

Illustrated food stories

Tom Banks

Eskimo Creative has designed an identity for Manchester Food and Drink Festival 2012 inspired by the 1950s, and created a campaign which illustrates the 'food stories' of prominent culinary figures from the region.



Identity designed by Eskimo Creative

The consultancy, which branded the 2011 event, says it was appointed to celebrate the North West's culinary culture for Manchester Food and Drink Festival's 15-year anniversary this year.

'Square traditional 1950s kitchen tiles and crock pots,' have inspired the look of the identity and campaign, according to Eskimo creative managing director Mark Janson.



Food Stories: Coronation Street's Jennie McAlpine

Illustration – which was all done in house – was chosen 'to unify the aesthetic, as photography can be a bit hit –and–miss for projects like this,' says Janson.

For the campaign, 15 prominent people from the food and drink industry in the North West – including chefs, critics, DJs and musicians – were approached and asked to tell food stories, which Eskimo has illustrated.



Food Stories by DJ Mr Scruff and publisher of Manchester Confidential Mark Garnier

In an effort to increase the presence of the event through social media, food stories by members of the public are being garnered online by Manchester Food and Drink Festival, which will be illustrated by Eskimo and published on this microsite, [<http://foodstories.foodanddrinkfestival.com/>] which it also designed.

The 15th anniversary campaign is rolling out across the main website, a microsite, social media, outdoor poster sites, a 68-page festival brochure and other print materials.



Food Stories microsite

'We wanted the campaign identity to be interwoven with the stories of the people behind it, and Food Stories has done just that. We're excited now to hear and illustrate stories from even more Manchester people and continue the design process with them on board,' says Janson.

Square 1950s style tiles featuring a design by Eskimo are being created for awards at the event and Janson says an exhibition is possible.

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<<http://www.designweek.co.uk/news/illustrated-food-stories/3035111.article>>.

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