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BOUTIQUE BOOK PACKAGERS



# LOOK AT MY LUNCH!

## CUTE FOOD FROM AROUND THE WORLD

Book Proposal  
by Christopher D Salyers

### PROPOSED SPECS:

Hardcover  
8 x 8 inches (20.32 x 20.32 cm)  
over 200 color photographs  
160 pages

### ABOUT LOOK AT MY LUNCH!

Remember the first time you picked up a chocolate Easter bunny? The moment when you playfully used bacon to make a face on your pancakes? Or the time you ate an entire sentence in your alphabet soup? Whether it's cutting the crust off your PB&J or molding rice to resemble faces, figures, or footballs, face food is an inherent experience of youth, a means for turning the mundane act of lunching into an experiment in fun—or in some cases even an art form. *Look at My Lunch!* showcases some of the cutest, smartest, most innovative and adorable lunchtime tweaks from all over the world—DIY enthusiasts with a knack for the visual, American bloggers obsessed with sharing their creations online, and Japanese mothers obsessed with charaben images ripped straight from the pages of popular manga.

Charaben is a portmanteau of “character” and “bento,” a fresh (and very Martha Stewart-like) Japanese trend that really lives up to its name: adorable likenesses molded from rice, cut out of seaweed or formed

with ham. Author Christopher D Salyers began his face food journey in Japan, where he documented the charaben phenomenon in the first English-language book on the subject, the popular *Face Food: The Visual Creativity of Japanese Bento Boxes*. He followed this up with a how-to guide, *Face Food Recipes*, giving more insight into the Japanese bento world.

We needn't look only to Japan to find whimsical and awe-inspiring edibles. *Look At My Lunch!* is more than a charaben guide—it's a look into the fun alternatives to traditional foods, showing you the process by which these mothers, fathers, and foodies turn everyday meals into extraordinary lunchtime experiences.



## AUTHOR BIO

**Christopher D Salyers** is a Brooklyn-based, AIGA award-winning book designer and author of numerous popular culture titles. *Vending Machines: Coined Consumerism* is his visual analysis of this growing consumer model, *Face Food Recipes: A How-To Guide*, part of a series that looks at the Japanese phenomenon of character bento boxes, was described by *Grafikas* “dripping with enthusiasm and awe.” His work has been featured in *Wired*, *Fast Company*, *Grafik*, *Fader*, *Monocle*, TV Asahi, and Fox News.



## MARKET ASSESSMENT

*Demand remains high for cute food:* Parents continue to search for new ideas to keep their kids interested in healthy, homemade food by making it look fun.

*International scope of content sets this title apart:* Most books about food that has been dolled up to appeal to kids are rooted in Japanese bento boxes, not *Look At My Lunch!*

*Author is responsible for cute food book craze:* Christopher D Salyers's *Face Food*, and its follow-up, *Face Food Recipes*, ignited a wave of similar English-language books from major publishers.

## SIMILAR TITLES

- *Funky Lunch: Happy Food for Happy Children* by Mark Northeast (Absolute Press, 2010)
- *Yum-Yum Bento Box: Fresh Recipes for Adorable Lunches* by Maki Ogawa and Crystal Watanabe (Quirk, 2010)
- *Face Food Recipes: A How-To Guide* by Christopher D Salyers (Mark Batty Publisher, 2009)
- *Cute Yummy Time: 70 Recipes for the Cutest Food You'll Ever Eat* by La Carmina (Perigee Trade, 2009)
- *Face Food: The Visual Creativity of Japanese Bento Boxes* by Christopher D Salyers (Mark Batty Publisher, 2006)













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