

Antonio Gardoni

Food by Design

Food by Design/Book/2002

“Food by Design”, due out next month from Booth-Clibborn Editions, takes a more lighthearted approach, according to Antonio Gardoni, the editor and partner in Jump Studios in London. Twenty-five international architects and designers were each asked to contribute a recipe, a visual interpretation of it and a personal story about it. The responses include the Italian architect Antonio Citterio’s straightforward spaghetti sauce and Mr. Starck’s hard-cooked eggs, halved and topped with exotica like caviar and sea urchin.

Mr. Gardoni said some contributions were “manifesto based, “like the highly conceptual sketch from Droog Design in the Netherlands, and others unabashedly personal, like a photograph of those eggs, strategically placed over Mr. Starck’s eyes and in his mouth. “They’re quirky and have a sense of humor, but at the same time they’re quite opulent,” Mr. Gardoni said.

These guys apparently know their food, though. They also persuaded the famed Spanish chef Ferran Adrià of El Bulli to participate. “He takes a very architectural approach to food,” Mr. Gardoni said. “He literally seems to see it as construction, and that fit the conceit of the book.”

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