



## PANEL DEBATE – FOOD AS A CREATIVE INDUSTRY

### INVITATION TO A PANEL DEBATE AT THE COPENHAGEN FOOD FAIR 2013 IN BELLA CENTER, TUESDAY 26TH FEBRUARY BETWEEN 13:00 AND 14:00.

*Bring a copy of this Invitation and you get free entrance to the fair on 26 February.*

New Nordic Food continues the debate about innovative food experiences as an independent creative industry that generates value, both for and together with other creative industries.

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 whom, and in which way? Can a Nordic DNA be identified in the creative concepts, processes and performances?

See you at Copenhagen Food Fair 2013 and at STAGE, a new concept that gathers creative food designers to innovate and provide inspiration for the entire food industry. The programme will start with a special JELLY experience provided by Bompas & Parr (UK) and a NyDanskVand from I'm A Kombo (DK).

#### PANEL DEBATE PARTICIPANTS

- Anna Hildur Hildibrandsdottir (IS), Director of Nomex and one of the region's leading thinkers in the economic value of the creative industries.
- Olav Harsløf (DK), Professor in performance design at RUC. Recently published the essay 'Poetics of the meal experience'.
- Antto Melasniemi (FI), Chef and conceptual designer, Kellohalli, FOODSTOCK, Solar Kitchen, Hel Yes! and more.
- Nikolaj Danielsen (DK), Madeleines Madlab, Zonen for Madkultur, designer of the concept at Copenhagen Food Fair.
- Lena Arndal (DK), Deputy director at the Center for Cultural and Experience Economy, CKO.

#### MODERATOR

Per Styregård (SE), Journalist at Dagens Industri, White Guide editor, partner in Atelier Food.

#### MORE INFORMATION

Read more about New Nordic Food, and the project Food and Creative Industries:

[www.nynordiskmad.org/tema/mat-kreativa-naeringar/](http://www.nynordiskmad.org/tema/mat-kreativa-naeringar/)

See the programme for STAGE:

[www.copenhagenfoodfair.dk/da-DK/For-bes%C3%B8gende/Aktiviteter---Konkurrencer/Stage.aspx](http://www.copenhagenfoodfair.dk/da-DK/For-bes%C3%B8gende/Aktiviteter---Konkurrencer/Stage.aspx)

#### Elisabet Skylare

Project Manager, New Nordic Food

+45 2620 7579 [elisabet@skylare.com](mailto:elisabet@skylare.com)



#### ABOUT NEW NORDIC FOOD

New Nordic Food II (NNM II) is a program under the Nordic Council of Ministers. The vision is that the Nordic cuisine will inspire a love of food, taste and diversity – both at home and abroad. NNF II is based on the Manifesto for the New Nordic Kitchen with values such as purity, freshness, simplicity and ethics. We are working with different project, as for example "Food & Creative industries", which is focusing on developing food expedencies as a strengthening branding tool in an international context, as well as supporting food as its own creative industry.