

Press release:



Outcome Jury Day

## Food designers nominated in first Grandma's Design competition

**May 16<sup>th</sup>, 2013 - Innovative food designers were nominated on Tuesday for the 2013 Grandma's Design competition. In this food design competition, traditional baking recipes from grandmothers from 5 European countries are the inspiration for new design concepts.**

The jury day in Amsterdam determined the shortlist of designers and their concepts for five categories. Each participant submitted a poster visualising a new food design concept inspired by a traditional recipe of their choice. The nominees are:

*Homemade/Handmade* (Amélia Desnoyers), *Quick-Ready Cake Roof* (Hannah Vranko), *The Recipe of User Guide* (Team: Sofia Badaoui, Anne-Axelle Bouilly & Marie Visonneau), *Like Grandma* (Team: Alice Conquand, Caroline Fourier & Alexandre Leduc), *Serving Sweet Magic* (Team: Ana Maria Jimenez & Iván Merino), *Deconstructed Benedict* (Michelle Lim), *Jan in a Bag* (Léa Bougeault & Jessica Pigeron), *Community Bakery* (Eva Zavodna).

There will be winners in the following categories: Design With Food, Food Product Design, Design About Food, Design For Food & Interior Design For Food. The jury consisted of notable food designers, consultants and lecturers from Europe:

- Anna Cerrocchi, design studio ONE Off, organizer of various food design events;
- Francesca Zampollo, design researcher, food design consultant & founder of the International Food Design Society;
- Karlijn Souren, independent (food) designer and lecturer;
- Marc Bretillot, food designer, creator of the post-graduate degree of Culinary Design at the Art & Design University of Reims;
- Morgaine Gaye, food futurologist and lecturer. Learn more about them on our website!

**The winners of the Grandma's Design competition will be announced in November 2013 at a final event. For updates on the programme and location visit [www.grandmasdesign.com](http://www.grandmasdesign.com) regularly and follow us on [Twitter](#) & [Facebook](#).**

---

### Contact information

Grandma's Design Competition Organiser  
Jacqueline van de Wiel, European Design Centre (NL)  
Tel: +31 73 610 4000  
[jacqueline@edc.nl](mailto:jacqueline@edc.nl)

Grandma's Design Project Coordination  
Annelore Smits, Vol-au-Vent (BE)  
Tel : +32 2 527 28 00  
[annelore@volauvent.net](mailto:annelore@volauvent.net)

### Relevant URLs:

<http://www.grandmasdesign.com>  
<http://www.facebook.com/grandmasdesign>  
<http://www.twitter.com/grandmasdesign>



This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.