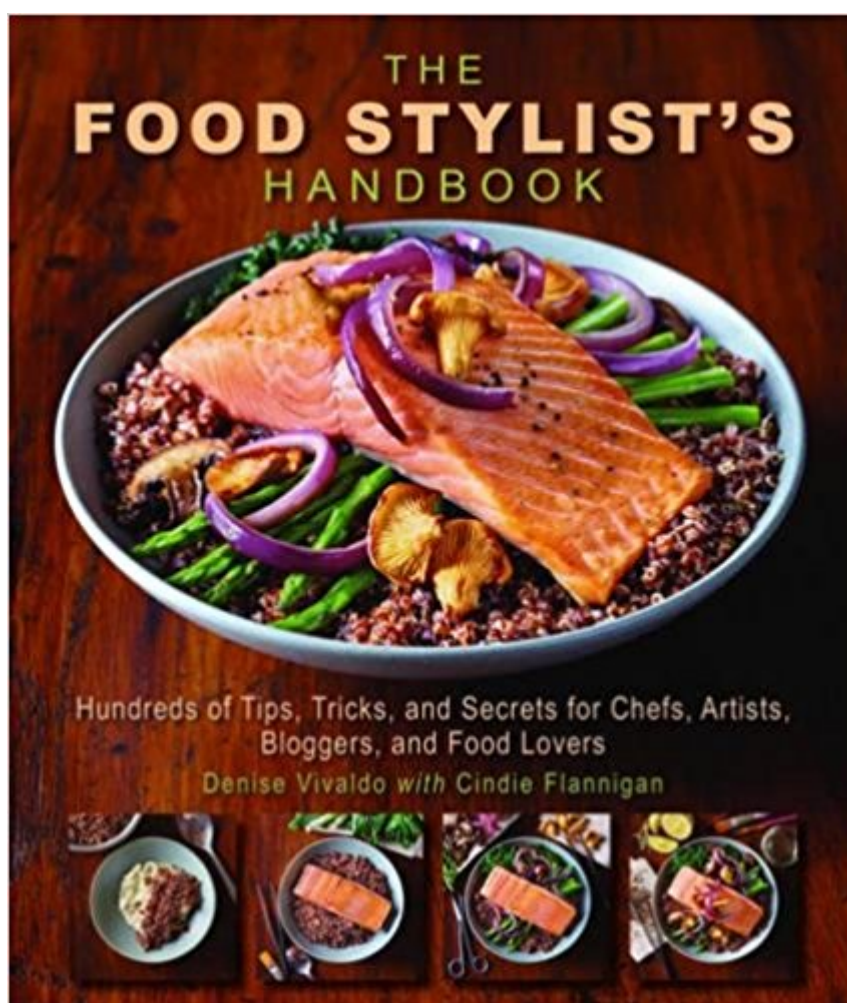


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# The Food Stylist's Handbook: Hundreds Of Media Styling Tips, Tricks, And Secrets For Chefs, Artists, Bloggers, And Food Lovers



## Synopsis

Acclaimed food stylist Denise Vivaldo shares the tips and secrets of the trade with cooks and foodies alike who want to become master stylists. It takes a steady hand to arrange the chocolate curls and drizzle the caramel sauce in elaborate designs on top of that sumptuous tiered cake. Whether for food blogs, television, books, magazines, movies, menus, or advertising, food stylists and photographers learn to slice, plate, tweak, and arrange so the dish becomes less a bit of food and more the work of an artisan. With Denise and coauthor Cindie Flannigan's help, you'll find out how to get started, what equipment you'll need, how to find clients, tips to staying successful in the business, and most importantly how to craft and style food (and products that appear to be food) so it all looks delicious from every angle. This paperback edition of *The Food Stylist's Handbook* has been fully updated and revised to help current culinary professionals, armchair chefs, bloggers, and food photographers understand how to make every picture tell a story.

## Book Information

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## Customer Reviews

"I didn't realize the power food styling had to transform a pile of recipes into an exquisite cookbook until I met Denise. • Kim Barnouin, New York Times bestselling author of *Skinny Bitch* "Denise brings her talent, flair, and lovely sense of humor to every show that we've produced together. She takes food to the next level! • Stephen Kroopnick, executive producer, *Iron Chef America* "I have worked

alongside Denise on many projects including cookbooks, recipes, and food styling for my infomercials. She is Julia Child and Bette Midler all rolled into one delicious lady. She is a talented chef with a fresh and creative imagination. She is a godsend to me. — Richard Simmons

Denise Vivaldo "What a successful food stylist does is help produce a photo that sells a dream, brand, product, sandwich, plate, lifestyle, chef, or restaurant. We style everything and anything connected to food. Think of it this way: every picture tells and sells a story." The secret world of food styling comes into focus in this handbook for chefs, artists, and food lovers who want to make the transition to food styling. Learn how to turn banal food into ambrosia before the camera's eye. Master the tricks of the trade to keep food looking fresh and mouth-wateringly delicious, even after hours on the set. Denise Vivaldo has been a food stylist in Los Angeles for twenty-five years. Originally a professionally trained chef catering in Hollywood, Vivaldo was discovered by Aaron Spelling and put to work on his television shows building food presentations for the camera. Her company, Denise Vivaldo Group, Inc., styles food for cookbooks, packaging, television, and film. Vivaldo won the 2010 IACP Award of Excellence for food styling. The Food Stylist's Handbook is her sixth book. A former art director and graphic designer, Cindie Flannigan manages marketing and communications for Food Fanatics, develops and tests recipes, and styles food for film and print. She teaches food styling classes and workshops in Los Angeles through the Culinary Entrepreneurship Program, along with plating and presentation seminars through the St. Joseph Center in Venice, California. Front cover photograph by Jon Edwards, courtesy of Bristol Farms. Back cover photographs: left top and bottom by Jon Edwards, courtesy of Elizabeth Tenhouten; right top by and courtesy of Heather Winters; right bottom by and courtesy of Jon Edwards. Jacket Design by Debra McQuiston --This text refers to the Hardcover edition.

I am writing a recipe book and this book helped me to understand better how to decorate a plate with food. The information in this book was organized in such a way as to help me to appreciate the different style choices available. As a novice, this was useful to me. It helped me in several situations where, otherwise, I might have felt a bit lost in considering a professional-looking approach to each dish. Good job.

As a food stylist, I found her ideas and system of organization outstanding. It helped me so much.

Very informative... I had no idea that the job of a food stylist is so detailed. I would recommend this book to anyone who blogs or loves to take pictures of food.

Great book! Will buy from again.

It tells you good tips to present your food in a stunning way. I totally recommend it. It's a good book

just received my copy, and Denise Vivaldo owes me some Tylenol PM. could not put it down last night--so much great info, not only on how to get the glossy, "bon app" cover look for your photos, but how to get started, how to run a business and so much more. all delivered in an ultra-approachable, funny and real style, which is exactly Denise's personality. (full disclosure--i took a food styling and photography workshop with the Divine MS D and Company earlier this year. if you have a chance, do this!) another reviewer mentioned the Delores Custer book, which i also own, and i think that is a great one, too. thank goodness there are more volumes on this subject now. but the Food Stylist's Handbook is the one i will refer to over and over. so much practical, real-world advice, in such an approachable writing style. i only wish it had been available a few months earlier, when i was styling the food for my second cookbook. oh well, i guess i'll have to write another one so i can put these great tricks to use! i recommend approaching this book like you approach a high end brunch buffet. browse through for a quick overview, zero in on the goodies that appeal to you most and start with those, then return again and again until you are completely satisfied. it's a delicious book for anyone with an interest in food styling, and it's the one i will carry in my kit!

Denise Vivaldo managed to create a book stuffed with knowledge and beautiful in design. It does not matter if you want to become a food stylist, food photographer or you are simply interested knowing more about the art of food styling. There is something in this book for everyone. Lots of photographs to go along with her teachings. The book itself is beautiful enough to use as a prop. It delivers what it promises. Denise addresses everything from food styling to running one's food styling business. Enjoy

After taking classes from Denise and Cindie, I could not wait for this book to be published. It's like having both of them with me, continuing to teach me about food styling for my blog and other adventures in the world of food. I'll refer to this book over and over again. It's beautifully shot and easy to read. I appreciate the way it is formatted, the use of bright colors, the step by step directions

both written and through photographs. I also appreciate the practical advice about food styling as a career, starting a business and making money. While I also have the Custer book, and it's a very good, I find Denise's book more approachable and easier to read. You'll need them both if you are into food styling, and I'd start with Denise's. I already know this book is going to be used and dog-eared very quickly. It will definitely help me progress in my food styling abilities and as a part of my business.

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