



As revealed at this year's IACP Conference in New York, on the map, but off the beaten path, is where today's food trends are emerging.

Courtesy of Olson Communications



Chicago-based Olson Communications attended the annual International Association of Culinary Professionals (IACP) Conference in April, where food, fashion and media connected in New York City. The discussions were charged with passionate and often disparate beliefs on food, fashion and the emerging role of the chef as cultural curator.

The Fashion of Food

At the opening session, a lively panel of keynote speakers moderated by Kim Severson from The New York Times talked about the parallels between food and fashion and implications for the future.

Marcus Samuelsson, chef and owner of Red Rooster in New York's Harlem neighborhood, was introduced as a cultural curator. He was quick to note that curation is not about exclusivity that offers access to only a few, but rather, the grand democratization of both the food and fashion industries that are becoming more inclusive because of the immediacy with which information is shared.

Bringing the Conversation Home

The United States was discussed as the trendiest place on earth, where trends are set and merged with world cultures and cuisines. There was no better place to have this conversation than in a great melting pot. Pre-conference tours were quick to point out that are uniquely available in the city.

There is always much conversation about food activities that are always interesting. Noted chefs, however, were talking about Harlem, where things can be fixed, or exploring a city map, but off the beaten path, is where the trends are emerging.

The Reconstruction of Authenticity

The fusion of ethnic cuisines worldwide is so much a part of the conversation as unique densely populated urban environments. For example, began as authentic food from home that local ingredients and cooking styles made it more appropriate, coming full circle. A tour with Madhur Jaffrey explored how trends emerge in all categories.

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Eating Local: Fashion or Fad

Much of the discussion during this conference explored the evolution of eating local and where the future of food is going. As consumers become more and more educated on where and how they get their food, the demand for local is becoming