

About us

Blanch and Shock Food Design was founded in 2007 to combine the equal passions of its founders: Food and Art. With emphasis on critical process and engagement, we enact food development and research as artistic practice.

We specialise in research-lead projects that develop knowledge as a resource for ourselves and for others. This process is interwoven with the creation of engaging and challenging food events that consistently surprise and delight diner and audience. Responding to the current artistic, economic, social and creative environments, the organisation pioneers a critical artistic practice approach to food research, development, creation and service. We seek to push the boundaries of culinary tradition, engage fully with the contexts we work in and stimulate gastronomic reflection. We are committed to the sustainability of the ingredients and production of our food, and to the integrity of our artistic approach. Our culinary interests prioritise seasonal British food, incorporating a range of techniques from around the world, both antiquated and cutting edge. We provide opulent food with a minimum of waste.

Blanch and Shock Food design also enacts a diverse business model, offering a range of services available for hire or bespoke commission in addition to instigating and collaborating on a variety of funded creative projects. This area of our work experiments with the integration of these services and our skills base into theatre, installation, live art and exhibition in innovative ways. Blanch and Shock Food Design currently operates as a Partnership.

Selected artistic projects

Waste Disposal Unit: *Market of Ideas Wasted Ingredients*

Outpost Gallery, Norwich (2007)

A live research and documentation event considering approaches to cooking with common leftovers, resulting in the development of a recipe resource.

Polychromasia: *Eating the Work of Mimi Leung*

Tenderpixel Gallery, London (July 2009)

A commission to explore catering as illustrative practice. Research was carried out regarding natural food pigments, and canapés produced to colour-match Leung's painting show at Tenderpixel.

Staying... *Oreet Ashery*

St Aloysius Social Club, London (January 2010)

Part of an **Artangel Interaction** commissioned project led by Oreet Ashery, working with lesbian asylum seekers and refugees. A commission to respond to the text published as the result of the project; a compiled 'sculpture' was designed and produced based on a palate of 15 flavours, creating 125 different bites encased in edible printed boxes.

Eat Your Heart Out, with *Kindle Theatre*

A.E. Harris Building, Birmingham (Oct/Nov 2009)

A commission to explore the integration of food service into site-specific promenade theatre by challenging diners with ingredient choices, context and presentation. 30 covers/night for 10 nights served within the show.

For information on our current projects, please see www.blanchandshock.com

The team

3 founder-directors make up the team that runs the organisation: Amy Houston shares operations management, administration and business and financial planning with Mike Knowlden, along with supervising event design and production. Mike additionally looks after supplier and customer liaison, staffing, legal and Health & Safety policy and practice. The third Director, Josh Pollen, specializes in design, publicity, web, documentation & archiving plus product sourcing. All three are also executive chefs. Blanch and Shock Food Design also employs a superb team of freelancers, consultants, producers and service staff as necessary. We are London-based but work all over the UK.