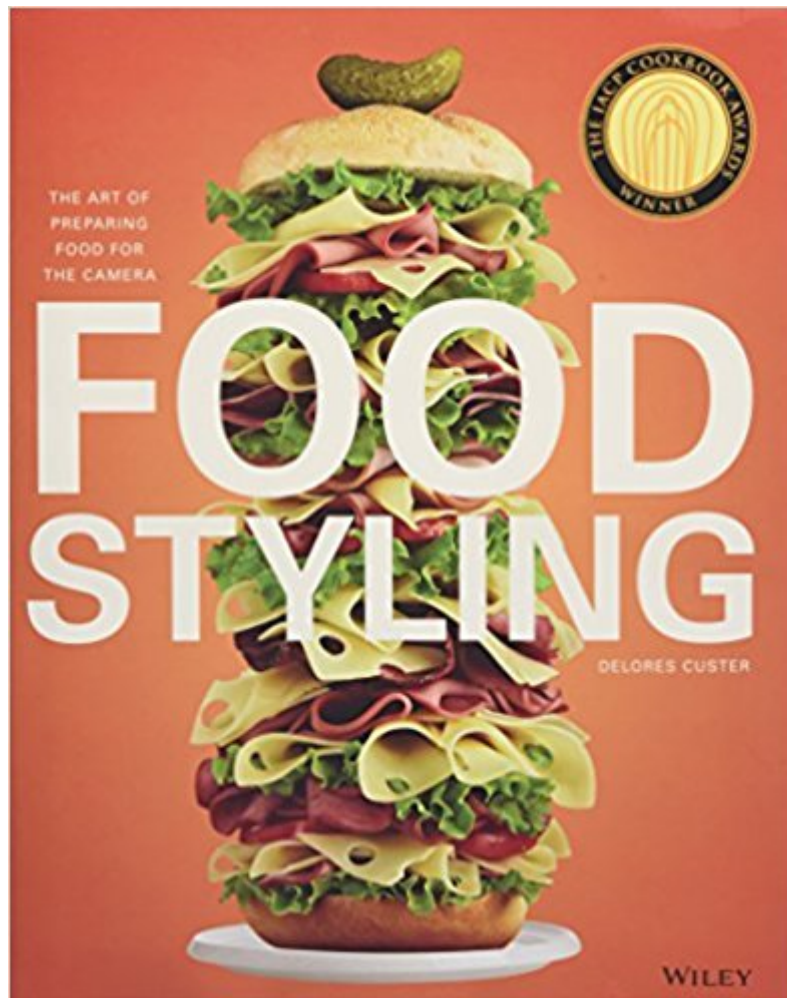




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Food Styling: The Art Of Preparing Food For The Camera



Synopsis

Book annotation not available for this title. Title: Food Styling Author: Custer, Delores Publisher: John Wiley & Sons Inc Publication Date: 2010/05/03 Number of Pages: 398 Binding Type: HARDCOVER Library of Congress: 2009011991

Book Information

Hardcover: 416 pages

Publisher: Wiley; 1 edition (May 3, 2010)

Language: English

ISBN-10: 0470080191

ISBN-13: 978-0470080191

Product Dimensions: 9 x 1.2 x 11 inches

Shipping Weight: 4.5 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 64 customer reviews

Best Sellers Rank: #151,254 in Books (See Top 100 in Books) #86 in [Books > Cookbooks, Food & Wine > Professional Cooking](#) #188 in [Books > Textbooks > Humanities > Visual Arts > Photography](#) #191 in [Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference > Reference](#)

Customer Reviews

Based on her 30 years of experience in food styling for advertising, magazines, books, and films, Delores Custer presents the definitive lifelong reference on food styling-complete with lists of handy tools and vital equipment, recipes for artificial foods, and guidelines for running a successful food styling business. Full of ingenious advice on styling in any media and packed with full-color photographs, Food Styling reveals every trick of the trade, from making a beverage appear to sweat to producing those perfect grill marks on meat without a grill. Filled with resources and organized in a simple problem-and-solution format, this is an ideal resource for both experienced food styling pros and first-timers alike. This is the only book of its kind on the market, shedding light on the art and craft of food styling. More than 300 full-color photos reveal the process of styling and the spectacular results, teaching and inspiring anyone interested in food and how it is presented in media. The book features a timeline of 60 years of food styling, a glossary of important terms, and a listing of vital styling resources. The only book the aspiring or professional food stylist will ever need, this exceptionally thorough resource covers challenges from flawless fried chicken to fluffy, cloudlike cake frostings-and everything in between. Whether you're looking to break into the food styling

business or just touch up on the latest and most effective techniques, Food Styling is the ultimate guide to creating stunning culinary visuals. Styling Techniques from Food Styling Styling Eggs
Styling Drinks Styling Cookies

Behind every mouthwatering image of food is a dedicated food stylist whose job it is to consider, plan, and perfect every detail from the curve of an apple stem to the fan of a shrimp tail. In Food Styling, master stylist Delores Custer presents the definitive reference in the field—complete with detailed information on essential tools and useful equipment, step-by-step guidance on achieving the perfect shot, and a wealth of tried-and-true techniques for everything from voluminous frostings to mile-high sandwiches. Based on her thirty years of experience styling for advertising, magazines, books, television, and film, Custer shares her expert guidance on how to achieve stunning visual perfection for all media.

I just want to give this book a shoutout for being AMAZING. It is literally an encyclopedia for food styling. She has every food, what could happen to it, how to fix it, how to make it look best, and what products to use to fix it. This is extremely time saving for people like me who are new to food blogging and can reference everything before starting a recipe. Now, I haven't actually tried her different techniques but she's been in the business along time so I'm sure they are effective. Don't be scared off by the beginning which is very general info on styling in general. Get past that and you'll find the goods. Thanks, Delores!!

Use this book as a reference for food styling in our R&D lab. It has helped us improve our photography for Social media and print. Has an exhaustive list of tools, foods, preparation techniques, special effects (like condensation, steam, char, etc.), challenging situations, funny anecdotes from her past that can serve as bad examples or cautionary tales, propping, working with photographers, customers and for yourself, and many other topics. Like any reference, it has its perspective, and it's just one woman's eyes, but she's seen a lot so it's a valuable source of information. Be aware though that other perspectives are out there, and the market can and will shift so things that apply here as desirable may become dated but many of the tools and techniques will never change unless we start eating something entirely different...like pills or gels rather than real food. Like with any skill though, having the information doesn't guarantee success you've got to practice and apply your skills regularly or your results may decline.

As a teacher I try and bring in different professionals so that the kids can speak to the people in the profession and be exposed to all sides of completing the job. I found a food stylist who was willing to come in and speak to the kids and she mentioned the value of the book. She had in fact studied with the author. Based on her recommendation I purchased this book and have been very satisfied with the results. It is easy to read, jam packed full of information for the aspiring food stylist and inspirational in its review of the history of the profession and the attributes it takes to be successful in the profession. I will definitely be sharing this information with my middle school students.

I was looking for a book that showed how to do special effects for food: make a burger look like a Big Mac on tv rather than the sloppy flat thing you get that looks like someone stepped on it at McDs. This book covers all of that and more. I knew quick a few tricks prior to buying this book so I was hesitant to spend \$40. After getting this book and flipping through it I would've paid the \$75 publisher's price because it's that good of a book. Keep in mind this is food FX, not real food, there is a difference. Much of this stuff is not edible but looks amazing on tv or in photos. If you want to cook a fancy meal and have it look nice then this book is not for you. There are plenty of those books out there but this is the bible for food FX for indie film makers, commercials, photos, etc. Lots of in depth knowledge. I know I will be using this book as a reference for years to come.

From a photographer's point of view, this book will not give you the know-how you maybe looking after (lighting scenarios, techniques, tricks etc), at least I was, but as a food-photographer you find yourself often in situations where most of the prep work needs to be done by you, as well, and then again this is useful information in those cases. A massive reference with many how-it's-done explanations. How to set up a sandwich? A Burger? A cake? Those branding marks on meat? You find it all in the book. Again, from a photographer's point of view, the photos are so extraordinary that you can benefit simply by analyzing lighting and redoing it.

As a former food stylist, now retired, I purchased this book because I had been helped by Delores Custer when I was just starting out in this career and admired her work and her generosity in sharing her knowledge. The book, for me, has brought back wonderful, tension filled, and amusing moments when I was working. She has not left a question unanswered for those who would like to enter the field. The book is beautifully and thoughtfully illustrated and a good teaching manual, as well as being just an interesting read for people who are curious about the field.

I took a whole bunch of food styling books out of the library and this was by far the best one, so I bought it here on . It's pricey but it's almost like taking a semester long course on food-styling.

The Author made a great job describing what is what, This book make's a great study book for people who want to learn about and get inside the business, I have read it before from a friend that loaned me this book to make me start Food Styling. I gave the Book back but wanted this book to be on my side because it is like a Bible, has many tricks and teaches most of the basics.

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