

NEWS.BITES SEPT 2012

eat.inspiration A
POSTCARD FROM
SHANGHAI
taste our travel
experiences in 5 dishes

SEPT 7 - OCT 13
2012



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ETC.



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01

NO LACK OF VARI ETY?

for us 2012 is loaded with all kinds of delicacies; on our agenda the creation of interesting tailor-made eat'inspirations, press launches, presentations, interviews, exhibitions, and we were a couple of times working on projects abroad.

the icing on the applesauce of all these activities is without any doubt the participation of *de culinaire werkplaats* in a couple of international food & beverage concepts: namely, for the netherlands pavilion @ the world expo 2012 in south korea and the launch event of the bentley v8 in shanghai.

it was a once in a lifetime experience to work together with 5 south korean chefs plus translator in a hotel kitchen in the city center of gwangju. so we experienced everything about 'lost in translation'. for instance, you order 2 glasses of wine and you get 2 wine glasses.

terroir & the taste of vegetables have no longer secrets for us, and a difference in cooking style created a huge barrier to explain the concept of 'abschmecken'.

marjolein is homesick for shanghai, and longing for it's dynamics, the horns, 24/7 and she wants to dance again in the morning with the chinese in the park.

so ... we treat you -after our traditional august break- on the eat'inspiration "a postcard from shanghai" sharing our travel and work experiences. furthermore in this newsletter a glimpse about our project dinner.talks @smaakexplosies, our eat'inspirations until january 2013... and a selection of our highlights in the past few months. in other words, no lack of variety.

enjoy our news.bites!

marjolein wintjes & eric meursing.

02
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EAT. INSPIRA
TION
A POSTCARD
FROM
SHANGHAI
SEPT 7 - OCT
13 2012

with the eat'inspiration a postcard from shanghai we share with you in 5 dishes our personal and very special travel and work experiences in south korea and shanghai.

so let us introduce you to: the signature dish of *mr & mrs bund*, the silence at *naked retreats* in *moganshan*, the colourful laundry of shanghai, the favorite of every south korean sweet tooth, and we reveal why that man -walking in the street and talking constantly into his cell phone- is wearing his blue p.j.'s.

[click here for
MORE INFO, THE MENU, ETC. >>](#)

03

MORE ITEMS FOR YOUR AGENDA.



we chat a lot when we dine.
sssst if you listen very carefully, you
experience what the food on your plate is
telling you.

dinner.talks. a co-production of de culinaire
werkplaats and sanna rosendahl
@smaakexplosies zaandam.

[MORE>>](#)

into dutch design??? end of october 2012
on the agenda the 11th edition of the dutch
design week, which focusses on dutch
design in all kinds of shapes and....
this inspired us to translate five dutch design
icons into bites.

[MORE>>](#)



december is full of festive gatherings, glitz
and glamour, good intentions, surprises, etc.
but for some family members this month is
equivalent to stress.

inspiration enough for a thrilling eat'inspiration

[MORE>>](#)

04

OUR HIGH LIGHTS



RAW.

a 3 days only eat'inspiration, especially designed for *downtown a'dam fashion week july 2012*.

RAW. is a texture & colour forecast for fashion fabrics & food s/2013 and beyond... in 5 dishes reflecting the global trends. also a call to pay attention to the vulnerability of nature.

[MORE >>](#)

FOOD NARRATIVE WATER&LAND

for the netherlands pavilion @ the worldexpo 2012 south korea. the theme 'sustainable delta'.

we created two food narratives: water & land, 5 food items for the shop, and we trained 5 korean chefs. we enjoyed working together with the team of dvp, our commissioner, and still laugh about everything that went lost in translation.

[MORE >>](#)



05

OUR HIGH LIGH TS



NATIONAL DAY

the prince of orange visited the world expo 2012 in south korea on june 18, as the netherlands was celebrating it's national day. the world expo's overall theme was the living ocean and coast, biodiversity and sustainability. we were present for the catering of the national day. marjolein had the the opportunity to bring up our proposition: "water will become the new champagne".

DRIVE TO A DIFFERENT BEAT.

our february eat'inspiration simply red. draw attention and suddenly there was an unexpected co-creation assignment in shanghai : a food & beverage concept for the launch of the latest bentley v8 in shanghai. the f + b concept had to be an integral part of the overall event concept, which was all about red, black, transformation and a different beat. an interesting experience working with so many different cultures.



06

OUR HIGH LI GH TS

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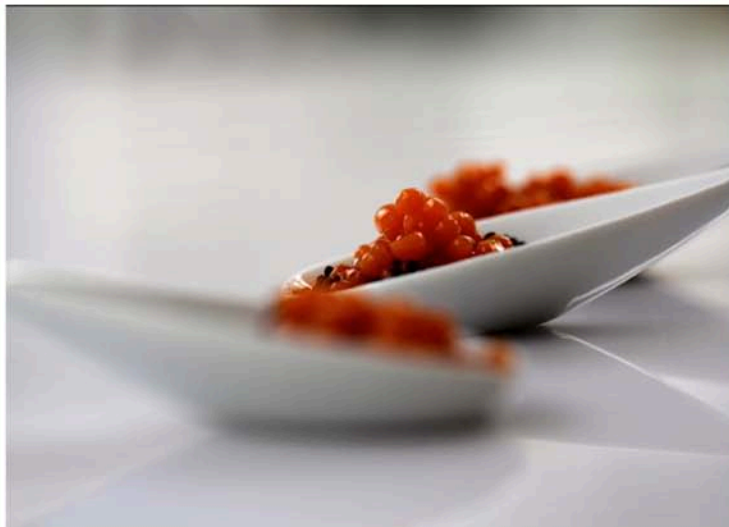
EAT THE CITY.

the 3rd eat'inspiration of our 3 part series on 'landscapes & architecture'. it was all about food & urbanization. so we presented to the world 5 urban landscapes & trends. and for our guests we had a present representing guerrilla gardening.

[MORE>>](#)

FOOD PAIRING.

two assignments were all about food pairing. douwe egberts and philips introduced a new way of making, drinking and experiencing coffee with the launch of senseo sarista @ de culinaire werkplaats. and we created 6 matching bites for the various blends. and for a press whiskey experience of johnnie walker double black we created 7 bites: both sweetish & savourish food pairing.



07

ETC.

ETC.

ETC.

so, this was a glimpse with highlights, and an outline what eat'inspirations are on the agenda of de culinaire werkplaats in the coming four months.

furthermore, there is a lot of work in progress going on:

THE BOOK. is getting more and more concrete, next time the title and timetable and all other relevant stuff will be mentioned. we are also working on a food.blog with questions about food that concern us;

THE WEBSHOP. in august we worked hard on the basic collection and a number of special food items for our shop. we created some exciting vegetable T's. in the second half of september we will load up images of the food items and descriptions of the products. thereafter we start testing. we expect our webshop will be in the air somewhere in october 2012.

FOOD ITEMS. some products of our eat'collections will get shelve space by third parties and for 2 brands we will create limited editions.

in the meantime, we are looking forward to receiving you @ de culinaire werkplaats for one of our eat'experiences.

kind regards,

marjolein wintjes & eric meursing