



# REPORT 2013 FOOD & CREATIVE INDUSTRIES



# FOOD & CREATIVE INDUSTRIES

## SUMMARY

Cultural and creative industries create jobs, growth and exports that are vital to the Nordic countries and their future economies. New Nordic Food (NNF) and other actors' efforts to promote food as a creative industry, combined with a strong focus on food in general, have contributed to an increased awareness of its relevance and potential in this regard. It is, however, still an "underdog" among the more established creative industries, and further work is needed. In 2013, we have conducted three pilot projects together with other creative industries: culture, fashion and music; projects that developed concepts for how food can incite innovation and strengthen other industries. Media response was extensive and Nordic participation broad. We have influenced policymakers and brought attention to the importance of creative food by initiating Krealab no 1 together with KreaNord, hosting a Nordic panel debate at CPH Food Fair, and through our

participation at the Nordic Innovation Conference and similar platforms. Moreover, new Nordic collaborations have emerged from the NNF Food & Creative Industries network.

## OBJECTIVES

The aim of Food & Creative Industries is to stress the importance of food as culture/art, and to position creative food experiences as an independent creative industry. The project also aims to establish food and culinary experiences as an active, creative and significant element when Nordic countries market other creative industries internationally.

## ACTIVITIES

### NORDIC COOL, WASHINGTON DC, FEB 2013 PILOT: FOOD & CULTURE

In the third week of February, the Kennedy Center in Washington organised the Nordic Cool Festival, with focus on Nordic culture. More than 700 Nordic artists took

part. The new Nordic kitchen was a central feature of the official programme, and in several diplomacy initiatives related to NNF. See page 6.

### PANEL DEBATE, STAGE, CPH FOOD FAIR, FEB 2013

NNF promoted food as a creative industry by hosting a Nordic debate at CPH Food Fair, addressing the question: "How do we lift a new industry with an outset in Nordic food's impressive momentum and strengthen the experience of food as art and as design? What does this entail and what is the relevance?" For summary <http://bit.ly/19ieldj>

### KREALAB NO 1, STOCKHOLM, OCT 2013

KreaLab was a conference initiated by KreaNord and NNF. Its purpose was to start a discussion and a process with the objective to turn the Nordic countries into the creative hub of the future. A number of international creative persons participated, together with approximately 80 Nordic participants. See page 8.

### FOOSHION, NDIW, SHANGHAI, NOV 2013 PILOT: FOOD & FASHION

NNF strengthened the Nordic brand at Nordic Design & Innovation Week. Food and fashion merged in FOOSHION – an experimental treat for 60 selected guests. An innovative creative collaboration that showcased the Nordic countries as frontrunners in sustainable fashion and food. See page 10.



CHART ART FAIR – ART, FOOD AND MUSIC  
[HTTP://BIT.LY/1ECX8SC](http://bit.ly/1ECX8SC)

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## “Cultural and creative industries create jobs, growth and exports that are vital to the Nordic countries and their future economies.”

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**NORDIC SOUND BITE, JA JA JA FESTIVAL, LONDON, MAY & NOV 2013**

### **PILOT: FOOD & MUSIC**

During the first ever Ja Ja Ja Festival at iconic Roundhouse, a range of innovative food experiences were presented. These included “Nordic Sound Bite” – the ultimate collaboration between music and food, where emerging Nordic food artists designed a special ‘sound bite’ based on a band’s musical DNA. See page 12.

### **NETWORK & SUPPORT**

Continued development of the network in terms of collaborations, participants, and competences represented. Dialogue and presentation of NNF’s expert knowledge about creative food through outreach calls, participation in conferences, workshops, panel discussions, study trips, fund applications and articles.

### **RESULTS**

- New collaboration with other creative industries. Cross-creative pilot projects with culture, fashion and music, strengthening the Nordic brand internationally together with a wide range of partners.
- New methods. For the first time, we succeeded in placing collaboration and producing new cultural experiences in the interspaces between two disciplines (food and music).
- Young Nordic talents. We invited emerging designers and chefs to apply for participation in an OPEN CALL, which turned out to be a great success – as a tool, for the Nordic Sound Bite project itself, and for the NNF Food & Creative Industries network.

- Designing collective food experiences. Successful branding of Nordic food culture and creative experiences when we managed to serve 5000 Sound Bites at five concerts in London.
- Massive media coverage of the pilot projects. Approximately 200-250 articles/posts in total about Nordic creative food, with the Nordic Sound Bite as a top scorer in NNF context.
- Creative Food invited to take part. The increasing importance of food as a creative industry was reflected by KreaNord, which, for the first time, explicitly invited actors from the food industry to apply for funding. Food speakers were prominent at KreaLab no 1, at panel debates, Fashion day etc.
- 30 New Nordic collaborations as a result of the contacts and competences exchanged at the network workshop in Helsinki in 2012 and the subsequent activities.

### **COMMUNICATION / DISSEMINATION OF RESULTS**

During 2013 we cooperated to a larger extent with our partners in regards to communication. Communication activities were linked more closely to visual documentation, which provided good results. We have used NNF channels, such as the website, facebook, twitter, newsletters, press, youtube channel, videos and blogs. Separate subpages have been made for all pilot projects. We have used our partners’ platforms and competences, e.g. the Nordic Fashion Association, which resulted in 30 articles in Nordic media and an invitation to appear on Danish morning TV with Fooshion (unfortunately, we were still in Shanghai).



PECHA KUCHA, NDIW 2013 SHANGHAI

Overall, we see great improvement in the dissemination of NNF’s results with approximately 250 articles/posts in relevant media. Jamie Oliver’s blog about the NNF food programme in London, a feature article about Fooshion in Chinese ELLE, Nordic artists referring to Nordic Sound Bite as ‘best experience’ at Ja Ja Ja Festival in interviews, and active interaction on twitter were among the many elements that spread the message of New Nordic Creative Food. Please see subpages for details.

### **PARTNERS**

**Partners:** Nordic Fashion Association, Nordic Music Export (Nomex), Kennedy Center, the Nordic Embassies in Washington, the Nordic Consulates in Shanghai, the Nordic Embassies in London, KreaNord, Atelier Slice, the Roundhouse London, Mew, NONONO, Sin Fang, Sakaris and Kid Astray.

## “New Nordic Food and other actors’ efforts to promote food as a creative industry, combined with a strong focus on food in general, have contributed to an increased awareness of its relevance and potential in this regard.”



PANEL DEBATE AT STAGE, CPH FOOD FAIR

**Creatives/chefs:** Nikolaj Danielsen (DK), Ayhan Aydin (SE), Hafdis Sunna Hermannsdottir (IS), Josefin Vargö (SE), Åsmund Sollihøgda (NO), Herman Rasmuson (SE), Anna Hildur Hildibrandsdottir (IS), Olav Harsløf (DK), Antto Melasniemi (FI), Lena Arndal (DK), Per Styregård (SE), I'm A Kombo/Bo Lindegaard & Lasse Askov (DK), Soulland/Silas Adler & Jacob Kampp Berliner (DK), MoMuMat/Malin Söderström (SE)  
**Sponsors:** Peter's Yard crisp bread, Altia Sweden, Carelian Caviar, Arla Foods, Lobster Seafood, Frøyas Sashimi Quality Fresh Salmon Loin, Norwegian Seafood Council, Troika Seafood, Voss.

### DISCUSSION

The Nordic countries are experiencing a paradigm shift, where competence intensive industries are most likely to survive. The prerequisite is that they

uphold a high level of creativity and quality to create value. The industry's ability to renew itself is crucial, and the pressure on cultural and creative industries as a driver for innovation and development is big.

The creative industries possess the robustness to lead the way, as it lies in their DNA to think and act in an innovative manner. There is a potential to generate new growth areas that create new products by combining their creative forces in new ways. Food is establishing itself as an important creative industry and a connector, but is still an “underdog” in relation to the more established creative industries. Food will have an interesting role in the future, not at least by virtue of their ability to link others together.

The pilot projects, in particular Nordic Sound Bite and Fooshion, have produced important output, also in strategic terms. The projects have provided access, ambassadors and experiences that our partners bring into their networks, agendas and activities. Moreover, methods for working with innovation and design in the interspaces between food and other sectors, in order to increase the value of their products and services, are starting to take shape.

NNF is at the forefront of gathering creative competences at new platforms and in new constellations. We see progress on an everyday basis. What seemed highly creative a few years ago is standard today. The development shows the capacity and potential of creative food, but also how rapidly things develop. Soon, even more new areas of collaboration, some not even known today, will start to emerge. The way of organising, and thereby the support structure, will be challenged. The need for Nordic work, funding and support will nevertheless be larger than ever. ●

SIGNATUR DISH JA JA JA FESTIVAL LONDON



# PILOT CASES 2013 FOOD & CREATIVE INDUSTRIES



# NORDIC COOL

# KENNEDY CENTER, WASHINGTON

## SUMMARY

From 19 February to 17 March 2013, more than 700 Nordic artists, writers, singers, chefs, musicians, actors, dancers and designers from the entire Nordic Region filled the American capital. The John F. Kennedy Center (KC) in Washington dedicated a whole month to celebrating Nordic culture with the festival Nordic Cool. The festival coincided with a number of political and cultural visits and the Nordic embassies hosted a range of side events. New Nordic Food (NNF) organised three days of activities in Washington in the run-up to this major cultural festival. NNF was responsible for a Nordic menu served during the festival and conducted a workshop with the chefs before launching the menu. A Nordic Food Diplomacy kick-off together with the Nordic embassies was also on the programme. The pilot project was conducted in close collaboration with the project Nordic Food Diplomacy.

## OBJECTIVES

The purpose for NNF was to stress the idea of food as an enhancement of Nordic culture as it was communicated through Nordic Cool, as well as explore ways and platforms of working with Nordic food diplomacy with local partners through exchange of knowledge and competences.

## ACTIVITIES

### NORDIC MENU BY NOBEL CHEF

#### MALIN SÖDERSTRÖM

NNF collaborated with chef Malin Söderström, who runs MoMuMat, Moderna Museet's restaurant, and was the first female chef responsible for the Nobel dinner in 2011, in designing a

special three-course Nordic menu served in the KC's restaurant during the festival as well as Nordic specialties for the café.

### WORKSHOP ON NORDIC CUISINE WITH THE KENNEDY CENTER

NNF and chef Malin Söderström, in partnership with the KC's restaurant chef Joe Gurner, ran a workshop on NNF for the centre's chefs. The chefs were introduced to the key ideas of the concept, quality, sustainability and local ingredients, by preparing the three-course Nordic menu.

### KICK OFF TOGETHER WITH THE NORDIC EMBASSIES

NNF also hosted a kick-off workshop for the Nordic embassy chefs and other staff in Washington, in order to inspire one another, exchange experiences and get ideas for using food as a strengthening element of the many side-events conducted.

### FOOD PROGRAMME AS PART OF THE OFFICIAL FESTIVAL PROGRAMME

During the festival, the KC organized and presented a variety of events to introduce audiences to the New Nordic Cuisine, such as cooking demonstrations. Some of the Nordic chefs that attended were Leif Sørensen Simon Idsø, Petteri Luoto, Hákon Már Örvarsson, Mads Refslund, Morten Sohlberg, Ulrika Bengtsson and Frida Johansson. <http://bit.ly/i12paZP>

## RESULTS

- Despite the many collaboration challenges when numerous organisations are involved, NNF activities succeeded in strengthening the food culture part of the festival. The training



WOODEN SCULPTURES BY JUHA PYKÄLÄINEN

was an important supporting initiative, which also contributed to the NFD tool kit.

- Nordic food played a prominent part during the entire festival and food culture could be experienced on the same level as other cultural activities. The embassies in Washington had accumulated considerable experience through a number of previous projects involving Nordic food.
- The festival Nordic Cool was in general a huge success and was awarded a Royal Medal from Carl Gustaf, King of Sweden. <http://bit.ly/1b6FX67>

This pilot project was made possible thanks to collaboration with the Embassy of Sweden in Washington D.C., which played a central co-ordinating role with the other Nordic embassies and the J. F. Kennedy Center in relation to Nordic Cool. ●



# KREALAB NO 1

## STOCKHOLM

### KREALAB NO 1 – NOT JUST ANOTHER CONFERENCE

The objectives were ambitious – to start a process to turn the Nordic countries into the hub of the future for a society based on knowledge and creativity. The phenomenon of creative and cultural businesses has gained increased attention on the political agenda in recent years. For the first time, business and cultural policy unite in a strategic initiative overarching the Europe 2020 process: Creative Europe, Cohesion Policy, Innovation Union, Digital Agenda, Youth on the Move, Horizon 2020 and more.

KreaLab no 1 was produced by AtelierSlice and Jan Åman, and was commissioned by KreaNord and New Nordic Food II. NNF II initiated the event with the ambition to develop KreaLab into an annual conference, travelling with the Nordic chairmanship. KreaLab no 1 was held at The Royal Academy of Art in Stockholm between the 16th-17th of October with approximately

100 participants from the Nordic countries as well as from abroad.

### THE NORDIC REGION WILL SHOW THE WAY TO THE FUTURE

KreaLab no 1's goal was to initiate the process of integrating cultural and creative industries into a larger societal context and develop innovation. To define a vision for how the cultural and creative industries in the Nordic region will show the way to the future.

### CREATE PROCESSES FOR CHANGE

Reed Kram, Mia Hägg, Laura Raicovich, Per Eriksson and Magdalena Malm were some of the speakers that told us stories and showed how they work, how they drive processes in which the divide between “creatives” and “others” no longer exists, and where the real question is how to create or produce something that generates answers to questions and issues that are not yet known. Finally, Brent Richards presented his thoughts on

processes for innovation and content regarding food and cities. On the 17th of October, eight workshop groups processed action plans for the future, based on their experiences and discussions from the day before.

### THE DINNER THAT STARTS IN THE BEGINNER

For KreaLab we invited Antto Melasniemi, a chef who started out as a keyboardist in the legendary metal band HIM, not just to cook a dinner, but to use food to reflect what the conference and lab were really all about. Antto Melasniemi's conceptual dinner was a work-in-progress, made in collaboration with Carsten Höller, Mia Hägg, Fredrik Wretman, Jan Åman, Reed Kram and Per Styregård. ●

Follow the process here:  
<http://atelierslice.com>



<http://vimeo.com/85135291>







Clean air  
 water  
 food



Participatory  
 Practical



# FOOSHION – A NORDIC FOOD & FASHION TREAT, SHANGHAI

## SUMMARY

In the first week of November 2013, Shanghai was buzzing with Nordic design and innovation. In a joint effort, the four Nordic Royal Consulates presented the NORDIC DESIGN & INNOVATION WEEK 2013. The programme featured seminars and workshops around design, addressing issues such as how design methods can be used as a driver of change and how design processes can help sustainability. The New Nordic Food programme highlighted the innovative Nordic Cuisine through a range of initiatives within the projects 'Nordic Food Diplomacy' (read more at page 10) and 'Food & Creative Industries'.

FOOSHION BY I'M A KOMBO AND SOULLAND

## OBJECTIVES

The purpose was to experiment with and further develop platforms for cross-creative collaboration, as well as to strengthen the Nordic brand, by inviting selected first movers and media persons to the creative Nordic food and fashion treat "FOOSHION". Danish label Soulland and food designers I'm a Kombo were set to pitch innovative food designs against one of Scandinavia's most promising men's fashion brands.

## ACTIVITIES

### PECHA KUTCHA – I'M A KOMBO ON DESIGN

As part of the Pecha Kutcha programme during the opening day of the ND&IW,

I'm A Kombo presented, or, more precisely, conducted a playful live production of a 'Cool Wool Bowl' – a case specially designed for Patricia Urquiola at Milan Design Week 2013.

### FOOSHION –

#### A NORDIC FOOD & FASHION TREAT

With the ambition to create new social spaces where food becomes a social element, the people from I'm A Kombo and Soulland designed the FOOSHION experience in collaboration with NNF. A 5-course meal experience was developed, and served while male models showcased the best of Soulland fashion. The pairing of the two disciplines was not at all





### FOOSHION MENU

- Crispy bread on coat hanger with smoked cheese and aromatic herbs
- Nøgne Ø with savory muesli in a Cool Wool Bowl
- Norwegian seafood ‘tutti frutti’, local Chinese greens and dehydrated roots
- Build a cake. Sponge cake base with lots of fun
- Fortune cookie and a napkin

coincidental. Both food and fashion have been prospering over the last decade, so the timing, to be able to celebrate a genuinely fashionable meal true to Nordic values to mark the beginning of the Nordic Design and Innovation Week, was really cool.



<http://youtu.be/eOdTVpyicgY>

**“There are several elements of cross-collaboration within the New Nordic Food programme which we expect a lot from,”**

says Johan Arnø Kryger from the Nordic Fashion Association.

### RESULTS

- New collaboration with creative industry fashion strengthened the Nordic brand.
- New methods for creative collaboration, eg. through a scientifically founded exploration of flavour, composition and preparation, designing a new Nordic social space featuring food and fashion.
- Creative Food as an integrated part of both the design programme and the Fashion Day.
- Great media coverage, e.g. a feature in Chinese Elle, bloggers, articles in Nordic press etc.

The pilot project was conducted in collaboration with New Nordic Food II, Danish Fashion Institute under the Nordic Fashion Association, and Norwegian Seafood Council, together with the four Nordic Royal Consulates in Shanghai – Norway, Denmark, Finland, and Sweden. •

# NORDIC SOUND BITE

## JA JA JA FESTIVAL, LONDON

### SUMMARY

On November 8-9 2013, Camden's iconic Roundhouse played host to a major festival of Nordic music, film and food with the inaugural Ja Ja Ja Festival. Headlined by Mew and NONONO, the two-day event welcomed 3000 festivalgoers to immerse themselves in Nordic cool. A range of innovative food experiences were offered, including the "Nordic Sound Bite" – a concept where curator Nikolaj Danielsen partnered musicians with young food artists, a menu and opening party designed by leading chef Herman Rasmuson, a Nordic stage, and London based actors offering Nordic tastes, such as the Nordic Fika.

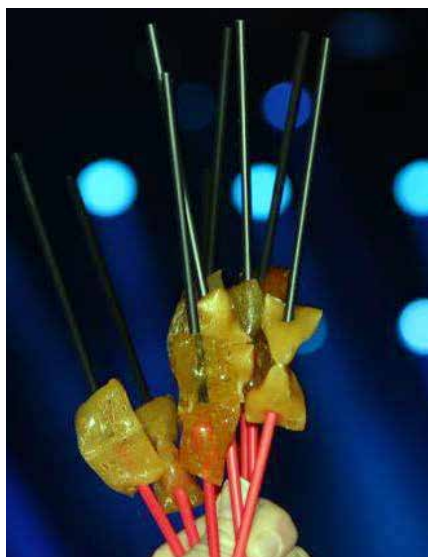
### OBJECTIVES

The purpose was to explore how two creative fields, food and music, could be mingled in a way that brings the audience's experience to new heights. The ambition was to introduce food as an integrated part of the music experience, and the shortest distance between the two is to translate the sound into a physical bite – a Nordic Sound Bite. In addition, the aim was to add yet another cultural dimension to the festival and thus strengthen the experience of the Nordic brand as a whole.

### ACTIVITIES

#### OPEN CALL FOR YOUNG TALENTS

The young Nordic food designers, Josefin Vargö, Hafdis Sunna Hermannsdottir and Ayhan Aydin, were selected in an OPEN CALL. They explored the concept during a workshop together with curator Nikolaj Danielsen in Copenhagen where they analysed the music, dove into a sensory



MEW "SHARE ME"

lab of Nordic tastes, tested their ideas in the kitchen, and brainstormed on how the Nordic Sound Bites should be presented.

#### NORDIC SOUND BITE – PERFORMANCE

The following five Nordic Sound Bites (5000 units) were developed for the festival. The response was overwhelmingly positive from the audience, the bands and in reviews. We have also had great feedback about how the idea added a real sense of occasion to the event.

- MEW – a sharable lollipop: "Share Me"
- SIN FANG – a pop' rocking' drink: "Wild Flower"
- NONONO – 3 x spray bottles: "Pump & Pass On"
- SAKARIS – white balloons + dots of meringues: "Dream On!"
- Kid Astray – a skyr cream with horseradish and cavi-art: "Fresh"



<http://youtu.be/wwWF2GY4Eu4>

#### FESTIVAL MENU & SIGNATURE DISH

For the Ja Ja Ja Festival, chef Herman Rasmuson, produced a menu influenced by the strong Nordic tradition of preserving and curing produce for use during the harsh winter months. The signature dish 'Nordic crisp bread pizza', served at both the opening reception and on the menu, was a huge success, leaving Londoners asking for more of the Nordic tastes.



<http://www.youtube.com/watch?v=x2EpP9Ml2Ns>

### RESULTS

- New collaboration with creative industries music, film and art, which strengthens the Nordic brand
- New methods for cross-creative collaborations, when we succeeded in producing new cultural experiences in the interspaces between two disciplines (food and music).
- Design of innovative collective food experiences became a reality when serving 5000 Nordic Sound Bites at five concerts.
- Young Nordic talents brought into the network
- Massive media coverage and dissemination of results, e.g. Twitter flow, Jamie Oliver Blog, best experience etc.

The pilot project was conducted together with New Nordic Food II, Nordic Music Export (Nomex), the Roundhouse and the Nordic Embassies in London. It was supported by the Nordic Culture Fund. ●



“Weird and wonderful food and  
some eclectic music set the tone”

[HTTP://BIT.LY/1BVPV2](http://bit.ly/1BVPV2)



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