

Issued by the Media Centre of Dubai Festivals and Retail Establishment
4 March 2016

Foodies get top tips from Celebrity Chef Silvena Rowe at Mall of the Emirates



On Thursday 3 March 2016, Chef Silvena Rowe, the successful author and TV personality, who owns three restaurants in Dubai, offered a range of top tips to visitors and food connoisseurs during a special demonstration at Mall of the Emirates, as part of the mall's exciting #MOEPLATEART activation during the ongoing Dubai Food Festival.



Chef Silvena, known for her skills in creating fusion Emirati cuisine, was among the chefs from a range of restaurants, who gave mall visitors the opportunity to learn about the “Art of Plating” - the arrangement and overall styling of food upon bringing it to the plate at a series of live demonstrations. This activity, which runs until 5 March, also showcases the range of styles, cuisines and extraordinary Food and Beverage offerings within the mall.



The plating sessions are being broadcasted live on social media and select shoppers will have the opportunity to interact and participate with their favorite chefs to learn the Art of Plating and also create their own plate art. All creations will be photographed and uploaded on #MOEPLATEART and the shopper with the best artistic creation will win a prize of AED 10,000.



Dubai Food Festival 2016, which is organised by the Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (DTCM), runs until 12 March under the theme 'Celebrate Taste'.