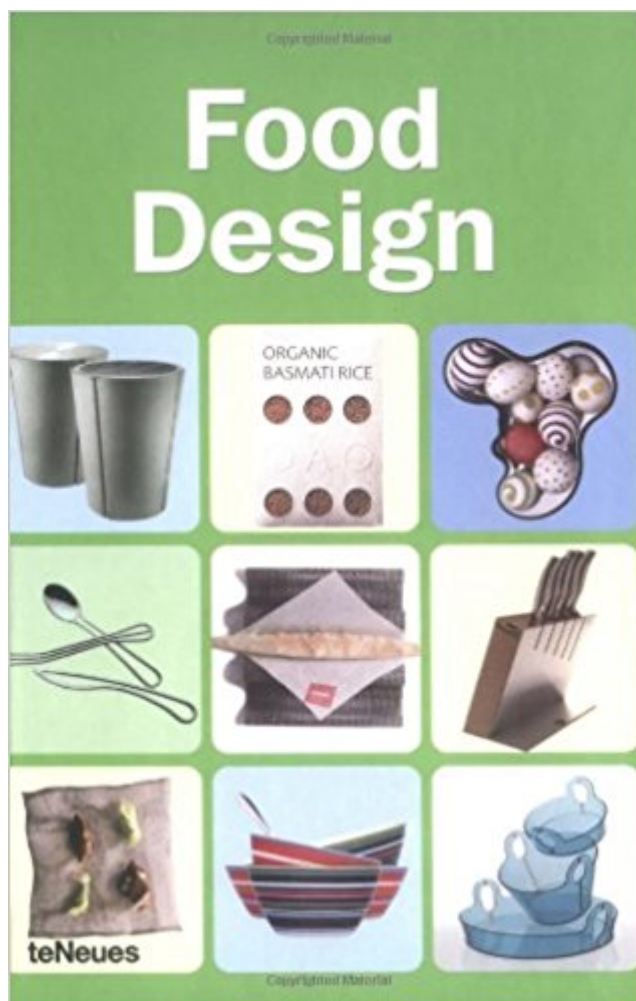


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Food Design (Designpockets)



Synopsis

This book offers a scintillating tour of the world's most creative food design. Beginning with an overview of the latest trends in food-related product design, this compilation also showcases the best packaging designs, and includes a section on food presentation that features elaborate creations from the world's most important chefs. There is also a look at the crucial influence of advertising on food design. This is an invaluable guide for the serious professional. It is also highly recommended for anybody with an interest in mouth-watering food design. ? One of the few books on the market covering all aspects of food design. ? An indispensable guide for everyone involved in the design and marketing of food.

Book Information

Series: Designpockets

Paperback: 399 pages

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Product Dimensions: 7.3 x 5.7 x 1.3 inches

Shipping Weight: 1.9 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 2 customer reviews

Best Sellers Rank: #628,799 in Books (See Top 100 in Books) #129 inÂ Books > Arts & Photography > Graphic Design > Commercial > Advertising #291 inÂ Books > Business & Money > Marketing & Sales > Marketing > Multilevel #326 inÂ Books > Arts & Photography > Decorative Arts & Design > Industrial & Product Design

Customer Reviews

This is a small thick book. Half of it is on product design. The other half contains photos of kitchens, food packaging and creative print ads. The book has 400 pages with over hundreds of well taken photos. There's plenty to see, from magnetic knife holders to circular kitchen stands. The design of the utensils are so sleek I wished they were in my kitchen, even if I don't cook. Most of them have killer curves. Each photo is captioned. The text is in English, with French, German, Italian and Spanish translation. It's a nice reference book to have when brainstorming for ideas on kitchenware. It should appeal to product and graphic designers. (More pictures are available on my blog. Just visit my profile for the link.)

It's a small book packed with pictures of products related to food design. On the bottom of each page the details for each product are listed so that the reader can look up the product further in other sources. It's therefore a great inspirational book to get ideas started for designers. The only problem is that it does not include the design process for each product.

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