



DESIGN MUSEUM DEN BOSCH

PRESS RELEASE

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Food is Fictie

exhibition on our food's design and narratives

On 30 June 2018, the exhibition *Food is Fictie [Food is Fiction]* will open at Design Museum Den Bosch.

It demonstrates the importance of our food's design and presentation, as well as the accompanying narratives. Supermarkets supply our daily needs for dairy, bread, meat and vegetables, yet simultaneously we also seek our daily portion of craftsmanship, honesty, nostalgia, eroticism and patriotism there.

The Food is Fictie exhibit is very diverse and ranges from some of the oldest advertising films, iconic Droste [chocolate] packaging and the first exotic products to culinary science fiction, artisanal Grolsch [beer] campaigns and local foods such as sausage from Gelderland, cheese from Noord-Holland, chocolate coated profiteroles from 's-Hertogenbosch called Bossche bollen and asparagus from Brabant.

Paralleling the exhibition there will be an extensive programme of workshops, lectures and events that tell our food's story. The exhibition and auxiliary programme will run until 28 October 2018.

Hipster or housewife

It's miraculous how we seemingly effortlessly make our own choices from the overwhelming range of foodstuffs on offer. Tens of thousands of products clamour for our attention without driving us collectively crazy. How on earth is that possible? The designers bridge the chasm between the astounding range of products and our daily needs. Alongside foodstuffs, the industry also supplies cultural meaning. Designers package food changing it into products that seduce us and give meaning to our lives. They come up with narratives and create the illusions and fantasies of our food. This makes nutrition 'Food' and that functions as a symbol of who we aspire to be: hipster or housewife, mother or femme fatale, weekend chef or irresistible hunter.

Publication aligned with exhibition

The exhibition will be accompanied by a publication:

Title: Food is Fictie/Food is Fiction | author: Linda Roodenburg | design: Lesley Moore | Uitgeverij 010 in collaboration with Design Museum Den Bosch | Dutch/English | ISBN 9789462084674 | Paperback | 272 pp. | 17 x 21.5 cm | 200 ills | NUR 656, 440 | Price: € 22.95

The book goes on sale on 30 June 2018 at Design Museum Den Bosch museum shop and bookshops everywhere.

Note for the editors:

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