

A man with a grey beard, wearing a blue denim shirt and a blue cap, is kneeling and milking a brown cow in a barn. The cow is standing in a metal stall. The background is slightly blurred, showing other parts of the barn.

**alimentarium**  
a Nestlé foundation



Press kit  
Annual theme 2018

A close-up shot of a pair of hands holding a large, irregular block of white cheese wrapped in brown paper. A small black knife is visible, cutting into the cheese. The background is blurred, showing more of the cheese and the hands.

# The faces behind food

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[www.alimentarium.org](http://www.alimentarium.org)





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# 1. Summary

## What?

*The faces behind food*, the new annual theme at the Alimentarium, the Vevey-based Food Museum

## When?

From 22 March 2018 to 31 March 2019

## How?

A focus on five professions through the exhibition, workshops, events and presentations. The Alimentarium's digital content (Magazine, factsheets, Collection) will enhance this theme throughout the year.

## Why?

To present the skills of professionals with specialist expertise in various lines of work with food.

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## 2. Press release

Vevey, 21 March 2018

### ***The faces behind food*, the Alimentarium's new annual theme**

From fruit picking to a master chef's prowess, humans intervene on every level to make, combine and enhance the food we eat. Directly reflecting the growing collective awareness of issues related to food, the Alimentarium's new annual theme, *The faces behind food*, showcases expertise in food professions. By choosing to throw the spotlight on the people themselves and the skills they use to give food an extra special touch, the Vevey-based Museum is celebrating the talents and the quest for a whole palette of different flavours, both uniquely human as we are the only species that cooks. Through a variety of exhibits and activities, food becomes the axis of a human and social adventure, from the most basic flavours to a sophisticated art form.

#### **Theme throughout the Museum**

With this new theme focusing on professions, the Alimentarium invites visitors to think about the people who work to make our food 'good' in every sense. The theme features interactive experiments extending across the Museum's three sectors – *Food*, *Society* and the *Body* – supplemented by various presentations and events, its digital content and the columns of its online magazine ([www.alimentarium.org/en/magazine](http://www.alimentarium.org/en/magazine)).

#### **Five professions in the spotlight**

The passion for food-related professions is often handed down from one generation to the next. Over the course of the year ahead, the Alimentarium's new annual theme will present five different lines of work. Each particular craft will be highlighted with in-depth explanations and themed activities. The year gets underway with a discovery of vocations related to **dairy products**, until May. Confectioners will then take centre stage in June and July, before making way for those working in the field of **fruit and vegetables**, in August and September. This is a particularly demanding profession, as it involves dealing with live and fragile products. **Meat-related** trades will be featured from October to December. Finally, from the beginning of 2019 through to March, the theme will focus attention on the **bakery** sector.

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### Bonus content

Determined to satisfy the most voracious appetites for all things cultural and scientific, the Alimentarium's new annual theme is reaching far and wide across the world. In addition to taking part in one-off activities highlighting practical knowledge and expertise, the public has the opportunity to attend fascinating presentations and events. On 26 April, the **Milk Road presentation** will boost the focus on the dairy industry. The following month, the Japanese artist **Takahiro Mizuki** will be sculpting sugar figurines, to add a dash of colour to the *Museum Night* on 26 May. This is a first ever in Switzerland!

Discover the full programme on [www.alimentarium.org](http://www.alimentarium.org)

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### 3. *The faces behind food*

Whatever our own particular definition, ‘food made with love’ is an expression that certainly hits home. Unlike in a chemist’s laboratory, it takes more than ultra-precise formulae to transform a dish into something to remember. It requires expertise, sensitivity and a touch of audacity, daring to try something new and not being afraid of making a mistake the first time in order to get it right the next. All these nuances would not be possible without the human touch. For its new annual theme, the Alimentarium has chosen to show the specialist expertise behind the food we eat.

Directly reflecting the growing collective awareness of issues related to food, the Alimentarium’s new annual theme, *The faces behind food*, showcases the culinary skills and the quest for new flavours, both uniquely human as we are the only species that cooks. From fruit picking to a master chef’s prowess, humans intervene on every level to make, combine and enhance the food we eat. Through a variety of exhibits and activities, food becomes the axis of a human and social adventure, from the most basic flavours to a sophisticated art form.

#### **Rotunda**

**Food has always inspired art, as Thomas Morgan flamboyantly demonstrates with his kinetic tree.**

#### **A new lease of life!**

Spatulas, whisks, colanders, saucepans, peelers and graters need to hold on tight! It’s time to take on a new lease of life! In response to a social media campaign, visitors donated these objects that now introduce the new theme the moment you walk into the *Rotunda*. This kinetic sculpture was created by Thomas Morgan, son of Charles Morgan, the illustrious sculptor. Internationally renowned for his extraordinary jewellery and rings with secret compartments, the Anglo-Swiss artist has been living and working in Vevey since 1964. Contraptions in motion are his speciality. His ‘machines’, as he calls them, reveal the beauty of undulating mechanical motion.

It is worth mentioning that those who donated a utensil for the sake of posterity are credited on a thank you plaque and received complimentary admission to the Museum.

#### **Mass-produced cubes**

Andy Warhol, the king of pop art, would certainly have loved this unique item: the first ever *Maggi* press. It was used to produce the first prototype of the *Maggi* stock cubes that enhance the flavour of our favourite homemade dishes.

### **The Food Sector**

**From the beauty of human movement to robotics, this sector looks at the actions and handling of tools and utensils in the 5 lines of work presented. The watchwords here are craftsmanship and industry.**

#### **Cabinet of curiosities**

Whether you are in your kitchen at home, or you are a small-scale producer or a major food manufacturer, it takes more than just a pair of hands to work wonders. The *Food* sector puts objects specific to the bakery, meat, dairy, confectionery, and fruit and vegetable professions on a pedestal. For the *Mystery Object* quiz, use the clues given throughout the visit to discover the purpose of each object. Is it a dough divider, a fruit press or a printing press for packaging? Eagle-eyed visitors will definitely find the answers, without peeking at the explanatory texts provided.

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### Custodians of know-how

Are you intrigued by the texture and flavour of Japanese mochi? Is French *Mousline* instant mashed potato your comfort food? This part of the exhibition is right up your street! Visitors can learn everything about their favourite food. The display terminals screen videos of the custodians of traditional or industrial know-how.

## The Society Sector

**Sharing the passion: How the taste for cooking is handed down from one generation to another.**

### Back to the future

The 1950s heralded a boom in household appliances, as seen in Jacques Tati's film *Mon Oncle*, released in 1958, featuring an ultra-modern, geometric house and Mrs Arpel's technology-driven kitchen. Sophisticated equipment in the kitchen, the ancestors of robots, enabled housewives to impress their neighbours and show off their social status. At least, that was the message conveyed by the adverts at that time.

The highlight of this sector is the reconstruction of a typical 1950s kitchen, with period utensils for visitors to touch or handle. There is also an information terminal explaining more about this area devoted to the 'ideal' kitchen of our grandparents' era.

### Mirror, mirror, on the wall

Those looking for a fun activity have come to the right place! In the *Game of Trades*, visitors can view videos to identify a whole range of professions from the precise actions and movements they entail. Professionals from Switzerland and abroad talk about their jobs in video testimonies also screened in this area. Another game consists in turning the crank handles of various machines to guess their purpose. While it is not necessarily true that 'clothes make the man', workwear is supposed to at least facilitate the task of the person wearing it. The Alimentarium devotes part of this sector to the clothes, accessories and objects associated with the theme's five professions. There are also peep boards where visitors can have a photo taken of them 'wearing' various work clothes. The perfect keepsake of a visit to the Museum to post on Instagram! Finally, the large screen at the heart of this sector displays photos of food professionals taken as part of the *Vevey, a town with talent* portfolio.

## The Body Sector

**Focusing on two little known cross-disciplinary professions in the food industry: A sensory analyst and a flavourist. A possible vocation for our younger visitors?**

### Step into my shoes...

Taking on the role of an artisan producer or a specialist is surely the best way to understand the ins and outs of their work. Hence, the labyrinth of senses invites visitors to try out two cross-disciplinary professions related to the food industry, both relatively unknown to the general public: a flavourist and a sensory analyst. A filmed portrait of a sensory analyst, a professor at the HES-SO Valais-Wallis, allows visitors to learn how she deciphers sensations.

Meanwhile, the role of a flavourist involves blending aromas to find a harmonious balance, exactly as a so-called 'nose' does in the perfume industry. A video shows a flavourist from Firmenich, a Geneva-based creator of fragrances and aromas since 1895, describing the varied nature of his job.

After listening and learning, it's time for visitors to have some fun as they test their skills in both professions! First, they can carry out a sensory analysis of a mystery sweet and compare their evaluation with those of other visitors. Then, they take control of one of two aroma pipe organs, a poetic name for an instrument with something of a steampunk look about it. They can open and close the valves of their choice, and work the pump to mix aromas and smell the result. This is an opportunity for visitors to dive into the universe of aromatic composition as they create aromas fit for a confectioner or a chef.

Who knows, maybe these experiments will inspire our younger visitors to envisage joining these professions?



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## Away from the exhibition areas

**The annual theme continues in exceptional presentations, activities, scientific demonstrations, and a variety of events. Dates for your diary....**

### **EACD, 20-22 April**

As part of the *European Artistic Crafts Days*, the Alimentarium is hosting several artisans who will lead workshops relating to their particular field of expertise. A jewellery maker, an artisan cooper, a cutlery maker, a ceramist and a glassmaker will all be spending 3 days at the Vevey-based Museum. In addition, as part of a project entitled *Around the Table*, students from the CEPV will lay the table in the *Salle Nestlé*. The apprentices are already busy developing prototypes of objects related to the art of tableware and table decoration. Their research logbooks, containing sketches showing how they approached the project, will also be on display.

### **The Milk Road, 26 April**

Set off on a journey through several countries along the Milk Road in Asia. Whether in Iran, Kyrgyzstan, Nepal, Mongolia or Armenia, for small-scale farmers on the steppe or in the mountains, or for families who may only own one or two cows, milk is an essential, often vital, source of food. As milk can only be produced for a few months of the year, it needs to be transformed to be kept for consumption throughout the winter. Colette Dahan and Emmanuel Mingasson share tales and discoveries from their two-year journey along the Milk Road.

### **Museum Night, 26 May**

His name may not be familiar here but, in his home country, Takahiro Mizuki is known as the master of ‘amezaiku’, the traditional Japanese art of sculpting animals and figures in sugar. Precision is key for this skilled artist, as he brings miniature sugar figurines to life in record time – under three minutes! His masterpieces invariably look ‘too good to eat’. Takahiro Mizuki is regularly invited to present his art at social events and birthday parties in Japan and abroad. For his very first visit to Switzerland, it will be an honour to host him at the Alimentarium on 26 May, to add something totally unique to this year’s *Museum Night*.

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## 4. Weekend workshops

Every weekend, the Alimentarium organises culinary workshops for those keen to learn, meet others and share the experience.

### On Saturdays: Local produce, gastronomic delights

In response to popular demand, the workshop devoted to traditional local cuisine is now a weekly event. Every Saturday, the Museum pays homage to local producers. Butchers, greengrocers and cheesemakers share their passion and expertise by presenting their profession and their seasonal produce. After choosing the menu and selecting the ingredients together, everyone heads back to the Alimentarium kitchen, to prepare a delicious dish to then sample together.

**Times:** Every Saturday, from 15:00 to 18:00

**Price:** CHF 80.00 per participant

**Age:** from 16 years old

### On Sundays: Seasonal recipe

The seasonal recipe workshop promises to transform your Sunday afternoon into a gourmet experience. Sweet or savoury, the dishes are all made from fresh ingredients, which makes all the difference!

**Times:** Every Sunday, from 15:00 to 17:00

**Price:** CHF 60.00 per participant

**Age:** from 12 years old

### On Saturdays: Mini Cooks

Kitted out in their aprons and chef's hats, the children are ready for a morning of fun culinary discoveries. From the starter to the dessert, nothing is left to chance: Utmost care and attention goes into each dish to be shared at midday with their chosen guest. Guaranteed success!

**Times:** Two Saturdays a month, from 9:15 to 12:45

**Price:** CHF 80.00 for both participants (1 child for the workshop and the meal, 1 adult invited to the meal)

**Age:** 9 to 12 years

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## 5. Brief overview of the Alimentarium

Founded in Vevey in 1985 by Nestlé, the Alimentarium has emerged as a must-see on the Vaud Riviera. The exceptional setting has helped make its giant *Fork* embedded in Lake Geneva a classic image on Instagram and the emblem of the whole region. The world's first-ever museum devoted to food has become a real centre of competence in issues relating to food and nutrition. Within its prestigious walls, experts and specialists explore the many different facets of these domains from a historical, scientific and cultural point of view. Totally redesigned and refurbished in 2016, the Museum's reference exhibition, *Food – The essence of life*, provides an extraordinary interactive journey through the world of food. Nestlé has been supporting the Alimentarium's activities and development for over thirty years, enabling it to become an exemplary cultural institution, not only for the town of Vevey, but for the entire region. The Museum's *FoodAcademy* is a place of learning and exchange and offers workshops for both adults and children. From the outset, these practical workshops have been a real hit with visitors. Driven by a pioneering spirit, the Alimentarium also favours new methods of learning and teaching, accessible to all through the use of digital technologies.

[www.alimentarium.org](http://www.alimentarium.org)

## 6. Press visuals



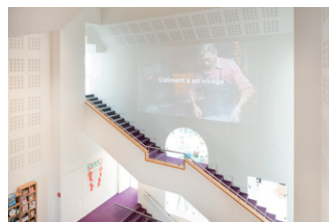
1. Aroma pipe organ, The Body Sector, Alimentarium



2. Aroma pipe organ, The Body Sector, Alimentarium



3. Aroma pipe organ, The Body Sector, Alimentarium



4. Annual theme 2018, Alimentarium



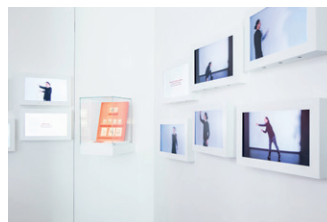
5. Typical 1950s kitchen, The Society Sector, Alimentarium



6. Typical 1950s kitchen, The Society Sector, Alimentarium



7. The large screen, The Society Sector, Alimentarium



8. Game of Trades, The Society Sector, Alimentarium



9. Maggi press, Alimentarium



10. Annual theme 2018, Alimentarium



11. Annual theme 2018, Alimentarium



12. Kinetic sculpture, Alimentarium



13. Kinetic sculpture, Alimentarium

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