

## A FEAST OF THE SENSES - VIENNA CAKES DE LUXE

The designer Petra Bacher brings some fresh air into the world class Viennese pastry scene with her exciting cake creations.

"Some time ago I wanted to buy some friends of mine a great wedding cake and came home empty-handed," Petra Bacher tells us with a smirk. Without further ado the enterprising designer stepped into her kitchen and created a spectacular cake - the response was enormous. What began as an experiment, quickly developed into a passion and profession. Meanwhile, the artist creates her imaginative cake sculptures together with Nobel pastry chef Wolfgang Leschanz, founder of the Viennese chocolate manufacturer under the label of SARTORI - THE CAKE.

Petra Bachers cake creations are magical formations of sweetness, elaborately handmade so that shape, color and decoration are unconventional and therefore unique. For example witty being a cake designed in the shape of a pineapple, other sumptuous cakes that radiate casual elegant nobility or bright serenity. For the designer its about an entirely new kind of cake at the highest artistic and culinary level, which the Viennese tradition would like to continue in respect to Federico Berzeviczy-Pallavicini or Dagobert Peche.

Her recent work includes the "Makart cake" which was commissioned by the Wien Museum due to the occasion of the current Makart exhibition at Künstlerhaus.

(The replica is currently presented in the museum shop for the duration of the show).

It is important for Petra Bacher to have personal contact with her clients and the substantive engagement with the respective festive context.

As "haute couture of cakes" she understands the exceptional, customized creations and is convinced that on special occasions one appreciates primarily originals - who would want to wear a wedding dress that someone else already wore?

The extremely versatile Viennese artist (born 1962) began her career in the 90s as a Textile designer and assistant professor for graphic design and landscape art masterclasses at the University of Applied Arts.

As art director at Julius Meinl am Graben, she was in charge of the entire artistic conception during the major rebuild in 1999.

It was there that she caused quite a scene with spectacular window showcases and led the entire relaunch of the product design, graphic design, packaging, visual presentation of individual areas and Decorations for the Vienna Opera Ball.

For the past years, Petra Bacher is active as a freelance artist working on Interior and Product design, exhibitions, catalogs and stage sets for the Austrian Broadcasting ORF. What shines through from all her work is the overwhelming desire to play with aesthetic traditions and the perfectly placed detail.

As of now the duo Petra Bacher and Wolfgang Bacher Leschanz launches its production SARTORI - THE CAKE and will let the corks pop for very special occasions!

Information, orders and picture gallery: [www.sartori-torten.at](http://www.sartori-torten.at)

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