

**Title:** Making Chinese Cuisine Artistic: Fad or Trend?

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**Abstract:**

The Chinese cuisine has been known for its variety of flavors, cooking methods, ingredients, etc., but its aesthetic pursuit is comparatively less manifested. However, recent years have seen fast development in this respect. For example, Da Dong Artistic Conception Chinese Cuisine, a gastronomy brand in China, boasts artistic presentation of Chinese cuisine. The presentation of many dishes in Da Dong resembles Chinese traditional paintings, paired with Chinese poems, enhancing its artistic conception, which has gone far beyond utilization of the visual effects. While the China dining market is still pursuing standardization, the creation of Chinese cuisine with artistic conception at this time point has attracted much attention and debate. Therefore, this study tries to understand the rationales behind the creation of Da Dong Artistic Conception food from the restaurants' perspectives, as well as the acceptance and perceptions of this type of cuisine in the eyes of the consumers.