



Food Lab and learning from top chefs

The World Food Festival shows the present and the future of our food in the Future Food House

Starting on 18 September 2013, the World Food Festival covers every aspect of food and cooking – for more than 5 weeks. The latest trends and developments in the world of food will be presented in the Future Food House, a temporary glass food lab situated in the Museumpark in the city centre of Rotterdam. Here, visitors of all ages will be treated to an exhibition as well as a richly varied programme of lectures, workshops, presentations and demonstrations. The Future Food House will open its doors on 19 September 2013. Visiting the exhibition is free, but for some events tickets need to be bought.

Interactive exhibition & events

'Food-designer' Marije Vogelzang has created an interactive exhibition for the occasion of this World Food Festival. In this exhibition, as many as 25 professionals including architects, designers, scientists, chefs and farmers will give their views on the future of our food. Reflecting on the food revolution, they will answer the key question: 'How and what will we eat in the future?' This has resulted in, for example, an In Vitro Meat Bar, 3D printing with insect flour, and a computer game you play together with real pigs. Most of the items included in this exhibition are new and controversial. They will give you food for thought. An accompanying programme of lectures, meet & greets and debates will provide more in-depth information. Vogelzang explains: "The future of our food is based on the choices we are making today. In this exhibition I show different scenarios for the future. And I would like to give visitors food for thought about the choices they have." There will be plenty of opportunity to smell, taste and touch objects in the exhibition. Are you getting curious?

The exhibition presents the work of numerous visual artists including Koert van Mensvoort / Next Nature (NL), Marije Vogelzang (NL), DUS Architects (NL), Revital Cohen and Tuur van Balen (UK), Sita Baumhik (VS), Tinkebell (NL) Arabeschi Di Latte (IT) and Susana Soares (UK), Arne Hendriks (NL), Marti Guixé (SP) and Marc Bretillot (FR).

Chefs' programme

Who are the main innovators in gastronomy? More than 20 Dutch top chefs will teach you the tricks of their trade in the Future Food House during demonstrations, tastings and workshops. Culinary Italy and Scandinavia will also be represented. This is an excellent opportunity to learn from experienced chefs.

Featuring François Geurds (FG, Rotterdam), Jonnie Boer (De Librije, Zwolle), Moshik Roth (@Samhoud places, Amsterdam), Angelique Schmeink (24kitchen), Erik van Loo (Parkheuvel, Rotterdam), Pepijn Schmeink (Eendracht, Rotterdam), Po Koh and Kevin Fan (Asian Glories, Rotterdam) and Albert Kooy (initiator of the Nieuwe Nederlandse keuken - new Dutch cuisine) and others. Special guest: Cees Helder, the first Dutch chef to obtain three Michelin stars.

Activities for children

The World Food Festival has plenty to offer the youngest generation of culinary talent. Children will enjoy tastings and workshops. And during their autumn school holidays, for example, they can take part in the World Food Kids Quiz with top chef and culinary journalist Alain Caron.

Future Food House

Museumpark, Rotterdam, The Netherlands
19 September - 27 October 2013

Opening hours of the exhibition: Tuesdays, Wednesdays and Sundays: 12:00 - 17:00 hrs & Thursdays, Fridays and Saturdays: 12:00 - 20:00 hrs
Free admission

Chefs' programme: Weekends between 12:00 and 20:00 hrs
Tickets: check our website for the full programme and ticket price details

Children's programme: Various days and during the autumn school holidays
Admission: free

About the World Food festival

Rotterdam will be an international, culinary hotspot for five long weeks. The World Food Festival is about the art of cooking, delicious food and the latest developments in food production and technology. With big and small events, markets, tastings, workshops, interactive exhibitions, city walks & routes and excursions to offer you a complete overview of the entire food supply chain. Covering all aspects, from a small vegetable garden to food factories and from healthy food programmes for children to exclusive Michelin star restaurants.

www.worldfoodfestival.nl | Facebook: WFFRotterdam | Twitter: WFFRotterdam

This festival is included in the Rotterdam Festivals timetable. For more details please go to www.rotterdamfestivals.nl

Note for editors: For more information and visual material, please contact Brand! communicatie at pers@brandcommunicatie.nl or phone 010 43 33 500.

