

Sirha 2015 will focus on world-wide trends such as Glocal and Street Food in its renovated Food Studio

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This year's [Sirha](#) promises to be an historic edition with staggering numbers: 130,000 meters squared in size, 3,000 exhibitors, 18 competitions...One of the star areas that has been most renovated is the **Food Studio**, a laboratory now divided into three venues in which concepts will be presented that have been exclusively developed and created for the exhibition by [Omnivore](#), [Bridor](#) and [Alain Ducasse Education](#)

Frédéric Loeb will explore three current trends in the Food Studio. First of all, **Frugal and Glocal** cooking, an international phenomenon all about seasonal fresh produce from a known and respected supplier and preferably organic. Secondly, there is **healthy and safe food**, which is orientated towards the development of cooking that is easy-to-eat, and which aims to break new ground in producing a more balanced diet focused on our wellbeing. Finally, there is the trend of **Postmodern cuisine**, connecting technology with that which “transcends the natural”, with the objective, for example, of reducing the use of additives.

Omnivore will be focusing on the importance of the image and of **photography within current gastronomy**. As well as being good and healthy, they promote the idea that a dish must also be photogenic to receive as many “likes” as possible. 10 chefs who have specifically worked on this more aesthetic side of gastronomy give their vision with a range of offerings. Bridor will be accompanied by a team of teachers from Lenotre to convert classic recipes in bread-making and pastry cooking into surprising new creations, such as bread noodles in a miso soup or stuffed bread balls. Finally, the

trainers from the two Alain Ducasse education centres will offer different workshops to show how to achieve perfection, rigor and excellence, in both French and international cuisine.

Food Studio will also dedicate a space to **Street Food** with its exhibition called “Danger de Mordre” (Don’t Bite), which looks at the latest, coolest trends in street food from the point of view of design. For example, a beef stew, a salad and a slice of cake are presented in innovative ways such that you can eat them easily while walking in the street.

