



TASTE.

IN VIAGGIO CON LE DIVERSITÀ DEL GUSTO.

FROM 17-19 MARCH 2007, STAZIONE LEOPOLDA IN FLORENCE

THE SECOND EDITION OF TASTE IS A PITTI IMMAGINE PRODUCTION

The second edition of TASTE is going on stage at the Stazione Leopolda in Florence, from 17 to 19 March 2007. Intriguing foods, tempting tastes, events and debates: *TASTE* is the new workshop and testing ground for taste and ideas. It is an original *gastronautical* journey devoted to the discovery of the cultural and biological diversities of foods.

The new side of this edition is that the fair will be organized and sponsored by Pitti Immagine. For Pitti Immagine TASTE is a new challenge in the world of tastes and lifestyles a world that is more than ever comprised of clothing, accessories, design objects, travel, high quality wines and foods. It is a journey that people design on the basis of strictly personal choice, a journey that becomes a true sensory experience

THE EVENT

Based on an idea by **Davide Paolini** – *gastronaut*, writer, journalist, author of several publications and radio talk-show host *Taste is a fair, an easy going tour of tasting sessions a place for pure, cultural-gastronomic debates*: an observatory that looks onto contemporary developments in taste and is capable of recognizing the changes in global society.

OVER 150 EXHIBITORS: selected as *model firms in gastronautics* will be participating with excellence from the entire peninsula and covering the entire merchandise range – *from aged buffalo milk cheeses to chocolate made with the world's finest cocoa, from exquisite tuna salami to jams with balsamic vinegar to the best autochthonous and bio-dynamic wines* with special emphasis on the more specialized firms. The exhibitors include: **Azienda Agricola La Cà Dal Non Acetaia 1883, Giordano 1938, La Campofilone, Osteria De L'ortolano, Panificio Lenti Emanuele, Ronchei, Mieli Thun, Ghezzi Alimentari, Guffanti Formaggi, Argenteria San Lorenzo, Krumiri Rossi, Laboratorio Artigianale Giraudi, Le Tamerici, De Gust, Primitivizia, La Dispensa di Amerigo, Rivabianca Coop., Friultrota and Azienda Agricola Agrirape.**

A meeting point for the **international trade**, *TASTE's* elected audience is retail, conviviality and hospitality – restaurants, wine-bars, hotels, banqueting facilities and caterers – as well as that part of the **general public that loves to eat well** and is always on the lookout for genuine, quality flavors.

THE ITINERARY

In a striking setting, *TASTE* draws a map for a journey bound for discovering old and new secrets of gastronomic treasures. The map is divided into five sections:

- ***TASTE TOUR***, where exhibitors **display their products** and where **visitors can taste** and obtain firsthand information about the specialties;

Pitti Immagine srl
50123 Firenze, via Faenza 111
Tel. 055 36931 Telefax 055 3693200
<http://www.tastefirenze.it>
E-Mail taste@pittimmagine.com
E-Mail stampa.italia@pittimmagine.com
E-Mail stampa.estero@pittimmagine.com



- **TASTE TOOLS**, showcasing **objects and utensils** linked to the kitchen world and preparing foods in the broad sense – between eating and kitchen design;
- **TASTE SHOP**, a **great big store** where to buy the items that are seen and tasted during the journey;
- **TASTE PRESS**, an excursion through the **world's finest wine, food and lifestyle magazines**;
- **TASTE RING**, **three days of events** organized by the “Gastronaut” with the participation of the great names in wines and foods – to fuel and feed ideals about quality foods and taste

ON THE AGENDA:

- ***THE UNIVERSITY OF FOOD SHOPPING***. During the event, *TASTE* will be offering its audience a group of lessons devoted to **quality purchasing**: how to choose and compare the best meats, cheeses, fish and many other food products. Some big names will be faculty members for the day at the **Università della Spesa** sponsored by *TASTE* because **“doing the shopping” is indeed a science** just waiting to be studied.

- ***TRAINING THE NEW GENERATION OF GASTRONAUTS***. A special series of events with creative encounters with foods will be **devoted to children**, the first step in acquiring expertise about foods. One area within the fair will be entirely devoted to the little ones, so they discover foods in a creative way and become **expert little gastronomists**. Plus, *TASTE* will host a talk-show on the topic **“Children’s Menus in Restaurants”**. Famous restaurateurs and nutrition experts will discuss special menus for children, a new trend that is making headway on the international restoration scene. Little *gastronomists* grow up.

- The **CONSORZIO VINO CHIANTI CLASSICO** and **LORENZO VILLORESI** present the fragrances of Chianti.

At Taste 2 the consortium of the finest producers of Chianti wines will present a very special tour: an olfactory journey, a gallery of vials all to be sniffed with the typical notes and aromas of this land’s perfumes. Produced in cooperation with Lorenzo Villorresi of Florence one of the best-known perfume creators in the world.

- **CONTEMPORARY ART AND CASTELLO DI AMA.**

At the Stazione Leopolda. **Castello di Ama per l’arte contemporanea**. The project developed by Lorenza Sebasti and Marco Pallanti to enhance and dialogue with the land through contemporary art involves cooperation with the Galleria Continua of San Gimignano and will feature a video-installation by Cuban artist **Carlos Garaicoa**. The piece entitled **“Yo no quiero ver más a mis vecinos”** presented at the last edition of Artforum in Berlin is the story of how freedom is destroyed and negated. The video was the starting point of a concept that he continued by producing one permanent artwork, the seventh, that was unveiled at Ama in September 2006.

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50123 Firenze, via Faenza 111
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<http://www.tastefirenze.it>
E-Mail taste@pittimmagine.com
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E-Mail stampa.estero@pittimmagine.com