

Menus Reveal The History of American Food Fads

The Culinary Historians of Southern California will present Jim Heimann speaking on "American Menu Design" on Saturday, February 11 at 10:30 a.m. at the Los Angeles Central Library, 630 W. Fifth St., followed by a reception with themed refreshments at approximately 11:30 a.m.

Menus are the gateway to the restaurant experience. This talk, based on a sampling from Heimann's collection of over 5,000 menus, will not only focus on the graphic appeal of the menu but also reveal the history of American eating habits for over a century.

Heimann, one of the Culinary Historians' favorite speakers, is a native of Los Angeles. His books include "California Crazy, Car Hops and Curb Service, May I Take Your Order?" and "Sins of the City: The Real Los Angeles Noir." Having worked as a graphic designer, illustrator, educator and author, he currently serves as the executive editor of Taschen America publishing, and is a faculty member of Art Center College of Design, Pasadena, where he has taught since 1987.

The lecture is free and open to the public. Contact: (323) 663-5407.