

PRESS RELEASE

GRAPHIC TRAVELOGUES #CULINARY: A MELTING POT FOR FOOD, TRAVEL AND COMICS

'Graphic Travelogues #Culinary', a project by the Goethe-Institut, uses ingredients of food, travel and comics to serve the most flavoursome dish that will feed your soul, nourish your mind, and delight your palate.

- An immersive project launched by the Goethe-Institut under the ambit of Graphic Travelogues, GT #Culinary presents travel experiences of artists from India, Bangladesh, and Germany
- Stories of travel and food are documented on this globally accessible platform, thereby facilitating intercultural experiences through comics and graphic novels



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Launched in 2020, 'Graphic Travelogues', provides a remarkable stage for comics and graphic novels portraying travel. As travel blogs become increasingly popular – garnering millions of hits every second – 'GT #Culinary' taps the potential of comics to engage with graphic travel blogs on social media. The website 'GT #Culinary' is a transregional platform that documents the travel experiences of comic artists across geographies and highlights and identifies recurring topics and new artists, thus presenting and creating treasures in this field of art.

Travel, Cook, Draw and Learn With Us

GT #Culinary is a one of its kind expedition where professional chefs and avid travel bloggers from different cultures and cities come together for a tryst with gastronomy, travel, and comics. Through vivid experiences and resulting sketches, the project demonstrates graphic cooking and delivers the most amazing recipes artistically.

At the forefront of the culinary journey are teams comprising a chef or an influencer and an illustrator that give life to the cooking, exploring and illustrating aspects of the project. GT #Culinary extends an invitation to the public to follow the teams'

Join us on this culinary journey: www.goethe.de/India/graphictravelogues/culinary



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cookery and artistic expedition and see the world through their eyes - from shopping for ingredients to preparing the dish step by step.



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In times when physical travel seems like a distant reality, the project offers specially-curated digital offerings such as Masterclasses, Live-sessions, contests and exciting social media campaigns designed to strengthen the community and explore new landscapes.

Safurat Balogun, Project Manager and Head of Library Services, Goethe-Institut / Max Mueller Bhavan New Delhi says, “When we launched Graphic Travelogues last year in the middle of a pandemic, we imagined that the next phase of the project would include bringing artists together through residencies. We quickly realized that it wouldn't happen anytime soon, so we had to brainstorm alternatives. This is how Graphic Travelogues #Culinary was born. Food, travel and comics - is what we are holding on to this year to bring together the finest chefs, travel bloggers and comic artists for a unique culinary adventure. Three cities, three teams, three recipes - one experience.”

About the Goethe-Institut

The Goethe-Institut is the cultural institute of the Federal Republic of Germany with a worldwide presence. With 157 institutes in 98 countries, it promotes the German language abroad, fosters international cultural cooperation and conveys a comprehensive image of Germany. Through cooperation with partner institutions in numerous other locations, the Goethe-Institut has a total of around 1,000 contact points worldwide.



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FACTS AT A GLANCE

Project	Graphic Travelogues #Culinary
Initiators	The Goethe-Instituts in New Delhi and Dhaka
Project launch	07 May 2021
Topic	Venture into different cultures and cities to cook with the professional chefs and avid travel bloggers. Experiment with graphic cooking and learn the most amazing recipes artistically. See the world—through the eyes of chefs, bloggers and graphic illustrators.
Key elements	<p>Three teams, each comprising a chef or an influencer and an illustrator, present three courses, namely:</p> <ol style="list-style-type: none"> 1) #Starter/ #WhatsCooking - Pre-launch phase on social media to engage with audience through excellent visuals with high recognition value 2) #MainCourse - Website reveal combined with an invitation to visit the chef's favourite culinary hotspots, shop the ingredients, peep into their world and learn their culture and history with them. The illustrator follows the chef and documents his or her experience as a creative element in the Graphic Recording. The audience will be able to cook the dish by referring to chef's masterclass along with the graphically recorded recipe. 3) GT Talk/ #Dessert - A live-session where the audience can interact with the team and share their experiences.
Artists and their dishes	<p>Team India - Methi Chicken And Shukto Delhi Fundos, Blogger Chef duo Kruttika Susarla, Illustrator</p> <p>Team Germany - Berlin Biryani Felicitas Then, Chef and food blogger Alexandra Klobouk, Author and culture & content Illustrator</p> <p>Team Bangladesh - Fried Loitta Fish Sameera Hussain Wadood, Chef Sayeef Mahmud, Illustrator</p>
Trailer	<p>Graphic Travelogues #Culinary Trailer - YouTube Three cities, three teams, three recipes - one film. Catch our protagonists in action as they shop at local markets, prepare delicious dishes, and present their illustrations.</p>
Website	<p>Graphic Travelogues #Culinary - Goethe-Institut India Documentation website emphasizing visually immersive features. The launch of the website is accompanied by an interactive multimedia campaign on social media. #GTCulinary</p>



SNEAK-PEEK

#Starter

Team Germany - Goethe-Institut India



Team Germany

Team Germany invites you to a culinary journey in the capital: Food blogger Felicitas Then invites illustrator Alexandra Klobouk to her home district Neukölln to the weekly market and then to her home where they cook together. It is an Indian-spiced rice dish with local dried fruits and good old German butter: Berlin Biryani.

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#Maincourse

Team Bangladesh - Goethe-Institut India



Team Bangladesh

Sameera Hussain Wadood is passionate about cooking and meets illustrator Sayeef Mahmud in Dhaka who is just as passionate about drawing. Together, they visit the market Kawran Bazar and cook at the hip 'Café Mango' home-cooked meal of Loitta Fish Fry with steamed sticky rice.

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PRESS MATERIAL

Full-length works by participating chefs and illustrators can be found on the website [Graphic Travelogues #Culinary - Goethe-Institut India](https://www.goethe.de/India/graphictravelogues/culinary).

Further information about the works and the artists' biographies as well as videos, high-resolution photographs and logos are available. For said material and interview requests, please write to Richi Malhotra (richi.malhotra@goethe.de)

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