

The Sweet Taste of Confection



IT SEEMS TO BE TRADITION THAT ON YOUR FIRST BIRTHDAY YOUR FAMILY SETS A CAKE DOWN IN FRONT OF YOU AND HOPES FOR THE BEST. WHETHER IT IS HANDS-OFF, FACE-PLANT, GRAB-N-THROW OR A SCREAM IT DOESN'T MATTER BECAUSE ONCE YOU TASTE THAT SWEET GOODNESS, THE MERE MENTION OF CAKE PUTS A SPARKLE IN YOUR EYE.



BethAnn Goldberg exudes that sparkle and why wouldn't she? She experiences cake almost every day; surrounded by the sights, smells and sounds of her custom bakery, Studio Cake (www.studiocake.com). It is here that she turns her craft of cake making into wonderful works of art for milestone occasions. "We are always baking for someone's once in a lifetime event and we have to get it 110 percent right and be on time, always..." she says. Despite the pressure, BethAnn finds immense joy in creating the one thing that adds the sweetness to the show and brings that sparkle to the eye.

At this year's NeoCon World's Trade Fair, LINAK U.S. has commissioned BethAnn Goldberg to bring a detail of sweet surprise to our booth. Imagine...six feet of clouds, a biplane with spinning propeller and banner in

tow and three hot air balloons, each measuring over two feet high, and you have the vision she has created for us. Encompassing a space of six feet by three feet BethAnn and her team will build a display that will test their limits of cake sculpting. It will take the team of three between 150 and 180 hours to complete this creative confection which will be on display, in full motion, the first day of the show.

As if a display of this size isn't magnificent enough, BethAnn has added an element some would say is an Engineer's delight—movement. This beautiful creation will rise up gracefully over four feet above table height using three LINAK® linear actuators and then descend behind clouds of cotton candy. An Engineer turned Designer and Baker, BethAnn first tried the idea for movement in a cake when a client's request prompted

her to push the boundaries. The results were so phenomenal it inspired her to use actuators in a cake that won her a top spot in a cake challenge.

Will travel...with cake? Having been involved with other shows and venues, she and her team know a thing about traveling with cake. BethAnn points out, "the process requires a lot of logistical hurdles [but] we are very accustomed to shipping our cake and having it arrive safely...I am blessed to have an amazing assistant as well!" The team will make the trek from San Francisco to Chicago with everything they need to design this impressive display.

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It only takes a few moments of speaking with BethAnn to know that she loves what she does. Here is how she describes the LINAK cake creation, "...As a cake, hot air balloons are just a crazy shape and push the limits of what cake folks can do, so that, even without the movement, is striking! I think that having multiple objects undulating up and down will be quite captivating to watch... something that is really a bit mesmerizing."

Even if you can't remember your first birthday, as a child didn't you love cake piled high with bright colorful icing? It was those coveted corner pieces, giving you twice the icing that I would vie for. These days we may all opt to let the kids take the corner pieces while we enjoy one with a few less calories. Either way, we hope that you will reconnect with your inner child by coming to the LINAK booth to see this wonderful creation and savor some of the yummy goodness we call cake.



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