

Press release >>> Platform21

**Platform21 = Cooking and Constructing**  
10 February-30 March 2008

**Part of the 2008 GNAM Festival**

**Picture the kitchen as a laboratory for building, gluing, stamping and designing. Ever heard of potato plastic? Tomato deodorant? Or using a carrot as a flute? *Platform21 = Cooking and Constructing* invites you to discover new uses for edible ingredients together with various designers, artists and architects.**

*Platform21 = Cooking and Constructing* begins on 10 February with a temporary 'do-it-yourself' cooking studio designed by Frank Visser (IJM). You can try it out with the help of *instructables* – step-by-step directions in words and pictures – every Wednesday through Sunday.

And every Sunday, there's Sunday Soup, with workshops, lectures, presentations and films. Restaurant AS will also provide a special family menu on this day between 17:30 and 21:00 at €28.50 per person (three courses). There is an adjusted menu for children.

#### >>> **DIY**

The kitchen is the one space in the home that defines the essence of DIY. It is in the daily preparation of the family meal that personal taste, available means and cultural heritage come together in one creative process. Ready-made meals and takeaway food are quickly replacing the art and knowledge of home cooking. We are forgetting how to prepare food and losing not only our knowledge of ingredients but also our personal creativity.

Platform21 = Cooking & Constructing aims to stimulate a DIY attitude by focusing on the importance and joy of making things yourself. At the same time, it seeks to open up new ways of approaching everyday ingredients and everyday products.

Contributors to *Platform21 = Cooking and Constructing* include:

Shane Waltener, Ton Matton, Van Bergen Kolpa Architecten, the textile department of the Rietveld Academie, Christoph Brach and Daniera ter Haar, Debra Solomon and the Arts & Genomics Centre.

Open Wednesday through Sunday, 14:00–21:00, free entry.

Address: Prinses Irenestraat 19, 1077 WT Amsterdam. Phone: 020-344-9444 (office hours), 020-301-8000 (opening hours), [www.gnamfestival.eu](http://www.gnamfestival.eu) and [www.platform21.com](http://www.platform21.com)

#### >>> **Platform21**

Platform21 selects and presents creative developments that make you curious about the future. In the form of exciting presentations, lectures and workshops in the field of design, fashion and creation.

See [www.platform21.com](http://www.platform21.com).

#### >>> **GNAM**

GNAM is an international festival uniting gastronomy, art and creativity. It will also take place in Parma, Italy and Cahors, France later this year. In collaboration with Solares Fondazione delle Arti and ADC, EP (Association pour le Développement de la Création, Etudes et Projets).

See [www.gnamfestival.eu](http://www.gnamfestival.eu).

This project has received support from the European Union's Culture Programme.

**>>> Programme of Sunday Soups:**

> 17 February: Cover our walls in edible tags of sugar graffiti, which you make during a workshop with artist Shane Waltener. With snacks and bubblegum alley.

> 24 February: The natural Pantone-fan, from beet root purple to mango yellow. Results of a research into natural colours and a workshop by designers Christoph Brach and Daniera ter Haar.

> 2 March: Food Cinema, building spaghetti bridges and making carrot flutes. Plus give your own demonstration in the open kitchen. What do you make?

> 9 March: New uses for the potato stamp. Results of a week long experimenting by the Textile Department of the Rietveld Academy.

> 16 March: Using grain and corn as bio-fuel or food? What do you choose: 'Food or Fuel'? With film screenings and making lemon batteries.

> 23 March: What effect do your eating habits have on your environment? With the results of the project 'Toko NL - culinary planning' of landscape architects Van Bergen Kolpa, a lecture by 2012architecten and new visions on the market place by Maurice Nio.

> 30 March: What effect do your eating habits have on your environment? With the results of the project 'Toko NL - culinary planning' of landscape architects Van Bergen Kolpa, a lecture by 2012architecten and new visions on the market place by Maurice Nio.

+++Note for the press:

For more information and high res images, please contact Dewi Pinatih at Platform21, at +31(0)20-3449449 or [press@platform21.com](mailto:press@platform21.com)