

## Illumina Digital Gets the Nation Cooking

Award-winning new media company Illumina Digital's latest interactive broadband learning project for the BBC, Get Cooking, went live this month.

Available exclusively online from Monday, December 11, Get Cooking features more than 20 hours of interactive cookery programmes featuring a team of six leading TV chefs including Sophie Grigson, Mike Robinson, Lesley Waters, Mitch Tonks, Madhur Jaffrey and Paul Merrett.

The Get Cooking website will include:

- 100 interactive recipe videos demonstrated by top chefs, presented within 27 subject sections (eg cakes and baking; fish; pastry; knife skills)
- 100 detailed technique video clips featuring special insiders' tips and advice (e.g. how to dice an onion like a professional)
- Six video guides to buying the freshest and best meat and fish
- Step-by-step captioned photography for each recipe – which can be printed off to take into the kitchen
- In-depth editorial for every section covering buying, storing and cooking of everyday ingredients
- An easy to search facility – users can look through 'Starters; Main courses; Desserts; Sweet things, Quick things or search via the A-Z index page
- A sleek, fresh design which is akin to entering a smart, contemporary kitchen surrounded by your favourite chefs

During each video, viewers will have the option of launching detailed techniques relevant to the recipe. For example, when watching Mike Robinson sears his roast beef users can watch a detailed clip and explanation about searing before watching the rest of the recipe.

A spokeswoman from [bbc.co.uk/food](http://bbc.co.uk/food), said: "Get Cooking is a ground-breaking online experience bringing you more than 20 hours of never-seen-before, top quality cookery programmes. The viewer chooses what they want to watch, when they want to watch it - and creates their own online cookery series.

"Get Cooking has worked with some of the most respected food experts of our day to help the nation cook better – after all, who wouldn't want to cook a great meal?"

Davie McGirr, Executive Producer for Illumina Digital, said: "Get Cooking is as close as the viewers can get to having some of the country's best chefs right there in their very own kitchens. It's a novel leap forward from a linear cookery show to a personalized cooking experience... and all of the material featured is brand new."

Get Cooking was commissioned by BBC Interactive executive producer Yvonne Covell and is located at [www.bbc.co.uk/food/get\\_cooking](http://www.bbc.co.uk/food/get_cooking).

Ends

November 30 2006

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#### Illumina – Background Information

Illumina Digital is a multi award-winning new media company which is at the forefront of the creation and development of leading edge, multi-media experiences across multi-distribution platforms to inspire learning. Pioneers in the fields of education, technology and the arts, Illumina is aligned to, and works with a cohort of powerful brands and influential bodies including the BBC, the National Theatre, Channel 4, the Welsh Assembly and the DfES.

Illumina is also at the leading edge of graphic and animation design, print and video, with an impressive portfolio of work and a diverse range of projects from digital and interactive television to commercial and public sector web development. Projects to date have included Axon and Wannabes for the BBC, Stagework - [www.stagework.org.uk](http://www.stagework.org.uk) - developed by Illumina Digital and the National Theatre for Culture Online; Breaking the News for Channel 4, ITN and Channel4 News; and the Easy Edit online video editing suite, created by Illumina Digital for the BBC Creative Archive.

Recognition for its achievements has earned Illumina a number of prestigious global awards including four BAFTAs for interactive innovation, three New Statesman New Media Awards, **four** Royal Television Society awards, UK and global World Summit Awards and a BIMA.