

가 , (Demel)

가 (Hofburg)
가 (Kohlmarkt)
. 1785 200
(Demel)

가 ,

. 1786 ' 가
1786 가 (Ludwig
Dehne)

(Sisi) 가
1857



가

1888
19 가 가
(Portois & Fix)가 가
. 1918 1 가 (Anna Demel)
' Hofzuckerbaecker
가 (Federico
Pallavicini) 가





(Frau Nusskipferl).

(Madame la Duchesse de Sarlat die gefuechteste Frau ihrer Zeit).

(Monsieur Fondant).

(Frau Kammerzaengerin Lou Cacaou die gerueh-mtteste Carmen ihrer Zeit)

(Baroness Vanille von Kipferl).

(Herr von Stanitzl)



가 가 (), 가

(food Styling)

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Federico Pallavicini and his Fairy Tales, Demel

Once a student at Vienna's Kunstgewerbeschule from 1926, Federico von Berzeviczy-Pallavicini(1919-1989) created the designs for K.K. Hofzuckerbaeckerei Demel, an old Viennese confectioner and Imperial court purveyor of sweets and baked goods, from 1933-38. A decent of aristocrat Pallavicini family and born in Lausanne, Switzerland, he lived in Vienna until 1938, the year which marks the outbreak of World War II. Having involved himself with the designing of the interior, sweets and bakery, packaging, displays, and graphics for Demel Cafe, Pallavicini enjoyed the fun of creating the fairy world of imagination characterized by charming personification of non-living and animal creatures often filled with child-like naivete and wit. Incorporating various materials ranging from traditional textile, paper, and metal to actually baked breads and confectionery items, his display designs for Demel embodied the tradition of highly-decorated charm of rococo-styling and fairy tale imagination. Still remaining as a rather mysterious figure in the turmoil of the first half of the 20th century history, Federico Pallavicini collaborated with famous Italian artist such as Giorgio de Chirico and V. de Sica in Italy and later on worked in New York as an architect and graphic designer.

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	(Federico Berzeviczy-Pallavicini, 1909-1989)	
(Lausanne)	1938	가 1989
가,		가
(Kunstgewerbeschule:		(Universtaet fuer Angewandte Kunst in Wien)
1926	, 1933-1938	가
(Augarten)	. 1936	(Anna Demel) 1938
가L.	(Visconti),	(Giorgio de Chirico), (V.de Sica)
	. 1945	
	, 1956	1972