

FoodMarketo

an everyday life market

a project by Apartamento Magazine
& DesignMarketo



FoodMarketo was a half pop up store, half cooking workshop, selling contemporary design objects commissioned to over 30 international designers and hosting daily workshops to share recipes and everyday life ingredients.

The store featured a unique interior designed by London based designers, Max Lamb & Lars Frideen. FoodMarketo was organised in collaboration with Marion Friedmann.

Designer Martino Gamper and friends getting busy at Alexandre Bettler's Faccia di Focaccia workshop.

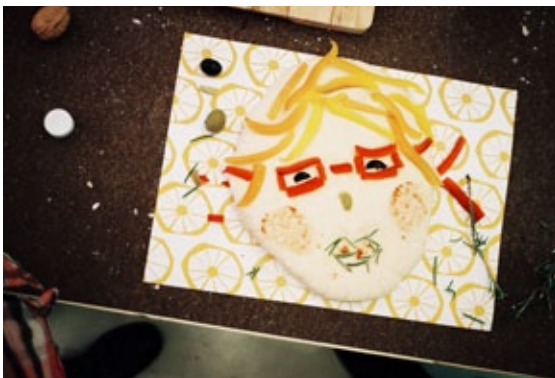




An exceptional private dinner, cooked in authentic Italian style by the Apartamento team marked the opening of FoodMarketeto.

**Faccia di Foccacia workshop
by Alexandre Bettler.**





“FoodMarketo’ was a highlight at this year’s Salone del Mobile.”

LS:N Global (2010)

“Probably the thing we’re most excited for at this year’s Milan fair: www.foodmarketo.com”

**Monica Khemsurov & Jill Singer,
Sight Unseen (2010)**



Apartamento

Apartamento is an everyday life interiors bi-annual magazine written in English. A place in print for people, not just objects. Apartamento is a magazine about homes, living spaces and design solutions as opposed to houses, photo ops and design dictatorships. It understands interior design as a means of personal expression, showing how people arrange their homes and the solutions they find to the same problems that everyone has.

DesignMarketeto

DesignMarketeto is a company which was set up by Jerome Rigaud and Alexandre Bettler; originally we wanted to help our designer friends to clear their stocks of amazing things they had piled up in their studio. We quickly realised what a wonderful tool it was to diffuse ideas and objects, work with our friends and also to meet new people. We want it to be some sort of hybrid in between a music label, a magazine, an art gallery and a corner shop.

Marion Friedmann

Marion is a London based independent curator, consultant and researcher in design and material culture. She has worked on numerous projects in London and abroad with a strong focus on the promotion of design and designers and researching different cultures through their material world.

Contact

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Links

www.foodmarketeto.com
www.designmarketeto.com
www.apartamentomagazine.com
www.marionfriedmann.com

Supported by

FoodMarketeto happily cooked with equipment by Alpes Inox.
For the opening and the launch, drinks were provided thanks to Tenuta San Pietro, and many, many thanks to Kaleidoscope for hosting us!





Designers

Alexandre Bettler,
All Cats Are Grey,
Amandine Alessandra,
Andrew
Haythornthwaite,
Arabeschi Di Latte,
Form Follows Freedom,
Atwork,
Bannhocks & Hill,
Bertjan Pot,
Catherine Guiral
(officeabc),
Charlotte Coulais,
David Weatherhead,

Do You Read Me,
RealMade,
Ferran Lajara,
Frank Bruggeman,
Harry Thaler,
Jackson Lam,
Ken Kirton,
Lars Frideen,
Loris & Livia,
Marco Dessí,
Markus Bergström,
MischerTraxler,
Nelly Ben Hayoun,
Nicola From Bern,
OK-RM,

Olivia Decaris,
Oscar Diaz,
Peter Marigold,
Study O Portable,
TankBoys,
Tomás Alonso

Workshops**14 April,****13:00—17:00 + 18:00—20:00****Color Me Beautiful****A natural beauty session with Arabeschi di Latte****15 April****13:00—17:00****Gemma's Jam****Discover your hidden marmalade skills with Gemma Holt****16 April,****14:00—17:00****The Bread Workshops****Make new bread friends with Alexandre Bettler****13—18 April****12:00—13:00****FoodMarketo Everyday Specials****Daily surprises for the early birds**

**Color Me Beautiful:
a natural beauty session by
Arabeschi di Latte**





Gemma's Jam: marmalade and scones with Gemma Holt



A private dinner for FoodMarketeto contributors!





Enzo Mari and Jerome Rigaud discussing the various methods of cracking walnuts.

**“FoodMarketo è stato uno degli esperimenti
più riusciti attorno al recente Salone del
Mobile milanese.”**

D Della Repubblica (2010)