



Design for co-partecipation and food community engagement

international webinar on ZOOM in English | free participation
countries involved: Italy, Jordan, Morocco, Portugal, Spain

moderators

Sonia Massari ((Pisa University, Italy and Co-founder The F.O.R.K.) - **Paola Sarcina** (M.Th.I. / Cerialia Festival)

speakers

Andrea Sonnino (Italy, FIDAF Federazione Italiana Agronomi e Forestali, ODA Osservatorio sul Dialogo nell' Agroalimentare), **Mariana Eidler** (Spain, Elisava) - **Ricardo Bonacho** (Portugal, ESTHE), **Pedro Alvarez** (Spain, I.voro), **Abd Almoghit Belafssahi** (Morocco, Mountain Festival Sapori - Culture Demnat), **Thelma Salem Redwan** (Jordan, JREDS), **Donato di Gaetano** (Italy, Tor de Falchi- Mirvita freespace)



**Saturday 11
June 2022
10:00 - 12:00 a.m.**

EVENTBRITE LINK https://www.eventbrite.com/e/design-for-co-partecipation-and-food-community-engagement-tickets-341367177417?utm_source=eventbrite&utm_medium=email&utm_campaign=post_publish&utm_content=shortLinkNewEmail

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eco-friendly and plastic free event

www.cerialialudi.org



Andrea Sonnino | He obtained a degree in Agricultural Sciences at Bologna University. He presently serves as president of the *Italian Association of Graduates in Agriculture* (FIDAF). He currently teaches *Quality vegetable production* for the Course *Enogastronomic sciences and cultures* at *Roma Tre University* and *Ecology and Sustainability* at *Universitas Mercatorum*. From 2015 to 2018 he worked as senior scientist at the Italian research institute ENEA, where he studied Agricultural Innovation Systems. From 2001 to 2017 he worked at FAO as Chief of the Research and Extension Unit and as Special Adviser. Previously, he worked for more than twenty years as plant breeder and biotechnologist at ENEA in Rome and International Potato Center in Lima, Peru. He is author or co-author of over 150 scientific papers, 13 books, 3 plant varieties and one biotechnology patent. He is ordinary member of *Accademia dei Georgofili* and correspondent member of *Accademia Nazionale di Agricoltura*, and Global Contributor of the *Global Environment Outlook* for UNEP.

Thelma Salem Redwan | *Tourism Product development Head Division at the Aqaba Special Economic Zone Authority*. 17 years of Experience in Tourism. Working closely with local communities helping to engage them more in tourism. Extremely passionate of her job. Sustainable tourism is one of the best practices to involve more people working in tourism. Supporting and empowering woman in tourism and small and medium projects is one of her goals.

Ricardo Bonacho | *Estoril Higher Institute for Tourism and Hotel Studies (ESHTE), CIAUD – Research Center for Architecture, Urbanism and Design, and ULICES – University of Lisbon Centre for English Studies, and The Fork Organization* - He has a degree in Communication Design, a post-graduate course in Communication Design and New Media, and a PhD in Design with a speciality in Food Design *Design Bites – The Practice of Design in Culinary Arts*. He is a professor and member of the Scientific and Executive Commission of the Masters in *Innovation in Science and Culinary Arts and Food Design* at the Estoril Higher Institute for Tourism and Hotel Studies in Portugal. He teaches Design Applied to Culinary and Restoration and Creativity and Food Design in several courses in Portugal. He is a collaborating researcher at the Center for Research in Architecture, Urbanism and Design at the Lisbon School of Architecture at the Universidade de Lisboa and consulting member of several publications related to Food Design and Food. In the context of non-academic professional activity, he develops activity as a designer in communication design, being responsible for several projects in graphic design, packaging, editorial, institutional communication, interaction design and exhibitions. He collaborates in the management, organization, and promotion of fine dining events in the catering industry in Portugal.

Sonia Massari | *The University of Pisa, The FORK Organization, Roma Tre University, ISIA Design School* - She has more than 20 years of experience as an educator, researcher, consultant, and designer in the fields of human-food interaction design, sustainability education, design thinking and creative methods for innovative agri-food systems. She currently is a Research Fellow at Pisa Agricultural Economics (PAGE) at the University of Pisa; she is the Director at the Future Food Academy (FFI) and a senior consultant at the Barilla Foundation. Co-founder of the FORK Organization, an international no-profit organization dedicated to food+design. She teaches at ISIA Design School - graduate course: "Sociology of Changes. Design for sustainable food scenarios"- and at Roma Tre University – graduate course: "Sustainability Design Thinking". In addition, she is a faculty member and visiting professor in several European universities. She has authored 50+ publications in scientific journals, reports, books, as well as articles in magazines. The title of her book is: "Trans-disciplinary Case Studies on Design for Food and Sustainability" (Elsevier). She received the International Women Innovation Award "Tecno-visionaria" (2012), the NAFSA TLS Knowledge Community's Innovative Research in International Education Award (2014), and the Food Studies ASFS Pedagogy Award (2020). She is a board member of the Association for the Study of Food and Society and serves on the editorial board of the International Journal on Food Design.

Mariana Eidler | *ELISAVA + Tactica + The Fork Organization* - She is a researcher around Food Design and the relationship between Gastronomy and Design, Mariana is a PhD student in Food Design at the University of Lisbon. Graduated in Design at ELISAVA and in Fine Arts at the University of Barcelona, Master in Pedagogical Orientation at the Polytechnic University of Barcelona. Master in Identity and Photography at Parsons School of Design in NY and Master in Communication. Art director, food-designer, teacher and researcher, she worked in NY with Milton Glaser and in Barcelona she founded *tactica.barcelona*, to provide global service to companies in the world of design. She works in Food-Design, Graphic Design and transdisciplinary design creating projects that are social and sustainable. She has obtained the Generalitat de Catalunya grant for the development of creativity abroad and her work has been recognized with the New York Festival Award, Laus Awards, International Design Awards and Clap Platinum Award. In the academic field she collaborates closely with the Elisava design school in Barcelona where, due to her organizational and team-building skills, she has been responsible for the global project area of the design degree for the last 6 years. She is currently the director of the international programs Study Abroad and Home Abroad. She is also a teacher and responsible for the Food Design final projects of the Design degree.

Abdel Maghit Belfasahi | *Actor and director* - He is a 29th years old Moroccan actor and theater director. He was director of the theater festival in Demnat in 2018. He participated in Moroccan tv series. Actually he is the artistic director of the *Jabal Festival for Tastes and Cultures - Mountain Festival Tastes and Cultures Demnat*, in the exchange of cultures in the Moroccan and European Berber douks.

Paola Sarcina | *Music Theatre International + Cerealia Festival* - She has a degree in modern literature and musicology (University of Tor Vergata, Rome). She has more than 30 years of experience in management, production and communication for performing arts and culture. She worked as consultant, producer, project manager and P.R. manager for various national and international bodies, profit and not-for-profit organizations in Italy and abroad (USA, Hungary, Germany). She is publicist and contract professor of project management and cultural communication. She is the founder and president of the cultural not-for-profit association Music Theater International - M.Th.I. (since 2000) and the creator and director of the Cerealia festival (since 2011), project awarded by the EFFE LABEL of EFA and by 5 Medals of the President of the Italian Republic. She was appointed by the MAECI to represent Italy in the ALF Advisory Council (2018-2021) She is among the official partner with M.Th.I. of the New European Bauhaus – NEB. She is actually consultant for the Italian Ministry of Culture for the PNRR (ALES spa). Expert in social innovation management, intercultural dialogue and community building. Singer and performer, playwright and theater director.

Donato di Gaetano | *Founder of Mirvita Opificium AreVino* - He was born in Canosa di Puglia. In 1979 he graduated cum laudae in Economics and social Sciences at Bocconi University in Milan. As one of the few Western economists to attend TSEMI, he studied with the later scholars S. S. Shatalin and N.ikolai Petrakov, later economic advisors to M. Gorbachev and protagonists of the last attempt at economic reform (the 500 Day Program) before the collapse of the Soviet Union on December 8, 1991 and after the fall of the Berlin Wall in 1989. From 1990 to 2001 he taught *Comparative Economic Systems* at the Faculty of Economics at LUISS University in Rome. In 1990 he was hired by Confindustria in the field of International Affairs dealing with East-West relations, the enlargement of the European Union, Multilateral Banks and International Financial Institutions. Alongside economic-mathematical research and international trade and financial relations, his multidisciplinary interests have embraced literature, poetry, music, ballet and figurative arts, exploration of the Cosmos (the *New World*, *Novy Mir*) with particular reference to the Russian avant-garde of the early 1900s and its relations with European and Italian avant-gardes (such as futurism).

Pedro Alvarez | He is co-founder and CEO of *ivoro*, food innovation hub based in Madrid, where he advises food companies and startups to accelerate innovation, become more competitive and grow with profitability and sustainability. Pedro is a venture builder and early stage investor in agri-food, innovative CPG and Foodtech in Spain, Israel and USA, and also shares deal flow with different investment and corporate venturing funds interested in these areas. He is part of the #EUeic jury team for the EIC Accelerator Pilot acceleration program in Brussels and its ambassador for Spain. Mentor for *eit food*, CSIC and UAM's *Emprende* program. Drives the Spanish and European #Foodtech ecosystem with various initiatives.