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THE CROSSROADS;
UNVEILING FOOD, TRENDS, & CULTURAL EXPERIENCES

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THE CROSSROADS; FOOD, TRENDS, & CULTURAL EXPERIENCES



FOOD STYLING TRENDS IN MALAYSIA: ELEVATING CULINARY EXPERIENCES WITH VISUAL ARTISTRY

BY NOORSA RIZA JOHARI, KHAIRIL ANUAR BAHARI, MOHD ZOOL FADLI IBRAHIM & NORRINA DIN (DR.)

Food styling has become an art form in the culinary industry that goes beyond simply presenting delicious foods. It is the art of visually enticing food presentation, which improves the overall eating experience and captivates guests with its creativity.

With its many cultural influences and rich culinary tradition, Malaysia has embraced the trend of food styling and infused creativity and innovation into its culinary offerings. This article explores the development of trend food styling in Malaysia, its primary goals, and its effects on the local culinary scene. This article explores the development of trend food styling in Malaysia, its primary goals, and its effects on the local culinary scene.

This article's main goal is to explore how Malaysian food styling trends have transformed how food is presented in the restaurant business. By examining the essential components, methods, and cultural influences that go into food styling, we hope to highlight its importance in enhancing eating occasions and grabbing the interest of both domestic and foreign food fans. We'll also draw attention to how social media and other digital platforms helped food styling trends become part of Malaysia's mainstream culinary culture.

Evolution of Food Styling Trends in Malaysia

The fascinating path of food styling trends in Malaysia displays the diverse inspirations and rich culinary traditions of the nation. Food styling in Malaysia has seen considerable

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changes, raised the presentation of dishes and grabbed the attention of both locals and foreign food fans. These changes are because of traditional culinary practices, the impact of global food trends, and the emergence of social media. Food styling in Malaysia has its roots in the traditional culinary customs of the many different ethnic groups that make up the country. Malay, Chinese, Indian, and indigenous groups all contributed their distinctive culinary styles and aesthetic preferences, resulting in a harmonic combination of tastes and artistic expressions. Food styling used to be mostly focused on

making aesthetically beautiful displays for festive events and special festivities, with an emphasis on showcasing the cultural value of traditional foods.



'In Malaysia, contemporary food style is centred around several essential components and methods that improve the dishes' visual appearance'

BY NOORSA RIZA JOHARI, KHAIRIL ANUAR BAHARI, MOHD ZOOL FADLI IBRAHIM & DR NORRINA DIN

Techniques for food styling are significantly influenced by Malaysia's varied past. Every ethnic group has contributed to their unique plate techniques, garnishing aesthetics, and colour palettes that make displays look enticing and delicious. Chinese cuisine, on the other hand, places a strong emphasis on symmetry and balance in their food presentations, whilst Malay cuisines frequently incorporate brilliant colors and fresh ingredients. On the other hand, Indian cuisine is renowned for its rich textures and nuanced use of spices. Food styling in Malaysia saw a significant change because of the emergence of social media and the globalization of culinary trends. Local chefs and food fans were encouraged to experiment with novel plating methods and aesthetic approaches by the emergence of the trends, and the influence of famous chefs from around the world. This led to the development of modern food styling,

where creativity and innovation were significant influences on how foods were presented. In Malaysia, contemporary food style is centred around several essential components and methods that improve the dishes' visual appearance. Chefs carefully choose components with matching colors and arrange them in aesthetically pleasing patterns.

Thus, color and composition are important. The texture is another crucial element. The employment of different textures gives the display depth and complexity. Asymmetrical layouts, stacking, layering, and other plating strategies provide aesthetically arresting presentations that draw customers' attention.

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