

# Food Styling & Photography Workshops

**SINGAPORE** May 20, 21 & 22, 2010

## Learn from the industry's leading professionals

Denise Vivaldo is bringing her popular food styling class to Singapore for the third year in a row. This time Matt Armendariz of Matt.Bites.com is coming with her and will be teaching a special food photography workshop immediately following the food styling class. These workshops are geared towards culinary professionals, art directors, magazine editors, food bloggers and writers but is open to everyone interested improving their food styling or photography skills.

### Food Styling Workshop

#### May 20 & 21 Denise Vivaldo

Food styling techniques with instructor demonstrations and class participation focusing on:

- Poultry shaping, trussing and browning
- Burgers and sandwiches
- Pasta and sauces; plating, saucing, building height and movement
- Ice cream: how to handle real ice cream and making fake ice cream
- Desserts and dessert sauces
- Salads: dressings, extending life, using color, texture, and contrast
- Asian foods and the styling challenges they present
- Breakfast food: eggs, pancakes, bacon and ham
- Pizza and cheese pulls
- Beverages and special effects

### Food Photography Workshop

#### May 22 Matt Armendariz

Food photography techniques with an emphasis on:

- What makes a great photo
- Lens selection
- Camera angle
- Lighting issues: available light; flashes, strobes and floods; diffusing and modifying
- Understanding color temperature and white balance
- Effective use of props

**Class schedule:** Start time for all workshops is 9:00 a.m. Classes end by 4:00 p.m.

**Denise Vivaldo** is a professionally trained chef with more than twenty years experience teaching and consulting in all areas of the culinary and hospitality industry. As a food stylist, Denise has worked on nationally televised shows, infomercials, movies, cookbooks, and many TV cooking series. In her work as a creative consultant she has developed original recipes for cookbooks, many of them *New York Times* best sellers. Denise is also the author of five well-received books on catering and entertaining.

**Matt Armendariz** is a Los Angeles-based photographer with clients that include Time Magazine, POM Wonderful, La Brea Bakery, California Avocado Commission, Bristol Farms, Whole Foods, Health Magazine, Woman's World Magazine, Bon Appetit.com, and Martha Stewart.com. Matt authors the popular blog MattBites.com, and more of his photography can be seen at MattPhotographs.com.

**May 20 & 21, 2010 Food Styling Workshop** \$1100.00 USD

**May 22, 2010 Food Photography Workshop** \$695.00 USD

Wire transfer information available upon request

For registration please visit our website: [www.culinaryentrepreneurship.com](http://www.culinaryentrepreneurship.com)

For additional information please contact Denise Vivaldo at [me@DeniseVivaldo.com](mailto:me@DeniseVivaldo.com)

Singapore class location provided upon receipt of payment.

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## REGISTRATION FORM

- I am attending the:
- Food Styling Workshop** with **Denise Vivaldo**  
May 20 & 21, 2010  
\$1100 USD
- Food Photography Workshop** with **Matt Armendariz**  
May 22, 2010  
\$695 USD

I am paying by:  **Check**  **Wire Transfer** (fee applies)

Please add \$30 to total amount for wire transfer payments

**TOTAL: \$** \_\_\_\_\_

Please make checks out to **Food Fanatics**.

To pay by wire transfer please contact Mandy Blake at [mandyscopy@gmail.com](mailto:mandyscopy@gmail.com). For more information please visit our website at [CulinaryEntrepreneurship.com](http://CulinaryEntrepreneurship.com).

Registration and payment must be received May 1, 2010 in order to guarantee your space.

Fill out the information below and mail or fax to:

**Food Fanatics, P.O. Box 351088, Los Angeles, CA 90035, USA**

**Fax: 310-836-3422**

Name: \_\_\_\_\_

Street address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home phone: \_\_\_\_\_ Work phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website or blog: \_\_\_\_\_

I was referred by: \_\_\_\_\_

**Reservation and cancellation policies:** Registration for classes must be accompanied by payment. You may register for classes by fax or by mail with a check or money order. Please mark your calendar, as we do not send reminders. If you cannot attend a class you must cancel at least 2 weeks in advance for a full refund. You may send someone to take your place if you cannot attend and it is too late to cancel.