



**MIACE**  
CASTEL VOLTURNO

MUSEO INTERNAZIONALE  
DI ARTE CONTEMPORANEA  
EUROMEDITERRANEO



**PUBLICATION REALIZED WITH THE ECONOMIC CONTRIBUTION OF**



**Camera di Commercio  
Napoli**

***SHOW COOKING***  
**MEDITERRANEAN DIET UNESCO**  
**WORLD HERITAGE AND TRADITION**  
**NAPOLETAN CULINARY**

*Opera Taste Factory, Calata Trinità Maggiore, Napoli*

Tuesday 30 January 2018 – 10 am - 11:30 am

Care of Dr **Chiara Zanichelli**

President DEMETRA ASSOCIATION – Biologist and Nutritionist – Expert in Environment and Nutrition - Evaluator of Environmental Safety and Quality Management Systems

**DR CHIARA ZANICHELLI**

Please refer to the following link for a brief biography of the doctor:

<http://www.detrassociazione.it/dott-ssa-chiara-zanichelli/>

**Press release of January 31, 2018 sent to all regional and national newspapers:**

The International Competition of Art MADE IN NAPLES WORLD HERITAGE UNESCO has had an extraordinary success with the participation of 31 candidates divided into the categories "Artists" and "Students", and two very famous artists out of competition: Iole Monaco and Sandra Vassetti. The event was organized by the Demetra Association in partnership with the International Museum of Contemporary Art Euro-Mediterranean (MIACE), the Industrial Art Museum of Naples, which is located in the Artistic High School Palizzi and the "Professional Institute of State" Telese "of Ischia", with the moral patronage of the UNESCO Chair on Landscape, Cultural Heritage and Territory Government of Prof. Carmine Gambardella, President of the Benecon Center of Excellence. The jury awarded three ex-aequo "expense refunds" to the artists Antonio Borrelli, Sara Carusone and Paolo Di Martino and three "expense refunds" ex-aequo to the Students Antonio De Luca and Ernesto Raimondi of the Artistic High School Palizzi and Martina Panico of the Artistic Lyceum Munari of Acerra. The organizers were very satisfied with the commitment and talent of the students of the four Campani Art High Schools who participated (Palizzi di Napoli, Archimede di Ponticelli, Munari di Acerra and Giordano Bruino di Grumo Nevano) and for the recognized prestige of the Artists, some of international caliber. The exhibition, curated by Prof. Bianca Stranieri, is open until February 8th. After the award ceremony, Students, Artists, Teachers, Presidia and Guests of the Award-Show have moved to the Opera Taste Factory of Calata Trinità Maggiore for the Conference on MEDITERRANEAN DIET and the SHOW COOKING coordinated by Dr. Chiara Zanichelli, President of the Association Demetra, and Sara Cappitti (Demeter) with the students of the "Telese" Institute of State of Ischia.

For more details, please refer to the following link (Demetra Web Site):

<http://www.demetrassociazione.it/wp-content/uploads/2018/04/RelazioneTecnicaCompetizioneinternazionale-dARTE.pdf>

**UNESCO has recognized the Mediterranean Diet as a non-material heritage of Humanity,** allowing it to accredit this balanced example of exchanges and bio-environmental and cultural interconnections that have given rise in history to the Mediterranean lifestyle as world excellence. The Mediterranean Diet represents a set of skills, knowledge, practices and traditions ranging from the landscape to the table or as we know it, "from the field to the table". This is not simply a slogan that has long been close to different events and not even the perfect synthesis of scientific theories that are concrete in the bibliography but the evidence that the Mediterranean lifestyle includes crops, harvesting, fishing, conservation, the transformation, preparation and consumption of food. It represents a universal value as a way of life, not as a rule, but based on cognitive dimensions and awareness of being and living in harmony with the territory and the environment shared between different Mediterranean countries: Cyprus, Croatia, Greece, Italy, Morocco, Portugal and Spain. The Mediterranean Diet is based on respect for the territory and biodiversity, and guarantees the conservation and development of traditional activities and trades related to fishing and agriculture in the Mediterranean communities. It represents the values of hospitality, conviviality, intellectual dialogue and creativity, and a model of life based on respect for differences. Being different has a positive value, definitely far from the derogatory forms we are used to assisting. Once again, "food" as a merge that create a link between different cultures and traditions. The importance of the Mediterranean diet for the rest of the world is based not only on the specificity of foods and nutritional values attributable to them, but on their balanced combination, on the philosophy of sustainability. It's a sustainable model of well-being that is expressed through different local specificities. In short, a "sustainable diet" model, that is a low environmental impact diet that contributes to food and nutritional safety, guaranteeing greater wellbeing for present and future generations. The term "Diet" refers to the Greek etymology "lifestyle", that is, to the set of practices, representations, expressions, knowledge, skills, knowledge and cultural spaces with which the Mediterranean populations have created and recreated around eating a synthesis between the cultural environment, social organization,

the mythical and religious universe. It is therefore not just a diet, but represents a style of life aimed not only at the pursuit of health and physical and mental well-being of man, but also of the territory, the environment and its beauty and healthiness. In short, in the Mediterranean Diet there is a principle of sustainability - environmental, economic, social, cultural - to pass on health, wisdom and culture to future generations.

The Mediterranean diet has been proposed by Ancel and Margaret Keys in a famous book "How to eat well and stay well: the Mediterranean way ", published in 1975, for Mediterranean Diet (Mediterranean Diet) intend, in the intentions of the authors, the eating habits (and related recipes) of the popular and medium classes of the regions of the European Mediterranean coast, namely Spain, France and Italy southern and Greece, including islands. Gradually, **after the 2010**

**UNESCO recognition in relation to the Convention for the Protection of the Intangible Cultural Heritage of 2003, other countries were added, including the African coast of the Mediterranean.**

The Mediterranean Diet is a paradigm that is present in a continuous but variable way in time and space, consisting mainly of extra virgin olive oil, cereals, fresh or dried fruit, vegetables, fish, a moderate amount of dairy products and meat, and many condiments and spices, accompanied by wine or infusions, respecting the traditions of each community <sup>1</sup>.

The products used for the preparation of the recipes of the Mediterranean Diet are mostly of vegetable origin, which come from a sustainable food production and consequently compatible with the principles of Nutritional Ecology which aims to combine the health of the territory with the health of all living beings, including man. In reality, even in general public opinion, the awareness that our health cannot be separated from the environment, from its protection, is increasingly present,

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<sup>1</sup> Definition taken from the UNESCO site: Representative List of the Intangible Cultural Heritage of Humanity, 2010, [www.unesco.org](http://www.unesco.org) - <http://www.unesco.it/cni/index.php/archivio-news/174-la-dieta-mediterranea-patrimonio-immateriale-dell'umanita>

something that happens in a wonderful way in the territory of Cilento, not surprisingly, emblematic community of the Mediterranean Diet as recognized by UNESCO, home to many healthy

centenarians. There are, on the other hand, irrefutable evidence that the uncontrolled urbanization, inevitable with a rapidly growing world population and that has now exceeded 7 billion, favors the spread and therefore the epidemic of chronic diseases not communicable as diabetes, obesity, cardiovascular and respiratory diseases, some neoplasms. Even the age of development, since the age of elementary classes, is not exempt from eg obesity risk, as recently demonstrated also in Campania, where childhood obesity is predominantly present in areas with high urbanization rather than in areas with greater balance environmental.

The Holy Father Francis in his encyclical "Laudato Si", in encouraging an awareness on the conditions of our common home, the Earth, encourages us to become aware of the damage produced by some models of senseless development that have brought pollution and changes climate. Francis calls us to the principle of "cultivate and preserve", as written in Genesis (2:15), placing it as, to put it together with Carlo Petrini, "a revolutionary commitment to the future."<sup>2</sup> But beyond the sacred (without mentioning the profane) even in our day, or at any rate in a more contemporary period, music also speaks of food. Rock is an example. From Sia, who for the youngest sing Sweet Potato, through Alanis Morissette with "I was hoping", to The Clash that, with "Lost in the Supermarket", sing the much sought-after "responsible and aware consumer"; without forget Billy Joel who reports to memory scenes of an Italian restaurant (Scenes from an Italian restaurant) where glasses of white and red wine open and close the song. Finally, the 10cc in "I hate to eat alone" says that the city is marching to the marrow. There is no more communication and we have stopped talking to us a long time before. Eating alone is not the principle of "cultivating and preserving" that the definition of "integral

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<sup>2</sup> Preface to the Encyclical "Laudato Si" of Carlo Petrini, Slow Food President and Founder.

ecology" is introduced as an epochal value aimed at changing the dominant paradigms and the lifestyle that is widespread all over the planet.

The Mediterranean Diet indicates a healthy lifestyle and promotes a different consumption paradigm: "Degrowth for those who have too much and sobriety as a universal value as a task for everyone". So the Mediterranean Diet is also fundamental to the "culture of waste", that is consumerism expressed in all its forms, not just food. Against the dramatic reality represented by the scandal of hunger and malnutrition in the world the "integral ecology" and a new way of life can find a contribution in the principles of the Mediterranean Diet that strengthen and motivate studies for a definition of a standardization that collects shared prescriptions. A further reflection is represented by the 2030 Agenda for sustainable development, an action program for people, the planet and prosperity signed in September 2015 by the governments of the 193 member countries of the UN. The Agenda places human wellbeing and the protection of the environment at the center of global development. It consists of 17 Sustainable Development Goals, detailed in 169 subobjectives that have, at the second point, the improvement of nutrition, sustainable agriculture, food safety and, at the third point, a health and welfare objective. aimed at ensuring a healthy life and promoting the protection of all at all ages. It is evident that the Mediterranean Diet has anticipated these principles starting from the consideration of the "quality of life" placing at the center the man and his lifestyle, identifying "indicators" applied in several countries of the Mediterranean region. For all its characteristics and for the easy adaptability to every lifestyle, the Mediterranean Diet is still today the reference point of all the Guidelines for a healthy diet proposed by the Countries of every continent (from the Americas, to Asia, to the Australia) and from all international scientific societies. This principle finds its reference through the inclusion of the International Declaration on the Mediterranean Diet in the Declaration on the Human Food Rights promoted by the FAO in Barcelona.

**Food was the main thing in the project 'Mediterranean Diet & Made in Naples'.** The project, aimed at enhancing and disseminating the typical products of the territory of Naples and its province, focused all events making particular reference to the immense material and immaterial heritage of Naples and its province, such as the Mediterranean Diet, born in Campania and registered, in fact, since 2010, in the UNESCO List of Intangible Heritage.

The project has had the objective to favor the artistic, cultural and scientific production of Neapolitan resources "on the table". The partners of the "Mediterranean Diet & Made in Naples" project were not randomly involved but were the expression of how through food we can concretely support and safeguard local production (typical local quality products) and invest in a territory that represents a sustainable resource also and above all from the tourist - cultural point of view.

For these reasons the green island of Ischia was chosen, where young students of the Istituto Professionale Telesse, as future chefs or restaurant staff, contributed to the highlight of the project with enthusiasm and passion: **Show Cooking at Opera Taste Trinità Maggiore Fall Factory - Tuesday 30th January 2018.**

Class III students with Pastry address, chosen among many by the Director of Education Professor **Mario Sironi**, always attentive to issues related to Food - Environment and Health, with the supervision of Enogastronomy professor **Aniello Patalano** and Dr. **Chiara Zanichelli**, have, together to **Sara Cappitti**, eco-sustainable chef and expert in quality catering with zero environmental impact, created a sustainable Christmas menu:

*Bollini di pane integrale ripieni di melanzane di stagione tagliate a funghetto e condite con olio extra vergine di oliva sale e pomodorini del piennolo.*



*Scarola ripassata in sugo di uvetta e mandorle*

*Broccoli natalizi conditi con olio e limone*

*ORZO con pomodori secchi olive di gaeta e julienne di limone*

*Farro ceci all'insalata e gamberi a vapore*

*Bruschetta napoletano (pomodoro datterino basilico olio e sale)*

*Baccala e alici impanate con farina di mais e fritte in olio extra vergine di oliva impanati*

*Orecchiette integrali con "friarielli" vongole e lupini*

*Bocconcini di mozzarella di bufala aversana*

*Polpettine di tacchino e pollo al limone cotte al forno con patate aromatizzate al timo*

*Struffoli cotti al forno con miele, noci e castagne.*

*Vino falanghina del beneventano e aglianico di villa matilde*

**The awards ceremony and the Show Cooking have attracted the interest by TV media in TG3 of Campania Region, as linked below, which precedes the images related to the show Cooking:**

<http://www.detrassociazione.it/2018/01/29/premiazione-e-mostra-della-competizioneinternazionale-darte/>



















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