

# Two birds with one stone

During his study Food Design he developed a coffin made of bread. The end? On the contrary, it was a new beginning. At this moment Bas Burki finds himself at the start of an international project with VION Food Group. We are talking to a creative mind who feels very much at home at the Anton Jurgens Institute.

During his study at the Vakschool Wageningen (a vocational training) he got more and more interested in Food. That is why he decided to have a go at the sensational study programme Food Design at HAS Den Bosch. "A mixture of food technology, marketing and lots of creativity. I loved it." The main thing he learned there was 'out-of-the-box' thinking. He excelled at it; he developed a new funeral concept for the Dutch market, in which food plays a comforting role.

## International

However, life goes on. After a long search he chose the Anton Jurgens Institute. "It offered the only useful addition to my higher vocational training." That is how Bas killed two birds with one stone. To start with he familiarized himself with the business world and learned to understand the language of product technologists and marketing executives even better. On top of that the Anton Jurgens Institute and his own creativity got him a job with VION. As manager food projects, Bas is connected to the business unit Chilled Food, which is part of the division Convenience Food. A bit of a mouthful, isn't it? Yes, it is, in a literal sense as well: he is currently involved with the development of an innovative food concept. This international cooperation project is also his Business Creation Project for the Anton Jurgens Institute. Cheerfully, he says: "My study is my work; my work is my study. What more could I wish for?"

## Varied and interactive

Bas is just as enthusiastic about the way the Master course is set up. "For eight weeks you work together with your fellow students and during those weeks you become a team. Every week is logically connected to the one before and the one after.

Also the assignments given in between fit into the overall scheme. Is it time-consuming? It takes two and a half



days a week of studying."

Finally he is very pleased about the Master Clinics. "The themes vary from the introduction of omega-3 fatty acids into margarine (Blue Band Idee!) to halal food and healthy food in schools. There are many interactive sessions, which I think is a good thing; after all, leaning back won't get you very far."

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