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CALL FOR PRODUCTS

GENOVA
9-11.12.2020

Creative Food Cycles International Festival "FOOD interACTION!"

The mandatory radical change for the pursuit of sustainable development goals requires a positive and creative attitude to reinterpret the reality that surrounds us and the objects of everyday life. Among those, food waste represents a fertile field either for experimentation either for fully understanding the relationship between ethical elements and the new aesthetic dimension. Considering food waste as an opportunity to develop new products and materials is a revolutionary action and, like all revolutions, must be illustrated and made acceptable by an audience as wide as possible.

The urban event "FOOD interACTION!" International Festival will be held in Genoa on **9-10-11 December**, in an abandoned heritage building known as 'Albergo dei Poveri', involving citizens, cultural associations, local authorities, and professionals with the aim to demonstrate the possibility and convenience of recycling materials (including food wastes) as drivers for performative creation, social cohesions, and new economies for the city.

The call wants to explore the process that brings food from consumption to disposal, by offering new potential meanings and **spatial combination in design reinterpretation**. In this regard, one of the main urgencies that architects, designers and artists are called to respond is how to configure new design and creative experiences from discarded products (from waste to resources) and include a wider public as possible in the process, making sustainability more compelling and more attractive.

The "FOOD interACTION!" International Festival is part of the Creative Food Cycles (CFC) project, co-funded by the Creative Europe Programme of the European Union. The event is organised by the Department of Architecture and Design of the University of Genoa (UNIGE), and supported by the Chair of Regional Building and Urban Planning of the Leibniz University Hannover (LUH) and the Institute of Advanced Architecture of Catalonia (IAAC).

Participation at the International Festival is open and **free of fee**.

PROGRAMME

"FOOD interACTION!" International Festival will focus on three topics, sustained by a creative-cultural approach:

9 December - Wednesday in Art

during the *Wednesday in Art*, it will take place: the first session of conferences organised by CFC partners based on the project activities and outputs, a *Lunchtime Lecture* and a *Food Tasting performance* exploring sensorial experiences of food tasting in an artistic setting.

10 December - Thursday in Cinema

during the *Thursday in Cinema*, it will take place: the second session of conferences organised by CFC partners based on the project activities and outputs, a *Lunchtime Lecture* on food movies and a *Food Waste Cooking show* in order to recycle and reuse discarded edible food creatively.

11 December - Friday in Fashion

during the *Friday in Fashion*, it will take place: the *Market of Ideas* with the contribute of associations, start-ups, companies related to food sectors, a *Fashion Food Show* organised by younger creatives displaying new clothes, materials derived from the food waste and a *Food Music performance* to celebrate the closing of the event.

Creative Food Cycles Partners:





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TO APPLY

Description and images of the products can be submitted **until 20.11.2020**.

Texts must be in UK English, not exceed 3000 characters (with spaces) and include the following information: Title of the project, Author's name and surname, Affiliation, max. 5 keywords, 3-4 representative images. Materials must be submitted in both .doc and .pdf formats to: info.cfcgenova@gmail.com

Authors of selected products will be invited to set up a **small exhibition (1,5 x 1,5 m) to display the materials during the International Festival**. The award ceremony will take place on the last day of the Festival, 11 December 2020. **Six top-ranked entries will be prized, through the vote of a jury, with a subsidy of 250 Euros / each.**

RULES

Language: UK English.

Copyrights: the submitted text is to be authored by the submitters only. Images, photographs, and other visual materials are to be authored by the submitters, or a written permission of use for the publication in the Festival Catalogue and on the digital channels of Creative Food Cycles by the authors of the images, photographs and other visual materials has to be included. The authors must be correctly and comprehensively stated.

Non-Eligibility/ Exclusion: violation of eligibility, submission requirements, or copyright.

PUBLICATION

All the projects selected will be published in the **International Festival Catalogue**: an open-access publication with an ISBN code. Authors of submitted materials agree to publish the submitted contents in the international festival proceedings, including the Creative Food Cycles website.

DATES

Opening of the Call: **23 October 2020**

Abstract submission: **by 20 November 2020**

Notification of the winning projects: **27 November 2020**

International Festival: **9-10-11 December 2020**

CONTACTS

For any doubt or question, do not hesitate to write at: info.cfcgenova@gmail.com

Updates regarding the International Festival will be regularly published on the project website:

www.creativefoodcycles.org

ORGANISATION

Organisational Board:

Prof. Manuel Gausa, Prof. Silvia Pericu, Giorgia Tucci, Chiara Olivastri, Alessia Ronco Milanaccio, Matilde Pitanti, Francesca Vercellino
DAD, Department Architecture and Design, UNIGE
Stradone Sant'Agostino 37, Genova

International Festival venue: Albergo dei Poveri

Piazzale Emanuele Brignole, Genova

Creative Food Cycles Partners:



Institute for
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BARCELONA



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