

It's been called sugar art, artisan baking and even the culinary arts, but Michele Hester, owner and creator of SugarVeil, finally made the switch from bakery to art gallery. In November, Hester's revolutionary sugar mix, which she describes as being similar to royal icing, but more flexible, tastier and stronger, was a featured piece of art at The Pearl Gallery in Kansas City, MO.

Wanting to make the presentation of her work as unique as the product, Hester decided to design an entire wedding dress out of SugarVeil for gallery owner Robyn Nichols' annual opening. The idea came partially from a Parisian fashion show where the models wore chocolate ensembles and the infamous French clothing designer Jean-Paul Gaultier's line of clothing made from bread that debuted earlier this year at Foundation Cartier.

According to Hester, the unusual marriage of delicate cake decorations and fine art seemed like a perfect combination. After hearing "This is too pretty to eat" for so long, Hester figured why not create sugar artwork specifically for showing not eating. But getting an art gallery to agree to a sugar art show must have been a hard sell, right? Not exactly.

"Robyn and I have been friends for a long time and a while ago I made some confections based on her metal designs for a show opening. This time we both wanted to do something different than just having a plate of desserts with

Fine Art Promotions



THIS BRIDE, FEATURED AT A RECENT ART GALLERY OPENING, IS WEARING A DRESS MADE ENTIRELY OUT OF SUGARVEIL, A MIXTURE OF SUGAR THAT IS SIMILAR TO ROYAL ICING.

SugarVeil decorations," Hester says. Something different meant applying large quantities of SugarVeil on a live model for four hours, not including the 10-plus hours it took to make the off-model decorations for the dress.

The result was a jaw-dropping and mouth-watering bride that "wore" SugarVeil extruded lace for a bodice and a skirt of rolled SugarVeil with hand-made lace appliques. After wearing the dress for nine hours, the model said the dress was quite comfortable and moved with her, never breaking up.

SugarVeil's recently reformulated mix makes it set quicker so decorators have the added advantage of not having to wait for creations to be ready. The kosher approved dry mix just requires adding boiling water and beating the product for a few minutes until it is a white, glossy-textured, flowable icing. It is then able to be extruded through extremely small apertures and can be applied through stencils, combed onto surfaces, pumped, or sprayed to produce finely detailed cake/pastry decorations "off the cake" and in

advance of use. The decorations have a very low inherent water activity level and may be stored indefinitely at room temperature. SugarVeil also can withstand both refrigeration and freezing. Hester says that one of SugarVeil's greatest selling points is its versatility. "The adaptability of the product is unmatched in the industry. This goes beyond the trivial arena of edible clothing. This is an industry breakthrough."

Pushing the boundaries of what's possible, SugarVeil can go from smooth satin finish to dimensional brocade, fine veiling to Venetian point lace motifs and gold filigree. Launched just over a year ago, Hester's patent-pending SugarVeil is marketed by her company Chateau de Baeux Gateaux in Waldron, MO. It has been showcased at the French Culinary Institute.

As far as promotions go, Hester says showing at The Pearl created some buzz for her product. "We had a good turnout: The local newspaper was there and several photographers were taking pictures. If promotions are all about capturing attention, we certainly did that," Hester says.

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