

Artists

Visionaire: all in the best possible taste

■ Several days into the fair, confusion still reigns around the Visionaire Taste Bar (adjacent to stand A1). Casual passersby assume that it's merely a liquor bar serving oddly-flavoured vodkas. In fact, the avant-garde magazine's first fair participation is something more high-concept: 12 different taste films (think Listerine strips) that release an array of gustatory experiences with names such as *Art*, by Thomas Demand which mimics adhesive spray and glue-stick, Vik Muniz's chocolate-and-truffles flavoured *Orgasm* and *Adrenaline* by Jenny Holzer.

"I had no idea what I was doing when they asked me,"

Holzer recalls. "I tried to shoot down the idea by giving them an impossible combination: metal, blood, clean breath, jet fuel and absinthe." Yet taste-makers International Flavors & Fragrances rose to the occasion. "That was the hardest one, because you had to make a toxic taste that wasn't actually toxic," says Visionaire co-founder Cecilia Dean. "We had to play around to get all the tastes right. The first attempt at *Life* by Gary Hume, which tastes like fresh soil, was too boggy or swampy. But now I'd consider it a huge achievement."

Priced at \$175, for a box that contains a catalogue and two 25-



Photo by Catherine Hanley

packs of each taste, Visionaire's creation is one of the least expensive commodities available at the fair. Yet aspiring models should be cautioned that ingesting even a

whole packet of the *Feast* strips does not constitute a full meal, while the happily married should make sure not to mix *Guilty* and *Orgasm*. **Marc Spiegler**