



GRANDMOTHERS AND DESIGNERS WIN AWARDS IN FOOD DESIGN COMPETITION



Grandmothers and designers collaborated in the Grandma's Design project: authentic baking recipes and stories from grandmothers in Belgium, Finland, Italy, The Netherlands and Turkey have been revitalised by designers from all over the world.

The participating designers created a new concept based on one of the grandmothers' stories, baking traditions or recipes. For each of the five Food Design Categories, a jury consisting of international professionals selected a winner. And the winners are:

- Design For Food: The concept 'Homemade/Handmade' by Amélia Desnoyers (France), inspired by grandma Rosa's apple pie with apricots (Belgium)
- Design About Food: The concept 'The recipe of using an iPad' by Sofia Badoui, Anne-Axelle Bouilly and Marie Visonneau (France), inspired by grandma Adriana's Cinderella Cake (Italy)
- Design With Food: The concept 'Serving Sweet Magic' by Ana Jimenez (Spain), inspired by grandma Annie's Snow Star (The Netherlands)
- Interior Design For Food: The concept 'Community Bakery' by Eva Závodná (Slovakia), inspired by grandma Mahmure's Raisin bread (Turkey)
- Food Product Design: The concept 'Jan in a Bag' by Léa Bougeault (France), inspired by grandma Gaby's 'Jan in a bag' (Belgium).

Discover all winners and honourable mentions on the Grandma's Design website:

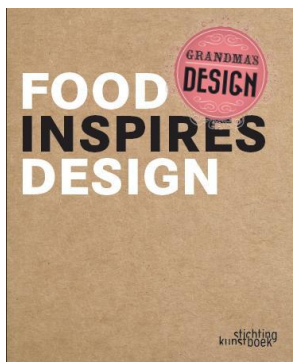
<http://www.grandmasdesign.com/designer.php>.

Together with the winners and honourable mentions, the book about the project was presented. 'Food Inspires Design' compiles the most attractive, original or most innovative results of this collaboration between grandmothers and designers.

Info

All recipes and concepts are available online:

www.grandmasdesign.com.



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The museum the House of Alijn presents the winners (videos, concepts, photos, book) from 22 October until 6 January. <http://huisvanalijn.be/info/house-alijn>

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