

Press release

Vevey, 7 February 2017

54 000 visitors explored the Alimentarium in 2016

The Alimentarium welcomed more than 54 000 visitors in 2016, a record attendance that reflects the success of its new permanent exhibition. For the year ahead, a mouth-watering range of activities awaits all those in search of culinary and food-related discoveries. The Alimentarium menu features new, hands-on workshops guaranteed to tickle your taste buds. In 2017, you can meet some of the region's artisan food producers and concoct a dish using local produce, go behind the scenes at the butcher's or learn how to carve food sculptures. The Alimentarium intends to carry on arousing all your senses!

54 327 visitors in 2016

The Alimentarium re-opened its doors on 4 June 2016. It welcomed 54 327 visitors last year, an increase of 40.57% over the same period of activity in 2014. *"These figures are extremely encouraging. They seem to indicate that our new permanent exhibition reaches its audience. I am particularly pleased that the 2016 version of the Alimentarium appeals widely to adults – 50% of our visitors – while remaining popular with younger visitors,"* states Museum director Ursula Zeller.

A mouth-watering menu for 2017

For 2017, the Museum has once again cooked up something special. Philippe Ligrón and his team have concocted a tasty programme of activities to discover throughout the year.

The evening workshops, aimed at adults, explore several new themes: a visit to some of the region's artisan food producers to select the ingredients to prepare a local, seasonal dish to sample at the end of the workshop; an introduction to the highly unusual culinary art of sculpting food, or a chance to learn all about meat, the issues it raises and the latest technology.

As ever the Alimentarium does not overlook its younger visitors. Children from the age of six can still enjoy the Museum's 'must-do' activities, such as the creation of a chocolate Easter bunny or a cake using seasonal fruit, but can now also discover the issues surrounding a vegetarian diet, such as eco-responsibility, protein requirements and creativity. They will also learn about the history of pizza and sandwiches and will get a chance to dive headfirst into the world of freshwater fish.

At the end of April, the Alimentarium will unveil its annual theme, *Food – Vice or Virtue?* Looking at common perceptions and current scientific discourse, this exhibition will bring added zest to the Museum's full programme, from its permanent exhibition to its digital platform, not forgetting, of course, its workshops.

Full programme available at alimentarium.org

The Alimentarium

A real centre of competence for all issues relating to food and nutrition, the Alimentarium has been exploring the many aspects of these topics from a historic, scientific and cultural point of view for over 30 years.

Its new permanent exhibition *Food - The essence of life* is a fun-filled, interactive journey through the world of food. Its culinary workshops encourage practical experimentation by inviting both the young and the not so young to don their aprons and get involved. Meanwhile, its digital ecosystem favours an avant-garde approach, with new methods of learning, sharing and teaching.

Now so much more than just a museum, the Alimentarium provides access to all of its knowledge through this digital platform with unique content for children, professionals and the general public.

alimentarium.org

Contacts

Press office

trivial mass

Olivier Gallandat & Valentine Devanthéry

T +41 (0)21 323 04 10

M +41 (0)76 574 43 28

presse@trivialmass.com

Alimentarium

Laurène Weguener

Marketing & Communication

T +41 21 924 14 78

M +41 79 579 76 32

laurene.weguener@alimentarium.org