



Fa**sh**ion&

FIELDSTUDY12

FASHION AND FOOD

This symposium offers food for thought about the celebratory and contradictory nature of fashion's relationship with all things edible.

While haute cuisine and haute couture offer elevated examples of how produce, products and processes can be combined and consumed as cultural confections, we retain a taste for cheap clothes and inexpensive food.

The changing style of our eating habits can be traced amongst other things to the discourse of creative cooking and entertaining promoted by fashion magazines, yet these same titles stand accused of peddling fashionable diets and the denial of food as a source of pleasure and possibility.

Fashion and food, two conspicuous staples of our everyday life, are so conspicuous that their similarities and differences are often taken for granted. The annual symposium of the research centre for Fashion, the Body & Material Cultures at the ICA in June 2009 unpacked this theme with relish. Fashionable food, trendy diets, stylish recipes, elegant displays of bodies and products were critically and creatively addressed to map out the many layers, strands and nodes that interconnect between fashion and food.

This issue of *Fieldstudy* offers some images and texts by which we can start thinking through this relation. Fashion and food are shown to weave people, objects, memories and spaces together, and the photographs, drawings and words featured document these deep connections. The bonds that exist between things and bodies, objects and subjects are evoked and reassert the centrality of both fashion and food to corporality, biography, stories and history.

Programme

9.30

Registration Coffee & buns

9.55

Welcome Alistair O'Neill & Agnès Rocamora

10.00 – 11.00

Wellbeing *Bodies* Susie Orbach;
La vêtothèque – fashion therapy in France
Renate Stauss; *Food fashions and future trends* Morgaine Gaye; Discussion

11.05 – 11.45

Technology *The tea atelier* Suzanne Lee;
eScent@ appetite suppressant
Jenny Tillotson; Discussion

11.50 – 1.00

Entertainment *Gastro-chic* Pamela Church-Gibson; *Food photography* Val Williams;
Food recipe reading Maggie Norden;
Fashionable eating Oliver Peyton;
Discussion

1.00 – 2.00

Lunch

2.00 – 2.45

Banqueting *Virtual dining: the everlasting*
SHOWstudio banquet Penny Martin; *Lucy Orta in conversation with* Chris Townsend;
Discussion

2.50 – 3.15

The butcher's window Dai Rees; Discussion

3.20 – 4.00

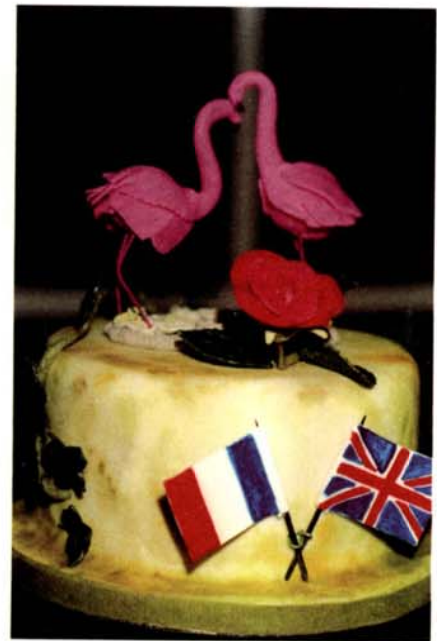
Finger food at fashion week: The resurgence of afternoon tea as a popular pursuit Amber Butchart; *Mr Feed Tea*
Tommy Roberts; Discussion

4.00

Afternoon Tea with music provided by the Broken Hearts



GRAY



In 1991 I graduated from Central Saint Martins with a degree in Fashion Communication. For my graduation exhibition, I created a multi-sensory fashion magazine called 'WONDER', inspired by 'Alice in Wonderland', which ultimately led to my current research on 'Scentsory' design-led

wearable technologies. When I married fashion designer Marc Rolland on Halloween 1998, we chose edible Lewis Carroll characters to adorn our wedding cake.

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