



BIOGRAPHY

Amirah Kassem

Food Art Expert

Amirah Kassem is an artist at heart and cake is her medium. Reflecting her multifaceted personality, she has created everything from a Chinese-takeout cake for Wu Tang Clan's 20th Anniversary, to a Barbie Doll cake, inspired by her love for all things Barbie. She is a fanatic of all things rainbow and sparkles and is on a mission to spread joy via sprinkles and smiles. Her infectious personality and passion for food art is on full display as co-star of the upcoming Disney+ series, Foodtastic, premiering Fall 2021.

Kassem grew up in Chihuahua, Mexico where she learned to bake from her mother. Later on, she attended the Fashion Institute of Design & Merchandising in Los Angeles. Her primary language is Spanish and her father is from Kuwait (hence the Arabic name).

Amirah's baking career began as a hobby, selling cake ball truffles in SoHo while working for a high-end fashion brand. Her creations quickly took off and attracted the attention of the tastemakers of New York. Her clients have included Kim Kardashian, Sarah Jessica Parker, Katy Perry and Rachael Ray as well as brands like Vans, Harry Winston, and Alice + Olivia.

She and her fondant-free creations have been featured in Vogue, Harper's BAZAAR, The New York Times, Bon Appetite, Forbes, Elle, and Teen Vogue. She has appeared on talk shows like Late Night With Seth Myers and The Rachael Ray Show. And Amirah has headlined food festivals like Food and Wine Festival, New York Wine and Food Festival and BottleRock. Her Cara the Unicorn Explosion Cake was featured as Instagram's most memorable trend of 2017. Her food-based installations have been exhibited in museums around New York City and the world. When the Brooklyn Museum celebrated Takashi Murakami, Amirah used 10,000 gumballs to create her own art installation, reinterpreting the Murakami flower.

In 2019, Kassem's first cookbook, The Power of Sprinkles, was released and instantly hit the best sellers list; in it she shares her colorful recipes and important memories. Inspired by her experience with baking, her book aims to allow anyone to bake and create their own master creations. Amirah's aim is to make baking less scary and more fun so that everyone can bring joy into their homes and festivities. She has also released 3 children's books, which showcase the magic of birthdays and their importance to our lives. Kassem has also moved beyond the cake with bakeware, perishables and dinnerware collection with Williams-Sonoma, a complete home collection with Pottery Barn Kids & Teen, and footwear and apparel with Vans.

Amirah lives in Los Angeles with her husband and business partner, Ross "the boss" Harrow, and her daughter Coco.