

Left
 Psychedelic noodles:
 the midweek meal
 you didn't know you
 were missing



**Forever and ever,
 RAMEN**

A neon noodle trend in Atlanta
 is getting glowing reviews

One of the most mind-boggling dining concepts we've seen in a long time literally started with a dream about glow-in-the-dark ramen. Consumed by the idea, designer Ami Sueki approached legendary food innovators Bompas & Parr to figure out how she could safely make luminescent food. A few wild experiments with quinine levels and natural food colouring later and Nakamura.ke was born – an immersive experience that, apart from serving up radioactive-looking noodles, includes theatrics, storytelling and guest appearances from folkloric Japanese ghosts. The strikingly fluorescent ramen dishes have been touring the USA as part of a pop-up restaurant throughout the year, and next month sees the launch of the venture's first permanent home in Atlanta.

"We've combined mystery, oddity, and science to create one of the best bowls of food you'll ever eat alongside an extraordinary visual experience," says Courtney Hammond, co-founder of creative agency Dashboard. Now, how to deal with the neon splat factor...?

✧ *Fly to Atlanta*