



MUSEUM OF DESIGN ATLANTA PRESENTS AL DENTE: THE DESIGN OF PASTA

Atlanta, GA – The Museum of Design Atlanta (MODA) is thrilled to announce the opening of its latest exhibition, "Al Dente: The Design of Pasta," which will run from April 12 to September 1, 2024. This unique exhibition delves into the world of Italian pasta, not just as a beloved food but as a significant design object that carries a rich history, embodies regional cultures, elevates dining experiences, and fosters social connection.

"Al Dente" explores the many ways in which the processes of making, cooking, and eating pasta serve as acts of design. It showcases an array of pasta shapes — each created to maximize flavor, texture, and nutritional value — and the tools used to make them. Also addressed are the impacts of industrialization on pasta design, pasta's promotion to consumers through graphic arts, the future of pasta in our era of 3D and 4D printing, and contemporary efforts to create new pasta shapes.

"By exploring the design of pasta, past and present, the exhibition highlights pasta's role as a carrier of sauce, but also as a medium of cultural expression, connecting people across the globe with Italian traditions," says Laura Flusche, Ph.D., Executive Director of MODA and curator of the exhibition.

Exhibition Overview

"Al Dente: The Design of Pasta" invites visitors to explore the journey of pasta from its humble beginnings to its status as a global culinary staple. The exhibition is structured around several key themes:

- **The History of Italian Pasta:** Trace the evolution of pasta through centuries, understanding its origins, and how it became integral to Italian culture and cuisine. Learn how historic pasta-making practices are being preserved through the efforts of Vicky Bennison, creator of Pasta Grannies.
- **Design of Individual Shapes:** Discover the rationale behind selected pasta shapes, which are designed to serve specific culinary and/or social purposes.
- **Innovation in Pasta Design:** Highlighting attempts, both failed and successful, to innovate pasta shapes by celebrated designers like Philippe Starck and Giorgetto

Giugiaro. A spotlight on *The Sporkful* host Dan Pashman's new pasta shape, *cascatelli*, exemplifies modern efforts to enhance the pasta eating experience through design.

- **Pasta Futures:** Gaze into the future of pasta with a section dedicated to the revolutionary uses of 3D and 4D printing technologies. This segment showcases how these advancements are pushing the boundaries of pasta customization, sustainability in packaging, and transportation.

Special Features and Interactive Experiences

As immersive as it is interesting, "Al Dente: The Design of Pasta" will invite visitors to redesign their own dining experiences, to browse well-designed pasta merchandise in the DESIGN SHOP, and to participate in a wide variety of hands-on activities and programs related to pasta and Italian food, including:

Thursday, April 11: Al Dente: The Design of Pasta Opening Celebration

Join MODA for a taste of Italy, and help us celebrate the opening of our newest exhibition, "Al Dente: The Design of Pasta"! Indulge in delicious cocktails, including an Eno Amaro spritz by Murrell's Row and light bites by Graze Atlanta, as you explore the intricate designs and cultural significance of pasta and Italian culture as a whole.

You're invited to immerse yourself in the history of pasta-making, from traditional to contemporary techniques, and explore present innovations – like Sporkful creator and host Dan Pashman's *cascatelli* – before familiarizing yourself with the future of pasta design, including everything from sustainable packaging advancements to 3D printed pasta!

At 7:00 PM, you'll enjoy a captivating opera performance by Samantha Burke of Burke Music Academy, and on your way out, you'll receive a goodie bag with something special for your next culinary adventure.

Pasta Mami, Fulton County Arts & Culture, Georgia Council for the Arts, City of Atlanta Office of Cultural Affairs, Jamestown Charitable Foundation, Intuit Mailchimp, Structor Group, Interface | FLOR, Perkins & Will, and other generous supporters have generously underwritten this exhibition.

Special Events

MODA also offers groups and organizations the opportunity to host [private events](#) in its gallery spaces amidst the "Al Dente" exhibition. For groups desiring team building activities, MODA facilitates a range of design challenges and design sprints, private tours, and [private courses](#), which include talks, behind-the-scenes tours with Atlanta's leading designers and creatives, and hands-on workshops focused on a variety of tailored themes.

About the Museum of Design Atlanta (MODA)

MODA is the Southeast's premier museum dedicated to the study and celebration of all things design. We aim to present exhibitions and programming that encourage the understanding and appreciation of design as the convergence of creativity and functionality through various forms, including architecture, industrial and product design, software, and graphic design. MODA offers an extensive range of celebrated workshops, meet-ups, activities and camps for adults and children, and works to build a community that believes in the power of design to change the world. For more information, please visit www.museumofdesign.org or call 404.979.6455.

Visit Information

- Location: Museum of Design Atlanta, 1315 Peachtree St NE, Atlanta, GA 30309
- Exhibition Dates: April 12 - September 1, 2024
- Hours: Wednesday - Sunday: 12 pm - 7 pm

For more information, tickets, and scheduling group visits, please visit our website or contact us directly.

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