

cheese

The Forty-Eight Hour Festival for Food Lovers

18 - 19 SEPTEMBER 2010 - SHEFFIELD



CHEF : FIELD

SHOWCASING THE FINEST FOOD BRANDS FROM AROUND THE UK. OUR 2 TONE FESTIVAL EXPLORES THE RELATIONSHIP BETWEEN WHAT COMES OUT OF THE FIELD AND WHAT HAPPENS AFTER THE HARVEST.

With the aim of keeping our festival ethos as ethical, responsible sustainable, innovative and educational as possible we are seeking brands who are looking for a platform that engages with an audience over 48 hours with these principles in mind.

CHEF:FIELD will present some of the finest brands in food and drink to a captive audience and we'd like you to be part of the festival!





FIELD

A celebration of what comes from our fields and the working relationship between man and land.

Showcasing the best produce that comes from the earth and the evolution of food chains. 'Field' goes into and beyond the hedgerow, star gazes and rides the tides to fathom the natural forces that govern our table.

Do you fit the bill to represent FIELD?

You must be a people orientated brand who thinks ethically and responsibly about business and who would use an opportunity such as CHEF: FIELD to raise your profile and to reach a new audience or to communicate with an existing audience through a different means.

A collage illustration on a light-colored background. At the top, a strip of a clown's face is visible. Below it, a large pink flower is cut out and placed. To the right, a brown, textured flower-like shape is also cut out. In the center, a woman's face with dark hair and bangs is cut out. She is holding several strips of light-colored paper with text. The text reads: "All Green is better along with drained butter soup and the table. without Asparagus". The word "Asparagus" is written in a larger font. At the bottom, there are more cut-out flowers, including a pink one and several brown ones. The overall style is a mix of collage and watercolor painting.

All Green is better

along with

drained

butter

soup

and

the table.

without

Asparagus



CHEF

After the harvest - 'Chef' presents what happens next. The relationship between man and food can be complex, simple, one of preservation or consumption. Marrying styles, techniques, types, eating, drinking brings us ultimately to the enjoyment and education of food and drink. 'Chef' is blue print of our heritage and identity.

Do you fit the bill to represent CHEF?

You must be an innovator, a great communicator, a brand which reflects the ethos of the festival in terms of responsibility and attitude towards sustainability. You need to be able to be a great advocate and a proud ambassador.

THE FESTIVAL

CHEF:FIELD is a new breed of festival, one that provides an up to the minute platform for innovative, creative brands to sell, promote, network and innovate.

The festival is an eclectic mix of food, drink, life and style, famous names and brands.

CHEF:FIELD is a fully managed event. A mini yet diverse festival of some of the finest food brands in the UK. This festival consists of detailed planning, promoting, organising, fine tuning, build and on-site management. It is a complete brand in it's own right with a strong ID and room for growth, even in its early stages the festival has attracted a strong national brand presence to participate within the event.

We need forward thinking brands who are both innovative in their approach to their brand ID and original in their ideas to capture their target audience in business as well as searching out new avenues.

We are looking for a brands that recognises exciting opportunities to become an integral part of the CHEF:FIELD's growth and brand progression.

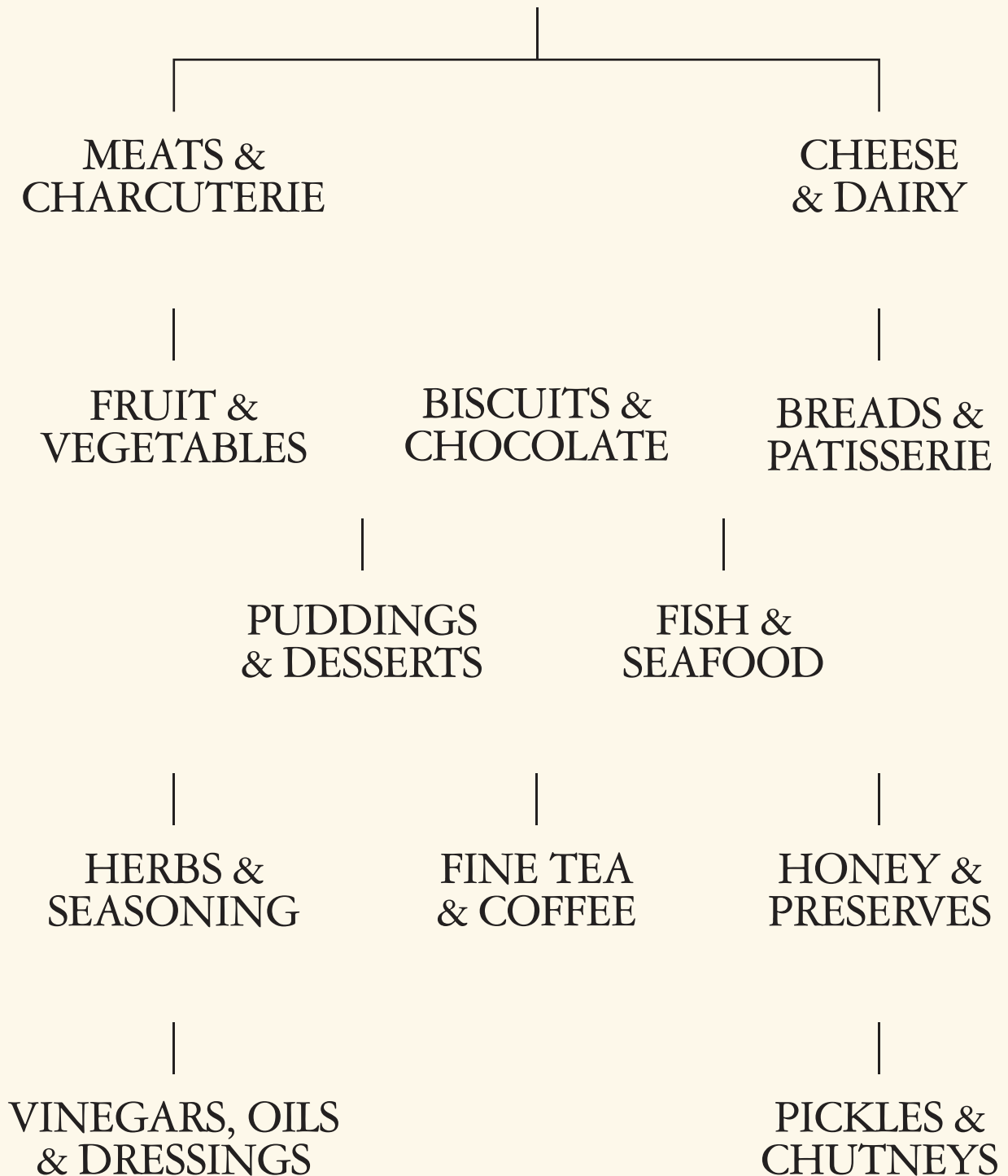
We are keen to work with a brand who ticks these boxes to participate in a mutually beneficial business opportunity.



TO

FOOD CLASSIFICATIONS

LIQUID REFRESHMENTS



GETTING INVOLVED ...

Choose the food classification you would like to represent then call to confirm your category. 0114 276 7885 or email info@cheffieldfestival.com



LOCATION

CHEF: FIELD is a merging of the two experiences which also spells (in your mouth) the location of our first event.

Exact location will be released soon.

We have chosen Sheffield for the first location for a number of reasons.

Central in the UK the City is just over 2 hours from London, 40 mins from Manchester and Leeds.

We have an excellent location for the festival which already attracts over 20,000 people for various fairs and events.

Sheffield Hallam has the second highest income outside London and the South East. (Research from Barclays Premier Banking).

Sheffield is England's fourth largest city: a regionally significant shopping, leisure and cultural centre.

It's also England's greenest city, containing 150 woodlands and 50 public parks, and half of the city's population lives within 15 minutes of open countryside.

The city's fast-growing economy is worth over £7bn a year.

Over 500,000 people live in Sheffield.

Over 2 million people live within 60 minutes of Sheffield, and 1.3 million of them are of working age.

Lastly, the opportunity is there to create a signature event in Sheffield, a quality that this City, and region deserves.



REPRESENTATION

Chef:Field will have a dedicated website which will feature information on each brand taking part in the festival.

www.cheffieldfestival.com

Through top food and lifestyle blogs.

The festival will be covered in the local, regional and national press in the run up to and after the festival.

A vibrant social networking presence.

Brand association with sponsors and supporters of the festival.

CONTACT

If you'd like to get involved in this food festival contact;

Sally Clark

0114 276 7885

or

07812123972

sally@larkpr.com

Further information online;

www.thechimneyhouse.com

www.larkpr.com

BUTTER
AND
FLY



THE FESTIVAL'S CURATORS

CHEF:FIELD is presented to you by The Chimney House, LARK, The Milestone, Slave to the Vine and 93ft.

The festival is estimated to attract over 15,000 visitors over the 2 days.

The ethos of the festival is to keep participation costs practical and realistic.

We have limited the number of each type of producer or brand to a strict minimum. We want each brand to be able to maximize their potential

We practice tight quality control and considered brand involvement.

THIS FESTIVAL IS FOR ...

Brands who want to sell!

Brands who want to reach a new audience

Brands who want to be part of a dedicated food festival for food lovers



DATA COLLECTION

We have a growing database of those who are registering interest of attendance.

We will be in touch with fans of CF on a weekly basis in the lead up to the festival through a series of specially designed newsletters relating to our blog site.

We have in place the provision to data collect during registration to the festival.

As a participant in the festival you will have access to our collected data.

THE MARQUE

93ft have created an ambigram for the festival.

Once rotated Field becomes Chef and Chef, Field.

This reflects the symbiotic relationship between the two as the transformation of field produce into chef delights is celebrated.



ILLUSTRATIONS

The illustrations that have been used to compliment the Chef:Field Festival branding have been created by International illustrators.

Nao is an artist from Japan currently based in London. She graduated in Japan winning the first prize at the graduation exhibition, then she moved to London.

Her work has appeared in a number of fashion and lifestyle magazines.

Most recently her images have been transformed into limited edition fashion pieces for Japanese brand And A, and her work has been published in The Illusive 3 book of Contemporary Illustration by Die Gestalten and the book Hair'em Scare'em.

For further information:
www.nao-art.net

Born in 1976, Lotie is an illustrator who lives and works in Paris.

In 2003, she decided to devote herself to drawing and illustration after receiving a diploma in History, History of Art and a Master's in Communications at the Sorbonne University in Paris. Lotie has gathered a devoted following over the years producing her signature artwork which incorporates India ink, pencil, digital imagery, photography and architecture.

She creates stunningly surreal universes that closely intertwines organic images with architecture and corporal beings.

Her artwork has been exhibited in a number of group shows in Europe, New York and Japan and featured in publications around the world.

For further information:
www.lotie.com