

Short Food Movie at Eataly

(June 24, 2015)



Eataly and the Italian American Committee on Education (IACE) launched a contest. The first place winning video is called "We Live, Eat and Grow," created by Alyssa Cuomo. The Collaborative initiative will culminate with an awards ceremony and screening this Saturday.

This past November, Eataly and the Italian American Committee on Education (IACE) launched the contest initiative "Short Food Movie at Eataly," an extension of the EXPO Milan 2015 "Short Food Movie" program themed "Feed Your Mind, Film Your Planet."

IACE students, who embark on educational and enriching tours of Eataly throughout the academic year, were encouraged to submit a 30-to-60-second video that presents his or her perspective on food and life to IACE and to EXPO, and the winners have been selected.

Drumroll please! The first place winning video is called "We Live, Eat and Grow," created by Alyssa Cuomo. Closely tied for second place are "Good Nutrition Wins a Gold Medal," presented by Gigi Politoski, and "Eating a Healthy Lunch to Live a Healthy Life," by Imma Spagnuolo. In third place, we



have the submission simply titled "Iace Video - Eataly," created by Arianna Farinelli.

The IACE contest winners were determined by a committee led by Chef Lidia Bastianich, author, television personality, and Eataly partner. The committee is also comprised of Maria Teresa Cometto, author, journalist, and IACE vice president; and Mario Fratti, author of the musical "Nine" and IACE board member.

The final member of the IACE board, Claudio Angelini, our good friend and president of the Dante Alighieri Society in New York, recently passed away. He was a very big supporter of the IACE program and will be dearly missed.

The committee could tell that each applicant devoted a great deal of time and energy in these projects, and they commend the efforts of all of the participants.

The IACE winners will receive either a dinner for four at Eataly's fine-dining restaurant, Manzo; a tasting tour of Eataly for four; or an Eataly gift box, filled with delicious high-quality products directly imported from Italy.

On Saturday, June 27, IACE is concluding its contest with a celebration for the winners and committee, "IACE Awards at Eataly," with a screening of the top short food movies and awards ceremony.

EXPO will also unveil an enormous video installation comprising all of the submitted short food movies, which will be seen by millions of people across the world.

Eataly is so thrilled by the entries from this year's Short Food Movie competition, and it is happy to announce another competition during the upcoming 2015-2016 school year. With the involvement of world-renown photographer Francesco Tonelli, students will participate in an Instagram competition. Students will be asked to post a picture of Eataly's marketplace to Instagram with a to-be-determined hashtag, and a jury of experts will select a winner of the images that best visually captures the spirit of Eataly.

ABOUT IACE:

The Italian American Committee on Education is a New York based non-profit organization founded in 1975 for the purpose of promoting the study of the Italian language and culture within the tri-state area of New York, New Jersey and Connecticut. The IACE program is made possible primarily through an Italian Government grant and operates under the supervision of the Consulate General of Italy in New York. Throughout the academic year, IACE students embark on tours of Eataly's marketplace, offering students an insider's perspective and exposing them to the importance of fresh, whole foods; the significance of the Slow Food movement; and ways to incorporate healthy food into their lifestyle. The tours culminate in a cooking demonstration of simple, traditional Italian dishes, fostering healthy eating habits and encouraging young adults to cook at home with provided recipes to take home. Italian vocabulary, phrases, and basic grammar are incorporated throughout the tours.

ABOUT EXPO 2015 & SHORT FOOD MOVIE:

Held every five years, Expo is the Universal Exposition of Arts and Knowledge. In 2015, Expo will be held in Milan from May 1 to October 31. The theme of the event will be "Feeding the Planet, Energy for Life" with the aim of giving a concrete answer to a vital need for mankind: to ensure enough



healthy food for all, respecting nature and its delicate balance, and avoiding food excess and injustice. More than 140 countries will participate, of which 53 will build their own pavilion where they can show the best of their technologies and innovations, and thus stimulate human progress.

Short Food Movie - Feed Your Mind, Film Your Planet is the initiative produced by Fondazione Cinema per Roma and Centro Sperimentale di Cinematografia within the framework of EXPO Milan 2015. Within this extraordinary event, Short Food Movie - Feed Your Mind, Film Your Planet represents a global open call for the production of thousands of videos inspired by the theme of nutrition and its related topics: the importance of a healthy diet, the role of the territory, the social necessity of a worldwide availability of healthy products and the creation of a sustainable and fair development.

ABOUT EATALY:

Eataly is the largest Italian marketplace in the world, committed to promoting high-quality, gourmet yet affordable regional Italian food with a local twist. As of now, Eataly USA comprises Eataly New York and Eataly Chicago, both modeled after the first Eataly in Turin, Italy, founded by Oscar Farinetti in 2007. Eataly USA is a partnership between Eataly Italia, Mario Batali, Joe Bastianich and Lidia Bastianich of Batali-Bastianich (B&B) Hospitality Group, and Adam and Alex Saper, brothers and operating partners. At 50,000 and 63,000 square feet respectively, Eataly New York and Eataly Chicago have plenty for visitors to shop, taste and savor including: several boutique eateries (La Pizza & La Pasta, La Carne (Chicago), Il Pesce, Le Verdure, La Piazza, La Birreria) and two fine dining restaurant, Manzo (New York) and Baffo (Chicago); retail counters, including meat, seafood, fresh pasta, pastry and chocolate, cheese and cured meats; two coffee bars, Lavazza and Vergnano; a Nutella corner (Chicago) and Nutella Bar (New York); wine store, Eataly Vino; a bakery; a mozzarella lab; a gelateria; every essential grocery department including sweets, spreads and jams; more than 100 olive oils, dry pastas and condiments; a housewares section; a book store; a microbrewery; a cooking school; various private event spaces, and much more!

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