FLAG’ND DISHES CONCEPT : A CASE STUDY OF CHROMAGUSTOLOGY FOR DESIGNING NATIONAL FLAGS WITH LOCAL FOODS

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At the eve of the New Millenium, the basics of the chromagustology concept, i.e. recipes conception associating color to food, were created by several french food scientists, designers and photographs, especially Sophie Calle. First, this concept was applied in 2006 for designing “Chromatic Dinner” e.g. one color dish for each week day (orange for Monday by associating carrots, melon, shrimps) and later the corresponding “Chromatic Diet”. Then, during the 2008 french Taste Week, we first used this concept for creating a three-course lunch with dishes representing Midi-Pyrénées regional flag by associating yellow and red local foods. At 2009 Sydney International Food Festival, the concept was extended for designing a dozen of dishes based on national flags from all around the world. In the framework of the new european program “Youth on the Move”, we launched in 2010 the “Food4Flag” project focusing on European Union countries flags. First, commun rules were defined: only cold foods, ingredients must be available during all the year and must be either locally produced nor identified as local-indigen product and finally dishes could be sweety or salty. Then we performed a survey during 6 months among hosted ERASMUS students and french ones having an european experience for collecting information on potential recipes. 58 recipes were proposed and the finally 27 selected ones were then set up by 2 professional cooks. The present poster reports the design of the 27 “Food4Flag” European Union countries which were served at the INP Invention Awards 2010.