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**The Didactic Potential of Edible Art Objects in the Development of Cultural
Event Branding Strategies**

Nataliia Konstantinova-Hrendzha,

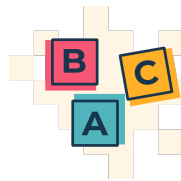
Bachelor, Founder, Carving by Natalie Donskaya,

29 Quai Jeanne Baptiste Simon, Fontaine-sur-Saône 69270, France,

<https://orcid.org/0009-0004-3171-7183>

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Abstract: *The active integration of artistic practices, gastronomy, and visual communication forms opens new opportunities for presenting cultural events and engaging audiences. One such phenomenon is food floristry and the creation of edible art objects from fruits and vegetables. Within the context of cultural events, these objects serve not only an aesthetic function but also become a means of conveying symbolic meanings and shaping emotional experience. The **purpose of this study** is to determine the didactic potential of edible art objects and to substantiate their role in developing cultural event branding strategies as a tool of visual communication. The study employs a set of **methods**. Analysis and synthesis of scholarly sources allowed the identification of the characteristics of food art and its place in the contemporary cultural environment. Cultural analysis was applied to interpret the symbolic content of edible sculptures. Case analysis facilitated the examination of the practical use of fruit art objects in international exhibition and commercial events. Observation enabled the delineation of the specific features of*



*audiences' emotional reception of the fusion of gastronomy and art. The **findings** establish that edible art objects possess significant didactic and communicative potential in the context of cultural events. Fruits and vegetables constitute an artistic medium with distinctive properties: natural texture, a diverse color palette, and a limited lifespan. The ephemeral nature of such objects intensifies emotional perception and generates a unique experience of engagement with the event. The combination of a gastronomic element and an artistic image creates a strong visual accent that is easily memorable and encourages further dissemination in the digital environment. Practical examples of fruit sculptures used at international exhibition and commercial events demonstrate their capacity to attract visitors' attention, promote photography and the sharing of visual content, and foster positive associations with the event or brand. The **conclusions** indicate that edible art objects can be regarded as an effective tool of visual communication in cultural events, integrating art, gastronomy, and the emotional experience of the audience. Their use contributes to building a recognizable event identity, strengthening audience engagement, and expanding the creative representation of cultural meanings.*

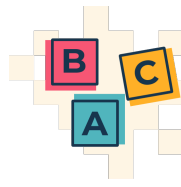
Keywords: *food floristry, edible sculpture, gastronomic art, visual communication, cultural events, ephemeral art, creative industries.*

Дидактичний потенціал їстівних арт-об'єктів у розвитку стратегій брендингу культурних подій

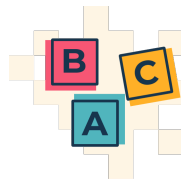
Константинова-Гренджа Наталія Василівна,

бакалавр, керівник, Carving by Natalie Donskaya, 29 Quai Jeanne Baptiste
Simon, Fontaine-sur-Saône 69270, France,
<https://orcid.org/0009-0004-3171-7183>

Анотація: *Активне поєднання мистецьких практик, гастрономії та візуальних форм комунікації надає нові можливості для представлення*



культурних подій та взаємодії з аудиторією. Одним із таких явищ є фудфлористика та створення їстівних арт-об'єктів із фруктів і овочів. У межах культурних заходів подібні об'єкти виконують не лише естетичну функцію, а й стають засобом передавання символічних змістів і формування емоційного досвіду. **Мета** дослідження полягає у визначенні дидактичного потенціалу їстівних арт-об'єктів та обґрунтуванні їхньої ролі у формуванні стратегій брендингу культурних подій як засобу візуальної комунікації. У дослідженні застосовано комплекс **методів**. Аналіз і узагальнення наукових джерел дозволили визначити особливості фуд-арту та його місце у сучасному культурному середовищі. Культурологічний аналіз використовувався для інтерпретації символічного змісту їстівних скульптур. Кейс-аналіз сприяв вивченню практичного використання фруктових арт-об'єктів у міжнародних виставкових та комерційних подіях. Спостереження дозволило окреслити особливості емоційного сприйняття глядачами поєднання гастрономії та мистецтва. У **результаті** встановлено, що їстівні арт-об'єкти мають значний дидактичний і комунікативний потенціал у контексті культурних подій. Фрукти та овочі є художнім матеріалом зі специфічними властивостями: природною текстурою, різноманітною кольоровою палітрою та обмеженим терміном існування. Ефемерність таких об'єктів підсилює емоційне сприйняття та створює унікальний досвід взаємодії з подією. Поєднання гастрономічного елемента та художнього образу формує сильний візуальний акцент, який легко запам'ятовується та стимулює подальше поширення в цифровому середовищі. Практичні приклади використання фруктових скульптур під час міжнародних виставкових і комерційних заходів демонструють їхню здатність привертати увагу відвідувачів, сприяти фотографуванню та поширенню візуального контенту, а також формувати позитивні асоціації з подією або брендом. У **висновках** зазначено, що їстівні арт-об'єкти можна розглядати як ефективний



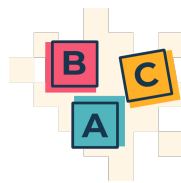
інструмент візуальної комунікації в культурних подіях, що поєднує мистецтво, гастрономію та емоційний досвід аудиторії. Їх використання сприяє формуванню впізнаваного образу події, посиленню взаємодії з глядачами та розширенню можливостей творчого представлення культурних смислів.

Ключові слова: *фудфлористика, їстівна скульптура, гастрономічне мистецтво, візуальна комунікація, культурні події, ефемерне мистецтво, креативні індустрії.*

Introduction. The growing role of visual imagery in cultural events drives the search for new communication tools capable of combining aesthetic impact, symbolic meaning, and emotional audience engagement. In this context, artistic practices that employ natural materials and interactive forms of audience engagement acquire particular significance. One such form is the creation of edible art objects from fruits and vegetables, which integrate artistic expression, a gastronomic component, and an element of direct experiential interaction.

Edible sculpture is gradually gaining prominence in the space of cultural and commercial events not merely as a decorative element but also as a means of shaping the image of an event or brand. By combining visual appeal, symbolic forms, and a limited lifespan, such objects produce a strong emotional effect and foster active audience engagement. A particularly important role is played by the fact that food materials possess natural plasticity, a diverse color palette, and cultural associations, which makes them effective for conveying specific meanings and imagery.

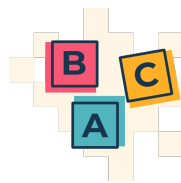
Despite growing interest in food art within event management practice, its potential as a tool of visual communication and an instrument for shaping the branding of cultural events remains insufficiently examined in the scholarly literature. In particular, the didactic potential of edible art objects, their capacity to transmit cultural symbols, shape the emotional experience of audiences, and enhance



event recognition warrants detailed analysis. Accordingly, examining the specific features of edible sculptures as a medium of artistic communication and an element of visual identity formation in cultural events represents a relevant and timely research undertaking.

Literature Review. The use of fruit and vegetable compositions as a tool of visual communication and a didactic resource at international cultural and commercial events is the subject of active scholarly discussion. Researchers note the potential of edible art installations in generating a comprehensive sensory experience, increasing audience engagement, and integrating cultural and branded elements.

A. Rakhmanova examines project-based learning through the creation of original pasta forms in a STEM context, demonstrating the practical effectiveness of incorporating food compositions into educational and creative processes [1]. A. Iutkina investigates the impact of omnichannel distribution on profitability indicators and booking value in independent hotels, highlighting the importance of sensory and visual components for commercial audience engagement [2]. S. Rusakov studies the influence of immersive technologies on art perception and the transformation of the contemporary art market, emphasizing the significance of sensory and interactive experience for enhancing cultural communication [3]. O. Chepelyk examines the use of VR and AR in contemporary Ukrainian art, demonstrating the effectiveness of interactive technologies for audience engagement and the development of creative perception [4]. O. Shpak and D. Muzychenko underscore the role of infographics and visual communication in popular science publications, a finding that correlates with the use of fruit and vegetable compositions for conveying brand and cultural messages [5]. M. Borsato analyzes the boundaries between confectionery art and art installations, showing that food compositions can function as a fully legitimate artistic medium [6]. C. Michel et al. demonstrate the influence of artistic food presentation on gastronomic experience,

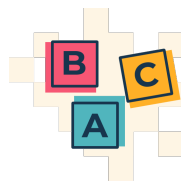


attesting to the effectiveness of combining visual and sensory characteristics [7]. A. Viljoen and M. Kruger classify types of creative food experimentation, emphasizing their role in generating interactive and aesthetic experience [8]. F. Bröcker investigates the dialogue between chefs and artists, highlighting the use of food as a sensory and conceptual medium [9]. D. Koczanowicz examines gustatory memory in installations, pointing to the potential of edible compositions in developing cognitive and emotional associations [10]. A.-L. Zhou analyzes interfaces and bodily interaction in interactive art, a perspective relevant to sensory art objects [11]. J.-F. Jégo and M. Meneghini present methods for stimulating improvisation and creativity in digital interactive art, which finds expression in the practice of creating interactive food installations [12]. F. Semeraro et al. investigate the influence of technological prototypes on audience perception, confirming that interactive exhibits establish new associative and emotional connections [13]. R. Kumar presents examples of curatorial experimental and immersive works at student biennials, underscoring the role of creative and sensory objects in shaping cultural experience [14]. The Vortic platform provides examples of digital collections and interactive exhibitions that demonstrate the potential of combining visual and sensory elements [15].

The experience of Edible Art Fair, the International Edible Book Festival, and Edible Exhibits at the Food and Wine Festival confirms the effectiveness of edible installations in international cultural and commercial contexts, where the integration of local motifs, branded elements, and sensory characteristics stimulates photography, content sharing, and enhanced brand recognition [16–18].

Taken together, the studies reviewed above form a scholarly and practical foundation for the use of fruit and vegetable compositions as an effective tool of visual communication and a didactic resource in cultural and branded events.

Identification of Previously Unresolved Aspects of the Problem. Despite existing research in the field of food art and visual communication, certain aspects



require further investigation. In particular, the didactic potential of edible art objects remains insufficiently explored, specifically their role in developing creative thinking, transmitting cultural meanings, and generating learning experiences within cultural events and brand presentations.

The emotional impact of such works on visitors and the mechanisms through which lasting associations with events or commercial brands are formed have received limited scholarly attention. Although practice confirms the capacity of fruit and vegetable compositions to attract attention, stimulate interaction, and promote the sharing of visual content, scientifically grounded approaches to evaluating audience perception and behavioral responses are absent.

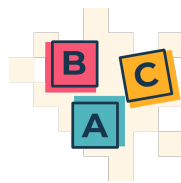
Furthermore, particular attention should be directed to the temporary character and uniqueness of food compositions, properties that amplify their artistic value and communicative effect. The application of these properties in cultural event branding strategies requires systematic investigation and empirical substantiation.

The scholarly contribution of this study lies in a comprehensive analysis of edible compositions as a tool of visual communication and a didactic resource capable of shaping the emotional experience of visitors, conveying cultural meanings, and enhancing the recognition of events and brands.

Statement of the Study Objectives. The purpose of this study is to substantiate the didactic and communicative potential of edible art objects in developing cultural event branding strategies and to determine their influence on the emotional experience of audiences, the perception of cultural symbols, and the enhancement of event and brand recognition.

To achieve this purpose, the following objectives are formulated:

- 1) to identify the educational and communicative possibilities of using edible installations within cultural events and to assess their influence on the formation of emotional experience and cultural meanings;



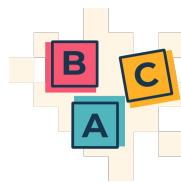
2) to analyze practical examples of the application of fruit and vegetable compositions at international exhibitions and commercial events in order to determine the effectiveness of their impact on audiences and their integration into branding strategies;

3) to formulate recommendations for the use of edible art installations as a tool of visual communication and a didactic resource in cultural and branded events.

Research Results. Fruit and vegetable compositions function as a tool of visual communication at cultural and commercial events. The combination of aesthetic characteristics, symbolic content, and sensory perception ensures active audience engagement and the formation of lasting brand associations. The plasticity of the material, the diversity of the color palette, and the temporary nature of the compositions generate a unique and irreproducible experience, emphasizing the individuality of each installation [3, p. 128].

The temporary character of each composition simultaneously intensifies emotional perception and promotes active visitor engagement. As a result, these objects become an effective communicative medium, conveying information about brand identity and event concept through artistic design, compositional detail, and color accents [4, p. 30]. The author's practical experience demonstrates that the use of fruit and vegetable sculptures increases visitor attention, stimulates photography and content sharing, and enhances event memorability.

A practical example illustrating the effectiveness of fruit and vegetable compositions was provided during an international exhibition Fruit Attraction in Madrid, where the author participated in a live fruit sculpture performance for the brand Glamur, a fruit importer and exporter. The installation attracted continuous attention from visitors, who engaged visually and sensorily with the creations, documenting the experience through photography and social media sharing. The performative nature of the composition, combined with its ephemeral character,



created a unique “here and now” experience, enhancing emotional response and reinforcing brand identity.

Among more than 250 exhibition stands, the installation achieved 2nd place, demonstrating the strong communicative and aesthetic impact of edible art within a competitive international context. This case exemplifies how fruit and vegetable compositions can transform abstract brand values into tangible, multisensory experiences that foster lasting associative connections and increase memorability of cultural and branded events.

Empirical observation during an international exhibition in Madrid confirms the capacity of edible installations to create immersive audience experiences. As part of a live performative process for a fruit import and export brand, fruit sculptures attracted continuous attention and served as a focal point within the exhibition space. The visual expressiveness and dynamic creation process heightened the perception of authenticity and craftsmanship, directly influencing audience engagement and emotional response [5, p. 244].

The ephemeral nature of these compositions amplified their perceptual and emotional value. Awareness of the limited existence of the sculptures encouraged immediate interaction, photography, and social media sharing, reflecting strong cognitive and affective engagement. The exhibition stand achieved one of the leading positions among over 250 participants, demonstrating the effectiveness of edible art in attracting and retaining audience attention.

Similarly, customized fruit sculptures designed to reflect the visual identity of specific brands facilitated a direct associative link between artistic objects and brand imagery. Incorporation of recognizable stylistic elements, including form, color, and decorative details, transformed abstract brand values into tangible and emotionally perceived forms, enhancing memorability and recognition [6].

Audience interaction with the compositions showed that edible sculptures function as multi-sensory communicative tools. Integration of visual aesthetics,

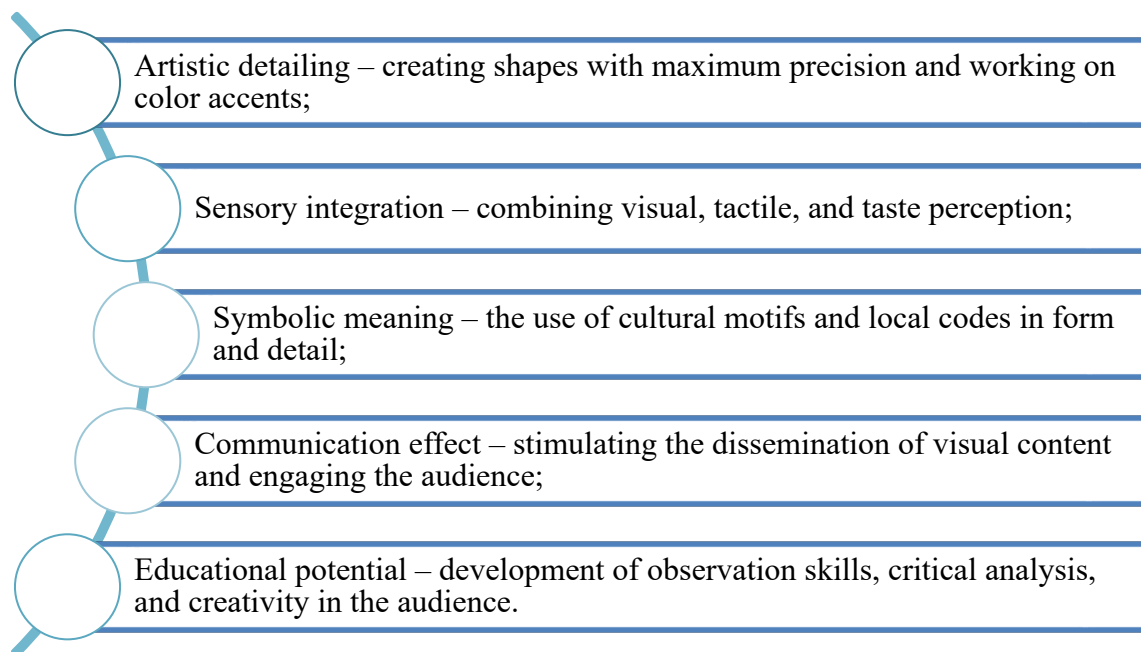
tactile qualities, and symbolic references generated a holistic experience, reinforcing the brand's presence in both cultural and commercial contexts. The installations enabled a comprehensive engagement, combining aesthetic appreciation, sensory stimulation, and interpretation of cultural symbols, which simultaneously fulfills educational, artistic, and communicative functions [7].

Overall, these practical cases confirm that fruit and vegetable compositions operate not only as decorative elements but also as instruments of experiential communication. They promote analytical engagement with artistic techniques while eliciting emotional and sensory responses, thereby enhancing the effectiveness of branding strategies at cultural events.

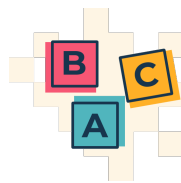
Figure 1 presents the principal elements and methods of integrating edible installations into events, as validated through the author's practical experience.

Figure 1

Practical aspects of using fruit and vegetable creations in branding and cultural communication strategies



Source: created by the author



Fruit and vegetable compositions at cultural and commercial events demonstrate a comprehensive educational and communicative effect. The precision of shapes and color accents attracts audience attention and enables visitors to appreciate fine details, such as figures reproducing logos and brand design motifs. The simultaneous engagement of visual, tactile, and gustatory perception creates a complete sensory experience that stimulates attention and interest as participants analyze form, texture, and color combinations. The installations convey cultural and brand codes through shape, proportion, and compositional solutions, contributing to a deeper understanding of the event concept and fostering cognitive and emotional associations. For instance, the incorporation of local symbols or brand elements into compositional details enhances brand recognition and reinforces cultural themes. Interactive works encourage photography and the dissemination of visual content on social media platforms, increasing communicative effectiveness and strengthening associative connections with the audience. Engaging with the material promotes the development of observational skills, creativity, and critical thinking, as participants evaluate shapes, color combinations, and symbolic details, compare design solutions, and analyze the effectiveness of artistic decisions. The integration of sensory, cognitive, and symbolic perception generates lasting associations, amplifies audience impact, and provides a unique interactive experience that cannot be replicated under other conditions, uniting aesthetic, cultural, and communicative elements into a single coherent process.

Drawing on observations of international events, this study identifies key examples of the use of edible installations that illustrate their role in audience interaction and integration into branding strategies. The data summarized in Table 1 allows for an evaluation of composition types, their influence on visitor attention and activity, and the integration of aesthetic, sensory, and branded components into communication processes.

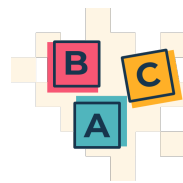


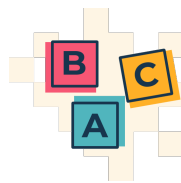
Table 1

Fruit and vegetable installations as a tool for brand and cultural communication at international events

Event	Venue	Type of installation	Effect	Integration into branding
Art Basel Edible Art Fair	Switzerland	Three-dimensional compositions made of citrus fruits and other fruits	Activates sensory and aesthetic perception, forms associations with cultural symbols	Increases brand recognition and visitor engagement
International Edible Book Festival	International	"Edible books" with gastronomic and visual elements	Stimulates emotional response, content sharing, interactivity	Strengthens brand communication through cultural and literary codes
Food of War / Clouded Lands	Europe (Berlin, London)	Themed vegetable and fruit installations	Activates reflection, critical thinking socio-historical narratives	Integrates cultural and branded messages into event presentations
Food & Wine Festival	San Antonio, USA	Interactive artworks made from food	Promotes photography, engagement, and a comprehensive sensory experience	Enhances the communication effect of brands and the interactivity of the event
Candy and Food Installations	Southern Hemisphere (temporary galleries)	Constructions made of confectionery and fruit helium materials	Stimulates interaction and the dissemination of visual content	Ensures the integration of artistic concepts and branding elements

Source: created by the author based on [14–18]

Analysis of these practical cases demonstrates that edible installations influence audiences through multiple complementary mechanisms. At the Edible Art Fair in Hong Kong, interactive compositions combined visual, tactile, and gustatory experiences, increasing attention and forming associative brand connections. The

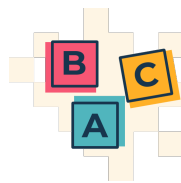


International Edible Book Festival illustrates the integration of literary and visual codes, which fosters emotional engagement and encourages content dissemination in digital environments, amplifying communicative reach. Art Basel Edible Art Fair exemplifies how the synthesis of traditional art and food-based sculpture expands perceptual boundaries, stimulating cognitive activity and emotional response through careful manipulation of form, texture, and color. At the Food & Wine Festival, edible exhibits enhanced audience interest, encouraged photography, and facilitated the integration of aesthetic and branded elements into the event's communicative strategy. Additionally, works by contemporary artists such as Janice Wong and Tom Wolfe highlight the potential of edible materials to produce unconventional sensory experiences that simultaneously convey aesthetic, symbolic, and branded meanings.

The collected examples confirm that fruit and vegetable compositions operate as multi-sensory communicative tools, merging artistic, cultural, and branding objectives. Their capacity to engage audiences across visual, tactile, and gustatory channels ensures effective integration into branding strategies, while their ephemeral and interactive qualities create unique experiences that enhance memorability and strengthen emotional and cognitive associations with the event and the associated brand.

An overall assessment of practical cases confirms the high effectiveness of fruit and vegetable compositions in generating cultural and branded content, activating audience interaction, reinforcing cognitive and emotional impact, and establishing lasting associative connections, thereby highlighting their role in visual communication strategies at international events.

Analysis of international cases demonstrates that fruit and vegetable compositions produce a multidimensional impact on event participants by combining aesthetic perception, sensory experience, and symbolic interpretation. High levels of detail in forms, color combinations, and compositional solutions

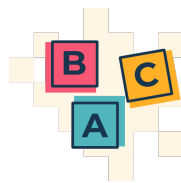


stimulate audience attentiveness and engagement, foster creative thinking, and enhance the capacity for critical analysis of presented imagery. Simultaneous engagement with the material through visual, tactile, and gustatory perception generates a comprehensive sensory and cognitive experience that strengthens event memorability and supports the effectiveness of communication and branding strategies [8–13].

During international exhibitions and commercial events, integration of local symbols, design motifs, and logos into the design of fruit and vegetable objects demonstrates their practical capacity to establish strong associative connections between audiences and brands. The use of temporary installations further enhances the emotional value of the experience, making interaction unique to each event. The communicative effect is reinforced by opportunities for photography, social media content sharing, and active visitor participation in evaluating artistic and sensory characteristics, facilitating dissemination of cultural and branded messages in digital environments [16–18].

Effective planning of fruit and vegetable creations for cultural and branded events requires consideration of material properties, including texture, density, and duration of freshness. Color combinations and forms must be selected for aesthetic expressiveness and alignment with the event concept, ensuring a significant sensory and emotional impact. Integration of symbolic elements, such as local motifs, cultural signs, or corporate identity details, enhances communicative value, promotes brand recognition, and shapes audience perceptions of brand values and cultural context.

Creation of interaction zones around edible installations intensifies perception of compositional details and encourages photography and content sharing in digital media. Each object is designed to provide a holistic sensory experience, combining visual, tactile, and gustatory engagement to strengthen event memorability and enable participants to consciously evaluate artistic solutions.



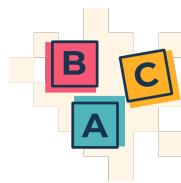
The integration of aesthetic, sensory, and symbolic characteristics forms a cohesive interaction that promotes the development of creativity, observational skills, critical thinking, and cultural literacy among the audience. Edible installations function as a didactic resource, allowing participants to analyze proportions, color accents, and symbolic details, compare design alternatives, and evaluate artistic effectiveness, thus facilitating assimilation of cultural and branded messages.

Adherence to these principles allows event organizers to merge artistic and communicative components, creating distinctive sensory and cognitive experiences that simultaneously strengthen emotional impact, reinforce associative brand connections, and ensure long-term memorability of cultural and branded identities.

Practical recommendations for organizers include selecting fruits and vegetables based on color harmony, form, and texture to align with event concepts and corporate identity; integrating local symbols and cultural motifs to establish associative connections; and designing interactive zones to encourage tactile engagement, manipulation, and photography, thereby enhancing attention and emotional response. Sensory integration should combine visual, tactile, and gustatory experiences, incorporating diverse textures, aromas, and tasting opportunities where possible to create a unique, memorable interaction.

Consideration of material freshness and durability is critical. For longer events, combining natural products with decorative or partially artificial elements preserves aesthetic integrity. Strategic placement within event spaces should facilitate organic audience interaction and encourage social media sharing, while logos and symbolic details must be integrated seamlessly without compromising artistic quality. Collecting participant feedback on aesthetic and sensory perception post-event enables evaluation of installation effectiveness and informs optimization of branding and cultural communication strategies for future projects.

In summary, the integrated combination of aesthetic, sensory, and symbolic characteristics in edible art objects empowers organizers to craft distinctive cultural



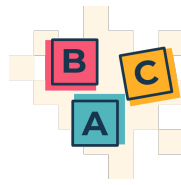
experiences, strengthen emotional engagement, reinforce associative brand connections, and provide practical tools to enhance audience interaction, creativity, and memorability.

Conclusions. The study demonstrated that the use of fruit and vegetable compositions within cultural and branded events increases the effectiveness of visual communication and contributes to the formation of emotional and cognitive audience perception. Such installations combine aesthetic expressiveness, sensory experience, and symbolic content, which activates participants' attention, encourages photography and content dissemination, and strengthens brand recognition. The analysis of practical cases from international exhibitions and commercial events indicates that the effect of interaction with edible creations depends on the precision of forms, the expressiveness of color, and the integration of cultural or branded elements, which enables the creation of stable associative connections.

The application of such installations contributes to the development of observational skills, creativity, and critical analysis, as participants evaluate compositional solutions, texture, and symbolic details, compare design alternatives, and interpret cultural codes. The integrated combination of sensory, cognitive, and symbolic experiences creates a distinctive interaction effect that cannot be reproduced under standard conditions while simultaneously enhancing the educational and communicative potential of the event.

At the same time, questions remain regarding the long-term influence of fruit and vegetable creations on the perception of brand and cultural context, as well as the development of methodologies for the systematic integration of sensory and symbolic experiences across different formats of international events.

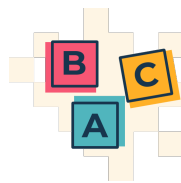
Future research may focus on comparing the effectiveness of edible installations in exhibition, commercial, and educational environments, assessing the impact of interactivity, and analyzing the relationship between visual



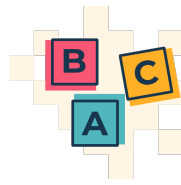
communication and the formation of long-term associative connections among audiences.

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