

Reims' Ecole Supérieure d'Art et de Design is the historic center of food design in France, having provided education in this field since 1999. This new discipline, located at the crossroads of design and cuisine, and born as part of the process of product design, now connects ESAD to a specialized international network and the industrial and economic worlds tied to it. The teaching of cooking in accordance with the highest gastronomic standards by an in-house chef and three culinary designers provide the highest level of professionalism to the practical workshops. The advanced education program is approved by the Ministry of Culture and Communication, and the Master's degree is approved by the Ministry of Higher Education and Research.

The Industrial and Institutional Partners in Food Design

- The LEA (The Food Team) at the Department of Arts and Sciences
- IEHCA (European Institute of the History and Culture of Food) at the François Rabelais University in Tours
- The Maison des Sciences de l'Homme, Paris (Ethnoscenologic laboratory)
- International Food Salon (SIAL), Paris
- FERRANDI, The French School of Gastronomy
- The Gustave Eiffel High School for Hotel and Restaurant Education (Reims)
- The Bazeilles High School for Hotel and Restaurant Education (Ardennes)
- Les Crayères, a gourmet restaurant**
- The Manège de Reims, a nationally recognized theater

And Eurogerm, Kraft, the CNIEL French Dairy Organization, Vilmorin, Quick, Danone, Servair, The Inter-Professional Purebred Livestock Committee (CIV), The Inter-Professional Center of Champagne Wines (CIVC) in Epernay, The Case à Pain bakery (Reims), Boncolac, Paris des Chefs, and Lieu du Design (Paris).

Instructors

- Marc Bretillot, *creative director*, Germain Bourré, Magali Wehrung, *culinary designers*
- Patricia Ribault, *Ph.D in arts and the sciences of art, research coordinator*
- Georges Ribeiro, *chef*
- Specialized participants, according to the subject matter

For information on tuition fees for the different Food Design programs, please visit www.esad-reims.fr or call +33 (0)3 26 89 42 70.

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ESAD is a Public Institution for Cultural Cooperation



REIMS' ÉCOLE SUPÉRIEURE D'ART ET DE DESIGN

FOOD DESIGN



Master I & II

**Advanced Education
in Food Design**

Summer Class 2014

**Introduction to
Food Design**

Continuing Education

MASTER'S* IN FOOD DESIGN

The Master's in food design at ESAD is a full-time, two-year program that results in a DNSEP National Design Diploma with a culinary design notation awarding the degree of European Master's.

The Master's* prepares students for creative job positions that are a part of contemporary artistic production and are also integrated into the daily life of our society. Students acquire both practical and theoretical competencies for their creative practice, as well as a knowledge of art, design, food, and the necessary tools for summarizing, preparing and communicating projects.

The first year of the program (Master 1) is characterized by an intensive practice conducted in conjunction with industrial and/or institutional partners that is then overseen by three specialized designers, as well as theoretical courses in the history of taste and food, the history of design, and on research methods.

The second year (Master 2) is devoted to a personal project and the writing of the thesis. Students may conduct personal projects with (industrial or scientific) partners outside the school.

Career prospects

independent designer, designer working in the food-processing industry or the world of cuisines, culinary event producer.

Level

Bachelor, DNAP, DNAT, DSAA

Admission procedures

Online registration at www.esad-reims.fr before June 10th 2014
admission following an interview with a jury of professors (July 1st 2014).

* *Diplôme National d'Expression Plastique (DNSEP) délivrant le grade de Master*

ADVANCED EDUCATION IN FOOD DESIGN

Full-time advanced education for young designers, artists, and researchers who wish to specialize in food design, as well as for culinary professionals who wish to develop a design approach in their work. The one-year course of practice and courses consists of targeted workshops, professional immersion, site visits, and specialized theoretical components, all conducted in conjunction with ESAD's partners. It helps professionals in the culinary world discover the basics of artistic creation through methodology and practice.

Career prospects

independent designer, designer working in the food-processing industry or the world of cuisines, culinary event producer.

Theory, research, and practice make up the intensive, nine-month program which hosts a maximum of 10 students.

The course is validated with a certificate delivered by ESAD.

Level

DNSEP, Master's, DSAA, professional equivalent.
Recruitment by folder.

Calendar

- Applications until 10 June 2014
- Online announcement of preselected applications: 23 June 2014
- Admission interview: 1 July 2014

Find on our website testimonies from past students.

SUMMER CLASS IN FOOD DESIGN 2014

From 7 to 13 July 2014: intensive, international workshop for adults in partnership with the School of Visual Arts (SVA) in New York (bilingual French-English).

Program

A food design workshop and themed visits tied to the Champagne Region.

With : Germain Bourré, *food designer* (Reims School of Art and Design), Emilie Baltz, *food designer* (SVA-New York), and Georges Ribeiro, *chef* (ESAD).

Attention

Please note that the number of persons admitted in this workshop is limited. Please send your application (a resume and cover letter) before 31 May to: contact@esad-reims.fr

INTRODUCTION TO FOOD DESIGN

Instructors

Magali Wehrung, *food designer*, and Georges Ribeiro, *chef*

Three 2.5-hour sessions (starting in October 2014) per module, three modules per year.

This workshop is dedicated to those who have an affinity for art and cuisine, and it begins with simple exercises. Participants can attend one, two, or three modules consisting of 3 sessions each, as the subjects are varied and all facilitate a greater discovery of this field.

Children 12 years of age and older may attend accompanied by a parent. Groups are limited to a maximum of 15 persons. Enrollment begins in September 2014 at ESAD

registration

September 2014 at ESAD

CONTINUING EDUCATION

Reims' Ecole Supérieure d'Art et de Design is a professional education institution. To this end, the following programs in Food Design count towards continuing education requirements:

- Summer Class
- Advanced Education in Food Design
- Introduction to Food Design

