Press kit

Dear journalists!

Thank you for your interest in the DISGUSTING FOOD MUSEUM BERLIN! In this press kit you will receive some introductory information about our permanent exhibition, which presents the world´s most disgusting foods and dishes in the world.

Disgust has many faces. We judge things as disgusting if they make us feel unwell or to even vomit caused by the way they look, taste or how they are produced. Disgust is also related to animal welfare or rather animal suffering. Our exhibits show the damage we do to the animal environment from our daily consumption of food and drink. Examples from the exhibition are the popular as well as controversial foie gras or snakes pickled preserved in alcohol.

No animal was harmed for our exhibition, but they die every day for our delicacies. You can find that disgusting. Our museum will be the place to talk about it with each other.

One look at the exhibition says more than a thousand words. Nevertheless, we are sure that our museum will raise many questions that we would like to answer. Please don't hesitate to contact us. Our disgust must be talked about.

We look forward to your visit!

Dr. Martin A. Völker

Founding director

Content

The Disgusting Food Museum

Andreas Ahrens

A New Museum for Berlin

Michael Bauer

More Disgust - Disgust Is More

Dr. Martin A. Völker

Tastings of the Museum

Media Reviews

Facts, Opening Hours and Entrance Fees

Team and Contact

The Disgusting Food Museum

At the DISGUSTING FOOD MUSEUM visitors can smell and taste delicacies from all over the world. Some of the 80 exhibited foods are: frog smoothies from Peru, maggot cheese from Sardinia, the notoriously smelly fruit Durian from Thailand. And of course Swedish surströmming – the infamous putrid herring. The exhibition was created by Museum Director Andreas Ahrens and Curator Samuel West in 2018 and opened in Malmö/Sweden to rave reviews and comprehensive media coverage.

The evolutionary function of disgust is to help us avoid disease and unsafe food. Disgust is one of the six fundamental human emotions. While the emotion is universal, the foods that we find disgusting are not. What is delicious to one person can be revolting to another. Visitors are invited to explore their notion of disgust and the environmentally sustainable protein sources of the future, such as insects, lab-grown meat, and algae.

Every type of food in the exhibit is commonly eaten in its originating culture and is disgusting either when it comes to the taste, the smell, the texture or the background of its production.

We are very excited for the opening of a permanent DISGUSTING FOOD MUSEUM in Berlin. **Philo**science is the perfect partner, sharing our beliefs in sustainable dining and educating the public on the truth behind the food we eat. Mr. Bauer, Dr. Völker and the rest of the team have already proved a valuable soundboard in further developing the DISGUSTING FOOD MUSEUM concept and making it even better.

Andreas Ahrens

Director & Co-Founder of DISGUSTING FOOD MUSEUM MALMÖ

A New Museum for Berlin

Exotic dishes from other countries fascinate us in different ways. Unfamiliar groceries can be delicious or can have an idiosyncratic taste. While cultural differences often separate us and draw boundaries, food can connect us. Sharing a meal is the best way to make a foreigner to a friend. The new DISGUSTING FOOD MUSEUM BERLIN will bring food and culture together. Berlin is the perfect place for such a museum: The Berliners are familiar with division and unification, Berlin is a melting pot for different cultures and food cultures. A museum dedicated to an important social thought is more valid today than ever before. Food is much more than just nutrition!

Food preferences can vary widely. Especially in this regard, one man's joy is another's pain. Suffering from disgusting things is extremely multifaceted: Shapes and colors can repel us, a smell, a haptic experience, the production conditions behind groceries. What is delicious to one person can provoke outrage in another.

The DISGUSTING FOOD MUSEUM BERLIN encourages to explore the diverse world of food and to discover ones own ideas of taste. Would I eat this, is this edible? Why should I not eat this? Lasting experiences can be made and shared in the museum with an equally strong future perspective: changing a personal idea about disgust contributes to the fact that we all can eat differently, can produce differently and become even more inventive in terms of ecologically sustainable food. Insects may not be everyone’s favorite yet, but they are part of the future food culture.

The museum shows exhibits which are considered as the most disgusting food of the world. Visitors will engage oneself in a modern adventure while they could smelling some of the most infamous groceries and try various dishes at the Tasting Bar.

The sense of smell and taste and its cultural and social shaping is what distinguishes man and make him interesting. Again and again!

Michael Bauer
CEO of Humanistischen Vereinigung
and managing director of **philo**science gGmbH

INSIGHT INTO THE EXHIBITION
The exhibits are placed in an undivided room on contiguous thematic rows of tables. Information boards, posters and screens with food clips on the wall show visitors the abysses of the culinary world.

More Disgust
Disgust Is More

Every year, many people follow the jungle camp show on television. there you have it seen it often: the “vomit fruit“. Few people know that this fruit is called durian and even fewer know what durian actually taste like, namely lika a mixture of pineapple and onion. A combination that is as uncanny as it is disgusting, but once you get used to it, it opens up new worlds of taste.

Television images make us believe in an experience that is not one. Real experience is always a sensual one. People understand why, in addition to seeing, they also smell, taste and touch. The deepened experience relativizes first impressions and prejudices. Disgust is a strong first impression, at times a quick as well as necessary prejudice that protects us from a supposed danger. The longer we expose ourselves to such things, which frighten or even disgust us, the more we begin to understand why they have to be the way they are and how we can relate to them in a positive way, what stimulus or advantage they grant us. Disgust and rejection turn into a willingness to accept and enjoy the unknown. Thus, bridges emerge from compartmentalization through disgust, which culturally quite different people enter as connect. In this respect, disgust is a guge of sensitivities and self-understandings. It is also conditioned by time.

In 1921, the writer Estelle du Bois-Reymonde described her durian experience for the newspaper *Vossische Zeitung*: on a trip to Asia, she was looking for the fruit that her father, the Berlin physician Emil du Bois-Reymond, had enthusiastically described but never tasted. The initial stench of durian dissolves in Estelle into a fascinating and long-lasting aromatic complexity, into a creamy dish of almonds with pineapple and candied sugar and more: “Once you´ve tasted it“, the author confesses, “will spend the rest of his life longing for it!“ The difference between a sensory experience of one´s own and an audiovisual television experience could hardly be greater.

The DISGUSTING FOOD MUSEUM BERLIN plays with this difference: with the first glance, which causes disgust, and the second glance, which brings praise und understanding. Whereby the third look already turns into a joyful tasting.

Our museum is aimed at all friends of bad taste and those who want to taste as well as those who want to question their good taste. In an educational as well as entertaining way. This is a combination that is not to be found everywhere in Germany. In Sweden, there is probably less concern that entertainment and explanation meet and unite. In this respect, we are very happy to bring the DISGUSTING FOOD MUSEUM by Andreas Ahrens and Dr. Samuel West permanently to Berlin. May the unifying disgust be at home in this city!

Dr. Martin A. Völker

Founding director of DISGUSTING FOOD MUSEUM BERLIN

SELFIEWALL

Like in a hidden object picture, you can discover great products like Mockturtle, Tote Oma (which means dead granny) or roulades made of horse meat. **Full dose of disgust!**

Tastings of the Museum

SU CALLU
A goat kid´s stomach filled with mother´s milk will be dried-salted for several months / Sardinia

SHEEP EYEBALL JUICE
Tomateo juice with eyeballs of a sheep, also known as **Mongolian Mary** / Mongolia

HABUSHU
Snakes will be chilled to the point of fainting and will be pickled alive in distilled rice wine with honea and herbs. After thawing, the snake awakes briefly and dies in an aggressive, conspicuous pose / Japan

Media Reviews

DISGUSTING FOOD MUSEUM

Der Abgrund hinterm Tellerrand

VON CORNELIUS DIECKMANN - AKTUALISIERT AM 15.06.2021 - 13:34

Über Geschmack lässt sich nicht streiten, heißt es. Ein neues Museum in Berlin sagt: Ekel bildet.

Frankfurter Allgemeine Zeitung, FAZ

SPIEGEL +

vom 28.05.2021, 06:15:53

WISSENSCHAFT

INTERNATIONALE SAMMLUNG VON EKLIGEM ESSEN

Dieses Museum ist zum Kotzen

Der Spiegel

Außergewöhnliches Berliner Food-Museum

Was man alles essen kann

Eine kulinarische Entdeckung: Im frisch eröffneten „Disgusting Food Museum“ kann man überprüfen, was man beim Essen eklig findet.

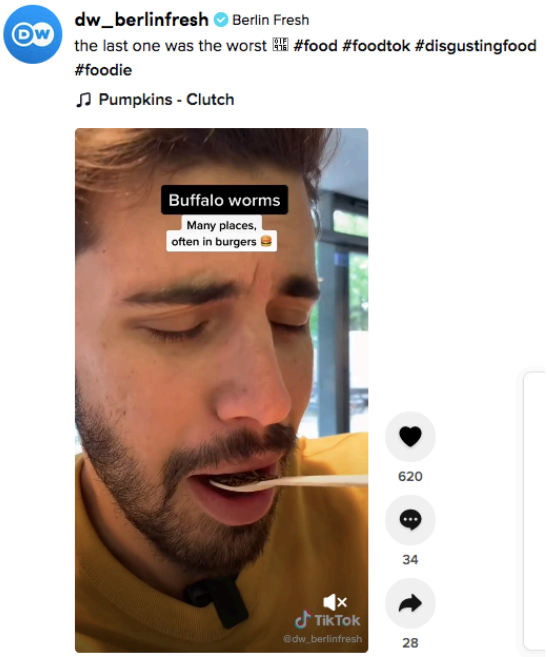
die tageszeitung, taz

Pushing culinary boundaries: The Disgusting Food Museum in Berlin

*20 June 2021, By **William Nehra***

Disgusting or delicious? It's all a matter of taste, right? At least, that is the take-home message at the Disgusting Food Museum in Berlin, where they believe disgust is a human emotion, although not one that is necessarily uniform amongst humans.

I Am Expat Media



Deutsche Welle, DW Berlin Fresh

FROM OUR CORRESPONDENT

A museum showcasing the world's most vile foods insists that disgust is a learnt response. Try telling that to my churning stomach

The Times

„Food Adventure: The layout is churchlike, complete with an altar of stinky cheeses."

EXBERLINER

Facts, Opening Hours and Entrance Fees

DISGUSTING FOOD MUSEUM BERLIN
An institution of **philo**science gGmbH

Project Office

Schumannstraße 9, 10117 Berlin
+49 30 325 99 804
info@disgustingfoodmuseum.berlin

Museum

Schützenstraße 70, 10117 Berlin
+ 49 30 238 87 745
info@disgustingfoodmuseum.berlin
www.disgustingfoodmuseum.berlin

Entrance fees

Adults	16 €
Reduced Tickets	12 €
(WelcomeCard, CityTourCard, Intoura, Theater im Palais, etc.)	
Children and Youth (6-18)	8 €
Babies and infants (0-5)	0 €
Family ticket (2 adults, up to 3 children)	36 €
School classes and groups	on request

Opening hours

Friday to Thuesday / 12:00 a.m. to 6:00 p.m.

Booking

We offer tickets time slots only. Bookings are to be executed online. All payment transactions in the museum are cashless. The current corona hygiene guidelines apply.

Cooperation partner

Team and Contact

CEO
Michael Bauer

Marketing and Back Office
Alexandra Bernsteiner, Bakk. Art.
bernsteiner@disgustingfoodmuseum.berlin
marketing@disgustingfoodmuseum.berlin
+49 30 325 99 852

Front Office Museum and Exhibition
Lida Kazimi, M.A.
info@disgustingfoodmuseum.berlin
pos.info@dfm-berlin.de
+ 49 30 238 87 745

Web Development und IT Solutions
Arik Platzek
platzek@disgustingfoodmuseum.berlin

Schramm IT-Innovations
info@schrammit.de

Set Designer
Christoph Dettmeier

Lightning Design
Michael Pfänder

DISGUSTING
FOOD MUSEUM
BERLIN