

ITALIAN TASTE? IT IS ALSO A MATTER OF TECHNOLOGY

Editorial Staff





Food as nourishment, taste, flavor, pleasure and also as a result of advanced technologies and industrial processes.



In the Italian Pavilion at EXPO Milan 2015, Confindustria – the main association representing manufacturing and service companies in Italy – is promoting the exhibition “Fab Food. The factory of Italian taste”.

The main objective is to show the visitors of the Italian Pavilion how industry and technologies have come together to make safe, top-quality, affordable, ecologically sustainable food in sufficient quantities for all.

The project will be held in a 900 square-meter exhibition hall on two levels, within the Italian Pavilion, with creative but well-researched attractions to illustrate the complexities and connections of the Italian agro-food sector.

The name Fab Food was chosen precisely to underline the strict and virtuous connection between the abundance of typical products, the uniqueness – due to the variety of flavors – of the Italian culinary tradition and the modern technologies that mark the food industry of “the Boot”. Fabulous Food, like Italian food which is fabulous and Fab Food, like fabricating food, in the sense of wholesome, safe sustainable food, created by the food industry for all.

Fab Food is a journey through 10 different rooms, designed mainly for young people, schools and families, as well as for an international audience, will be giving visitors an experience that is both inspiring and interactive, individual and collective.

Immersed in an atmosphere of an old-school American amusement park, the visitors are now prompted to observe and explore, then to internalize and listen. Like in a delicious dish, with well-dosed ingredients, Fab Food combines play with education. The reason for it is that food is a serious thing and it implies work, research, professionalism, important matters that concern our fu-

ture and our health. But there is also pleasure, especially in the case of flavors of products and dishes of the Italian cuisine.

The logic of learning through playing (and becoming aware) is revealed at numerous points of the exhibition (or rather different carousels if we consider the setting); it is a captivating and involving path, which based on a Food Jukebox, leads us to a great challenge of “Nourishing the planet,” the heart of Fab Food. In that case we are called to deal with the issues and work out possible solutions relating to the aspects of EXPO (precisely, “feeding the Planet”) in order to feed 9 billion people in 2050. In the middle of the room there is a large planet Earth in a position of imbalance: the task of the visitors – each of them making a little effort – is to find a solution to restore the balance and thus to find the most harmonious and sustainable possible form of development. The visit to Fab Food offers therefore another possibility to reflect on how individual requirements influence the common ones as well as to understand the complexity (in terms of research, work, production and distribution) of what the food implies, the food that we buy and consume on daily.

“Is the food healthy? Is it safe? Is it sufficient for all? Is it sustainable?” – these are the great questions that regard the future of the planet and its inhabitants.

The project is curated by the National Museum of Science & Technology in Milan, Ten of Confindustria's associations have come together to make this project a reality, in conjunction with the Ministry of Health: Federchimica, Federalimentare, Anima, Assolombarda, Acimit, Anie, Assica, Assocomaplast, Federunacoma and Ucima-Sistemi per produrre. The exhibition is being held under the patronage of the President of the Italian Republic and of the Italian Prime Minister's office.

