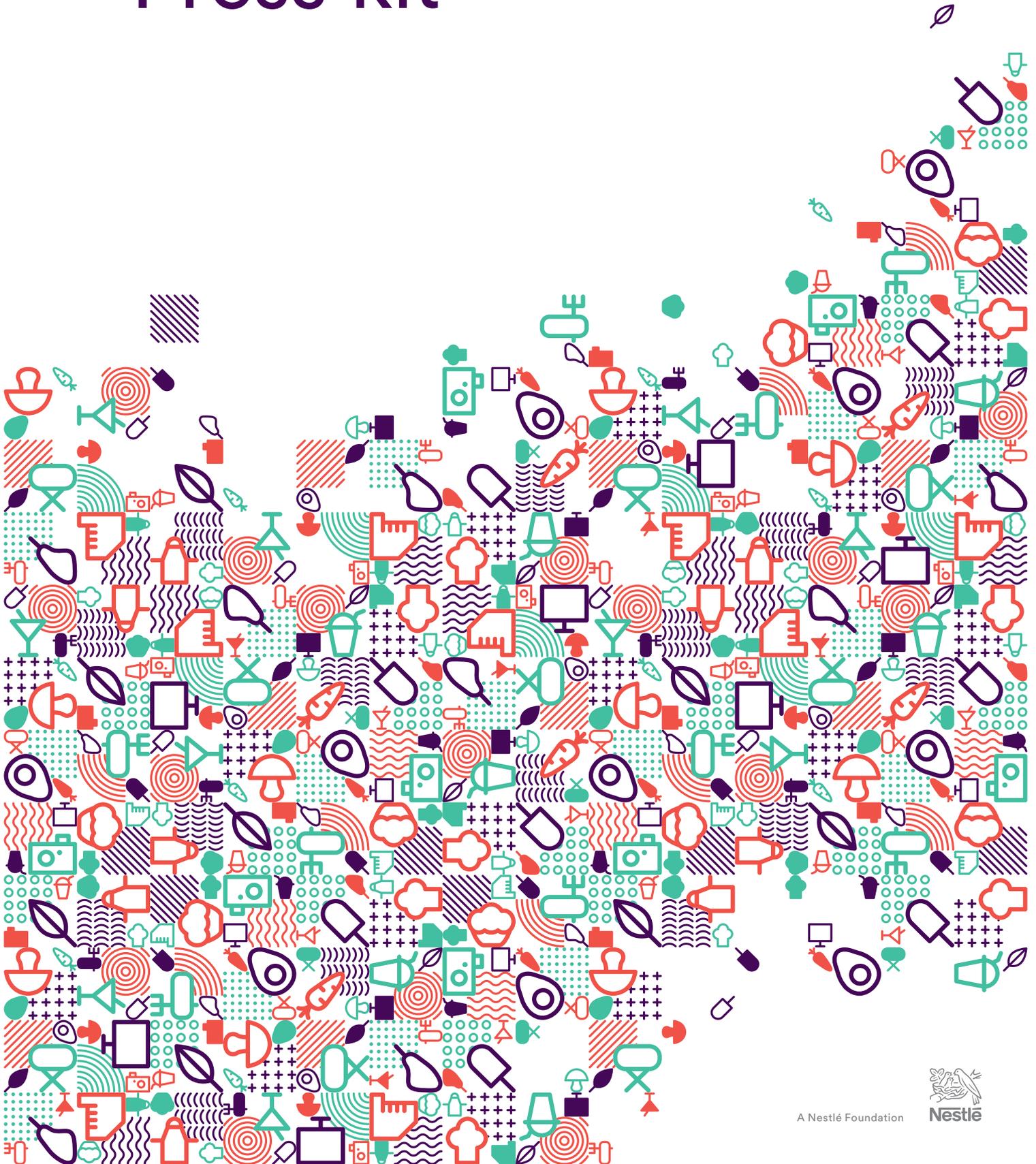




alimentarium

# Press kit



A Nestlé Foundation



Nestlé

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# 1. Press release

Vevey, 30 May 2016

## **Alimentarium 2016 is ready for you to taste!**

After nine months of renovation work, the Alimentarium will open its doors on 4 June 2016. The Museum has been completely rethought from top to bottom. Discover a new permanent exhibition and new places to eat, relax and experiment, a new range of culinary workshops and a revamped website. In step with today's concerns and habits, the 2016 vintage of the Alimentarium is a Museum for the new generation. Now accessible any time, any place, thanks to its new digital ecosystem, it is set to become the world's leading information centre on food and nutrition. A Museum to be savoured without holding back, either on the spot or from the world over!

### **Food - The essence of life: Travel to the heart of food**

Designed as a fun, interactive journey, the permanent exhibition invites adults and children alike to explore the fascinating world of the food of yesterday, today and tomorrow. The new scenography brings together discovery, experimentation and knowledge enhancement in three new sectors: *Food*, *Society* and *The Body*. Each one uses film screenings, interactive terminals and video installations to create an unforgettable immersive experience that reveals the influence food has on the body and the environment.

### **Post your own food selfie or explore the digestive system**

Among the surprises in store is a community wall for visitors to share their food selfies and childhood memories of favourite dishes; a voyage into the twists and turns of the digestive tract to discover how it works and even a multiplayer augmented reality *GameRoom* designed to help you burn calories as you put the knowledge gained during your visit into action.

### **New places to eat and relax**

The Alimentarium has taken advantage of this total transformation as an opportunity to rethink its layout and create new R&R restaurant and relaxation spaces, both inside the Museum and in its garden. From now on, the entire ground floor will be accessible to all, free of charge.

### **A weekend of festivities to discover the 2016 Museum**

On 4 and 5 June, everyone is invited to try out the 2016 vintage throughout an Open House weekend. **Philippe Ligron**, newly appointed head of the *FoodExperience* programme, will be at the helm to tempt visitors' appetites as he unveils the first aromas of the Alimentarium's new culinary activities.

Chefs/activity leaders in the *JuniorAcademy* will be concocting tasty treats for visitors to nibble during their visit to the new Museum, while **Valérie Véron**, the new head chef of the *Restaurant*, will tantalise taste buds with party dishes prepared especially for the occasion.

In addition, **Christine Pompei** will be present both days from 14:30 until 17:30 to sign copies of the latest addition to her *Les enquêtes de Maëlys* series showing the Alimentarium on the cover.

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### **An unprecedented public knowledge centre**

As the world's first museum to be dedicated to food, for the past thirty years the Alimentarium has been exploring the multiple facets of food and nutrition from a global, independent perspective.

Retaining its pioneering spirit, the Museum has created an information ecosystem and a unique way of learning. Its exclusive online platform takes advantage of the latest ways of learning, sharing and teaching through educational games, articles and case files, 400 digitised objects, a food glossary, etc.

All the Museum's content is now accessible online, in three languages. Through this huge digital transformation, the Alimentarium has put its knowledge within everyone's reach, and is positioning itself as the leading source of information on food and nutrition.

### **The Alimentarium reopens**

**4 and 5 June, from 10:00 - 18:00**

**Free admission**

Reservations for Museum entry tickets or for the various workshops can now be made on [www.alimentarium.org](http://www.alimentarium.org)

### **Press office**

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## 2. An unprecedented public knowledge centre

No subject is as dear to humans as food – it affects every living creature in every area of life, whether cultural, physiological, social, economic or medical. The Alimentarium was created in 1985 to explore the vast field of human nutrition around the world and through the ages. It was the first museum in the world to be entirely dedicated to food and nutrition. Thirty years on it is reinventing itself to stay at the forefront by offering its information and activities both in the physical Museum in Vevey and worldwide via the Internet.

The tangible Museum has been entirely revamped. The new permanent exhibition, named *Food – The essence of life*, invites visitors to answer three key questions: “What do I eat?”, “How do I eat?” and “Why do I eat?” This naturally leads to contemplation on food, society and bodily functions and their interdependence with nutrition. Practical experimentation is an integral part of the Museum’s DNA, evident in the various culinary workshops led by professional chefs and our educational activities for children and teenagers. This harvest of activities is constantly growing.

As a Museum for the new generation, the Alimentarium now also breathes through its digital ecosystem for teachers, pupils and parents, complemented by over 400 digitised objects, a food-related database and an online Magazine. Our educational platform, known as the *Alimentarium Academy*, promotes new methods of learning, sharing information and teaching tools with MOOCs (Massive Open Online Courses), online educational games, easy-read articles and themed dossiers. We consider younger generations as our primary target audience as they face nutrition-related health issues such as obesity, diabetes and cardiovascular diseases. Our programme aims to raise their awareness of these challenges, both as individuals and as a society.

This extensive digital outreach now renders the topic of food and nutrition accessible to one and all, whether in the Museum itself or at a distance, according to personal interests and preferences, hunger to learn and thirst to experiment. The Alimentarium aims to be an unprecedented public knowledge centre for all questions on food and nutrition, of the past, present and future.

**Ursula Zeller**

Director

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### 3. A new look

To mark the transformation of a classic museum into a new-generation physical and virtual museum, the Alimentarium sought an entirely new visual identity.

Zurich graphic designer Lukas Wanner has created its new look, which presents the multiple facets of the Museum and its new areas of activity through a series of pictograms in fresh, cool colours. There is not just one logo, but a complete system derived from the combination of its different themes. What better way to explain Lukas Wanner's approach than with a metaphor of food?

The Alimentarium's new graphic entity can be 'consumed' like a potato: Whether we serve chips for children, gratin for adults or mashed potato for the family, the basic element remains the same, but its taste varies depending on the way it is prepared and the setting in which it is eaten. Both progressive and flexible, this new identity allows everyone to approach the Alimentarium in a way which meets their own particular tastes and interests.

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## 4. Food – The essence of life

At the heart of the Museum's programme, the new permanent exhibition places visitors at the core of the message, inviting them to think about the body, their environment and their social circle. The exhibition is structured around **three main axes:**

**The Food Sector = Me and the outside world**

**The Society Sector = Me and other people**

**The Body Sector = Me and my body**

Virtual and sensory experiments, active search for information and guided and fun-filled learning, make visitors aware of the complexity of food across the world and through the ages.

Visiting the exhibition aims to bring a better understanding of every aspect of eating and the implications of an action which has become so mundane. Interactivity is the central element of the immersive scenography and is highlighted by a fun game in each of the three sectors.

### The Food Sector

Where does food come from and how is it produced? How can we transport it? How can we ensure we have food to eat in winter? What methods do we use to cook, prepare or present our food to make it tasty and appetising? In this first sector, visitors explore the world of food to answer the fundamental question "What do I eat?"

The first area immerses visitors in idyllic countryside. Surrounded by interactive screens, they witness accelerated images of food in the making, from its development to its packaging, through the growth of maize and hops, the rearing of pigs and sturgeon and the gushing of fresh spring water.

After discovering the infinite variety of our food, visitors move on to focus on production and the different food systems to be found across the world. Objects used for gathering food, hunting, rearing livestock or crop farming are put into context and can be viewed three-dimensionally on tactile terminals.

To discover the journeys food makes after it has been produced, visitors can interact with a video wall which lights up according to the path selected. What better fun-filled way to learn about the different methods used for distributing, transporting and tracing food?

Talking about how food is produced and transported is enough to whet the appetite, but before it reaches our table, food first needs to be processed. To help visitors understand how our food is manufactured, preserved and prepared and the traditional and industrial processes this entails, the next area showcases more exhibits, presents interactive terminals and projects personal stories on film. There is also a fun introduction to cooking thanks to a large tactile table with interactive games involving recipes and culinary techniques.

### The Society Sector

Throughout the Society sector, visitors discover how food connects us to our own kind. The human diet is, above all, a social and cultural indicator, giving us clues to help us understand both ourselves and other people. We create links, display our social status, ritualise practices and perpetuate a tradition of conviviality whenever we share food. It is a subtle way of talking about oneself and of measuring oneself against others, whether we are the host or the guest. This sector favours the sharing of knowledge and experiences, and focuses on exchange, starting with the question: "How do I eat?" The three main recurring themes of the tour show that eating is not only a biological need, but also an act which fulfils an essential social function.

Visitors can enter a cocoon filled with photos and personal accounts from the private sphere and will realize the extent to which our education and our family circle shape our relationship with food. A community wall invites them to explore new social phenomena such as the term 'food porn' or the use of hashtags. From New York to Seoul, #pizza, #burger or #bulgogi reflect our cosmopolitan culinary discoveries and cravings. However, the silence from certain parts of the world reveals other realities and food boundaries...

This wall may inspire visitors to leave their childhood memories, tips and 'food selfies' in a special terminal which will be used to expand the Alimentarium 'Proust's madeleine', a sort of memory bank created for and by visitors. Everyone can add their favourite recipe which, who knows, may well be recreated by the Alimentarium chefs!

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Continuing the tour, visitors will realise how their choices and habits are also determined by much wider cultural and social spheres, converging from a rich array of influences. Every society, every culture, defines what it deems as authorised food, its taboos and its rituals. In addition to religious taboos, our era has witnessed the emergence of new alimentary precepts (less salt, less sugar, etc.). A collection of large-scale photos highlights the diversity of eating habits across the globe and over the centuries. What are the consequences of our food choices on our health, the environment and on other people's lives? Why do we crave for more?

The way the table is laid has marked history and is important in many countries. An interactive table presents several games on tableware and table manners in different cultures, inviting visitors to learn about some of these fundamental values. To end the tour, visitors find themselves confronted by a large wall of lively and colourful images, along with a range of objects from the Museum's collection. This area evokes the richness of different rituals, festivals and places where we eat across the globe.

## The Body Sector

The last part of the visit, the Body sector, invites visitors to reflect on three fundamental questions: What do I think about what I eat? Why do I eat? What impact do my choices have on my health?

In the first area, visitors wander through the pathways of the brain dotted with giant neurons to discover how our five senses work. This fun trail reveals that we can exercise and improve our grey matter at any age! Some hands-on and tasty experiments show that sometimes our senses may be misled or misleading and that our education and our geographical, family and social environment have a major influence on our food choices and preferences.

Have you ever wondered what it would be like to travel through the organs of the alimentary canal to discover the secrets of how it works? For a few minutes, visitors can 'become' an apple. Mashed, mixed and broken down by enzymes, they discover the essential role played by the food we eat in the construction, functioning and protection of our bodies. In other words, how making sensible food choices is the best way to protect your health.

To round off the tour, younger visitors are invited to play while putting into practice what they have learned during their visit. The *GameRoom*, designed as a point of exchange between the virtual educational platform and the physical Museum, is an augmented reality, multiplayer gaming area. This immersive space invites visitors to move around and experiment with notions picked up during their visit. In the *Digestix* game, visitors explore the mechanical and chemical functions of the organs of the alimentary canal. Meanwhile, *Nutrix* enables them to unravel the mysteries of the composition of food.

## An annual theme to add spice to the Museum's activities

The new Alimentaryrium will no longer house temporary exhibitions. From 2017, an annual theme related to topical issues of food and nutrition will bring added spice to all the Museum's activities, from the permanent exhibition to the culinary workshops, the magazine and the dishes served to its visitors.

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## 5. Cookery workshops to suit every taste

### **The *FoodExperience***

Practical experimentation is inseparable from the theme of food and as such is an integral part of the Museum's DNA. For its reopening, the Alimentarium has revamped its programme and proposes an extensive range of daily cookery workshops to learn culinary skills hands-on. These are amazing gourmet discoveries followed by delicious sampling. From brand new workshops to the all-time classics which have made the Museum's reputation, everything has been designed to ensure that everyone – children, parents and grandparents alike – has an unforgettable time. To crown this new range of cookery workshops, now called *FoodExperience*, the Museum has called on Philippe Ligron, a leading figure in contemporary gastronomy.

### ***FoodAcademy*: a laboratory devoted to experimentation**

Located on the ground floor of the building, the *FoodAcademy* is a space devoted to experimentation, with cookery and nutrition workshops presented by chefs/activity leaders. During the daytime, special activities for children take place in the Museum's *JuniorAcademy* sector. In the evening, the *FoodAcademy* also welcomes teenagers who are curious to discover culinary specialities from around the world. Under the supervision of a professional chef, they become acquainted with food and nutrition in the broadest sense, from learning how to prepare dishes, balance their diet and select seasonal products, to how to present food on plates. Quite the all-inclusive experience! Once the dishes have been prepared, each participant can welcome a member of their family to join them to share and enjoy this 'homemade' meal!

### **For adults and professionals**

How about enjoying an evening of culinary experiments and discovery in a Museum? Specially created by our Chef Philippe Ligron and designed for adults and teenagers, our evening workshop is the perfect opportunity to become

acquainted with the basics of nutrition, to discover and work with little-known ingredients and to prepare a delicious meal which you can then share with a member of your family.

Also in the evening, the *FoodAcademy* becomes a forum for exchange, where professionals can discuss topics such as nutrition, food allergies and a balanced diet in more depth.

### **A quick glance at some of the Alimentarium's new food-themed activities**

#### **Mini Cooks**

Every Sunday morning, our chefs invite children to join them in the *JuniorAcademy* sector, where they learn how to handle spatulas, peelers and other utensils like a pro! Kitted out in their aprons and chef's hats, they are ready for a fun-filled morning of food discoveries. Every dish, from starters to desserts, is prepared with care. At midday, these chefs in-the-making are proud to invite a member of their family to their table to sample their 'culinary masterpieces'.

#### **Seasonal Snacks**

Every Wednesday, our activity leader welcomes school children and their teachers to the Museum's *JuniorAcademy* sector for a morning full of surprises and discoveries. Each month, a carefully selected foodstuff is used to create a variety of sweet and savoury finger food to take home. Whether herbs, flowers or even roots, everything is a great excuse to develop children's culinary imagination and introduce them to regional seasonal products.

#### **Family Workshop**

Every Saturday morning, the *JuniorAcademy* sector opens its doors to children and their parents to enjoy a family workshop. On the menu... exploring foodstuffs and discovering a recipe to prepare together and then take home. But, before donning their aprons, children and grown-ups explore food and nutrition through a fun-filled activity in the interactive area.

Discover the complete programme of activities on [www.alimentarium.org](http://www.alimentarium.org)

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## 6. New places to eat and relax

The Museum's large-scale transformation was an opportunity to totally redesign all its physical areas. The entire ground floor of the Museum is now accessible free of charge and includes a *Café* where visitors can relax whilst sipping a cup of tea and admiring the view over the lake and the Alps.

The *Restaurant* is a wonderful place to enjoy delicious food, before or after visiting the Museum, and the new *Shop* is the ideal place to find a souvenir to take home. On clement days, the lakeside *Terrasse* on Quai Perdonnet, will delight the taste buds of all lovers of local produce and slow food. The vibrant *kitchen garden* is an integral part of the Museum's scenography and not to be overlooked.

After trying out all the interactive games in the exhibition, children can enjoy a new area just for them, located under the bright and airy glass-roofed north wing.

A must-see monument in the local landscape, the *Fork* embedded in Lake Geneva has become the emblem of the Museum and, more generally, of the town of Vevey. Designed by the Neuchâtel-based visual artist Jean-Pierre Zaugg to celebrate the Alimenterium's tenth anniversary, the stainless steel work of art (8 metres high and 1.3 metres wide) was planted in the lake in front of the Museum in February 1995. As certified by the Guinness World Records, it is the world's tallest fork and undoubtedly one of the most photographed structures on the Vaud Riviera. It was added to the Museum's collections in 2015.

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## 7. A juggler of spices

Having travelled the world for twenty years, Valérie Véron opened *NaNea Traiteur, le voyage des saveurs* seven years ago. Fascinated by the flavours of the world, this former engineer lays the foundations of a healthy, nourishing way of eating which revitalises the body and arouses taste buds, all inspired by her own travel experiences.

Now based in Attalens (Fribourg), Valérie Véron invites visitors to the Alimentarium to travel through a world of flavours. The menus she devises are developed from a wealth of nutritional knowledge, allowing her to create original dishes with tastes from near and far, using fresh local products and all from fair trade suppliers.

A quick peak at the culinary treats in store to tempt visitors include the *Restaurant* display case of salads, smoothies and tasty snacks perfect for small or large appetites, and a soup bar to be set up for the autumn and winter seasons.

Once summer comes, no-one can resist the charms of southern food, the speciality of the *Terrasse* with its tapas bar and dishes cooked *a la plancha* (griddled), all to be enjoyed with Lake Geneva as the exceptionally beautiful backdrop. Vegan, gluten or lactose free, there is something for everyone, thanks to the *Flower Power* range of dishes. Feeling creative? Each visitor can make up his own selection, to eat in or take out, served in an ecological lunch box.

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## 8. An exclusive digital ecosystem

With the aim of reaching a wider audience, the Alimentarium has created a unique informational and learning ecosystem. This exclusive digital programme focuses on:

- **an online collection;**
- **knowledge factsheets;**
- **an educational platform for teachers and pupils;**
- **a magazine.**

The new online platform promotes new ways of learning, sharing and teaching. Top-quality content, expert references, lesson materials, educational games, articles and dossiers, 400 digitised objects and a food lexicon are there to make the Museum's comprehensive knowledge now also accessible online.

### Alimentarium Academy

In April 2015, the Museum launched its Alimentarium Academy, an educational platform designed for teachers and their pupils. This totally innovative learning ecosystem makes the Museum's multiple resources accessible to one and all. Available in several languages, it consists of 5 educational tools (3 games, online lessons for teachers and an application with quizzes for parents) that each explore an aspect of food in a complementary manner. Children, parents and teachers 'connect' together and collaborate around a common learning theme.

<https://learning.alimentarium.ch/en/>

### 400 objects to discover online

The Alimentarium collection is a true heritage asset, comprising some 10 000 objects that are all part of food history. From the weekly market of the early 20<sup>th</sup> century to online shops, these objects reveal an evolutionary process spanning the millennia and speeding up all the time, reflecting the pace of progress in agriculture, food processing and trade, and changes in eating habits. With artefacts like a ceramic butter dish, oil can, meat press or fritter iron, the Alimentarium collection immerses visitors in the secrets of the gastronomy of years gone by. The Alimentarium has now digitised part of this collection online. Continuing on from the exhibitions and themes presented on the premises, these 400 or so treasures from the past can now be seen in high definition and in 360° on the Museum's new internet portal.

A few hundred *Savoir* factsheets, with simplified and illustrated scientific definitions, complete this online collection.

<http://alimentarium.org/en/collection>  
<http://alimentarium.org/en/knowledge>

### Online Magazine

Launched in spring 2014, the online magazine supports the Alimentarium's positioning as an international benchmark in the field of food and nutrition. Today, its new concept invites readers to explore easy, fast access to information and articles organised in folders and sections. As such, web users can quickly find subjects that suit their interests. Another new addition is a dedicated area for scientific and academic news, with a calendar of conferences, seminars, publications and key international events. Every year, a new dossier will explore the Alimentarium's annual theme in more depth, a theme which also appears in all of the Museum's range of activities and in the permanent exhibition.

<http://alimentarium.org/en/magazine>

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## 9. Portrait, factsheet & glossary

### Alimentarium, Food Museum

As the world's first-ever food-themed museum, the Alimentarium has been taking a global and independent view of the many aspects of diet and nutrition for over 30 years. In keeping with the approach taken by the world's greatest museums, the Alimentarium democratizes access to its knowledge and promotes new forward thinking methods of learning, sharing and teaching through its unique new digital ecosystem: [www.alimentarium.org](http://www.alimentarium.org).

#### Factsheet

<b>Year opened</b>	1985
<b>Visitors</b>	1 612 600 visitors welcomed since the Alimentarium was created in 1985. Nearly two-thirds are under 18 years old.
<b>Director</b>	Ursula Zeller
<b>Client</b>	Alimentarium Foundation
<b>Work timeframe</b>	9 months (building and scenography) 3 years (content, digitisation and digital ecosystem)
<b>Investment</b>	CHF 19.8 million (overall project)
<b>Financing</b>	Nestlé SA, to mark the company's 150 <sup>th</sup> anniversary
<b>Length of visit</b>	1.5 to 2 hours
<b>Total museum surface area</b>	2202 m <sup>2</sup>
<b>Total exhibition space</b>	1093 m <sup>2</sup>

#### Glossary

<b>FoodExperience</b>	encompasses all the Museum's cookery workshops.
<b>FoodAcademy</b>	is the area devoted to experimenting.
<b>JuniorAcademy</b>	refers to the children's workshops.
<b>Alimentarium Academy</b>	is an online educational platform designed for teachers and their pupils.

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## 10. Practical information

<b>Museum reopening</b>	<b>Saturday 4 June 2016</b> Open house weekend and festivities
<b>Online ticket sales &amp; workshops</b>	<a href="http://www.alimentarium.org">www.alimentarium.org</a>
<b>Languages</b>	French, English & German
<b>Length of visit</b>	1.5 to 2 hours
<b>Opening times</b>	Winter (October to March): 10:00 – 17:00 Summer (April to September): 10:00 – 18:00 Closed on Mondays, except bank holiday Mondays (Easter Monday, Pentecost and Federal Fast Day)
<b>Prices</b>	Adults: CHF 13.– Students, apprentices, seniors: CHF 11.– Children under 6: free of charge Children aged 6 to 16: CHF 4.–
<b>Access</b>	<p>Located at the heart of the Vaud Riviera, in the beautiful town of Vevey between Montreux and Lausanne, the Alimentarium is a 15-minute walk from the Vevey SBB railway station.</p> <p>By car, take the A9 motorway (Geneva – Simplon) or the A12 (Bern – Vevey), and exit at Vevey. At the roundabout, follow signs to Vevey centre.</p> <p>Cars can be parked on the Place du Marché, a 10-minute walk from the Museum, or in the Panorama underground car park, a 5-minute walk away. The Alimentarium does not have a visitor car park.</p> <p>The museum is fully wheelchair accessible.</p> <p><a href="http://alimentarium.org/en/museum/plan-your-visit/getting-here">http://alimentarium.org/en/museum/plan-your-visit/getting-here</a></p>

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## 11. Press visuals

### Available on

<ftp://alimentarium:alim2016@trivialmass.com/data>

### User name

alimentarium

### Password

alim2016

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## 12. Press office

### Press office

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