

# foodCONFERENCE

## PERUGIA

### Thursday, June 5<sup>th</sup>

17:00 Opening Registration (The Umbra Institute, Conference Stand)

18:00 Tour of Perugia

19:00 Welcome Aperitivo (Il Birraio)

### Friday, June 6<sup>th</sup>

8:30-9:20 Registration (The Umbra Institute, Conference Stand)

9:30-10:45 Welcome Note (Francesco Burzacca, Director of Academic Programs - The Umbra Institute) and Inaugural Keynote (Amy Trubek, University of Vermont)

Università per Stranieri di Perugia, Sala Goldoni

11:00-11:30 Coffee Break (The Umbra Institute, Cathedral's Cloister)

11:30-13:10 Session I

#### **Tradizioni Enogastronomiche (aula 1)**

Manuel Vaquero Pineiro (Chair) – *Da "tradizionale" a "tipico": la riscoperta del vino nella società contemporanea*

Paola Di Salvo, Viviana Calzati – *Le strade dell'olio e del vino: esperienze di valorizzazione del territorio*

Fiorella Giacalone – *Il vino in Umbria tra cultura, marketing e patrimonio locale*

Luca Mocarelli – *Alle radici del turismo enogastronomico: città e costruzione della tipicità*

#### **Tales of taste: Literature and Regionality (aula 2)**

Elgin Eckert (Chair) – *Enemies at the Table: Food in Literature from South Tyrol*

Ernesto Livorni – *The Recipe Novel: Literary Instances of Terroir*

Daniele De Feo – *Historicizing and Aestheticizing Taste: Olindo Guerrini as Gastronome*

Jeremy Strong – *Killing the Pig*

#### **Us and Them: Colonization and Hybrid Food (aula 4)**

Robert Launay (Chair) – *Maize avoidance: "French" food in the 18<sup>th</sup> Century Pays des Illinois*

Aurelien Mauxion – *The bouillon: an enduring French Creole socio-culinary practice in Old Mines, Missouri*

Ilaria Berti – *Britain outside Britain? Colonizers Food Patterns of Consumption in the 19<sup>th</sup> Century Caribbean*

Matthijs Kuipers – *The East Indies' Food and Dutch Imperialism: the colonial cuisine between colony and metropole (1860-1920)*

13:10-15:00 Lunch Break

15:00-16:00 Afternoon Keynote (Kolleen Guy, University of Texas-San Antonio, Università degli Studi di Perugia, Aula Magna)

16:20-17:40 Session II

#### **Locality, Naturality and Social Movements (aula 1)**

Alexander Koenler (Chair) – *The right to certify: Mobilizing for the self-certification of local food products*

Magdalena Góralaska – *Artificiality versus naturalness? Foreign versus Polish? Debate on "genetically engineered" plants in Post-socialist Poland*

Andrea Ravenda – *"I carciofi sono neri!": IGP, inquinamento industriale e salute nella provincia di Brindisi (Puglia)*

#### **National Food Mythologies and Trends (aula 2)**

Ritva Kylli (Chair) – *Coffee, the Finnish national beverage? National identity and the Shaping of Food Tastes*

Ashley Patino – *Facets of Italian Identity Through Coffee: In History and Today*

Antonella Santucci, Gabriele Perriello – *Back to the future: the Mediterranean Diet Paradigm*

#### **L'altra Campan(i)a. Stories and Practices of Food Excellence in Southern Italy (aula 4)**

Antonella Valoroso (Chair) – *Southern Italy's White Gold: The Mozzarella di Bufala Campana DOP between Past and Present*

Paola Visone – *Cirio: una storia italiana*

Francesca Prisco – *Di sana pianta: Il 'seme' della cucina locale e sana nella Terra dei Fuochi*

#### **Case studies in sustainable development (aula 3)**

Mariagiulia Mariani (Chair) – *Origin-based Food for Biodiversity and Sustainable Development*

Chiara Gentile – *Il futuro in un guscio di noce. Sviluppo territoriale e valorizzazione delle risorse locali tra le comunità rurali di Pirenópolis - Brasile: il caso del baru*

Vicky Kynourgiopoulou – *Anthroposophy: Biodynamic Farming and Sustainable Tourism in Rural Tuscany*

17:40-18:10 Coffee Break, The Umbra Institute, Cathedral's Cloister

18:10-19:30 Session III

#### **Food and Wine as a Medium (aula 1)**

Marco Bagli (Chair), Yara Formisano – *Beans, Salt and Tofu: food-related metaphors across languages*

Rocco Capraro – *Demarcation, Fragmentation, and Re-Mapping the Boundaries of Terroir: Wine Filtration as a Technology of Food Identity*

Mark Bernheim – *Nourishment and Anti-Nourishment in Willa Cather "Paul's Case" and Thomas Mann "Death in Venice"*

#### **Designer Food (aula 2)**

Sonia Massari (Chair) – *Designing Food Systems: new experts support the urban and agri-food communities*

Carlo Alberto Pratesi – *Double Pyramid: Good for you, Good for the Environment*

Marco Pietrosante – *Food and Happiness*

#### **Laws And Regulations of Terroir (aula 3)**

Mike von Massow (Chair) – *An Evaluation Framework for Assessing the Potential for Terroir Branding in Ontario*

Bruce McAdams – *Farmers' Markets: Assessing the Value of Accreditation Systems to Assure Local Production and Authentic Terroir*

Francesco Aimerito – *Il diritto come fattore storico di costruzione e di ri-costruzione della specificità locale: Piemonte-Savoia-Nizza in età moderna e contemporanea*

### Saturday, June 7<sup>th</sup>

9:00-9:50 Registration, The Umbra Institute, Conference Stand

10:00-11:00 Morning Keynote (Rachel Black, Boston University), The Umbra Institute, Sala del Dottorato

11:00-11:30 Coffee Break, The Umbra Institute, Cathedral's Cloister

11:30-13:10 Session I

#### **Food and Terroir in Marketing and Advertisement (aula 1)**

Peter Naccarato (Chair) – *Taking a Perillo Tour to sit Under the Tuscan Sun: Marketing Italy to American Consumers*

Bogdan Iancu – *Certifying 'real food' through the incorporation of 'home': the rise of 'traditional products' and the reimagining of Grandma*

Francesca Calamita – *Voracious Mistresses and Happy Homemakers: Food Advertisements, Identity and Femininities in Present-day Italian Popular Culture*

Chia-Ling Hsu – *What's the Taiwanese Gastronomy? Its self-definition and worldwide advertising*

#### **Histories of Localism (aula 2)**

Eugenio Cianflone (Chair) – *Sicilian Red Orange and British Grand Tourists*

Anthony F. Buccini – *On the Antiquity of Pasta Culture in Italy: Academic Allophilia and the Marginalisation of the Mezzogiorno*

Fabio Amadei – *Lungo la strada del dolce: percorso storico e gastronomico dagli archivi ai borghi di Parma*

Maria Rita Liuni, Anna Maria Barreca, Gisella Murgia – *Da Il bacio del pane di Carmine Abate al pane nella tradizione culturale calabrese*

#### **Definitions of Belonging: PDO, PGI, TSG and Beyond (aula 4)**

Rengenier C. Rittersma (Chair) – *Between grounding and imagination: Towards a history of the concept of terroir*

Cristina Papa – *L'olio d'oliva: pratiche e politiche di certificazione e valorizzazione*

Helin Burkay – *Inventing the local: Narratives of knowing olives on Imbros*

13.10 - 16.00 Lunch break and free time

16:00-17:40 Session II

**Politics and Practices of Localism (aula 1)**

Susie Chant (Chair) – *A Study of the History of Food Localism in Australia 1788-2014*  
Francesco Bravin – *Cinque Terre: Local products, identity poetics and heritage policies*  
Pompea Smith – *Farm to City: Farmers star at the Hollywood Farmers' Market*  
Eric Sarmiento – *The socio-material multiplicities of local food: Rethinking the subjects of alternative food networks*

**A Taste of Home: Migration and Transnational Identities (aula 2)**

Anne Urbancic (Chair) – *Diaspora Dinner: The Italo Slovenians of Toronto*  
Rebecca Feinberg – *Immigrati DOC: the language and logics of belonging in multiethnic Italy*  
Tania Cammarano, Rachel A. Ankeny – *Sauce of Belonging: The importance of home production in strengthening Italian-Australian identity*  
Barbara Ghiringhelli – *Culture alimentari e percorsi migratori. Cibo, migrazione, territorio, integrazione.*

**Negotiating Food Memories and Identities (aula 4)**

Zachary Nowak (Chair) – *Yesterday's Terroir: Lampblack and Parmesan Cheese*  
Ferdinando Amato – *Il commercio ambulante in un paese della Sicilia sud-orientale*  
Astra Spalvena – *Reflections of Historical Background in Latvian Contemporary Cuisine*  
Monica Stroe – *Narratives of loss as a source of added-value: configuring Southern Transylvania as an unique foodscape*

17:40-18:10 Coffee Break, The Umbra Institute, Cathedral's Cloister

18:10-19:30 Session III

**Made in Sud: Representations and Practices of Food Identities in Naples (aula 1)**

Marzia Mauriello (Chair) – *Food and gender identity in Naples*  
Helga Sanità – *Da "pomme d'amour" a "pomo della discordia": Il pomodoro fra rivendicazioni identitarie e strategie patrimoniali.*  
Rossella Galletti – *A lezione di cucina napoletana: Scambio e reciprocità nelle strategie di ridefinizione identitaria di autoctoni e immigrati*

**Visualizing Terroir (aula 2)**

Francesco Burzacca (Chair) – *Rhetoric of Terroir in the Film Saga of Don Camillo*  
Arthur Lizie – *Local Food in Focus: Toward A Visual Rhetoric of Local Food Documentaries*  
Liliya Yakova – *Social drama of resistance: A media representation of Venezuela's path to food sovereignty*

**Transregional Food Identities (aula 4)**

Elisa Ascione (Chair), Alessandro Celani – *Sardinian shepherds and cheesemakers in Umbria. Shifting localities and identities*  
Alessandro Pisano – *Pratiche alimentari e indigenizzazione. Il caso della fainé a Sassari*  
Rachel DiStefano – *Cheesemongers: Communicating Quality and Connecting Consumers to Place*

**Sunday, June 8<sup>th</sup>**

Come with us to visit a cheesemaker near Perugia. We leave at 9:30am and return by 1pm. The cheesemaker, Peter Viridis, will tell us about raising sheep and other animals, show us milking, demonstrate cheesemaking, have us try his pecorino and ricotta with bruschetta and sweets. The cost is €25 extra—if interested please email Marco Bagli (mbagli@umbra.org) to prepay—maximum 20 people.

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