

Press release:



Outcome Jury Day

Food designers nominated in first Grandma's Design competition

May 16th, 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 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

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

Relevant URLs:

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



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