

VareseNews

Anna's slogan? "Less food, more cibo"

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"In the year of Milan Expo 2015 we couldn't avoid to think to an event dedicated to the reflection of how the food is processed but, above all, of how it's communicated." Anna Prandoni, who is director of Gualtierio Marchesi academy has presented in this way the section at the fourth edition of the festival dedicated to food during the press release in the Belvedere in Pirelli Palace in Milan. *Less food, more cibo* (cibo is the Italian for food) is the categorical imperative at the base of a philosophy that focuses on narration and communication, more than the spectacularisation of the nutritional elements at the basis of our life. So, at #Giocal15 will go on the stage the first congress dedicated to the culinary publishing industry, with an exceptional speaker who will live up free panels and workshops from Friday 20 to Sunday 22 November, in the magnificent location in Varese of Villa Panza, and that will culminate with the free entrance evening of Saturday 21st November with Gualtierio Marchesi as starring role. All the appointments are with free admission. Journalists can register in order to obtain course credits.

An all-round debate and comparison on the issues concerning the communication of food and nourishment, which will touch upon several topics: "the tools and techniques about the story of food and the wine and food" with the workshops "Stories of daily life between images and food" (Friday, 20 November 5:30-7:30 pm – Sala Bazzaro – UBI Banca – Via Foscolo) and "Wine and food Photography" (Sunday, 22 November 11:00am-1pm – Salotto Rosso – Villa Panza, piazza Litta 1); "Warm issues connected with the wine and food publishing industry" with the panels "Press Office and wine and food communication: ethics and national insurance stamps" (Saturday, 21 November 4:00-6:00 pm – Salone Impero – Villa Panza, piazza Litta 1), "Digital and gastronomy: give me a recipe and I will raise the Klout" (Saturday, 21 November 6:00–8:00 pm – Salone Impero – Villa Panza,

piazza Litta 1), “Press and gastronomy. Wilfully paper: models and examples of success” (Sunday, 22 November 9:00–11:00am – Salone Impero – Villa Panza, piazza Litta 1) and “the connection between food, environment and territory” with the panels and workshops “Inquiry and reportage in the food environment” (Sunday, 22 November 9:00–11:00 am – Salotto Rosso – Villa Panza, piazza Litta 1), “Panel: food, communication, environment and territories (Sunday, 22 November 11:00am – 1:00pm – Salone Impero – Villa Panza, piazza Litta 1).

di Translated by Bresciani & Puppi (Reviewed by Prof. Robert Clarke)