

BOMPAS & PARR

Fridges Fight Back: the darker side of food is investigated in a new exhibition and book

- *Tumble dryer fires have generated headlines but fridge fires also kill*
- *First exhibition by British Museum of Food since its Borough Market pop-up will showcase the issues at KKOutlet in Hoxton Square*
- *Bompas & Parr has published a supporting booklet with the support of the London Fire Brigade*

London, October 2016: House fires caused by tumble dryers may be attracting headlines but fridges, while exalted and celebrated as socially desirable indicators of social status, are under-recognised as cause of fires that can destroy homes and kill people every year.

The issue comes under the spotlight in a new exhibition, *Fridges Fight Back: a Chilling Exhibition*, curated by the British Museum of Food examining the darker side of food which launches at the beginning of November for a month. An accompanying booklet, *Fridges Fight Back: The White Goods are Restless*, by Bompas & Parr, which founded the British Museum of Food, examines the facts against the context of fridges at the centre of home life.

The exhibition and booklet cheekily subvert the iconic status that fridges have attained in recent years, having become socially desirable, indicators of wealth and revered in modern kitchens, no longer hidden behind cupboard fascias but assuming pride of place as the most monolithic and aspirational of white goods.

They also serve as an antidote to the polished pictures of food that permeate modern culture in everything from Instagram to the contrived contents of celebrities' fridges on programmes like *MTV Cribs*

The booklet and exhibition will be launched on 31st October 2016 at KKOutlet gallery in Hoxton Square, Shoreditch and will feature a number of refrigeration-inspired exhibits. Artworks will include bacteria bred from the fridges of celebrities and filmed content depicting the deterioration of food and drink inside and out of fridges. The exhibition will also feature a community fridge, allowing locals to deposit food and drink that will be shared with local charities and food banks.

At its heart, the curation and the booklet are designed to bring to life an important safety message about fridges. Written with the consultancy and advice of London Fire Brigade, the booklet exposes the shocking statistics relating to fridge fires – on average there are two per week in London - and the basic manufacturing flaws common to some brands that can cause fires.

Across Britain, it's thought 855 fires were reported to have been started by fridge-freezers between 2011 and 2014, accounting for 7 per cent of fires caused by electrical products.

The London Fire Brigade collects a huge amount of statistics relating to fridge-freezer fires and says fridge fires can burn as hot as 600-degrees Celcius, generating huge amounts of thick black smoke and toxic gases that burn your respiratory system. The cause of most such fires is where the increasingly complex electronics in modern fridges fail and where there is insufficient insulation to prevent an electrical arc igniting fridge insulation and/or coolant – both are highly inflammable.

“A fridge is packed with easily ignitable fuel,” says the Brigade’s Head of fire investigation Charlie Pugsley. “It’s almost like having a can of petrol in your house.”

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For Bompas & Parr, experiential designers that typically focuses on creating enchanting experiences focused on food, drink and flavour, the issue represents an examination of unexplored areas of food.

Harry Parr, partner of Bompas & Parr, said: "Fridges are perceived as some kind of friendly electric device that will never betray us – we leave them switched on when we go on holiday even when we turn off the toaster at the wall.

"But the simple truth is that fridges can be dangerous too, and while they are a central part of our lives, and an embodiment of our economic sophistication, nutrition and health, it's clear we should re-evaluate their role and be cognisant of the fact that they can fail and cause damage and death. We are adding our voice to the fire brigade's calls that all fridges have appropriate insulation to protect owners in case there is an electrical problem."

Visit www.bompasandparr.com for further details of the event

#fridgesfightback

For all other press enquiries please contact sam@bompasandparr.com or call the Bompas & Parr studio on 0207 403 9403.

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Notes to Editors:

- The exhibition will be open to the public from 1st to 30th November.
- The venue is KKOulet, 42 Hoxton Square, London N1 6PB.
- Entry is free.

About Bompas & Parr

Bompas & Parr, founded in 2007, is a successful experiential design studio renowned for ground-breaking concepts that have attracted worldwide media attention. The Drum named it Experiential Agency of the Year 2014.

Bompas & Parr leads in flavour-based experience design, culinary research, architectural installations and contemporary food design, creating emotionally compelling, inspiring and highly memorable disruptive experiences. Notable projects include the Taste Experience for the Guinness Storehouse, Dublin and Flavour Fireworks for London's New Year's Eve 2014.

The studio first came to prominence through its expertise in jelly-making, but has since gone on to create immersive flavour-based experiences some of the largest companies who determine much of what the world eats today – such as Cargill, Diageo, Kraft and Unilever.

It has collaborated with some of the world's foremost cultural institutions, including Barbican Art Gallery, Garage Center for Contemporary Culture, Salon del Mobile, San Francisco Museum of Modern Art, Serpentine Gallery, Victoria & Albert Museum and the Wellcome Collection.

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The studio collective comprises a team of creatives, producers, cooks, designers, specialised technicians and architects. Bompas & Parr also collaborates with specialist technicians, engineers, artists, scientists, musicians and many other disciplines to create wondrous events.

Bompas & Parr has published five books.

Named by the Independent as one of “The 15 people who will define the future of arts in Britain”.

About the British Museum of Food

The British Museum of Food was launched in October 2015 as the world’s first cultural institution entirely devoted to the history, evolution, science, sociology and art of food. Through its exhibits and experiences the museum aims to showcase the most exciting elements of food. Fundamentally it will seek to change peoples’ lives by helping them consider what they eat and to spread knowledge around nutrition and health and to recognise its role in culture. As it builds a permanent collection, it will seek to become a globally recognised national resource, a platform for experimentation and innovation, and a body that can advise government policy makers on anything related to food. Its motto is ‘From Field to Table, Mouth... and Beyond.’ Launched as a temporary proof-of-concept in Borough Market, the museum now seeks a permanent home.

About KKOutlet

KK Outlet is a multi-functional gallery, retail space and communications agency. The gallery space runs a rolling programme of monthly exhibitions from of emerging and established artists. www.kkoutlet.com

About Bompas & Parr Editions

Bompas & Parr Editions is the in-house publishing arm of Bompas & Parr and seeks to communicate the studio’s ethos through printing and distributing books on paths that other publishers may fear to tread. To date, it has published Tutti Frutti with Bompas & Parr and Friends, an encyclopaedia of fruit; and Memoirs of a Stomach, a reprint of a Victorian tome told from the perspective of a querulous stomach.