

FOOD & CREATIVE INDUSTRIES REPORT 2014

SUMMARY

The focus on food as an integrated part of the cultural and creative industries is steadily increasing, and this rapid development constantly presents us with new competences, players and collaborations that are challenging the way we talk and act in relation to food and eating in the Nordics. New Nordic Food II (NNF) and other actors' efforts to promote food as a creative industry, combined with the strong focus on food in general, have contributed to the awareness and potential in this regard. In 2014, we have strived to put these new competences on the agenda and introduce these young talents as key players in future value creation. Moreover, we have put the experiences and working methods from the project into a theoretical framework, meaning that they can be used as generic tools in the future.

One of the most important initiatives in 2014 was an academic paper that we compiled, based on the pilot project

Nordic Sound Bite. This paper was accepted and presented at The International Food Design Experience in New Zealand together with a keynote presentation on NNF II project Food & Creative Industries. The vision workshop Staging Nordic Table 2014 was another highly relevant initiative, where we pushed the borders for collaboration even more by testing a new collaborative pitching platform as a new beginning for the network.

In 2014, we have also conducted four pilot projects together with other creative industries – music, film, visual art, architecture and culture – projects that have developed concepts for ways in which food can incite innovation and strengthen other industries on international platforms. In some of these pilot projects, we have stressed certain areas, e.g. communication and young talents, in order to keep developing our methods for pilot projects. Moreover, lots of new Nordic collaborations have emerged from

the NNF Food & Creative Industries network and in connection with other creative players.

Not that many years ago we talked about a need for future cross-creative collaboration. Now, this first test of a new platform showed that an interdisciplinary climate is a state of mind for tomorrow's players and entrepreneurs when interplaying and creating. This also shows great potential for the creative environments in the Nordic region, while further support is needed to make way for more interdisciplinary platforms.

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 SOUND BITE – REDEFINING FOOD DESIGN AS POP-CULTURE PAPER 2014

In this paper we describe the process and method for developing the concept Nordic Sound Bite. When food and music is co-designed to strengthen the concert experience, food plays a more artistic role than it usually takes. Food design in this context can strengthen the existential experience of being and being together. Nordic Sound Bite was a project that aimed to create a position where food design can play a more strategic and powerful role than just being an add on to a meal.

LINK: [HTTP://BIT.LY/1Z5XCDP](http://bit.ly/1Z5XCDP)



INTERNATIONAL FOOD DESIGN EXPERIENCE, DUNEDIN, JULY 2014 RESEARCH CONFERENCE

NNF II Food & Creative Industries project manager Elisabet Skylare were together with designer Nikolaj Danielsen, invited to give keynote presentations of Food & Creative industries' pilot projects, networking methods and notably the Nordic Sound Bite concept at The International Food Design Experience in New Zealand, on 2-4 July 2014. In addition, a studio session was held where conference delegates could explore the novel methods developed by the project. The participation was a great opportunity and an acknowledgement of our results within the project.

[HTTP://BIT.LY/1CCX2GG](http://bit.ly/1CCX2GG)

STAGING NORDIC TABLE 2024, STOCKHOLM, DEC 2014 VISION WORKSHOP

Staging Nordic Table 2024 was a closing statement from the Food & Creative Industries project, and at the same time, the beginning of a new platform for interplay between creators, investors, and agenda setters. The most powerful way to vision #nordicfood2024 was to find out what the important players of the present wish to emphasize, and to create a disclosure that illustrates where Nordic food is heading. Five stagings lead us into a future, where food will be a driver of democracy, sub-cultures strengthen innovation in food systems and a new language is being developed for the way we eat and interact.

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

SCANDINAVIAN LIGHT & DESIGN FESTIVAL, VIENNA, NOV 2014 PILOT: FOOD, DESIGN, ARCHITECTURE, VISUAL ART

This year the annual Nordic design event Scandinavian Light and Design was collaboration with Nordic Food Experience that was designed by Food Designer Vanja Franzén and Embassy Chef Christoph Finch. Together with visual designer Florian Tanzer they created a holistic



VIDEO FOOD AT JA JA JA FESTIVAL, LONDON [HTTP://YOUTU.BE/WRTJWGLQ9ZG](http://youtu.be/WRTJWGLQ9ZG)

experience combining food, sound and visuals, to strengthen the Nordic branding during the Nordic Design event in Vienna. This was collaboration between NNF II, Swedish and Norwegian embassies, Swedish export and Nordic exhibitors.
 PAGE XX for a separate sum up

NORDIC PLAYLIST RADIO BAR, ICELANDIC AIRWAVES, REYKJAVIK, NOV 2014 PILOT: FOOD, MUSIC & DESIGN

The Nordic Playlist Radio Bar (NPL) was a food and radio pop-up concept unfolding in a venue in Reykjavik during the Iceland Airwaves Music Festival. The Nordic Playlist turned into an online radio station as part of the festival's off venue programme, inviting some of the world's finest radio DJs to share their love for Nordic music. The NPL Radio Bar invited the festival-goers to the cosy hub, to hang out, eat, drink, charge up and to discover and experience the most exciting sounds, tastes and stories from the Nordic region. NNF II collaborated with Nomex by supporting young creative talents bringing value into the project.

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

JA JA JA FESTIVAL, LONDON, NOV 2014 PILOT: FOOD, MUSIC, FILM

The Ja Ja Ja Festival 2014 in London – a celebration of Nordic music, food and film – is a spin-off from the Ja Ja Ja club night, which has been running in the capital for five years. For the second edition of the festival, Finnish chef – and former member of legendary rock band HIM – Antto Melasniemi curated a cutting edge food programme. NNF II Collaborated highly on the communication part this year, and a documentary video was made from the creative journey on Iceland, where the food concept was developed by Antto Melasniemi together with headliner Emiliana Torrini and experienced on site by a number of internationally journalists.

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

NORTH FOOD FESTIVAL, NEW YORK, SEPT 2014

PILOT: FOOD, CULTURE, TOURISM
 New Nordic Food was a partner during NORTH – Nordic Food Festival. NNF collaborated with the NORTH project team to add new activities and a more strategic content to the festival, Street food and panel discussions. Almost all the Nordic Visit-organizations participated in the festival that took part for a whole

week in NY offering over 25 different Nordic food related activities. New Nordic Food was responsible for the opening panel discussions taking place and also for bringing the street food element into the festival programme.

NETWORK & SUPPORT

In 2014 we have continued the development of the network in terms of connections, collaborations, participants, and competences represented. The function as an advisor and representative for the food+creative network has been maximised. We have shared knowledge about creative food through outreach calls, participation in conferences, workshops, panel discussions, study trips, food festivals, fund applications and articles and other media platforms. Broad collaborations together with different organisations, entrepreneurs and stakeholders.

RESULTS

- **New collaboration with other creative industries.** Cross-creative pilot projects with architecture, design, music, film, visual art, strengthening the Nordic brand internationally together with a wide range of partners.
- **Paper Nordic Sound Bite.** In this paper we describe the process and method for developing the concept Nordic Sound Bite. The paper in itself, and the presentation at The International Food Design Experience 2014, were an important acknowledgement for the work and experiences that has been designed and developed within the project NNF Food & Creative industries.
- **New interdisciplinary platforms for interplay.** We pushed the borders for collaboration by launching a prototype of a new collaborative pitching platform, which showed us that an interdisciplinary climate is a state of mind for tomorrow's players and entrepreneurs when interplaying and creating.
- **Young Nordic talents.** Also in 2014 we

have stressed the importance of bringing young talents into the projects and activities by open calls. The sharing of knowledge, ideas, connections and networks is critical in order to strengthen the Nordic dimension and collaborations within CCI.

- **Media coverage** of the pilot projects and other platforms that we have been involved in from national TV to hype on instagram and twitter. Approximately 200-250 articles/posts in total about Nordic creative food.
- **Agenda setter.** The knowledge gathered within the project, network and individual players is gaining an increased interest and importance. This can be seen in many aspects such as what stories that are brought in media, the number of contacts and invitation and an increase in funds and platforms searching for interdisciplinary ideas (food included) and players to contribute.

- **Connecting creative players.** The number of new Nordic collaborations as a result of the everyday connecting within the project as well as the contacts and competences exchanged at the network workshop in Helsinki in 2012 and the subsequent activities.

COMMUNICATION / DISSEMINATION OF RESULTS

In 2014 we further stressed the cooperation with our partners and their PR agencies (were available) in regards to communication, which provided good results. We decided to target specific communication initiative in order to increase the expectation of e.g. the food program as part of the Ja Ja Ja Festival, by launching a video a month a head of the festival. The participation at The International Food Design Experience 2014 was also well covered from national TV to local articles. North made it out to the media in a very successful manner as well. We have used NNF channels, such as the website,



NORDIC PLAYLIST RADIO BAR, ICELANDIC AIRWAVES, REYKJAVIK

facebook, twitter, newsletters, press, youtube channel, videos and blogs. Overall, we see great improvement in the dissemination of NNF's results with approximately 250 articles/posts related to the project in relevant media. Please see subpages for details.

PARTNERS

Partners: Nordic Music Export (Nomex), Icelandic Airwaves, NORTH Food Festival, Honest Cooking, Kennedy Center, and the Nordic Embassies in Vienna.

Creatives/chefs: Antto Melasniemi (FI), Ayhan Aydin (SE), Björn Ylipää (SE), Bo Lindegaard (DK), Brynhildur Pálsdóttir (IS), Cecilie Dawes (NO), Christoph Finch (AUT), Edith Salminen (FI), Florian Tanzer (AUT), Hafþís Sunna Hermannsdóttir (IS), Hiroko Tsuchimoto (SE), Josefin Vargö (SE), Kristín María Sig órsdóttir (IS), Nikolaj Danielsen (DK), Prang Lerttaweewit (SE/THA), Richard McCormick (FI), Roar Svenning (NO), Vanja Franzén (SE), Veronica Fossa (IT), Yukiko Krigh (SE).

DISCUSSION

During the NNF II project Food & Creative Industries, we have dedicated some time and effort to explore food as a creative tool to investigate what would come up if we imagined it as being an art form equal to architecture, music and fine arts. We have explored how food can engage with questions such as the shared, the sense of belonging, the shared moment for example between the audience and the band. How can food and collaborate create value made for the future.

There are an endless number of sharp collaborators working within the creative industries in the Nordic countries. We have started out with a small number of them and they are now reaching out for new players creating visionary arenas, paving the way for food to be seen as more than food. We can see that an interdisciplinary climate is a state of mind for tomorrow's players and entrepreneurs when interplaying and creating. The amount of new collaborations and



STAGING NORDIC TABLE 2024, STOCKHOLM

contacts that have emerged from the network shows us that investment in similar functions as the one NNF have developed, or support of new platforms, hubs will have great prospects for future Nordic collaborations.

The challenge in the Nordic countries compared to a regional network is that your new creative collaborator is not right around the corner. To set up these collaborations therefore takes some knowledge about their world. Don't think that your agenda is interesting to them, just because it is interesting to you. Spend some time researching what your dream team are dreaming of and include that in your planning. To turn a network into a productive team and not just a gathering of a bunch of individuals takes good process skills.

Furthermore, the people involved in this development, need to know what is going on in the creative industries in the Nordic countries. If the Nordic countries had a Connector of Creative Potential (CCP) who was responsible for bringing people together in structured collaboration, chances are that we would see a much more interesting and differentiated cultural landscape emerging in between

the existing classical categories (music, architecture, art, design, film). They would create new solutions and bring new understandings.

These collaborations can become very important paving ways for new ways of looking at and dealing with the challenges we face in the global economy.

JAJA JAJA
— A NORDIC AFFAIR —
festival

13 – 15 NOVEMBER
LONDON'S CELEBRATION OF THE BEST NORDIC MUSIC, FILM AND FOOD

THURS 13TH NOVEMBER	FRIDAY 14TH NOVEMBER	SAT 15TH NOVEMBER
THE LEXINGTON - 7PM TO 11PM	THE LEXINGTON - 7PM TO 11PM	THE GREAT HALL - 7PM TO 11PM
ROBBERIE - 19:15	FTVHOLMSTREK - 19:15	JOHANNA JOHANSSON - 19:15
DEATH WARRIORS - 19:45	BLAUE BLAUE DRUMS	WINTER'S SILENTS GO WASHINGTON - 19:45
LOW FIDELITY - 21:15	RUKUNNA - 21:15	GENNY - 21:15
SLINK - 21:45	THE BECKS - 21:45	FRONSABARE - 21:45
PROJECT FRESH SOCKS - 23:15	NOAH - 23:15	SHY COOL STAN - 23:15
	PROJECT FRESH SOCKS - 01:15	HYDA - 01:15

— AND MUCH MORE —

FOOD
"ORDINARY EXPERIENCES THAT GO BEYOND FOOD AND DRINK"
FOOD PROGRAMME CURATED BY AWARD-WINNING CHEF AND AUTHOR ALEXANDER BILM

FILM
A SPECIAL SCREENING OF THE FILM **NOPIA LAYS**. LIMITED SEATS AVAILABLE. SEE WEBSITE FOR RESERVATION DETAILS.
A HAND-PISSED SELECTION OF THE BEST VIDEOS, BY THE NORDIC MUSIC VIDEO AWARDS

TICKETS AVAILABLE FROM 10:00 TO 10:00 AM, JAJAJANORWAY.COM
THE LEXINGTON: NORTH RITCHIE ROAD, LONDON, W11 2BB (BARGAIN & BEATS)
THE GREAT HALL: 37-41 THE FIDELITY BUILDING, LONDON, E1 6AN (BARGAIN)

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