

## Food as an Art Form and the Story Behind Those Who Make It

By Danielle Lorberbaum



### Background Music

Narrator: In this time and place, appearance is very important. People are looking to make the food they digest count. The creativity brought into this new trend of appealing food is one that should be appreciated and welcomed.



Narrator: Pastry chefs work hours that seem intimidating, as early as four in the morning and as late as midnight. They work with their hands non-stop, standing for hours at a time, and sometimes have to do some heavy lifting.



Narrator: They also need to have attention to detail, and have the artistic and creative ability to produce desserts and pastries that "look as good as they taste".



Kaori: "I been 9 years...baking...I learned at a pastry school in Tokyo. So my mom, she bake a lot when I was kid, so I help her, so I like it. She just make like a cookies, or a shortcake."



Salmah: "I've been a pastry chef for what, like four years now...I guess I decided let's do pastry because I know I can do normal cooking and all that...I decided I'll just go and get another certification, another degree, so I went to culinary school...in NYC it's called the Institute of Culinary Education...then I went to 11 Madison Restaurant in NYC...the pastry chef I worked with was voted pastry chef of the year."



Kaori: "Really stressful because if it is very easy cake, is no stress, like small cake or only two-tier cake, but sometimes 5 tier, 6 tiers cakes, then we have to deliver it in the mountain, then we are very scared...and if customer wants this blue color, but if we make something wrong, like just a little bit lighter or darker, then if they didn't like...or if it is different than a picture than sometimes they don't like...so we have to be very, very careful."



Salmah: "The company I worked for was Restaurant Associates and that company worked for a company called Condé Nast Publications...it was definitely stressful because I was the only person... doing pastry...I was basically cooking for the cafe and they were serving like 1500 people...and we also had corporate dining...sometimes those magazines have big parties, i could be serving for one person up to 100 to 300 people...the hardest part of that job is knowing

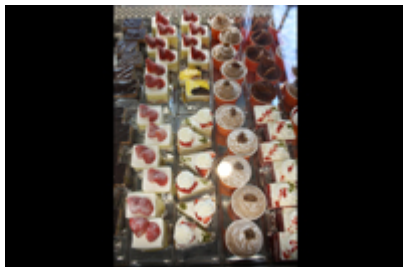
that...they have their own in house food critic...everyday this person...he will taste everything in the cafe...he will his tasting and then he will give is feedback...that kinda keeps you on your toes...it's kinda stressful but great at the same...it kinda push you hard."



Salmah: "But the best part about this is every year they would have Gourmet Institute..which is where the company runs classes, demonstration classes, cooking classes for the public...so what i get to do is help all these celebrity chefs who came to the event."



Kaori: "I like making wedding cake and baby shower cake...at my previous job..in pastry shop in Tokyo their specialty is wedding cake. They made like hundred wedding cakes in one weekend..so I made a lot..so then I really like..it's a special design, so I like making something special."



Narrator: In the twentieth century, fashionable food presentation became a movement. Those following Filippo Tommaso Marinetti's Futurist movement in the 1930's believed that form and color were just as important as taste.



Narrator: Because the visual appearance of food is the first stimuli in the brain, there is a pleasure that comes with eating aesthetically beautiful food, which is the aim of food presentation.



Linh: "A lot of thought is given into how it should appear on the plate in terms of color but also structure and there are a lot of really, really famous chefs who are known more for their structuring and plating than for how their food actually tastes, like that's what makes them famous."



Salmah: "I love doing all those cakes when you can use fondants, and do all those designs, and make and funky designs on the cake itself...you also have to come up with an idea, it's not just in your head...your creativity definitely comes out."



Kaori: "We have many classes like chocolate and candy crust, fondant crust, and they have many art class too...usually if customers see the cake, the first impression is looking, how is look, so the design is very important..chef and i always think: good design and taste."



Kaori: "I look like sometimes online, and also I look at Japanese pastry book also American pastry book, if they have nice idea I will imagine...or maybe if the book says they use a bread cutter, maybe I can use another cutter, then maybe it looks nice."



Salmah: "You can make great food, but then if everything is one color and then you put it on a plate, it turns people off, your presentation plays a big factor, okay you do your cooking, and boom you put it on a plate, your presentation is so good and it wows people, their appetite is heightened, and they see it and it kinda brings them into it."

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