



IDO GARINI

Ido Garini is the founder and creative director of Studio Appétit, a multidisciplinary experience design studio. He is renowned worldwide as a pioneer in the integration of culinary art and the act of eating within the contemporary world of design, hospitality, art, and marketing.

As a multidisciplinary designer and chef, Ido aspires to break the boundaries of consumer experience and explore new ways to connect people with themselves, others, and with brands. For that purpose he builds multifaceted platforms that integrate products, objects, edibles, space, taste, and image. He constantly looks for new ways to extend brand experience by creating holistic stories, and enhancing them with multi-sensory triggers.

Studio Appétit was established in NYC and later relocated to Europe, it has produced a broad collection of projects, objects, installations and edible adventures. It is guided by a new way of thinking about design, its purpose and its manifestation, based on a firm understanding that in today's fast paced, high thrill, ever-changing world, creating a lasting impact requires more sophisticated and interdisciplinary experiences.

The studio combines many aspects of traditional design with out-of-the box takes on eating and food design, alongside bespoke creations and culinary content. It works closely with the hospitality industry and chefs on creating innovative and intricate guest experiences. The studio translates brand identity into couture F&B, unique and exciting new dining concepts, edible products, innovative room service schemes, and brand enhancers such as tailored food installations and events. The studio works with a variety of people and establishments including mega design brands, museums, the accademia, galleries, creative & PR agencies, IKEA, Rosewood London, Laufen and V&A Museum.