will find.

This issue is a love letter to those who dedicate themselves to the world of food and design. Making that plate of a mundane meal into something truly significant.

Take an almighty bite.

We hope you enjoy reading.



# TOM FORD FOR MEN

THE FIRST FRAGRANCE FOR MEN FROM TOM FORD.

PRADA





# tastebuds

AN ENTREE TO THE EXCITING WORLD OF THE TONGUE. FEAST ON A VARIETY OF BRAND SPANKING NEW PRODUCTS AND AN ASSORTMENT OF INTERESTING PEOPLE TO REALLY GET YOUR TASTEBUDS TINGLING.

HERE IS A COLLECTION OF INTERESTING PEOPLE, HOT PICKS (QUITE LITERALLY) AND THE NEWEST PRODUCTS TO REALLY TEASE YOUR TASTE BUDS.





JADE-LOUISE GOODMAN  
EDITOR



SOPHIE YAPP  
ART DIRECTOR



**THE DUSTBIN CHALLENGE**  
We've all heard of food challenges... even if they're down at that greasy café on the wrong side of town that encompasses a ridiculous amount of pork, beef, chicken and whatever fell off the back of a lorry onto a grim and soggy plate. You go in, eyes bigger than your belly only to be completely ruined and left with a massive bill at the end, the promise of 'eat it all and get it for free' just a distant sickly memory. Well, this one is different. Meat (ha get it?) the Dustbin Challenge, that can be found at Newcastle's Flaming Grill. A giant rack of ribs, double up cheese and bacon burger, beef chilli sundae, chicken skewer, onion rings, corn on the cob, smoky BBQ baked beans, peas and a triple portion of chips. Okay, the contents aren't that different from your average greasy spoon's challenge but the regular chipped soggy mundane plate you would normally find with food challenges is replaced with an appetising dustbin lid. I mean, who wouldn't want to sit down to an exhausting meal with only a bin lid for company?

**ABIGAIL'S PARTY**  
We may be a culture that thrives on living in the past, but with The Art of Dining's latest pop-up event, we'd be foolish not to. Cast your minds back to the 1970s for a theatrical rendezvous of Mike Leigh's play 'Abigail's Party'. Now subtract the snobbery, prejudice and quarrels over social supremacy, and we have ourselves a party. A cultural-meets-culinary classic combined with cosmopolitans, cheese and pineapple on sticks and cuisine revived from the 70s. The five-week pop-up party begins on 11th March leading up to 4th April 2015. For £55, you can immerse yourself in a 70's inspired five-course meal alongside cocktails to accompany the classic music and entertainment from the era in which it was inspired. Located between Shoreditch and Dalston, The Rose Lipman Building is the perfect venue for the perfect party, with it being transformed into a '70's inspired living room with retro furnishings and décor to match. Let's have a taste of – and a toast to – the quintessential era of food, film and flares.



**THE PRIMROSE BAKERY COOK BOOK**  
Don't let the kitsch, subtle and airy-fairy title fool you; this recipe book is full on quirk. Taking out flour to bake a cake? No carrots in a carrot cake? Who would have thought it? A must read for adventurous foodies. At only £3.00 on Amazon and with over 150 recipes with colour splurged pages and incredible abstract food photography, it's an absolute steal. It's a treasure trove of deliciousness, amazing cakes and gorgeous surroundings that the whole family will love. I would be half the weight I am now if the recipes weren't so utterly delicious. The pages are easy to read and the instructions aren't overly hard to follow.

**OSCAR TREATS AND VIEWINGS AT THE BARBICAN**  
With Awards season in hindsight, the vast majority of us are dawned with the realization that we have yet to watch some of the worthy contenders. From 27th February leading through to March 2015, The Barbican are proving to be the hostess with the mostess by not only showing the eight nominated films for Best Picture, but also providing cupcakes decorated with the faces of the nominees. Whether it's finding actors so aesthetically pleasing that you could just take a bite or even becoming so emotionally involved with their performances that you're reduced to eating your feelings afterwards; fear not. Foodies and film fanatics alike, head down to The Barbican. Make haste, though. An assortment of cakes topped with faces amongst the likes of Rosamund Pike that are quite literally good enough to eat? They'll be going, going, gone girl.

# cuisine calendar

It's hard work being a foodie. So many things to do, see, and primarily, taste. We understand it can become exhausting trying to find the time to satisfy those food-thriving needs, so fear not. We've compiled our ultimate foodie bucket list; narrowing it down to our top two each, leaving you with no excuse and more than enough hours in the day to fulfil them. From upcoming events, the best new restaurants and a couple of surprises in there, we've got you covered. We've even chucked in our favourite consumable substance that best represents ourselves. This is the cuisine calendar; from us, to you. They say you shouldn't argue with the experts, even if they do resemble a smiling potato wedge.



AAKRITI CHOPRA  
SUB EDITOR

#### BRUNCHING AT MALTBY STREET MARKET

There is no better way to experience the vibrant food of London than to visit a London Street Market.

London's plethora of food markets offers something to suit to every visitor's taste. One of the best known, non-touristy, Maltby Street Market is just what we have in mind for a perfect Sunday Brunch. Located in Bermondsey, it's settled amongst railway arches. Away from the hustle-bustle of tourists, it's a weekend morning ritual for many Londoners.

The top-notch food sellers of this market are The Cheese Truck, Phatbreads, Little bird Gin, Maltby & Greek among many others. A lively gathering of local foodies with a variety of menu's to choose from, a foodie shouldn't think twice before adding this to their bucket list.

#### PAAN - BETEL LEAF

The one thing needed after a heavy meal (assuming a foodie will end up having many heavy meals during his food adventures) is this Indian chew known as Paan. A fragrant, beautifully green betel leaf, filled with an assortment of colourful ingredients, paan has long been known as a palate cleanser. It's served at the end of Indian meals and sometimes also offered to Gods as a religious ritual. Traditionally, prepared with betel leaf & areca nut, one can either spit out or swallow it after chewing the leaf. Paan is sold by many street shops in India but you need not worry as a foodie won't have to travel so many miles for this Indian delicacy, one can find it in many Asian restaurants that sell Paan legally in London too.



LIV JONES  
MARKETING MANAGER

#### JUICE DETROX RETREAT

Located in the stunning hillside in the Gulf of Thailand, this yoga and wellbeing retreat takes juice cleanses to a new level. The island of Koh Samui is surrounded by serene scenery with the retreat just a 10 minute walk from Thailand's famous paradise-esque beaches. The 7 day course offers a variety of well-being facilities such as 5 healthy fruit or vegetable based juices a day, colon hydrotherapy sessions, magnesium foot soaks and a Thai stretch session. As well as this a 6 night pool- view twin accommodation is included with consistent wellness consultations.

Price: £814 PP

Contact: 0845 625 0445

#### PHOTOGRAPHY/COOKERY HOLIDAY

Explore the culinary offerings of Moroccan coastal village Essaouira through your camera lens with this brand new experience that combines photography and food. This 7 day holiday takes place in boutique style Riad, an established photography school founded by Darren who will be your tutor for the week.

The course includes 5 photography sessions with reviews, 2 cooking classes in local markets and visits to traditional fishing ports and Argan oil production cooperatives.

Price: £799 PP

Contact: 0845 625 0445



MOLLY AJETO  
SUBJECT EDITOR

#### EAT ST FOOD SERIES

If you love stress-free food and love easygoing television then EAT STREET is right up your street. With a new series returning to the 'Food network' in October you're in for a delicious treat. Fancy food trucks are popping up in major cities all over North America; this series simply shows people being able to grab a delicious meal on the go. Sound good so far? It gets even better, hosted by comic James Cunningham he takes us on a quest to find the best curbside eats for commuters. Cunningham gives a lip smacking celebration of the tastiest and messiest street food that's on offer. Viewers are even given an insight into the stories behind these maverick owners of restaurants on wheels. So sit down, relax and feast your eyes.

#### BIT BY A FOX BLOG

THE TONGUE has a 'love love' relationship with cocktails and this boozy blog with a bite is one to know about. BIT BY A FOX has been voted best cocktail and spirits blog of 2014 with Saveur blog awards. Ran by Prairie Rose a New Yorker who has trained in the trenches of some of the busiest cocktail bars in NYC; this girl about town knows her stuff. Her blog explore the world of spirits and cocktails showcasing the latest drinking trends out there, and if you look hard enough BIT BY A FOX even explains the method behind the magical mixtures. What more could you ask for?



ROSIE-ANNE FOOTITT  
STYLIST

#### CEVICHE UK

Old St, London, welcomes a new spark and zing in cuisine this March with Ceviche, the experts in Peruvian food. Martin Morales brings a varied taste to the menu expressing the excitement of the three C'S that ultimately exists in his hometown - charisma, culture and combination-cooking. The new restaurant is paired with ceviche-bar that comes with limited attention to one drink; the Pisco. It's the national spirit of Peru and laces every cocktail on the menu. The first of its kind in Europe, the bar makes for the most experimental destination of concoctions in cocktail-making. The menu's real attribute is the 'paiche', - Peruvian black cod from the Amazon. The restaurant, not only true to delivering the best first time experience of the cuisine, also holds classes on cooking the ultimate 'Don Ceviche'. We challenge you to find something you've already tried on the menu.

#### WHITE MEN CAN'T JERK

WMCK are an East-end trio contributing their Caribbean cuisine to the London foodie scene. The three came together through their love of all things Caribbean – partying, music but most of all, food. They provide the top jerk chicken, beverages and atmosphere of the east end. Not shy to a good Jamaican beer – Red Stripe is one of their signature ingredients on their menu and they even offer complimentary Red Stripes per entry. Poached/fried chicken wings too are a favourite of theirs. Their menu offers a proud British foodie take on Caribbean, with curried Mutton Shepherd's pie with a sweet potato topping. Smashing together opposites in dishes like Tobago casserole, the combination offers an extra kick to a comforting home-made favourite. They own a real talent in combining what us Brit's love, with the tradition of Caribbean.

# too **HOT** to handle

THE BHUT JOLOKIA, BIH JOLOKIA, RED NAGA CHILLI OR WHATEVER YOU WANT TO CALL IT, THERE'S NO DENYING THE GHOST CHILLI IS HOT HOT HOT.

The chilli is said to have originated in Assam, India with a Scoville rating of 1, 041, 427 (that's 900x hotter than tabasco sauce). But over the years they have crept their way across the world in the form of recipe books, health remedies and even as a 'ghost chilli challenge' Youtube fad. They can now be found in pretty much any street food market in the form of ghost chilli brownies, spicy sauces and hot cheeses.

These deadly little chillies have more uses than originally meets the eye, in North-eastern India they are smeared over fences or added to smoke bombs to distance wild elephants from houses. Also in 2009, Indian's Defence Research and Development Organisation announced plans to use them in hand grenades as a non-lethal method of flushing terrorists away from hideouts.

The ghost chilli contains capsaicin, a property which is believed to cure many health ailments such as; pain relief from arthritis, migraines, muscle sprains and to lower blood pressure. There is also conducted research that suggests that it can kill the growth of cancerous cells.

WORDS BY OLIVIA JONES



don't go  
*bacon*  
my heart

PIG OUT ON THESE BIZARRE  
BACON BEAUTIES:

1



2



3



4



5



6





# edible flowers

FLOWERS HAVE OFTEN BEEN THOUGHT OF AS HAVING LITTLE TO NO VALUE BESIDES THEIR PROVISION OF POLLEN, APPEALING AESTHETICS OR EVEN BEING USED BY MEANS OF DECIPHERING WHETHER HE LOVES YOU, OR LOVES YOU NOT. NOW, HOWEVER, FLOWERS ARE BEING INCORPORATED INTO THE EVER-GROWING, EVER-CHANGING WORLD OF CUISINE.

Photography David Henry Thomas  
Model Ellie Isherwood  
Shoot Production Molly Ajeto  
Lighting Assistant Molly Ajeto  
Stylist Sophie Yapp, Liv Jones  
Hair Stylist Liv Jones, Rosie Anne Footitt  
Makeup Artist Jade Louise Goodman



A foreign concept to some; edible flowers are progressively flourishing into the mass industry of culinary conceptions. Used globally by chefs, food bloggers, as well as food retailers, edible flowers are not only used to enhance flavours, but also to intensify aromas of dishes and beverages through the harnessing of their scent, colours and even textures.

Tracing as far back as 3,000 B.C, China began the experimentation with edible flowers by trialling and testing various different recipes. Much more recently and internationally, today's restaurants continue to incorporate the fusion of these flowers and foods to their culinary endeavours by garnishing dishes. The petals supply colour and subtle flavour to foods and can even be used as an alternative to seasoning; replacing traditional herbs, spices and traditional leaves.

Not only are edible flowers used in order to heighten tastes, but they are also filled with nutrients, vitamins and minerals, as well as accentuating

the rising movement of mindful consumption. In particular, the nasturtium plant contains considerable levels of both iron and vitamin c; possessing the ability to relieve symptoms of colds or viruses. Further to this, calendula is known medicinally for its anti-inflammatory characteristics and in turn, can also be used to treat skin disorders.

With regards to the senses, edible flowers adhere to all but one. Pleasing to touch, taste, smell, see, but not hear. Regardless, this pales into insignificance when the only sound we want to hear when encapsulated in consumption is the tingling of tantalizing taste buds, or the still of our beating hearts.

WORDS BY SOPHIE YAPP

# potato paper, anyone?

OUR BELOVED VEGETABLES CAN GO EXCELLENTLY WITH ALMOST ANYTHING. WHETHER IT'S A CLASSIC SUNDAY ROAST, A ZESTY STIR-FRY OR PERHAPS A TASTY VEGGIE CURRY THAT TICKLES YOUR TASTE BUDS, OUR CARROTS, COURGETTES AND CUCUMBERS ARE THE PERFECT COOKING COMPANION.

For those real vegetable enthusiasts here's a recipe you won't want to miss. Ever heard of vegetable paper? That's right, vegetable paper. Forget about heading to the compost and close that bin lid, it's time to make paper.

The technique used to create these abstract vegetable papers is derived from the ancient Egyptian technique of papyrus papermaking. All paper is made from cellulose (found in most plants), so to achieve the best results from your veggie paper it serves well to use vegetables that are extremely high in this quality.

A 100 percent chemical free process, vegetable paper requires nothing but some slicing, pressing and waiting. The vegetable paper is often made more vibrant based on the vegetables you choose to use. Experimental paper artist Sally Rorback discovered that using vegetables with strong colour tones and pigment are the most successful when creating this zesty paper.

The classic papyrus paper technique has been reinvented with the use of the vegetable. This creative practice not only looks fantastically abstract as paper but forms natural art. This is without question the most versatile paper to hit the market (no pun intended). The adaptable vegetable paper can be moulded into delicate feature bowls, ornate cards and even lampshades.

There's no time to waste, head down to your local veg store or even take those short steps to your fridge and make some vegetable paper. This is up cycling at its best.

WORDS BY MOLLY AJETO

## VEGETABLE PAPER - THE STEPS:

STEP 1- Slice your chosen vegetable. Be careful not to slice too thinly as this will mean your resulting paper will be extremely delicate. Boil the slices in water until soft, but not disintegrating. 3-5 minutes is suitable for most vegetables. Once cooked, drain.

STEP 2- Place an absorbent cloth on top of a pad of newspaper, on top of a board. Arrange your slices anyway you like on the cotton cloth. Be sure to overlap the slices of veg, as this is what will hold the paper together.

STEP 3- Place another cotton cloth on top of the design, creating a sandwich effect with the veg in-between the sheets of cloth.

STEP 4- Place the sandwiched veggies between several sheets of newspaper. Your slices will be very damp at this stage, so after an hour make sure to replace the newspaper with dry newspaper. This is important as if any moisture is left in the veg it will turn mouldy before it dries.

STEP 5- Insert the sandwiched veggies into your screw press and gradually tighten it more and more. Keep tightening the press until all of the vegetable paper has dried out.

STEP 6- Once step 5 has been completed till your paper is dry you can release the veg paper from the screw press.

The vegetable paper can be left as it is or coated with a sealant. Acrylic wax can turn the brittle paper into flexible paper (however this can create a shiny effect.) While the vegetable paper can lose its vibrancy over time it will always retain the structure of the plant, which is where the real appeal of this paper lies.

JENNY BLANC  
LONDON BARBADOS



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# the women behind the photo

WHAT DO YOU GET WHEN YOU MIX CREATIVITY, FUN AND FOOD? THE DAY IN THE LIFE OF A FOOD STYLIST THAT'S WHAT. THE TONGUE ARE GIVEN AN INSIGHT INTO THIS CHALLENGING YET REWARDING INDUSTRY THROUGH THE EYES OF FOUR FABULOUS FEMALE FOOD STYLISTS.

## sue townsend

Sue Townsend began her career by working for Tesco's head office assessing food products, she is now one of the most sought after food stylists in the business. She was the lady behind the 'Hellman's makes it' campaign and her CV boasts huge clients from the likes of M&S, Café Nero and British Airways. As if all of that wasn't enough, she has 10 cookery books under her belt and has just finished working on the set of Game of Thrones.

Sue refuses to be bound to a studio however and has worked on major film titles such as Stephen King's '1408' and Martin Scorsese's 'Hugo,' working on a scene which involved 247 cakes!

"I like being on a film set best of all, there is a real buzz about it and the adrenalin flows!" But it's no piece of cake (pun unintended). "There is less time to pick up details... On a film set the director says when filming starts and you cannot say 'oh hang on a minute, I'm not ready!' often there is more food on a film set."

With the amount of food-related posts appearing across Instagram and other social media websites, I'm intrigued to ask the opinion of a food stylist and whether this is has an effect on this industry. Sue says; "I think digital photography has made a lot of people think that they can produce semi-professional food shots," badly shot food does more harm to a brand than good, says Sue, "everyone has become their own expert... badly presented food just isn't acceptable." So maybe that picture you took of your layered fruit breakfast isn't your ticket in after all.

Sue advises all of you budding food stylists out there to get as much work experience as possible before applying to jobs, working as an assistant for free will provide you with invaluable experience and enable you to gain skills you won't be able to find anywhere else.

WORDS BY OLIVIA JONES



## alice adams



Alice Adams is an Australian food stylist currently based in Rome. She works from her kitchen studio in Monterverde Veechio which she shares with photographer Marie Sjöberg and is Rome's only photography studio purely dedicated to food. They are both part of a collective collaboration of Italian and international food creatives that effectively incorporate different cultures' traditional heritage into their shoots.

Alice says that however glamorous the career may appear, shoots can be gruelling and vary from 8 to 18 hours, "you come home pretty tired" she laughs. She explains that it can often take days to prep food for shoots and gather the perfect props to capture a particular client's aesthetic. But being a member of 'Slow Food,' an organization working in 150 countries that aims to ensure that everyone has access to good, clean and fair food, she aims to incorporate this into her shoots, "I really believe in the Slow Food message," she tells me that she always aims to "buy my produce at the market or local vegetable vendor instead of the supermarket and I recycle everything on set."

In her spare time she runs a successful food blog and has contributed to cookery books such as Robyn Lee's 'Milan; Discovering Food, Fashion and Family in a Private City' and Susan Wright's, 'Secret Rome.' But her true passion is working on set, she has plans to open a shiny new photography studio in order to "carve off a larger slice of the Italian food photography market." She aims for this to be a space that is open to creative collaborations and workshops.

Above all, her love and passion for food is evident; "I love being on set. I like the people I work with and the camaraderie that comes with it."

WORDS BY OLIVIA JONES





# give us a swirl

WITH THE CUPCAKE NO LONGER AT THE FOREFRONT OF OUR SUGAR CRAVING MINDS (AND QUITE FRANKLY WE'RE BORED OF CAKE POPS AND MACAROONS, TOO) WE HAVE FALLEN IN LOVE ALL OVER AGAIN WITH THE MODEST MERINGUE.

A new delicious treat to appear in our lives has been long overdue; enter the Meringue Girls, aka Alex Hoffler and Stacy O' Gorman. The 20-something duo bonded whilst working in a restaurant in Hackney, London. Motivated by finding the new food trend- The Meringue Girls were born.

Their quirky sense of style is without a doubt echoed in the meringue flavours, our personal favourites being; watermelon (a green and pink swirl complete with sesame seeds), pistachio and rosewater and of course, gin and tonic. Piped using stripes of natural flavorings, each meringue has an individual pastel die-dye look.

Not only do they excite our taste buds but also the beautiful packaging is easy on the eyes. The meringues arrive perfectly gift wrapped, complete with bow or in a rustic vintage-esque apple crate.

The girls are no strangers to a VIP party; the meringues were served at Vogue's Fashion Night Out and Alexander McQueen events. The girls also created a rug for Eat Your Heart Out's 3 story edible hotel at their London launch. Curated by MissCakeHead, the colorful carpet consisted of 1, 080 mini meringues at

PAGE 32/ the tongue.

the Tate & Lyle Tasting House.

They can be found making appearances at street food events and pop up stores around London such as WeFeast, Kerb, Street Feast and K-Town, as well as supplying for Selfridges and Harvey Nichols.

If you just can't get enough of the adorable treats, you can order a bespoke wedding or celebration cake. Yes, that's right, an entire cake made from meringues. Complete with delicate flower decorations and meringue flavoured buttercream that you get to design all by yourself.

All hail the rise of the posh meringue!

WORDS BY OLIVIA JONES



Meringue Girls Masterclass- reviewed by The Evening Standard as one of London's best foodie masterclasses.

Learn how to make, colour, flavour and pipe your signature meringue kisses over a complimentary glass of Prosecco.

There are eight spaces per class and times are 6:30pm- 9pm. Places are £70

Next masterclass dates...

April: 15th & 29th

May: 13th & 27th

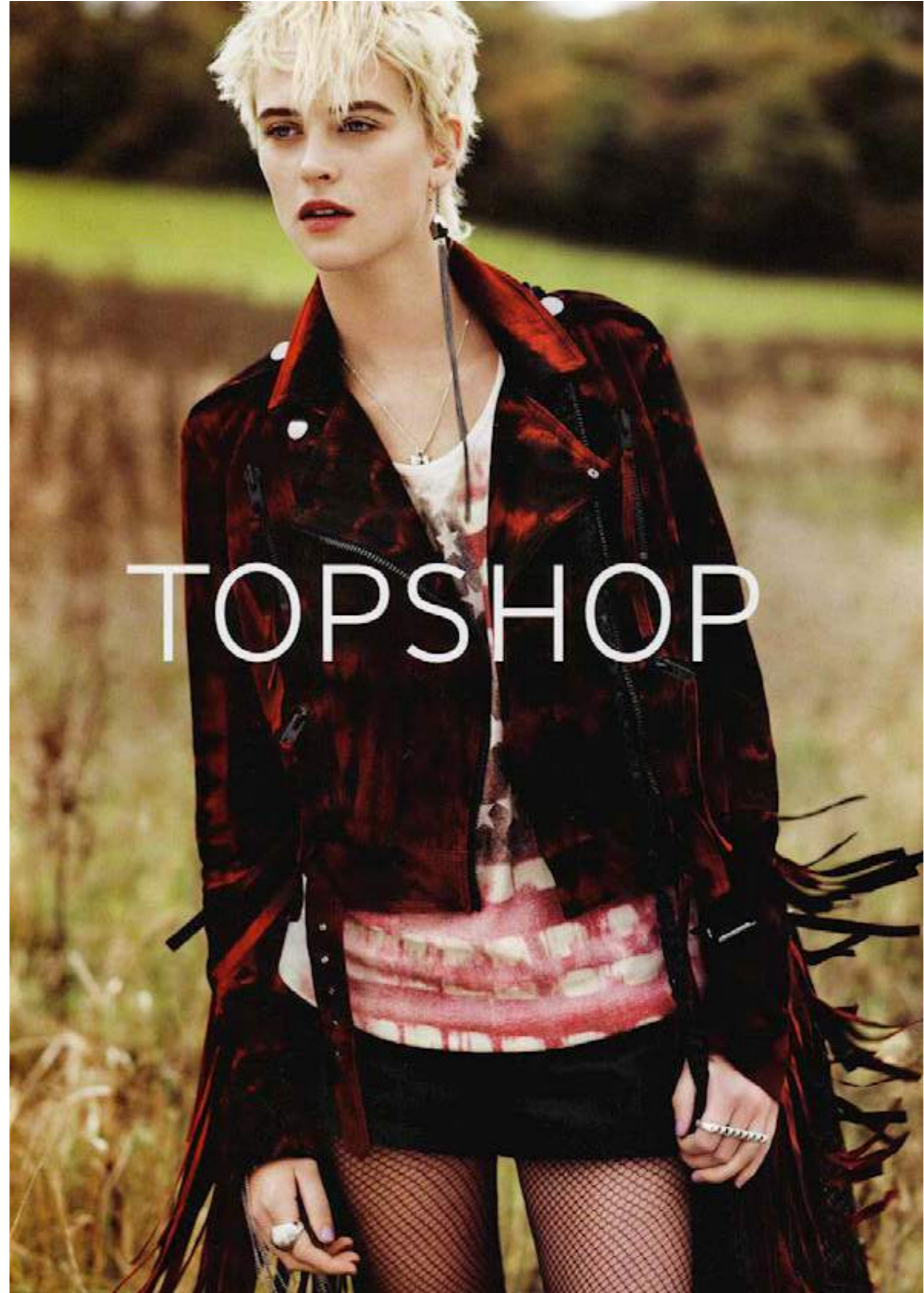
To book email:  
hello@meringuegirls.co.uk

## THERE ARE TWO KINDS OF PEOPLE IN THIS WORLD



# the palette

DO CHEFS DESERVE A PLACE AT THE TABLE WITH ARTISTS, MUSICIANS, PHOTOGRAPHERS AND PERFORMERS? WHEN DIFFERENT CUISINES REPRESENT DIFFERENT CULTURES AND FOOD IS A PASSION FOR SOME THE SAME WAY ART IS A PASSION FOR OTHERS, FOOD NOW HOLDS A STRONG PLACE IN ART AND CULTURE. THIS SECTIONS TALKS ABOUT HOW THE WORLD IS BEGINNING TO NOTICE AND INDULGE FOOD IN ART, DESIGN AND CULTURE.



# edible kitchenware: piet zwart institute.

YOU CAN NOW EAT EVERYTHING - EVEN THE KITCHEN SINK.

Do you ever go to the fridge only to discover it's as empty as when you bought it? A group of students from the Piet Zwart Institute, Rotterdam, have come up with the perfect solution. The edible two-part ground breaking collection aptly titled Altered Appliances, sees patterned rolling pins that make edible plates and a meat grinder that squeezes out colourful bowls becoming the future of kitchenware. These kitchen commodities will come in handy when it's 6pm on a Sunday, your local supermarket is closed and you have nothing to eat. Whack out an edible plate and your hunger pangs shall be diminished. And if you think they're too pretty to eat, they make the perfect kitchenware too.

Rollware is a set of laser-cut rolling pins designed by Joanne Choueiri, Giulia Cosenza and Povilas Raskevicius to produce edible plates and dishes from dough. You can blend your favourite colour vegetable and add it to the concoction to match the walls of your kitchen, whilst different flavourings can be added to satisfy taste buds. With varying patterns the possibilities endless. The creations are then baked to crisp them off allowing them to hold liquid whilst giving the texture of a crunchy day old slice of pizza should you take a bite.

Despite the collection's creative flair it has been faced with its share of controversy. Designer Joanne Choueri explained how for some 'the Edible Appliances collection may sound silly' she said, '...But, for me, what is silly is the fact that an edible plate has not been thought of before. We reuse the same plates, washing them, chipping their unreliable materials. If something is used for food, why shouldn't we be able to eat that too? Personally I hate washing up.'

The second instalment is Extrudough; a collection of biodegradable tableware made with a slab of dough and a meat grinder, which designers Bo Baalman and Kine Solberg describe as a 'human powered 3D printer'.

Soft dough with your chosen colours and flavourings are extruded through a meat grinder into thin tubes and onto various shaped moulds, later dried at room temperature.

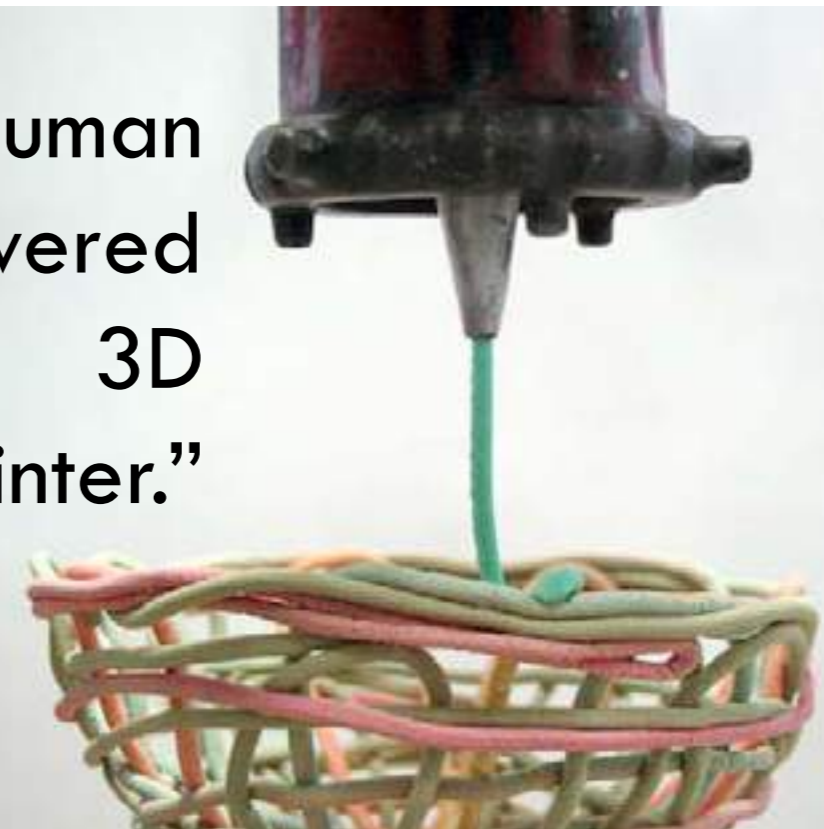
Embodying the shape of a large pretzel, the bowls are great to harbour loose snacks, however the holey creation wouldn't be very suitable for a milky bowl of cereal.

All products created by the Piet Zwart students are however extremely cheap to produce with a shorter decomposing time than other temporary tableware such as paper plates. Not that they will have much time to decompose, your guests may find it too hard to resist a nibble on an edible plate. Come Dine with Me and Eat my Plates. Why not?

WORDS BY JADE-LOUISE GOODMAN



“A human  
powered  
3D  
printer.”





# from palette to palate

FOR 2% OF THE POPULATION, THE SKITTLES SLOGAN 'TASTE THE RAINBOW' IS ALL TOO TRUE. FOR THESE SELECT FEW, WHILST THEIR BRAIN REGISTERS A COLOUR OR NUMBER, THEIR BRAIN ALLOWS THEM TO ASSOCIATE THEM WITH TASTE.

*Synaesthesia- a neurological condition in which the sufferer associates colours with taste.*

Long dismissed as a product of overactive imaginations or a sign of mental illness, synaesthesia has grudgingly come to be accepted by scientists in recent years as an actual phenomenon with a real neurological explanation.

For 'sufferer' Karla Milton, a bakery chef from Newcastle, synaesthesia is very real and in fact a necessity for her. 'I own a concept bakery in which I bake cakes inspired by the colours I taste. Without having synaesthesia none of this would have been possible' she said.

-Colours in Karla's world tingle taste buds of food combinations that even the most progressive chefs wouldn't dream of combining. Red is like eating solid pasta, while yellow is pliable, brilliant and intense, 'a bit like hardened lemon icing'. Rich

purple tastes like chocolate and makes Karla's breath smell dark blue. While 'confusion is like biting into a freshly picked and peeled orange that has been wrapped in a sardine.'

Many who suffer from synaesthesia fear ridicule for their unusual abilities. 'Most people that I explain it to would either be fascinated or look at me like I'm crazy' Karla said. 'Especially friends who were of a very logical mind set.'

Whilst the condition can help fuel Karla's cooking creativity, at times it has been a hindrance. 'Because my brain is associating everything I see with food, I'm rarely hungry as my brain tells

WORDS BY JADE-LOUISE GOODMAN



# acoustic food

WE ALL MAY HAVE DINED AND DANCED TO OUR FAVOURITE TRACKS. BUT OUR DRINK DANCING ALONG THE SAME TUNE OR OUR FOOD TASTING OF THAT SONG? NOW THAT'S SOMETHING NEW.

Fostering creativity and pushing culinary boundaries, two design studios - Bombass & Parr and 54 Hypers Studio - have innovatively paired up food and drinks with music. While one converts songs into meatball recipes, the other makes our cocktails dance along the same tune we're dancing on.

Bombass & Parr, the London based creative duo have yet again questioned something we wouldn't even have thought of. By investigating the ways in which acoustic technology can be redefined, they've come up with a prototype-drinking vessel that links sound, vibration and physics with drinks. Their project named after and inspired from the works of the 18th century German physicist and musician Ernst Chladni, 'the Chladni punch bowl', uses vibrations of the sound moving through the bowl to jiggle the liquid as if it's dancing. The vessel allows sound to be visualized across the surface of a drink. They have paired ten cocktails with songs. Rum and Coke wobble to Rum and Coca-Cola by Andrew Sisters while Cosmo shimmies to the rhythm of 2001: a space odyssey. Wondering how the pairing works? The songs that share similar sonic qualities with the drinks flavour notes are paired together. "Certain parts of the tongue react differently with sound. High volume is sweet and salty, high notes are sweet and sour. Low volume is bland and crunchy, low notes are bitter and umami. From that we picked the songs that registered with the drinks notes," the duo explained.

This explains how sound is more than a single sensorial experience. Who would have thought we would once have our drinks as our dancing partner.

Now imagine this, taking a bite of your favourite song. Sounds impossible or so that's what we thought, until now.

54 Hypers Studio have come up with a meaty project where you can convert your favourite beats into carnivorous recipes. The project named, Beatballs, uses algorithms to scan music and analyse its key attributes to create a complementary flavour profile. It's an initiative by 54 students from Interactive Art Director program at Hyper Island. They developed a code that translates specific songs into different 'meatball' recipes based on tempo, cadence, mood, key and other tuneful attributes. The web app to this project is relatively easy to use, just enter the artist or track title and you're presented with the full ingredient list plus the recipe of that track. You'll have to take the effort to make these meatballs by yourself, but not for long.

The group aim to develop a home food processor that can turn the acoustic properties of a song into a meatball. To understand how that would work, you can view the video of their giant prototype, Beatballizer. Currently raising funds on Kickstarter for the same, they have managed to raise \$9000 so far. Well, we do hope they raise funds soon as the giant prototype doesn't look very safe and aren't we all dying to eat our favourite tune.

WORDS BY AAKRITI CHOPRA

# food etiquette

WHILE WE ALL FANCY EATING OUT, IT'S A CHALLENGE TO EAT SOME DISHES. KNOWING THE RIGHT FOOD ETIQUETTES ISN'T SOMETHING WE NEED LESSONS IN BUT THERE ARE SOME DISHES WHICH REQUIRE US TO EAT THEM RIGHT ELSE IT WON'T ONLY CAUSE US EMBARRASSMENT BUT WILL ALSO HELP OUR TASTE BUDS SAVOUR THE TASTE MORE. HERE'S A QUICK GUIDE TO EATING SOME OF THE HARDEST DISHES, JUST RIGHT!



## SNAILS

How can one even know how to eat this delicacy? Do you crack open the shells or suck the little critters out? Save yourself from such a dilemma. This dish is served on odd-looking plates with strange utensils. Make a note to have these utensils with you before you start: escargot plate, snail fork, dinner roll, snail tongs. Using the tongs to grip and hold the snails in place, remove the meat. Use the snail fork to pull out the contents. Now just savour their delicate earthly taste.



## SUSHI

The best way to eat sushi still remains controversial. While we all try our luck to eat this yummy-ilicious dish with chopsticks, we would suggest you to drop it. One needs practicality and etiquette - both - to eat this one right. Don't worry, we tell you all. Assuming you know which one to order from sashimi, nigiri, maki or temaki, just follow these steps. Pick up the sushi. Grip it, but don't squeeze it. Next, roll it partly over and turn it upside down. You should dip it just enough to taste to the soy sauce from the base. Finally place the whole piece in your mouth; remember the fish should touch your tongue first.



## LOBSTER

One of the world's culinary delights, eating a lobster can be a pain in the ass – well not literally. And being served a whole lobster is just downright intimidating. Before you begin, prepare yourself with lobster pick, nutcracker, empty bowl, bib and extra napkins. Start with the tail. Grab the body in one hand and tail in the other. Twist it in the opposite direction. Push down the tail with both hands till the shell cracks. This is the meatiest part of the lobster. Next twist off one claw at closest knuckle joint. Rip off the thumb and push the meat out with a pick. Put rest of the claw in nutcracker and crack at the widest point. Pull with fingers. Next, with knuckles pull off the hands and break it open with the nutcracker. Using the pick, push out the meat. For the legs, yank them off and suck the meat. Finally the body, most work, most mess. Hold the body steady near the tail and push out the meat using the pick.

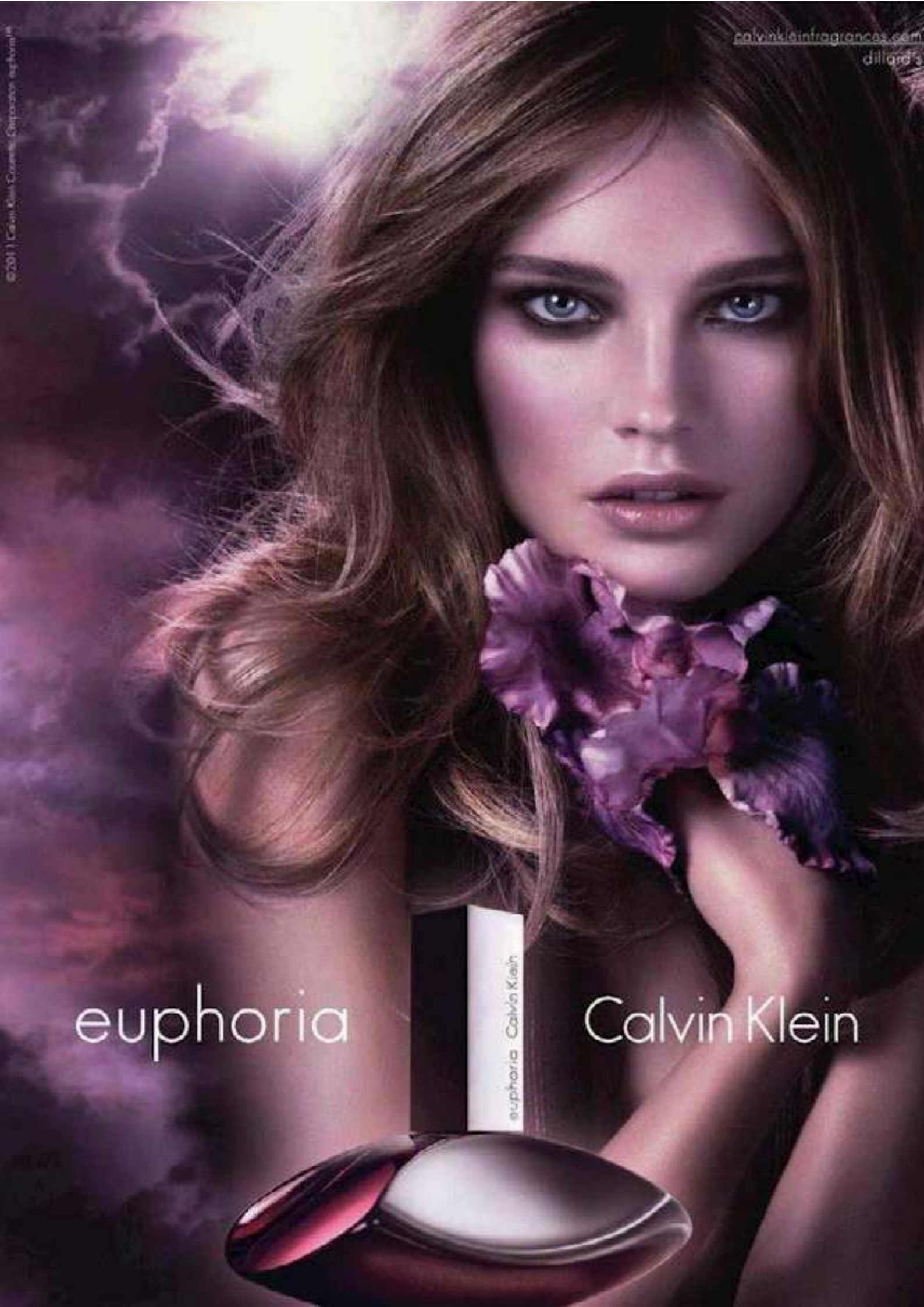


## ARTICHOKES

One cannot eat this fruit in its raw form though if approached correctly, it can prove to be delicious, healthy and an unusual addition to your meal. Start by cutting off the sharp leaf tips with a pair of scissors. Next boil the artichoke in salted water or steam it for 20-25 minutes until its tender. Drain them upside down. Take the outer leaves off one by one. Coat the tip with any dips of your choice. Gently nibble off the gentle bits at the bottom of the leaf. Continue until you get to the smaller centre leaves. Pull them off and you can eat them. Remember not to eat the sharp bits in the leaf unless you want to choke.



WORDS BY AAKRITI CHOPRA



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# the unknown aphrodisiacs

We all know that different foods serve a variety of purposes. Some boost energy levels, others aid memory and there are those that feed us. But what about those foods that tickle more than just our taste buds? Myths of erotic foods have circulated since the Stone Age. Can we establish if these are just rumours from the grapevine (no pun intended) or are they facts? We have not been fooled; there are foods that serve a much more erotic purpose than we initially suspected. While most traditional aphrodisiacs are the likes of oysters, chocolate and strawberries, what about the more unassuming aphrodisiacs, just lying in your kitchen at home?



Photographer David Henry Thomas  
Model Ellie Isherwood  
Shoot Production Molly Ajeto  
Lighting Assistant Aakriti Chopra  
Stylists Liv Jones, Molly Ajeto  
Hair Stylists Rosie Anne Footit, Liv Jones

## CU-CUM-BER

The humble cucumber is not only a great accessory to any salad but it's also one of the leading food aphrodisiacs on the market. The phallic shape is a key factor in the cucumbers role as a stimulant for women. While the scent of a cucumber may not be the selling point of the vegetable, the aroma given off from the cucumber is an extremely high arousal quality for females.

Photographer David Henry Thomas  
Model Ellie Isherwood  
Shoot Production Molly Ajeto  
Lighting Assistant Liv Jones  
Stylists Molly Ajeto, Liv Jones  
Hair Stylist Liv Jones



SOAK IT UP  
Perhaps an obvious one when some thought is put to it, the relaxing and calming qualities of tea are the characteristics that create its sexually stimulating sensations. While some aphrodisiacs work by boosting libido there are many others that work by relaxing the

## OUR MELONS

Another erotic relaxant is our juicy watermelons. This refreshing fruit is high in phytonutrient citrulline that converts into nitric oxide, this quality allows our blood vessels to relax and speed up circulation. To put it plainly, this process that takes place in a watermelon has the exact same effect as Viagra. Perhaps consider putting down the pills and heading to the fruit bowl.



Photographer David Henry Thomas  
Model Ellie Isherwood  
Shoot Production Molly Ajeto  
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Shoot Production Molly Ajeto  
Lighting Assistant Liv Jones  
Stylists Molly Ajeto, Liv Jones



## HONEY BOOB

Remember that sweet, sticky stuff... yes that's right honey is an infamous aphrodisiac. Created through the process of pollination, quite literally thanks to the 'birds and the bees,' specific nutrients found in honey aid increased levels of testosterone and estrogen in men and women. The word 'honeymoon' derives from the honey's sensual properties.





Photographer David Henry Thomas  
Model Ellie Isherwood  
Shoot Production Molly Ajeto  
Lighting Assistant Molly Ajeto  
Stylists Molly Ajeto, Liv Jones

#### CLOVES OFF

While the aroma of some foods is said to be an arousing quality for both sexes, garlic certainly isn't the first scent one considers when thinking of romance. Despite the 'garlic breath' taboo, the improvement of blood circulation is a key aspect of this particular aphrodisiac. The inconspicuous garlic is said to spice things up so much it has been named the 'hot herb.'

WORDS BY MOLLY AJETO



#### THE NUTS

Nuts. Yes, nuts are another food that contains the essential nitric oxide, boosting the relaxation of blood vessels. Not only can nuts increase energy levels they are also known for their sensitivity, and by that we mean the increase in sensitivity of the human skin.



# prison break? piece of cake

THERE IS SELDOM MORE COMPLIMENTARY TOWARDS ONE ANOTHER THAN THE ENCOMPASSING OF FILMOGRAPHY AND FOOD. SECOND ONLY TO THE TONGUE, FILMOGRAPHY IS THE BEST WAY OF CAPTURING THE DELICACY OF FOOD IN ITS MOST INTRICATE MOMENTS, AND TO AN EXTENT, IS PREVALENT TO ITS VISUAL CORE.

Putting worthy winners, Oscar snubs and compelling cinematic culture to one side, there was only one current contender where portrayal of food imagery was on point. Wes Anderson's 'Grand Budapest Hotel' excelled in more than one respect. Of all the contenders for Best Picture for this year's Oscars, it was the only contender to encapsulate food in a manner that consumed our attention, yet without detracting from the story. Or rather, the story within the story. Never one to do things by halves, Anderson delivered the cinematic sensation of a concierge at a picturesque mountainside hotel, Gustave, played by the astounding Ralph

Fiennes, who becomes heavily involved in a murderous and thieving scandal. Set in the 1930s, the film carries us through this ambiguous tale and embodies all the furnishings one could expect from that era, whilst enticing us with a crucial component to its success; Mendl's Patisserie.

Shots of the delicious baked goods show the cakes themselves layered in a tiered fashion, smothered in icing and minuscule details such as bunting and trills. Pastel blues and pinks unite to form the foundation of these goods, replicating their delicate nature and heightening their cinematic value. The very name is one in which you would associate with a typical bakery, completed by the packaging which takes the form of intricate boxes wrapped with ribbon.

Our acknowledgement of Mendl's Patisserie is first brought to our attention through the lifting of a screen emblazoned with the logo to reveal the delicacies themselves. Accompanied by uplifting, harmonious music that you would only associate with a 1930's French cafe, the shots within these scenes

convey the hard – if not juxtaposed - work that goes into making such aesthetically delicate cakes. Agatha, played by Saoirse Ronan, is shown to physically wipe her brow before studying each cake with immense care. Precision is profound in this scene, as concluded with the closing of the scene where she physically ties up the box, leaving us, the viewer, more enticed than ever and even more unaware of their central purpose behind the film – part of a plan deviated by Gustave.

Whilst retaining innocence in physical form, Mendl's Patisserie are in fact part of a cunning prison-break devised by Gustave and the peers of whom he had befriended through supplying them with Mendl's on a frequent basis since being wrongly imprisoned. Gustave's accomplices outside of prison smuggle digging tools into the cakes whilst baking them. Such, that they escape the prison security's notice - unlike the block of cheese which is stabbed profusely, as well as a loaf of bread that is sliced without a moment's thought. The guard thinks nothing of the

cakes due to their aesthetic appeal; who could possibly have a separate agenda with something as innocent as far as the eye can see? The irony of how something so innocent could be a part of a plan so cunning reminds us of how we have to square with our own conscience in moments of weaknesses where the temptation overrides our intentions of not eating treats such as these.

The power of these cakes both as being centre to the plot and the cinematic ingenuity of them captivates us in the same manner as perhaps the cakes would themselves. The very context they are used in hosts a striking association to our relationship with cakes; they are, both physically and mentally, our guilty pleasure. It might seem like a tall order, yearning for filmography and food to compliment one another, but Wes Anderson delivers so as both a visual pleasure and a promise.

WORDS BY SOPHIE YAPP



LIDINGÖ white kitchen  
Price based on 10'x10' kitchen\*  
**\$2980**



# You'll think you've died and gone to kitchen.

>> [commercial-archive.com](http://commercial-archive.com)

Some people would describe heaven with angels and a great harp band. But for others, it's a gorgeous countertop, lovely cupboards and a kitchen island. If you're in the second camp, you're in luck. IKEA has 23 door styles to choose from to make your dream kitchen a reality. Country. Modern. Scandinavian. All divine and all backed with a 25-year warranty (practically an eternity really!) at prices that are more affordable than you might think. Check out [IKEA.ca/kitchens](http://IKEA.ca/kitchens) for everything you need to bring your vision of the culinary afterlife into this world. **KITCHENS YOU DREAM ABOUT.**



Love your home

© 2014 IKEA Systems BV 2008. \*Prices are based on a typical 10'x10' LIDINGÖ white modularized kitchen. Handles, countertop, appliances, sink, faucet, delivery and installation not included. While supplies last. Selection may vary by store.

# a wondrous world of wobble

JELLY ENTREPRENEURS, BOMPAS & PARR, TALK ABOUT THE INSPIRATIONS BEHIND THEIR JELLY CREATIONS.

There is certainly a vivid personality divide that comes through in the foodie famous duo that is Bompas & Parr. Witty, full of humor and oozing enthusiasm, it's clear that between the two, Sam Bompas is the voice of ideas. Harry Parr is evidently the one to bring practicability to the scheme of visions, allowing them to become realistic and ambitious. Harry, training as an architect before they began their adventurous food journey gave birth to the legendary ability Bompas & Parr own in welding famous buildings (such as their jelly remake of St Paul's Cathedral). A talent which can only be described at the least skillful, with the texture of gelatin being visibly not an easy one to mould, especially when it acquires the ambitious shapes and sizes Bompas & Parr do so well to work with. Aware of experts who have trained for countless amounts of years in specialty culinary areas, their projects are always aimed to stand out in terms of an experience rather than just the taste. Recognizing that the ultimate foodie experience doesn't singularly depend on the taste of food, they've created their projects in mind of; environment of dining experience, impacts of correspondence offered in the senses and the pure ability to shock and amuse the public only helping to further their reputation as self-made jelly architects.

Aware of the dilemma's they would have to work around using gelatine as their main ingredient to success, the boys have found smart tricks and ways to work around these wobbly worries. For some people, a weakness in an idea would be the means of an end, but for B&P, they used these challenges of fault to their advantage only strengthening their success.

When the two started out the public's imaginations ran wild at the thought of voluminous jelly models. Predictable as when someone mentions jelly as an art form, the imagination quite appropriately runs wild. The boys didn't help themselves with this- encouraging the fascination

earlier on in their journey when interviewed by journalists stating un-practicable claims they were going to be the ones to make great voluptuous jelly masterpieces. The following week phone calls were made to the studio in request of great big, jelly castles. Though, it was easy to feel overwhelmed by the pressure it didn't discourage them and with confidence in their ideas, the two went for it. Avoiding working themselves into a comfort zone, the boys are never afraid to try new things and work with various themes of project installations, "We always try to push ourselves to do original things. In the process we learn new things along the way" regularly experimenting in different territories experimenting with the crossover between food, art science and fashion. Last year completing a Tutti Frutti collection with Kit Neal who originally designed the outfits for the installation, and later turned it into a collection stocked at Opening Ceremony.

It does help, as the two ecstatically claimed in the interview, "Jelly always fills people with joy!"

Playing on the stimulation of the senses is a continual theme throughout the projects of Bompas & Parr and one of their unique aesthetic qualities of their imaginative production. "At The Tasting Rooms at the Guinness Store House, Dublin working with the senses was important. "In consideration of creating the best place to drink Guinness in the world, you need to create the perfect environment." working with flavor scientists to define the environmental factors that serve to enhance taste perception. Sam deepening further into the process added, "The space, light, sound, and materials chosen were all carefully considered in response to the research, stimulating sight, sound and smell, then came the actual tasting of the Guinness." Similar to that of the senses, using food as an interaction with the human body is something too they have experimented with. Valentine's Day this year, they paired up the age





of human bodies with whisky, for “Anatomical Whisky Tasting” using body curves as drinking vessels and using differential people’s life stories to put the drink in perspective. From the notion of consuming the drink and their body temperature, the boys said how they discovered the way whisky tastes from the body is different from that of a regular glass, “This may well be the future of food, as well as drink” this, very much like a lot of their projects resembles scientifically curious experiments, always on the search for the next way to consume food and create a taste experience, they never disappoint. Like all great inventors, a lot of method practice goes into the Bompas & Parr creations but it’s important to them that they always find ways around these impractical features of design. “Methods may change on the way; you may do some findings along the way that change your outcome. But the effort is never wasted” assured Sam.

Still acknowledging the visual power of their projects, their visual output in marketing sense has always developed a colourful and graphic “house style” when designing installations. The two emphasise how important it is for the presentation to fit with the imaginative creativity and “house style” of the B&P brand. The inspiration of such importance in visual marketing comes from their “culinary heroes” Agnes B Marshall who exercised self-promotion, recipes for Alexandra Jelly shamelessly supplemented by a catalogue of her own-brand jelly moulds and warning against unwholesome imitators. Known as the “queen of ices and chilled desserts” she invented ice cream made

with liquid air.

Further to this, inspirations to the duo also include Showman and philanthropist “Alexis Soyer” popularising gas cookery and opening a food based theme park rivalling the Great Exhibition, including ice caves stuffed with snow foxes and mirror chambers and London’s first cocktail bar, a medieval banqueting hall seating 5000



and a grotto with the entrance of a waterfall. Sam stated, “We can thank history for the inspiration that went into some of our most successful projects.”

It is clear the inventive side of B&P was developed from the great business minds of food architectural icons – Antoine Carême, who claimed architecture’s main brand was confectionary – his famous work of elaborate table decorations is comparable to the outrageous ones of Bompas & Parr. “When designing an installation, we consider whether these experiences will photograph well, to ensure anyone can take a great photo and it will always look good wherever it ends up” the inspiration from the history of food innovation the two collect in magpie need not credit their capability and well deserved recognition as the most respected, significant duo of London to push the boundaries in food design.

WORDS BY ROSIE-ANNE FOOTITT



# mapping men onto the menu

THERE HAS BEEN A ROLE REVERSAL IN THE REALM OF KITCHEN. WE SEE A NEW 'I LOVE TO BE IN THE KITCHEN' TRIBE AND IT DOESN'T INCLUDE ANY PROFESSIONAL CHEFS. WE EXPLORE THIS NEW ART OF MANLINESS AND HOW MUCH WE'RE IN LOVE WITH IT.

The entry of men in the kitchen territory of women isn't something that has taken place recently; this change has been progressing from many decades. Once, cooking was not even accepted as a profession but now it's considered a vital skill, be it in a man or woman. In fact, women seem to have gotten bored with it. But men? That's the new it thing for them. Wait, we're not talking about the same old celebrity chefs, we're talking about your guy next door cooking and cooking some wonderful dishes.

In this era of gender equality, men cooking food and enjoying this act is just another example of how far our society has evolved. The entry of men in the kitchen sphere first occurred post World War II when soldiers returned home from war and sought to earn a living. Having learned to cook in their time away, they wanted to use their newfound skill by working at a restaurant. Cooking, which was once taken as a daily chore entitled only to be fulfilled by women was being taken up by men in the professional world. But now we have reached a point where we see our younger brothers taking up cooking as a serious hobby and men our age with different occupations taking pride in their dishes. More men are now cooking for different reasons. The reasons vary from being a bare necessity to cooking to impress to having a passion for this flair.

This increasing tribe of amazing non-professional male chefs brings out a whole new side of chauvinism. It shows how men these days are in sync with their feminine side; a man cooking is as cute as a man holding a baby.

Food is a sensory thing, thus cooking food has a sensual side to it too. There's something very romantic in a man understanding the spices, putting together an exotic dish, laying the table and then having to taste the dish together, the first bite can just be compared to an orgasm. You can relate a man being good with food to a man being good in bed too. Ah well, that's said from experience.

And don't we all find men who can cook attractive? Yes it's a skill no woman can resist. Cooking also happens to have a masculine side to it. Men love to boast and cooking good-looking food just helps. There used to be a time when it was believed that unless straight guys who cook, are chefs, they couldn't cook. It's ironic how now it's widely believed that it's very manly to cook. If we look at food networks, we'll see the majority of hosts happen to be male. Though that's not how it was always, there used to be a time when such shows were hosted by female anchors. With the change in hosts, came the change in audience. Looking at other cooking shows like 'Master chef', men don't only watch them but men win the majority of such shows too. Who would have thought of such a thing a fifty years back when this was a rare occurrence, a time when prospective grooms relied on homemakers to do all the cooking.

But what brought about this change? Was it the shift in the attitudes of men and women or did this change occur when women started working long hours and found a space beyond the kitchen for acknowledgement. We can't exactly trace when women lost interest and men fell for this, but we can surely change the old proverb now to "a way to women's heart is through her stomach."

Don't worry if your guy doesn't cook for you, you can lure him in through various means.

Incase none of the suggested ones work on your guy, you can log onto YouTube and show him these new viral videos by Jenn, of her cooking topless. Don't worry she makes sure everything is properly covered, after all her sole intention is to make men cook food. And if that doesn't work then we don't know what will.

Happy Cooking guys!

WORDS BY AAKRITI CHOPRA

## HOW TO HOOK YOUR GUY TO COOKING:

- Promise him interesting things
- Make him watch all food shows with male hosts
- Tell him the benefits of couples cooking together
- Try getting in a 'masculine' spirit of things i.e. recipes that have ingredients like beer, vodka, brandy and wine
- Gift him cookbooks written by men
- Never, and I mean never criticize his food
- Make him feel as if the kitchen is his space, make place for his iPod and a mini bar.
- Praise his cooking in front of everyone
- Last but not the least, withhold sex





# what's your poison?

AS A BASIC HUMAN TENDENCY, WE ARE ATTRACTED TO WHAT WE CONNECT TO. IF A RESTAURANT'S ETHOS ARE ON DISPLAY THROUGH ITS DÉCOR AND FOOD, AND THAT'S WHAT WE'RE ATTRACTED TO, WE'LL ALWAYS GO BACK FOR MORE. BUT THE FAST PACE OUR WORLD RUNS ON, THE DEMAND FOR SOMETHING OFF THE WALL AND CREATIVE HAS TURNED INTO A MERE NECESSITY. WE ALL HAVE THAT ONE POISON WE KEEP GOING BACK FOR, DON'T WE?

Art plays an interesting role in the presentation of food. It's what takes our dining experience to another level. Restaurants have now been paying equal attention to a dish's presentation as it did to its taste. It's a known fact that many artists love to cook. But why? Is it because the same technique of art applies to cooking as well? Draw with your heart and cook with your heart, the result will be the same, something worth holding on to. Cooking food is as creative as spending time in a studio, and when combined, they give something for our palate and palette.

If we look back in time, we can see, dining was never just about eating food but also about elaborate display. The way the food is presented forms the first impression of what we're going to eat. A technique, which can either make or break a restaurant. Care for appearance also shows that you have pride in what you've made. Apart from Chefs and Food stylists who are to see to the artistic side of food, there are also Brand Experience Managers who's main aim is to increase one's dining experience. While some restaurants have taken up out of the box décor themes, some have come out to present food as art like serving food in quirky appliances. Let's have a look at some of these restaurants around the globe.



D.I.Y. Bruschetta or Do It Yourself Bruschetta is served on a wooden chopping board and comprises of a huge portion of sliced baguette, cold salad and minced lamb, all this is accompanied with a brush to oil your piece of baguette.



COKE & CANE



SCREW SOCIAL DRIVER



TRIP ON THE DRIP

## social offline

NEW DELHI/MUMBAI/BANGALORE - INDIA

Social Offline is the new it-hub for creative souls. A space built for networking, lounging, daydreaming and working. The café's ethos run deep in an attempt to bring back the time when 'social' was about face to face and not interface, a time when talking meant speaking to each other and not texting.

Introducing the second place concept where you can work and play, its raison d'être are its peculiar drinks and deconstructed dishes. Menu is quirky, fun and unexpected. It's all about departures from routines and deviations from the norm. The menu combines ingredients, cultures and presentation styles from around the world. While the drinks look like they are right out of a science fiction laboratory, the food is artfully plated with playfully named dishes. Depending on what you order, the food could arrive on gramophone records, enamel plates, frying pan and even wooden chopping boards.

The drinks are nothing less. They serve exactly the same purpose for what they are named. Deconstructed Moscow Mule, like the name, the drink is as deconstructed. It is served in a mule mug with a flask tied up in a muslin cloth containing dry ice and smoked vodka and is one of their signature drinks. Screw Social Driver does exactly what it says and hence is served with a screwdriver inside your vodka-orange juice cocktail.

The ethos of a restaurant also directly apply to the kind of crowd it attracts. And then therefore a restaurant ends up being judged according to its ethos. Social, hence, attracts creative's from the younger upcoming generation. It's exactly what defines today's youth, postmodern and quirky.



DECONSTRUCTED MOSCOW MULE



COSMO EXPLOSION



## farzi café

New Delhi-India

This café believes to create an illusion with cuisine. It's best described as a gourmet experience amalgamating traditional global cuisine, with its Indian influences and contemporary presentations. Guests experience the finest of modern Indian food using elements of molecular gastronomy. Every dish is thought out as painstakingly as it is prepared. Here's where street food gets as much spotlight as a gourmet meal. The café thrives on making mealtime whimsical, even magical.

The dishes exemplify the merger of culinary art and alchemy of modern presentations. Their serving techniques vary from food being served in mini trucks or trunks to your dish hanging out from tree branches, the quirkiest being your food arriving in a red telephone booth. It just looks like the dishes were styled at El Bulli rather than a restaurant in India.

Clearly, while molecular gastronomy may be one of the factors in this equation, the other is sheer atavism. Every dish has a story to tell and it's thought out as painstakingly as its prepared.

Contrary to Social Offline, Farzi is known to attract a mixture of young individuals and family crowd. This is something new as such off beat restaurants aren't known for family dinners, but Farzi seems to be changing the dining scene in India.

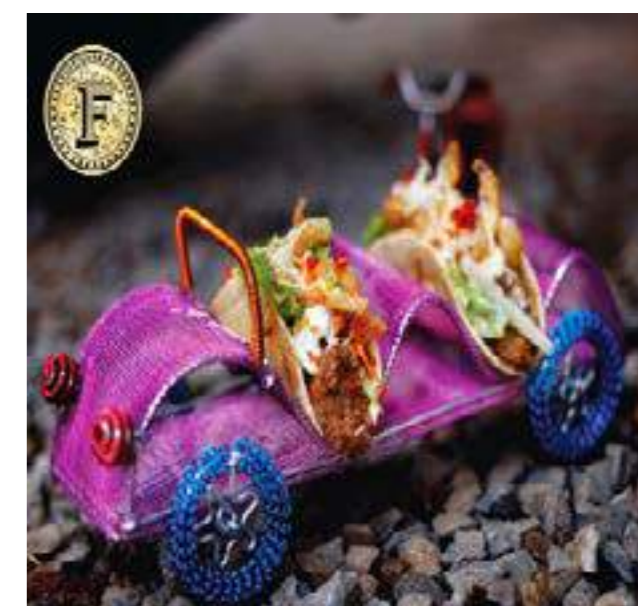
While some people prefer the above techniques, many are now asking for plates again, an example can be seen through a twitter page which says #wewantplates, who question such techniques. Freedom of speech much?

WORDS BY AAKRITI CHOPRA



"THERE IS NOTHING FARZI (FAKE) ABOUT IT, EVERYTHING IS GENUINE, 100% ORIGINAL TAKES, AND IF YOU ARE LOOKING FOR A CHANGE WHILE KEEPING YOUR PREFERENCES AS A CONSTANT, THIS IS WHERE YOU MEET YOUR MATCH. IT WORKS. I WOULD LOVE TO GO BACK AND BACK AND TRY THEIR COMPLETE MENU. I LOVED THIS NEW EXPERIENCE,"

-AS REVIEWED BY SIMARPRIT SINGH.

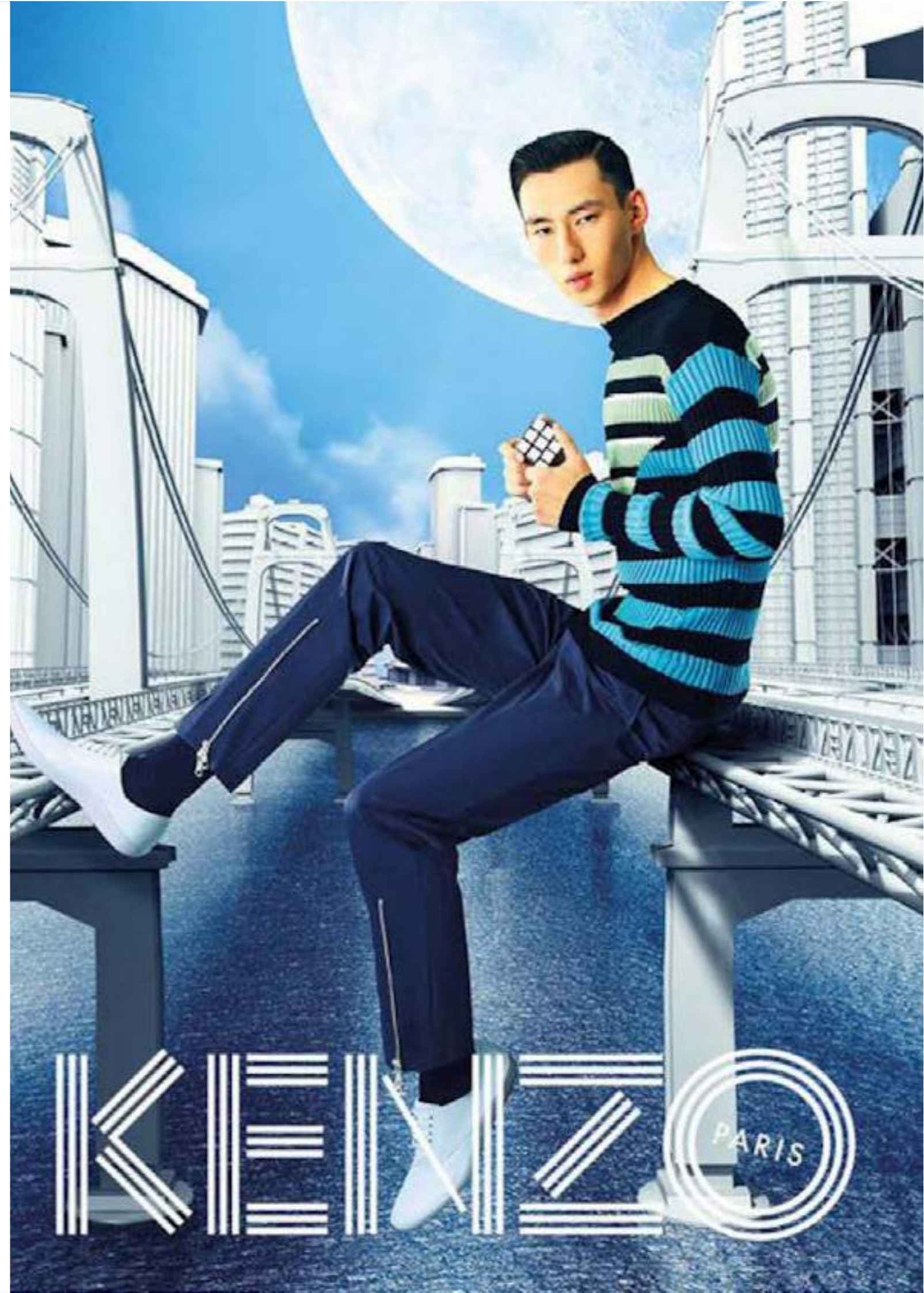






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KENZO PARIS

# christopher boffoli: big appetites

CHRISTOPHER BOFFOLI DISCUSSES HIS BIG APPETITES COLLECTION WHERE MINI PEOPLE LIVE IN A WORLD OF BIG FOOD. ‘I MEAN WHO WOULDN’T THINK OF SUCH A WORLD?’

Through media exposure we are fed more food multiculturalism than any other generation. We continue to consume vast quantities of food-related media, to voyeuristically satisfy our unrealised taste buds with our eyes processing the sensual experience of food that our mouths and noses have forgotten. In this world, it seems especially fitting for food to become nothing but an aesthetic backdrop for a world of tiny figures. Artist Christopher Boffoli in his Big Appetites collection has exploited our need for visually appealing food that we no longer pay attention to. Despite being bombarded with bizarre foods from distant cultures or competitions in which the audience roots for their favourite chefs based on personality regardless of never having tasted or smelled a morsel of their food, the vast majority of us tend to eat from the same prosaic revolving menu that is fast and easy.

In contrast to this mundane world, stands fine artist Christopher Boffoli. Once a student journalist, Boffoli has become a self taught photographer who explores the medium of dream and reality. Big Appetites is Boffoli’s most notable collection in which tiny figures can be seen living amongst a world of big food. Boffoli does not understand why some question the sanity of his work, ‘I mean who wouldn’t think of such a world? In truth, when you consider how common the concept of mixing scale is in the media, it’s almost incredible that contemporary artworks with elements of mixed scale aren’t more common.’

Upon first glance, the Big Appetites collection exercises imagination. It sparks a correlation to our childhood where the combination of fantasy and reality was brought to life in Willy Wonka’s edible factory. Boffoli’s work peers into that exact dream world; imagine the possibilities of standing next to a towering piece of chocolate cake or an Oreo cookie large enough to serve as a raft, floating in a glass of milk.

Despite the eutrophic world of Boffoli that is more than easy to succumb to he hopes that the Big Appetites series will portray a message. ‘I hope the deeper effect is to compel the viewer to look more closely at the world around them and to consider deeper truths about our relationship to the food that sustains us but also that we crave for comfort’ he said whilst in deep exploration of his work. ‘I’ve heard people see these images and say, “I wish I could live in a world with oversized patisserie.” But, the truth is that excess overwhelms us and turns us against what we think we love.’

The genesis of the Big Appetites collection consists of fine art photographs, inspiration of which Boffoli recalls, was sparked by his upbringing.



‘There were so many films and television shows that exploited both the dramatic and comedy potential of a juxtaposition of different scales; tiny people in a normal sized world.’ It is instantly recognisable from his work that it embeds the age old tale of Gulliver’s Travels or the opposite to what the 1958 comedic film, The Attack of the 50 Foot Woman, was trying to achieve. Teamed with these films, Boffoli was also an avid collector of Matchbox cars with its small intricate pieces that worked together to create a mini world. ‘I was fascinated, as many children and adults are, with tiny, meticulously detailed things’ said Boffoli. It is transparent to see how such inspiration came to transform into the Big Appetites collection, of which has become a huge success.

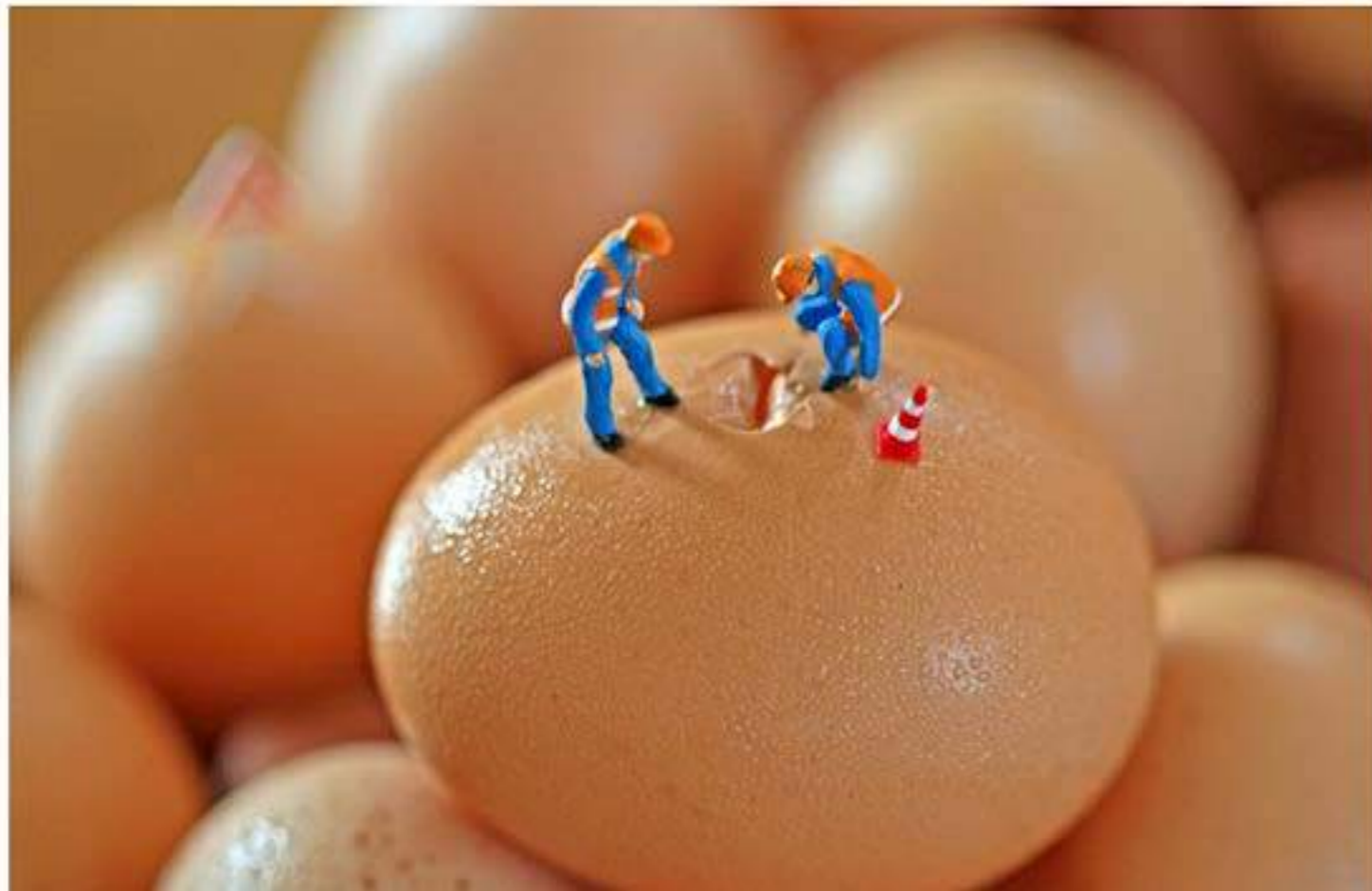
Whether you eat with a fork, chopsticks or your hands, everyone understands food. This is the concept that Boffoli exploits in his collection; ‘whether we are reflecting on the comfort food of childhood, celebrating food’s tremendous diversity, or obsessing over calories and nutrition, cuisine is one of those rare topics that most people can speak about with authority and yet largely without controversy.’ (Boffoli clearly hasn’t seen Katie Hopkin’s programme and her jab at overweight people). Yet, this is true. It is a universal topic that we are all familiar with and Boffoli’s work allows anyone, despite restrictions of any sorts, to understand and imagine. Boffoli agrees, ‘combining what are essentially food and toys makes the work instantly accessible to virtually everyone.’

“I WISH I  
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**“I mean who wouldn't think of such a world? ...it's almost incredible that contemporary artworks with elements of mixed scale aren't more common.”**







IN CONVERSATION WITH CHRISTOPHER BOFFOLI

# snow blower



The Big Appetites collection varies, each photograph using different food and textures to tell a new story of the miniature men. From figures mowing orange peel to a boat race being held over a lake of tomato soup, there are really no boundaries to the stories Boffoli tells. With the collection ever expanding, Boffoli talked to us about his new addition, Powdered Sugar Snow blower.

Q: So how did the concept of the Powdered Sugar Snow blower begin?

A: Like all Big Appetite photographs, it began with an idea. Many of my image designs are developed on-the-fly as I'm working in the studio, but occasionally an idea will just come to me in a flash and I'll grab a piece of paper to make a sketch in advance. This one happened that way.

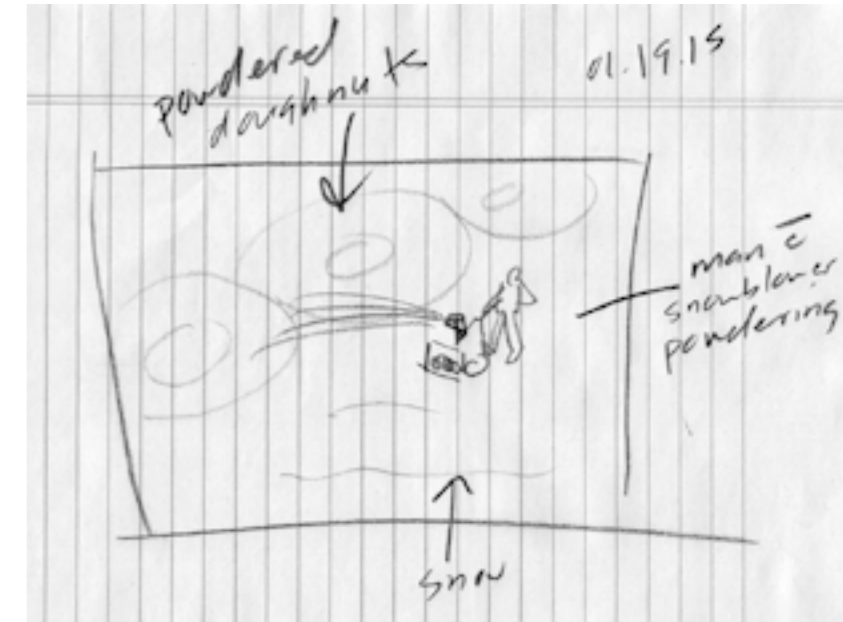
Q: So, what's the story?

A: The basis of this design was a man with a snow blower working through thick powdery sugar that was blown onto some nearby doughnuts. I made a very rough sketch on a scrap of paper late January of this year, and then I began to hear about the huge snowstorm approaching New England. It had me thinking of some of the huge blizzards I experienced as a kid growing up in Massachusetts.

Q: How did Powdered Sugar Snow blower compare to your previous work? Was it

harder to achieve the perfect shot?

A: It is never fun to work with powders in the studio, as fine dust and camera equipment are generally incompatible. This time was no exception. But sometimes you just have to do it to get the effect



you need.

Q: Did it turn out the way you had hoped?

A: Ultimately, no. It didn't work out as I planned. I wasn't able to get the layers to work very well and I ended up painting in a quick and dirty snow plume in Photoshop.

Q: Will that be a problem? Or is the imperfect something you find beauty in?

A: It's fine for now, as they will be kept as low-res image. But, I am a perfectionist. They will have to be carefully redone before this photograph can be added to my fine art catalogue for collectors. Overall I'm happy with how the photograph turned out and how it has been received so far.

Q: What's the next step? Will you be animating this piece as you do with many of the other photographs in Big Appetite?

A: It will definitely be animated. It's something I find most interesting about the whole process.

WORDS BY JADE-LOUISE GOODMAN



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# the nose knows no bounds



WE OWE A LOT TO OUR NOSES. EVERYTHING, IN FACT. WITHOUT THEM, WE WOULD BE DEPRIVED OF SCENT AND LEFT UTTERLY UNAWARE OF THE SCENTS WE LOVE, AND EVEN LOATHE.

Until now, you would be right in thinking that very little beats the smell of your favourite fragrance, or even your favourite food. However, what if we were to tell you the two could be combined? Feast your eyes – or nose, if you will – on these five fragrances that all capture the scents of foods.

Pork Barrel BBQ's "Que": Spicy, sweet and smoky. That's a hat-trick of s' that get the nose tingling. We're all familiar with barbeque in a bottle, but not one in a bottle of this kind. Could the scent on our skin now be more appealing than the smothering on our burgers? 'Que' – if you'll excuse the pun – the southern sensation.

Fargginay's "Bacon Classic": Unless you're a vegetarian, or one of a minority, the scent of cooked bacon on the morning after the night before is a god-send. Fargginay are now enabling you to smell this all day, every day. They even offer a lighter version, called "Bacon Gold". It's hard to argue with a slogan that reads, "Scent by the gods." We were all thinking it.

The Pizza Hut fragrance, "Eau de Pizza Hut": For those who can't quite bear the thought of working at Pizza Hut in order to go home smelling of it, we've got a solution for you. With this fragrance, you can quite literally smell of the cheesy-tomatoey goodness. Perhaps later down the line there'll be an additional line of toppings scents. Make ours a Hawaiian.

Demeter's "Sushi": The concept of smelling like fish may seem odd to some, but for all you seafood enthusiasts, Demeter offer a sushi-scented cologne. All the perks of your favourite seafood selection; no chopsticks required.

L'Artisan Parfumeur's "Bois Farine": Translating as 'flour wood', this fragrance consists of the aroma of a freshly-baked batch of bread, with an additional floury scent extracted from a native tree in the Reunion Islands. It's the product of Bakery meets Woodlands – it's hard to argue with that.

WORDS BY SOPHIE YAPP



## GAME OF CONES



A Zomato Production



# tongue in chic

FOOD IS SUCH A VITAL PART OF EVERYONE'S DAY TO DAY LIFE, BUT WHEN COMBINED WITH THE ARTS, SOMETHING MAGICAL HAPPENS.

FOOD MANAGES TO TRANSCEND ACROSS THE ARTS IN MANY UNEXPECTED FORMS. IN THIS NEXT SECTION, WE EXPLORE A HYBRID BETWEEN FOOD AND FASHIONS AND HOW DESIGNERS INCORPORATE THIS WITHIN THE INDUSTRY WHEN IT COMES TO STYLING AND INSPIRATION.

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**THE CHEF'S DELI** *The Vino Distributor*  
THE DELI STATION LIMITED

# the sweet tooth

WITH AW15 COLLECTIONS IN HINDSIGHT, IT'S EVIDENT THAT THE VAST MAJORITY OF DESIGNERS SOUGHT INSPIRATION IN CUISINES; REINFORCING, QUITE LITERALLY, THE POWER OF CONSUMERS AND CONSUMPTION.

The sweet-tooth was channelled impertinently on the runway, with designers investing a proportional recognition towards sweets. Candy floss overpowered the runway, with Altuzarra insinuating the nature of the light, sugary delight through fuzzy coats and garments that still pursued such characteristics of weightlessness in pale pinks and pastel palettes. Philipp Plein intimated the nature of marshmallows, through padded, cream coats that looked good enough to eat.

The magnitude of sweet wrappers did not go unnoticed as Rodarte channelled the essence of Quality Street wrappers, as did Sibling with the likeness of candy cane infused designs. Jeremy Scott, in true Scott style, conveyed every shade of pastel under the sun through pinstripes, abstract shapes and an abundance of colourful explosions emblazoned on every garment shown in the collection. Never one to do things by half measures, Scott blissfully encapsulated the essence of sticks of rocks in every assortment you could desire.

While desserts are usually considered the best left for last, this was not the case this fall. Puddings centred the majority of the collections, with designers ranging from Carolina Herrera's incorporation of both vienetta and vanilla ice cream drizzled in raspberry sauce to Michael Kors' heavily based biscuit, fudge and chocolate theme dominating the entirety of his collection in the same way as the flavours consume our taste buds.

Burberry Prorsum too adhered to this testament of treats, offering coats baring striking resemblance to caramel soufflé. Mara Hoffman had our tastebuds tantalizing through the provision of Greek yoghurt drizzled in honey. Elsewhere, House of Holland incorporated a tartan picnic blanket approach alongside the depiction of jam jars, proving that it's not merely food that acts as host to the inspiration behind their collections, but also the places in which such food is consumed.

WORDS BY SOPHIE YAPP



JEREMY SCOTT

MARA HOFFMAN

RODARTE

BURBERRY PRORSUM



# culinary couture

IRRESPECTIVE TO THE COMMON ASSUMPTION THAT FASHION AND FOOD DON'T GO HAND IN HAND, THE EXISTENCE OF FOOD IS PROMINENT IN VIRTUALLY EVERY ASPECT OF POPULAR CULTURE, AND THE RUNWAY IS NO EXCEPTION.

From a shallow perspective, with models being the size that they are and their notorious association with food as being a foreign concept to them, it does add up as to why people would take this stance. However, now – more than ever – food has become prevalent within the fashion industry.

Cast your minds back to last year; to Moschino's AW14 collection, where everything was inspired by fast food chains amongst the likes of McDonald's. Arguably the most palpable link between food and fashion; Jeremy Scott enticed us in the form of fast-food chained attire and accessories that cohered with the abundance of reds and yellows, not to mention the manipulation of the letter 'M'. Jeremy Scott could certainly take our order.

Another prime example of food and fashion's coherence was Anya Hindmarch's supplement of cereal inspired handbags. Hindmarch's AW14 collection's combination of food and fashion was a hit. The range consisted of Kellogg's Frosties and Cornflakes emblazoned onto the luxury bags in such a manner that left us all wishing it was breakfast again, whilst also

providing us with a justification for brunch. What we seem to forget is that there is much more to fashion than meets the eye. Fashion is an expression; one that light-heartedly embraces social and political values, yet one in which is also used by means of highlighting current concerns whilst creatively causing a means of escape for those who choose it. Both fashion and food are centre to our existence; one could not be without the other.

WORDS BY SOPHIE YAPP



ALTUZARRA

PHILIPP PLEIN

SIBLING

CAROLINA HERRERA

HOUSE OF HOLLAND

# we can have our cake and eat it too

It is style that sets a woman's visual stamp of recognition on the world, but it is her substance and reason for achievement that offers real gratitude. The three words 'women, fashion, power' are words that offer a whole range of connotations but do little to express the length of progress us women have made in the world. Some of you reading this may have had the three words in addition to '...not a multiple choice' drilled in your mind, from your daily tube commute and the overly publicised advert which depicts such a slogan. The exhibition, 'Women, Fashion Power' at the Design Museum tells a story of how women have taken control establishing our well deserved rights and in doing so, become the successful females we are today. By using architecture structure in layout of timeline manner, the exhibition uses fashion history and popular culture as its own narrator. In addition to this, the use of iconic fashion garments, magazine pages, advertisements and film clips present signs of progress in each fashion era. The material serves well as though jigsaw pieces, lucratively explicating to the Design Museum visitor, the iconic rollercoaster account of just how far, women have come to be.

Starting out with the 'The corridor of power' some of the most prominent women of power can be found to be exhibited, ranging from Marie Antoinette to the Iron Lady Margaret Thatcher herself.

This introductory section emphasises how fashion has played a subordinate role to attaining power with the example of these women, all we have to do is reminisce back to what was supposedly Antoinette's iconic 'let them eat cake' phrase to remember the power she had, even though the phrase actually wasn't from the words of Antoinette it showed the impact she had of her own superiority. Mostly showing how different historical periods have brought inspiring women that rejected the conventional fashion to demonstrate their independence but also, the women who have accepted these conventions and still obtain a place of power. The fluctuation in these representations of female power is what confirms to us that although fashion is one of the main instruments of power for women, it is not the only one. We women have just as much right of authority and ownership of ability to determine our own fate as men would be expected to,

through our minds and strength rather than just through the clothes we wear and how another person passes judgements on them.

The exhibition covers iconic fashion movements that would get all of us fashion devotees excited, including Dior's 'New Look' period. As well as the earlier periods of fashion history, the exhibition focus on those that were key to the development of rights and liberation for the woman over the last 150 years.

Freedom to 'stay young' in the exhibition is covered by noting significant events like the baby boom and new post-war fashions like the spirit of youthful rebellion vastly became power tools to women in this era. The exhibition also attempts at proving how far we've come in financial respect of gender equality commenting on the Equal pay act legislation. Although, some would agree the pay is still far from equal in fields of law, there is no denying much broader career opportunities for women today. The exhibition focuses on liberation as freedom subjected - the 'freedom to protest' exhibits material of the first ever evident times when women entered the white-collar workforce pursuing careers in fields once the province of men. The exhibition brings attention to of course the iconic 'power suit', the most significant style of the 80's that was a huge reflection of the emerging status of power for women.

The freedom to decide - the coverage of women's sexuality on a whole is one of the most significant pieces of the timeline puzzle, the flapper girl of society - to the strong-minded female heroine that evolved in the 1930's era. The more contemporary invention of the "wonder bra" the "Hello Boys" Eva Herzigova advert is exhibited showing sexual desire still very much to be an instrument kept in the back pocket of all women aware of their ability to use as it as an arsenal, we now very much so have control of our own sexuality.

Towards the middle, the exhibition acknowledges the major influence Hollywood glamour had on women in the 1930s and the affect of how women like Jean Harlow, Joan Crawford and their images' were examples of irony. Even the curator, makes note of how these women were 'made' by the male-dominated Hollywood system. Undeniably successful, they were exploited and profited through their looks. In a



male driven world, it's clear to see the commoditising of female sexuality. It is nice to see how far we've come today where our female expression has become about things that matter, meaning we can make some contribution of difference to the world we exist in. It feels as though even though our sexuality still can do magical things in having things our way – there's now a certain contentment of mutual feeling amongst the female minority in knowing acquiring power in the industry doesn't involve dressing for males. We've been the equally smart gender by knowing just how to use our power of sexuality smartly.

We are so much more than the clothes we wear, as any feminist would agree. But the use of fashion does help us to build our reputation, assert authority and facilitate our own important position in the world, helping us build our own voice, as we go. The exhibition clearly shows the high peak pattern of progress we've made in making that happen. Fashion is an assertive way for us to find and express our voices; it doesn't determine the importance of these voices, our minds do the job of that. Though in an industry of passive judgement in the of determination fashion road kill' by the 'fashion police', this could be hard to believe. But one fashion faux doesn't determine who we are.

It is fashion always, as the exhibition does so well to present – that helps us to create a sense of ourselves and an affirmed identity. Powerful or not, our identity contributes to get a better understanding of who we are. That in itself is power alone and we as women have opened to the opportunity of having our cake and eating it too for ourselves over the years when it comes to



"I HAVE THE BODY OF A WEAK AND FEEBLE WOMAN, BUT I HAVE THE HEART AND STOMACH OF A KING AND A KING OF ENGLAND TOO". – QUEEN ELIZABETH I

this. It really is something, how now - more so than ever, an industry full of powerful women has value and contribution to the mechanism of a society that surrounds us.

In the exhibition the most obvious pattern is that of expression, expression of our rights, our freedom, and our opinions which all help us to acquire positions of self value. Over the years, expression and meaning has been offered through clothing with use of pattern and colours breaking boundaries. However, gradually, the use of this could be seen as deterring. Minimal is coming through much more in fashion than it ever was, this I think it's something not many women or fashion critics are taking note of - we've always used fashion as such a gateway for expression to make statements. Is minimal suggesting we're so comfortable with the level of power we're at in society, we're happy to accept expressionless minimalistic fashion? Interestingly I spoke with a woman viewing the exhibition who offered her thoughts on this point. "In Paris a lot of our fashion tends to be simply colour palettes, minimalistic styles and black. Which is ok, but using fashion to express our points and make change is what got us how far we've come." It's important to not forget how quickly we can drift back and the exhibition itself is a superb way in reminding us so. The gutsy, girl power of all forms that fashion has done so well in helping us obtain should not be forgotten. It is significantly important we express ourselves through fashion because the opportunity to express ourselves should never end. The exhibition does well in proving we now can have it all - the success, career and our right to womanhood. This strength of ability for women is proof of the vastly changing world of fashion in society speaking on behalf of all women, by saying to all of those who doubted a successful woman - 'let them eat cake'



GLAMOUR HEROINES OF THE 1930'S



WOMEN EMPOWERMENT



CORRIDOR OF POWER AT THE WOMEN, FASHION POWER EXHIBITION



KEEP CALM  
EAT CAKE  
SIP TEA  
BE FREE.



IN HONOUR OF THE WOMEN FASHION POWER EXHIBITION AT THE DESIGN MUSEUM, THE W HOTEL WILL BE HOSTING AN AFTERNOON OF TEA AVAILABLE FOR THE BUSY WOMAN TO TAKE TIME OUT OF HER SCHEDULE BY ENJOYING A SELECTION OF FASHION DELICACIES. MAKING EMPOWERMENT SEEM LIKE A PIECE OF CAKE.

In addition to the exhibition - at the W London Hotel this month, it is now possible to have our cake and eat it too. You can enjoy an afternoon of W Fashion Power Tea with a menu of mouth-watering treats that name-drop some of the most powerful female icons taken from the exhibition. From the frothy Vivienne Westwood chocolate mousse that notes her signature red hair in the form of candy floss, to elegant Chanel truffle with white chocolate pearls and a perfume bottle of champagne. Details which even Coco herself would have determined chic and A Queen Elizabeth I decadent desert formed of Mascarpone mousse, brandied cherry and white chocolate truffle ruffle, which does well to preserve on the self-empowerment she obtained during her reign. "I have the body of a weak and feeble woman, but I have the heart and stomach of a king and a King of England too". - Queen Elizabeth I.(exhibited by curators in the exhibition) And not forgetting, the red velvet marble Gaga cake - all deserts are designed perfectly to allow us women a taste of our own empowerment, at least during this session of tea and cake. The exquisite selections of sweet specialities are accompanied with tea and savoury fingers of roast chicken and lemon butter fillings as well as cucumber and Greek yogurt, offering a lighter choice. The afternoon of delight is perfect for any design foodie female who would find joy in the minor references to fashion and power, within the treats. Taking a minute out of that busy schedule shouldn't be a trouble; the afternoon tea runs all throughout the week and starts at £27.50 a ticket. The ticket can be also purchased in conjunction with entry to the exhibition.

WORDS BY ROSIE FOOTITT



DOLCE & GABBANA

# lucy folk



“food is everything... it's the ultimate indulgence”

HERE AT THE TONGUE WE'RE ALWAYS LOOKING FOR FRESH AND INNOVATIVE TALENT. THIS IS EXHIBITED EFFORTLESSLY WITHIN AUSTRALIAN JEWELLERY DESIGNER LUCY FOLK. TAKING THE JEWELLERY WORLD BY STORM, FOLK'S DESIGNS HAVE GROWN FROM STRENGTH TO STRENGTH WITH JEWELLERY THAT IS GOOD ENOUGH TO EAT.

A self confessed food lover and global traveller, the thriving designer has left a delicious taste in the mouths of loyal customers as well as celebrity clients like Cara Delevingne, Suki Waterhouse, Alexa Chung, Susie Bubble and the list goes on... Deriving total inspiration from food, Lucy Folk has created an identifiable brand infusing beautiful jewellery with some of our sweetest snacks.

The Melbourne born designer, comes from a family of foodies with a father who was heavily dedicated to his family-run catering and

restaurant businesses. Folk spent her youth surrounded by food and falling in love with it, and it's certainly served her well.

It's a rare occurrence when a jewellery brand receives more acknowledgements than a clothing brand, and this is one of them. Lucy Folk's unique talent of fundamentally turning our favorite foods into wearable jewellery is one that stands out from the market, launching her above and beyond any other jewelry brands.

Food themed jewellery and accessory collections take the spotlight of Folk's work, each given a quirkier name than the other. The names of each collection show the fun and dedication Folk has with her jewelry designs, 'Spices', 'Nibbles', 'All sorts' and 'Appetiser' are some of the fresh and original jewellery collections she has created. The Australian designers' brilliance lies in within the subtlety of her distinctive designs.

The designers' latest collection 'Nibbles' showcases her incredible ability of fusing the everyday with the ornate. This latest collection showcases some of our most treasured snacks turned into jewellery that's, well, really quite beautiful. The humble tortilla crisp and popcorn piece are transformed into rich and standout accessories with her heavy use of powdered coated steel and 22 carat gold coverings. This collection emphasizes Lucy's gratification for our guilty pleasures, and it seems this is one tortilla crisp that she intends to share with us. Folk's innovative imagination takes us far beyond appreciating these tasty treats as nothing more than snacks. The designers' delicate take on turning these delicacies into wearable food is not only radical but also modern. This is indulging in food without gaining the calories.

Lucy Folk stands by her brands ethos and revels in the celebration of food. Food is a topic that's rarely high on the agenda within the world of fashion and accessories. When designers use food as their muse there's no disputing that it's often presented in an overtly loud and brash manner. Our beloved Aussie jewelry designer achieves the opposite if this. The beauty of Folk's designs is in the ease with which they are presented, there are no pushy or tacky tactics when it comes to the making of this jewellery just a subtle merriment to our favored foods.

With a brand such as this, it comes as no surprise that Lucy Folks' jewellery is taking over the accessories world. Stocked worldwide, her jewellery is reaching all corners of the Earth. Stretching from London and the USA to China, Folk's jewellery has now gained international brand presence in boutiques all over the world as well as dominating the online market. These jewellery hors d'oeuvres are one to feast your eyes on.

I think I know where I'll be shopping for my jewellery from now on.

WORDS BY MOLLY AJETO

PAGE 91/ the tongue.



# wearable indulgence

IT'S TIME WE STOPPED THINKING OF FOOD AS JUST A SOURCE OF ENERGY FOR US. THERE IS NO ARGUMENT THAT FOOD IS THE FUEL THAT ALLOWS US TO CARRY OUT OUR EVERYDAY LIVES, BUT IT CAN BE MUCH MORE THAN THAT. WHAT IF FOOD COULD BE ART, CLOTHING, STATIONARY OR EVEN JEWELLERY? WHAT WOULD THAT MEAN?

It would mean that food serves a complex purpose. Let's move away from a narrow-minded attitude when limiting food to the label of fuel and explore the many possibilities it has to offer.

Our obsession with categorizing what it is that we consider beautiful and what it is that we don't prevents us from seeing the beauty in the natural. When it comes down to the sum of it, there is nothing more organic than unprocessed and uncontaminated food.

Our 'Wearable indulgence' shoot presents diversity in food that we haven't yet considered. This unique assortment of images shows just how wearable food can be, and not only that but just how attractive it can be as well. Our raw shoot allows this handcrafted food jewellery to speak for itself, the way it should be... no gimmicks and no overindulgent tampering. We decided it was time to take away the sparkles and the distractions that so much jewellery seems to be condensed down with. That was the real inspiration behind this shoot... reveling in the natural.

The muse's spotlight must be given to the vegetables, specifically speaking: Asparagus, rhubarb and a simple green pea. Mundane you may say? While these foods may not seem the sassiest picks from the market perhaps it's been hard to notice them after being smothered in centuries of gravy. Not that we'd ever intend to knock a classic Sunday roast, trust us we love a good roast as much as you do, but when removed from that piled up plate we're able to see food in its rawest form. So savor it. This is unrefined and organic jewellery shown in its best light, and away from all that gravy!

So please, over indulge...

WORDS BY MOLLY AJETO

Photography David Henry Thomas  
Model Ellie Isherwood  
Jewellery Designer Heloise Milburn  
Shoot Production Molly Ajeto  
Lighting Assistant Aakriti Chopra  
Stylists Liv Jones, Rosie Anne Footitt  
Hair Stylist Liv Jones  
Makeup Artist Jade Louise Goodman  
Fashion Assistant Sophie Yapp





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A silver Mercedes-Benz sedan is shown from a side profile, parked in a dark, industrial-looking space. An elephant is standing on the roof of the car, its trunk curled. The scene is dramatically lit, highlighting the car's sleek lines and the elephant's massive form. The background consists of dark, paneled walls.

**THE TIGHTEST, OR NOTHING...**

Dramatization.

# taste the future

HERE AT THE TONGUE WE'RE ALL ABOUT FOOD... BUT WE'RE ALL ABOUT THAT INNOVATION STUFF TOO. OUR TECHNOLOGY SECTION WILL OPEN YOUR EYES TO SOME OF THE BEST TECHNOLOGICAL FOOD CULTURE THERE IS.

WE ALL KNOW THERE'S NOTHING BETTER THAN PRODUCTS THAT SERVE A DUAL PURPOSE, SO TAKE A PEEK AND DISCOVER OUR RUN THROUGH OF 2015'S ELITE, NEW KITCHEN APPLIANCES. FOR THOSE THAT HAVE EYES BIGGER THAN THEIR STOMACHS, WE'VE VISITED EVERYONE'S FAVORITE SOCIAL MEDIA SITE, INSTAGRAM, AND PLUCKED THE BEST 'FOOD GRAMS' FROM THE BUNCH. SO SIT BACK AND RELISH WHAT WE HAVE TO OFFER.



EMPORIO ARMANI  
DIAMONDS

# new appliances

## KNIFE SHARPENING BOARD

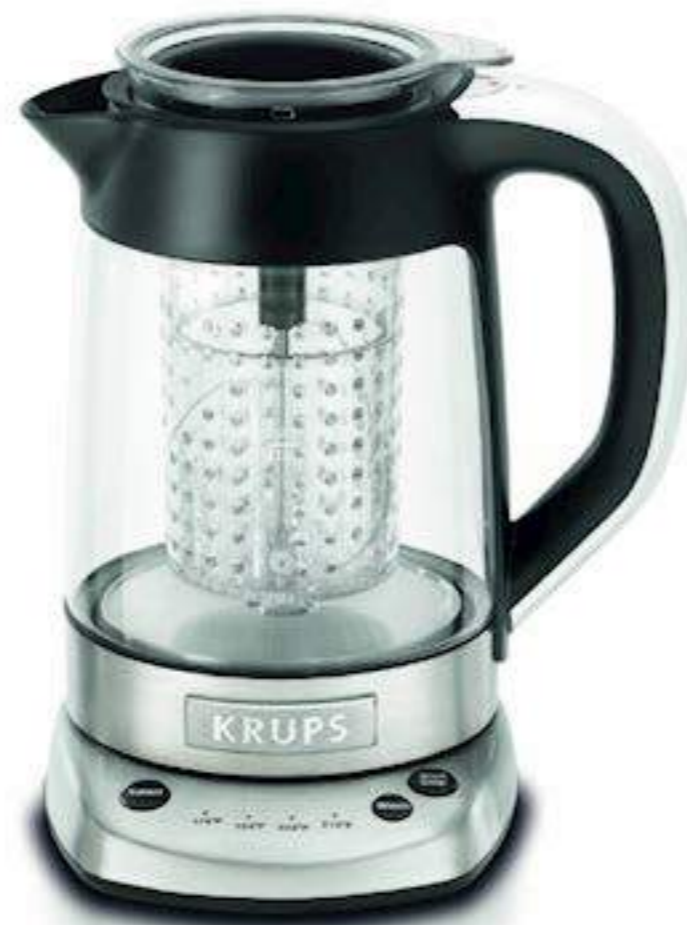
There's nothing better than one product that serves two purposes, and with the Joseph Joseph Slice and Sharpener look no further. Remember the pain of digging the drawer for that damn knife sharpener? Problem solved, these 'slice and sharpen' chopping boards feature a convenient built in knife sharpener within the handle whilst offering the smoothest slicing surface.

## THE BAKING POT

For those early birds attempting to beat the morning rush 'the baking pot' is your new best friend. This neat little appliance functions as both a coffee pot and a toaster, as soon as you hear the beep your fresh coffee and toast is waiting for you. This appliance forms the perfect space saver for your tidy kitchen. Who said kettles couldn't multitask?

## LOOSE LEAF KETTLE

Listen up tea enthusiasts. Tea culture is at an all time high and the true tea lovers 'Krupps' have incorporated a loose leaf steeper within their kettle to brew tealeaves to your satisfaction. The sleek glass design allows you to choose when your tea is brewed to your liking, adding a modern touch to any kitchen interior that all tea fanatics will appreciate. For the true tea lovers 'Krupps' have incorporated a loose leaf steeper within their kettle to brew tealeaves to your satisfaction. The sleek glass design allows you to choose when your tea is brewed to your liking, adding a modern touch to any kitchen interior that all tea fanatics will appreciate.



## TRANSPARENT TOASTER

If you're anything like us then you're eager to banish burnt toast forever. The latest innovation from Inventables Concept Studio uses heating glass technology to toast bread to your personal satisfaction. The sleek glass panes mean there's no more running back and forth to check if your toast is burnt. Not only is this device salvaging our burnt toast issues it's aesthetically sleek and streamlined too.

## SMARTER WIFI COFFEE MACHINE

What's the first thing you do in the mornings; check your iPhone or make a coffee? Now you can do both... from the comfort of your own bed. Activated through your iPhone simply send a message to your smarter machine requesting your coffee and you'll receive an alert when it's ready and waiting. Forget the hired help, it'll even ask if you want a fresh cup the minute it detects you've walked through the door.

WORDS BY MOLLY AJETO



# eating with our eyes: instagram culture

IT'S NO SECRET THAT WITH THE RISE OF SOCIAL MEDIA PLATFORMS, THE WAY IN WHICH WE CONSUME ART AND DESIGN IN THE DIGITAL ERA HAS TRANSFORMED. WE INTERACT AND ENGAGE WITH VISUAL CONTENT INCREASINGLY MORE AND IT'S EVEN CHANGED THE WAY WE EAT OUR

How many people are tired of seeing endless pictures of #ootd's and #tbt's but could easily spend all day looking at cake? Foodstagrams, foodporn, foodphotography? Whatever you want to call it, Instagram is the reason more and more of us are becoming obsessed with the way our food looks. We're all guilty of taking a sneaky shot of our meals seconds after the waiter's turned his back, but is the compulsion to share our meals rather than eating them a dangerous habit or just harmless fun?

## THE NEW REVIEW

If, like me, your profile looks more like a chronicle of the food you've consumed over the last month then you may be responsible for advertising the many restaurants you've visited. Hashtags and location services are growingly becoming people's resource for checking out what's to offer munch-wise nearby. In fact, it's recently been reported that Instagram is

shamelessly overthrowing Foodspotting (a service that allows its users to browse and search restaurants around you through images customers have shared) with 40 times the number of uploads from restaurant locations every day. "It's obvious Instagram is the real Foodspotting," says MomentFeed CEO, Rob Reed, "that's why FoodSpotting stalled." Restaurants and cafes often have techno-foodies and their photo hype to thank for an increase in sales.

## INSTA-BESITY

Love it or loathe it, people haven't been shy to express their opinions on this new culture, unsurprisingly particularly those favouring the latter. But there's a difference between your friend annoyingly having their iPhone on the dinner table and suggesting that there's a darker problem. Dr Valerie Taylor, Chief of Psychiatry at Women's College Hospital has suggested that documenting each meal is the reasoning behind an underlying mental problem. She says that "we take pictures of what is important to us, and for some people the food itself, becomes central" and to "go out and not have food be the key element of all social interaction; what they eat, when they ate, when they are going out again" can be the development of an unhealthy relationship with food.

But let's look at the facts, as it's difficult not to classify this as unsupported nonsense. Surely food is a significant part of everyone's daily lives whether they have a weight problem

or not. Just because food now has a more prominent role in visual culture, does this really change our psychological relationship with food? The last time I checked you don't consume calories through a phone screen and food is a relevant part in everyone's day whether we're seeing pictures of it or not.

## I'M NOT HUNGRY, THANKS

Although Instagram may not be the root to underlying mental issues surrounding food, it could be enough to put you off your dinner. New research from Brigham Young University suggests that a constant abundance of delicious dishes could lead to less enjoyment of food. We no longer celebrate food by immediately tucking in, we admire it through the camera of a smart phone, and perhaps a Valencia filter. Apparently the more we look at food throughout the day, the less it whets our appetite when it comes to actually eating.

In the experiment, participants were asked to look at a series of images of sweet or salty foods and then proceeded to eat salty peanuts. Findings showed that those who saw the pictures of the salty foods enjoyed the peanuts significantly less. So apparently overexposure to food related visuals can make us feel as though we've already eaten. "It's sensory boredom," says BYU professor and study cofounder, Ryan Elder, "you've kind of moved on, you don't want that taste experience again." Apparently overexposure of seemingly harmless pictures increases satiation, a sense of lack of enjoyment related to repeated consumption.

## FOODSTAGRAM CRIMINALS

There's a certain etiquette when it comes to acceptability and public posters. It can become incredibly tedious when trying to enjoy a conversation over a bread basket and your companion is more concerned with which angle creates the best lighting (true story). Foodtography is now such an epidemic that certain restaurants have banned the use of mobile phones whilst dining in order to preserve their ambience and avoid flash-related distractions. So just remember, there's a difference between wanting to savour the memory of that close-to-perfection triple cheeseburger and being a complete Instagram slave.

## EYES ARE THE WINDOW TO THE STOMACH

Despite everything though, sharing pictures of food is just as much of a satisfying experience as talking about a really great meal. Although not everyone may see it, food is an art form and there's nothing wrong with appreciating beautifully presented meals. No one's claiming to be a Michelin star chef to a professional food stylist and it's no secret that everyone eats with their eyes first. So let people share what makes them happy as the world's top rated app relating to food is here to stay.

WORDS BY OLIVIA JONES

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TO  
FOLLOW:



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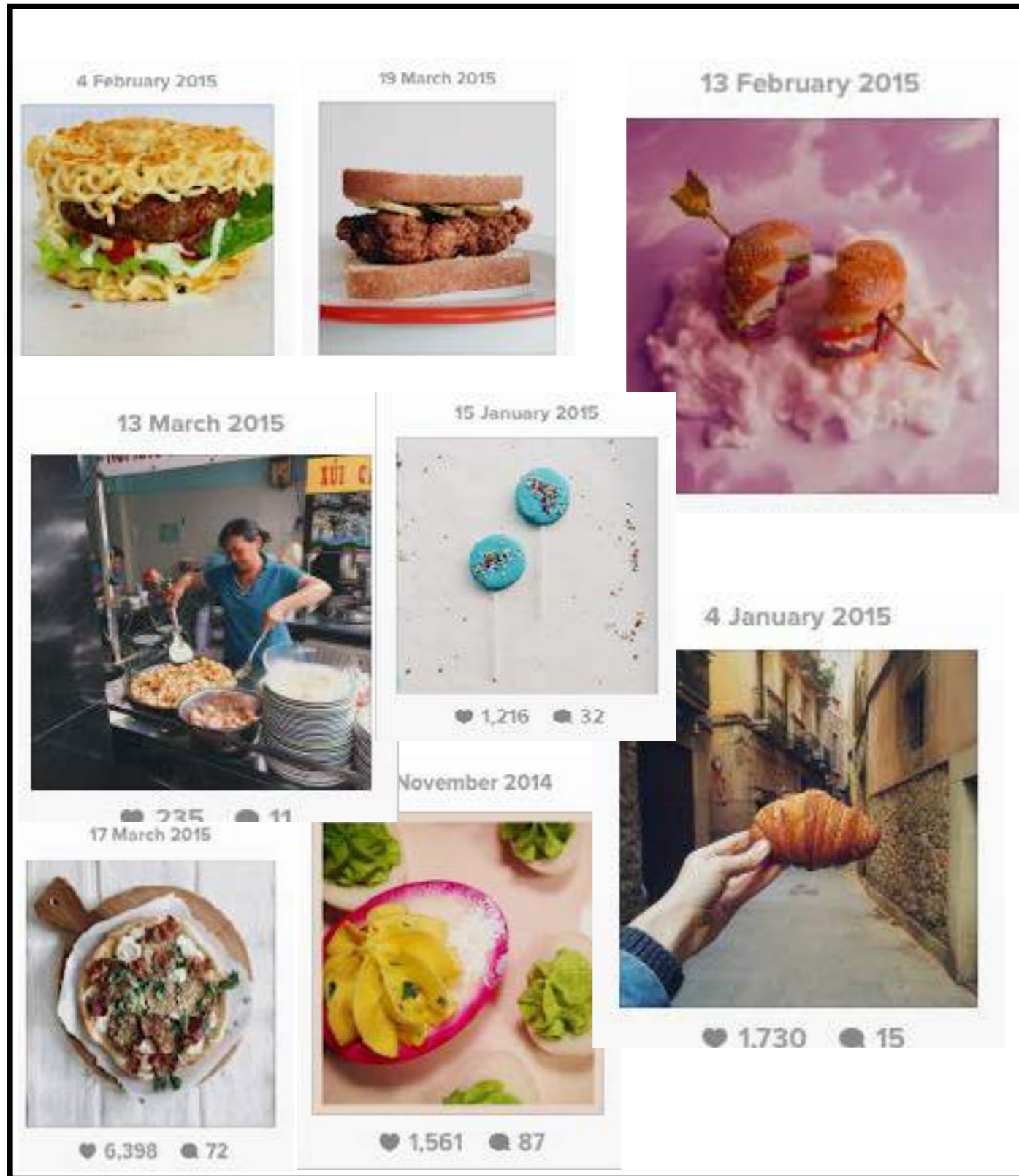


@spoonforbacon



@AGUYNAMEDPATRICK

# eat.pray.instagram



1. @jbhappening 2. @ashrod 3. @fatandfuriousburger 4. @behindfoodcarts 5. @taraobradly 6. @vkrees  
7. @cannellevanille 8. @aprilbloomfield



# top 6 foodie apps

## Foodgawker – “For the observer “

Wipe that saliva drool from your chin, please. Yep modern technology has completely made acceptable the commonly known fetish that is labelled ‘food porn’ and this is the app that praises it. If ‘gawking’ over food porn driven dishes on your Insta feed is one of your favourite past-times this is the app for you. Tapping on that picture driving your FP fetish insane, will bring you to the user’s blog where you can get the recipe for that dish and eat it for yourself.

## Foodicate - “For the properly smart foodie”

With technology and food combining further, foodie apps are getting real’ smart out there. Use the app to scan products’ bar codes. Further beneficial, the app is smart for our diets, too - grading the products by their value in nutrition and offering healthier suggestions.

## Cookpad – “For the top chef foodie”

It’s like being back in the times of student days – hurrah for baked beans. We jest, we mean in the sense of making do. As well as sharing pictures of food this app goes one step further adding a communal feel, letting users share recipes with one another also. Really useful when you only have a certain amount of ingredients to work with, but still need an impressive recipe. We’re pretty sure it can help you work with anything, even a tin of baked beans.

## Urban Spoon – “For that hip, foodie”

This one let’s you impress your friends, by offering a hand to finding restaurants according to the cuisine, measuring the distance from where you are and reviews. With an inbuilt map, the app will get you to your food in a jiffy.



## Quick Paleo Snacks – “For the health freak”

Everyone’s heard of that celeb crazed Paleo diet, here is what the book with all the information about the diet, was - packed into an app. For the hardcore health freak, the app offers convenience, yet quality by providing the user with apps for filling but also nutritious snack recipes created for the cavemen and women of our 21st century times. Think of Bacon wrapped dates and everything almond. Yum.

## Velocity – “For the wine and diner”

Velocity aims to change the fancy Nancy’s way of dining, offering the flexibility of pre-ordering, reserving and even paying for your meal through your very own smart phone. Snazzy, huh?

WORDS BY ROSIE-ANNE FOOTITT

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