

DIGITAL MARKETING ASSIGNMENT – 1

Create a blog or website using Blogspot and WordPress. Customize the theme design and post new article with 500 words.

NAME	Abisha B
REG NO	962220106006
NM ID	9105345C2CE8863AF74 4714E3D1CB34E
TEAM ID	NM2023TMID08848

BLOGSPOT : <https://teenzeatz.blogspot.com/2023/08/edible-illusions.html>

The screenshot shows a Blogger blog post titled "EDIBLE ILLUSIONS" by Abisha B, dated August 25, 2023. The blog's sidebar is pink and includes a profile picture, the name "ABISHA", a "VISIT PROFILE" button, and sections for "Archive" and "Labels". The main content area has a red background and features the article text and a photo of a dish. The article is titled "EDIBLE ILLUSIONS" and includes an "Introduction" and "The Art of Creating Edible Illusions" sections. The introduction discusses how food has long been a source of sustenance, comfort, and cultural expression, and how chefs and culinary artists have pushed the boundaries of gastronomy by delving into the world of edible illusions. The art of creating edible illusions is described as an art form that combines culinary expertise with artistic creativity, involving techniques to manipulate the appearance, texture, and even the taste of food to create mind-bending experiences. The article mentions molecular gastronomy as a common technique, which involves the use of scientific principles to transform familiar ingredients into unexpected textures and forms. Another approach involves the use of edible printing technology to transfer intricate designs onto various food surfaces, such as cakes, cookies, and even beverages. The article concludes by stating that this enables chefs to replicate images and patterns that challenge our visual expectations of what food should look like.

← TEENZEA TZ
"Savouring Moments: Where Every Bite Tells a Story and Every Recipe is a Journey"

EDIBLE ILLUSIONS

August 25, 2023

Introduction

Food has long been a source of sustenance, comfort, and cultural expression. However, in recent times, chefs and culinary artists have pushed the boundaries of gastronomy by delving into the world of edible illusions. These culinary innovators are creating dishes that not only delight our taste buds but also challenge our perception and interaction with food. Edible illusions go beyond taste, presenting a multisensory experience that blurs the lines between reality and imagination. This article takes a closer look at the captivating realm of edible illusions, exploring how they are crafted, the psychology behind their impact, and their growing significance in the culinary world.

The Art of Creating Edible Illusions

Edible illusions are an art form that combines culinary expertise with artistic creativity. Chefs and food artists utilize a variety of techniques to manipulate the appearance, texture, and even the taste of food to create mind-bending experiences. One common technique is molecular gastronomy, which involves the use of scientific principles to transform familiar ingredients into unexpected textures and forms. For instance, a classic example is the creation of "caviar" from fruit juices using spherification.

Another approach involves the use of edible printing technology to transfer intricate designs onto various food surfaces, such as cakes, cookies, and even beverages. This enables chefs to replicate images and patterns that challenge our visual expectations of what food should look like.

WORDPRESS : <https://tandteenz.wordpress.com/2023/10/07/foodie-travel/>

The screenshot shows the WordPress post editor interface. The main content area on the left has a dark background and contains the title "FOODIE TRAVEL" in a large, white, serif font. Below the title, there are two sections of text: "Introduction:" followed by a paragraph about foodie travel, and "The Art of Research:" followed by another paragraph. The right sidebar is white and contains various settings for the post, including visibility, publish date, template, URL, and post format. At the bottom of the sidebar, there are buttons for "Switch to draft" and "Move to bin".

WordPress interface showing a post titled "FOODIE TRAVEL". The post content includes an introduction and a section titled "The Art of Research:". The right sidebar shows post settings, including visibility (Public), publish date (Oct 7 8:03 pm), template (Single Post), URL, and post format (Standard). The author is listed as Abisha Balu. There are buttons for "Switch to draft" and "Move to bin".