



## THANK YOU IRCA!

On behalf of the Iron Shark team I would like to pass on my thanks to IRCA for being a major sponsor of the 'Iron Shark' project. The 2.1 metre-long, 200kg steam-punk inspired chocolate shark has set a record within the chocolate world as having 29 moving parts and made entirely of 100% high quality Italian Irca chocolate, the piece that is fully edible and could be presented anywhere on the globe.

This project has been a collaboration of industry professionals to design, install and theme the working space and make the project a living art installation. Together the team worked for one month, seven days a week on the construction to complete. The giant shark has been on public display at the Crowne Plaza, Hunter Valley since the grand event on August 6, 2022.



Top: Dean Gibson (Chocolatier) and Jon Pryer (Industrial Designer).

Bottom: Iron Shark on display at Crowne Plaza, HV.



## THE TEAM

I have worked with Jon Pryer along with Shane and Vanessa from Fivespice Creative on two previous projects, 'The Boneshaker' and 'The Raven's Voyage', to create moving chocolate sculptures. However, Iron Shark is a very big step in kinetic chocolate sculpture, and I am sure this will set a standard of creativity and difficulty to this discipline area internationally.

[Fivespice Creative](#) created the branding, designed the purpose-built space, marketing material, social media, event coordination and recorded the four-week construction of the Iron Shark throughout July at [The Creator Incubator](#) gallery with the grand event at the Crowne Plaza, Hunter Valley.

A special acknowledgment should go to Jian Yao of [Continental Patisserie](#) who is a long-time mentor and friend. He saw the vision of this project, global connections, and with his support we have completed one of the most enjoyable and successful chocolate events that I have been involved in.



Top: The Iron Shark team.

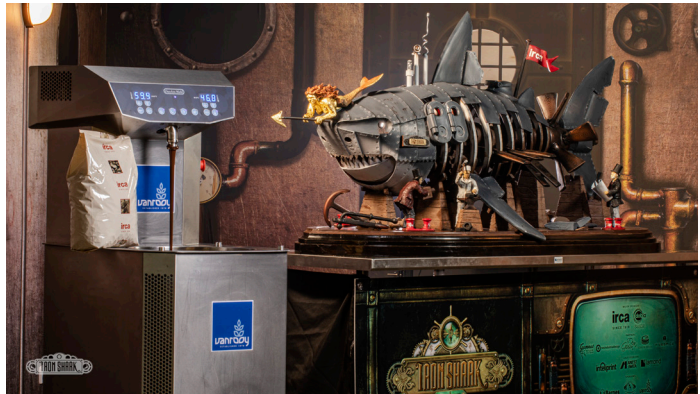
Middle: Jian Yao (Continental Patisserie) with Sebastian Morhardt (Irca Chocolate).

Bottom: Dean Gibson and Jon Pryer

## THE SPONSORSHIP

The sponsorship from IRCA of \$25,000 AUD helped the team to create Iron Shark. The team have spent months planning, designing, building 3D models, and refining the construction methodology and with the funding we were able to complete the project successfully. Every cog, screw, shaft, and fin were engineered from IRCA chocolate using lathes, CNC cutter, and other tools treated with food-grade oils.

We also had significant support from our other sponsors. [Lamond](#) supplied and created a purpose build kitchen; [Inteliprint](#) supplied the printing of themed wallpaper, posters, banners and packaging for all the chocolates that we sold to cover extra expenses. Anest Iwata donated airbrushing equipment and an airbrush artist to assist with the final product. [Vanrooy](#), supplied a chocolate tempering machine; Barnes supplied food grade silicons to create the moulds. Also, [Gumnut Patisserie](#) had water cut all of the limited edition chocolate bars and Continental Patisserie producing bon bons to sell at the Crowne Plaza event.



Top: The Iron Shark with chocolateworld machine from Vanrooy.

Middle: Iron Shark chocolate bar and bon bons.

Bottom: Iron Shark limited edition chocolate bars water cut at Gumnut Patisserie.





## INDUSTRY EXPOSURE TO IRCA CHOCOLATE

Prior to this project I had never used IRCA chocolate. During the build we promoted IRCA chocolate on all social media as a high-quality Italian couverture. It was when we were casting and cutting large slab sheets that I could see the hardness, the content of cocoa butter and the quality, strength, the fluidity and viscosity of this chocolate.

Continental Patisserie along with the team produced 1600 bon bons using Irca chocolate as well as Gumnut Patisserie using Irca chocolate to create the limited-edition Iron Shark water cut chocolate bars. All these products sold out at the event and many positive comments were made about the taste and look of the chocolate.

The team is actively pursuing more interest in another moving sculpture and could demonstrate this concept anywhere in the world. The team is able to travel, and I would like to present this concept to IRCA and Dobra to showcase your chocolate at your next event.



*Top: Dean Gibson and Jon Pryer at work on Iron Shark at The Creator Incubator.*

*Bottom: Spectators and industry representatives at the grand event at Crowne Plaza, Hunter Valley on August 6, 2022.*

**Thanks again for your support.**

We hope that we can collaborate on another project in the near future.

You can follow updates of the Iron Shark on my Website: [deangibsonpastrychef.com.au](http://deangibsonpastrychef.com.au) and on my socials, [Instagram](#) and [Facebook](#): [@deangibsonchocolate](#)

We have created a [Dropbox](#) folder with content you can use for promotional purposes or if there is anything you need feel free to call Shane from [Fivespice Creative](#) on +61 421790503.