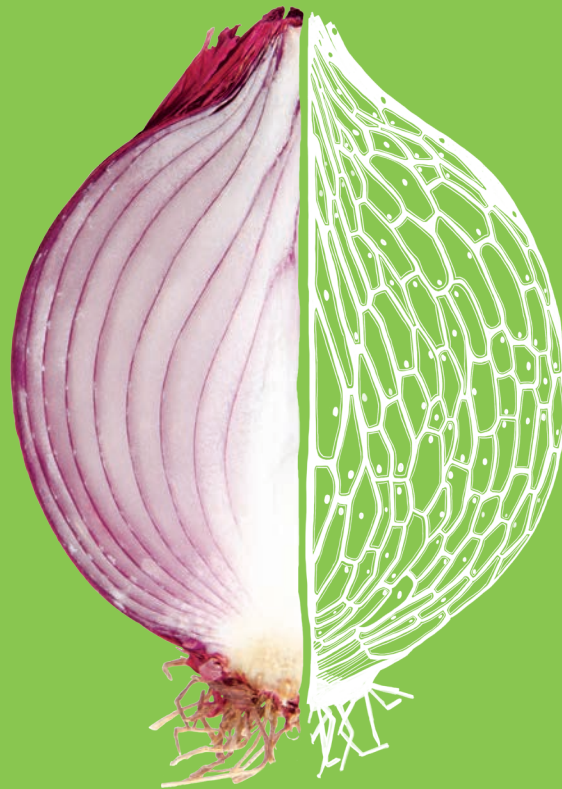


FOOD

SCIENCE FROM SEEDS TO SUPPER



FOOD. SCIENCE FROM SEEDS TO SUPPER

FOR THE FIRST TIME IN ITALY AN EXTRAORDINARY EXHIBITION FACING THE THEME OF FOOD FROM A SCIENTIFIC POINT OF VIEW, REVEALING ALL ITS SECRETS FROM THE ORIGINS TO THE FINAL DISH.



Courtesy Modernist Cuisine LLC

TARGET

An exhibition for everyone!

Designed for **families, children, teenagers**, who will have the chance to play with interactive exhibits; **students**, who will find the most updated scientific information with many in-depth materials; **teachers**, who will find unexpected interpretations and interdisciplinary twists; **gourmets** and **connoisseurs**, who will satisfy their curiosity thanks to new perspectives and for **anyone who will be curious** to know the relation between what we are and what we eat.

HIGHLIGHTS

- A multisensory exhibition: to watch, to listen, to touch, to smell and, of course, to **taste**;
- A **multidisciplinary approach**: agronomists, farmers, geneticists, anthropologists, chemists, sociologists and chefs, work in teams to build an accurate description of the topic “food”;
- There is a high degree of **interactivity**, thanks to the presence of multimedia exhibits and installation;
- An excellent **educational program** is offered, with creative workshops designed for every level of education.
- Great cuisine combined together with **scientific discipline**, thanks to the involvement of many universities and research centers from all around the country.
- The exhibition is **portable and scalable**, with a modular layout that can be customized according to the needs of many types of venues.
- An exhibition with **multiple connections** and important commercial implications.

CONCEPT

Talking about food today is talking about science and pleasure, about nature and culture, about technology and traditions. But talking about food today it also means to look far away, to make predictions and investments, to find the way to feed a growing number of people while protecting the environment.

From that starting point, the exhibition analyses how mankind has modified the nature in order to supply nourishment and how food, and the techniques used to cultivate, preserve and cook them, have modified our existence through the magnifying lenses of science. It is necessary to use the knowledge of agronomists, farmers, geneticists, anthropologists, chemists, sociologists, chefs and gourmets to address an issue that is too often treated superficially .

EXHIBITION SECTIONS

The exhibition's tour is divided in five sections:

0. ENTRANCE

1. EVERYTHING COMES FROM SEEDS;

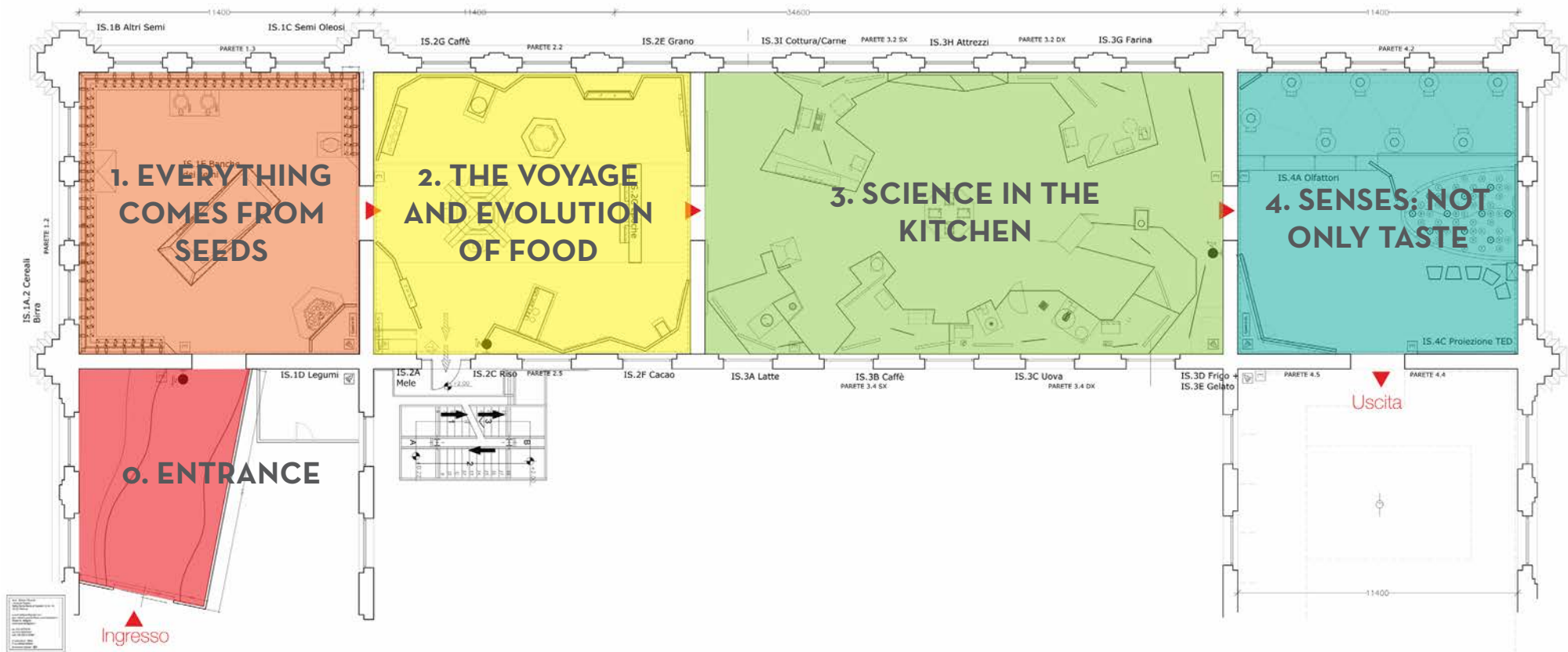
2. THE VOYAGE AND EVOLUTION OF FOOD;

3. SCIENCE IN THE KITCHEN;

4. SENSES: NOT ONLY TASTE.



EXHIBITION SECTIONS



EXHIBITION LAYOUT

ENTRANCE

The perfume of wheat...



Countryside, joy and life: bread contains all of this, today as it was in the past. This is the reason why bread is the favourite mean through which we get lost in ourselves, in search of ourselves.

MURIEL BARBER

1. EVERYTHING COMES FROM SEEDS

Witnesses of thousands of years of selections, transformations and intersections, the seeds have always been the basis of our diet.

The first evidence of the collection of seeds for crop production date back to 10 thousand years ago and follows the first attempts at production of beverages obtained by fermentation of grains. Even today, everything rotates around them, from agriculture to breeding.



Courtesy Modernist Cuisine LLC

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1. EVERYTHING COMES FROM SEEDS

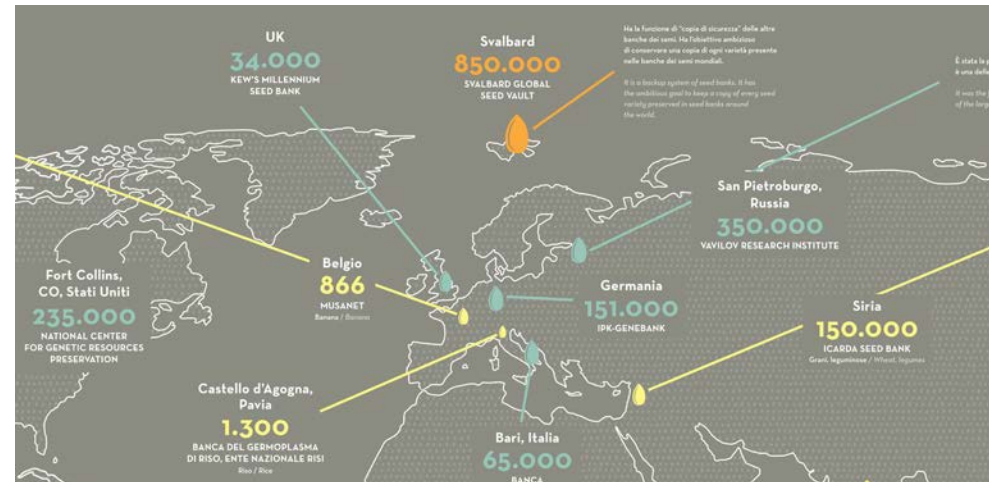
In this first section, the visitor is immersed in a suggestive scenery, created with colorful seeds of different shape and size: from the tiny wheat seeds to the biggest seed on earth, the *Coco de mer*. With cereals, oilseeds, legumes visitors can explore different types of seeds, learning their properties and the genetic relationships among the different families.



1. EVERYTHING COMES FROM SEEDS

In the center of the room visitors can find a scale reproduction of the most important seed bank in the world: the Svalbard *Global Seed Vault*.

On its walls they can see documentary movies explaining the great effort that scientists are making every day to preserve the biggest treasure that mankind have ever had on earth: biodiversity.



2. THE VOYAGE AND EVOLUTION OF FOOD

The products have a fascinating history but often unknown to most people.

Our gastronomy (but not only ours) is based on food that have travelled across continents to arrive in our countries, modifying along the way. In this section visitors will travel along time and space with our food products.



2. THE VOYAGE AND EVOLUTION OF FOOD

A multimedia exhibit is in the center of the room and a short movie with three characters from three different times (Roman time, Middle age and Modern age) will allow to understand how recipes have changed along the time thanks to the different kinds of products available and different tastes.



2. THE VOYAGE AND EVOLUTION OF FOOD

Visitors will be challenged by a interactive quiz about the origin of the food we eat everyday and they will be able to deepen their interests for several main ingredients of our diet, thanks to infographics panels, videos, short films, real working machinery and historical and artistic artifacts.



Courtesy Modernist Cuisine LLC

3. SCIENCE IN THE KITCHEN

The kitchen is the room in our houses holding the highest scientific and technological content. When we cook some fried eggs, make a cake or prepare a coffee, many chemical reactions and physical transformation happen. In our pantry we store a lot of chemicals, like baking soda, sucrose and ethyl alcohol.



3. SCIENCE IN THE KITCHEN

This section is the real heart of the exhibition.

The visitor find himself in a huge kitchen, with massive furniture and giant food. Some “hands-on” exhibits will help understand the science laws behind the most important kitchen preps and some short films will show how our actions can interfere on a kitchen recipe. Visitors can prove their knowledge and abilities and get some tips about kitchen techniques to use in their everyday life.



Courtesy Modernist Cuisine LLC

4. SENSES: NOT ONLY TASTE

Eating matters and sometimes it can be dangerous.

We need food to feed ourselves, but an unknown food may also contain toxic substances, deadly poisons, bacteria and mold.

To help us distinguish good food from what could harm us, evolution has developed the senses of smell and taste as a sort of defensive system.



Courtesy Bob Noto

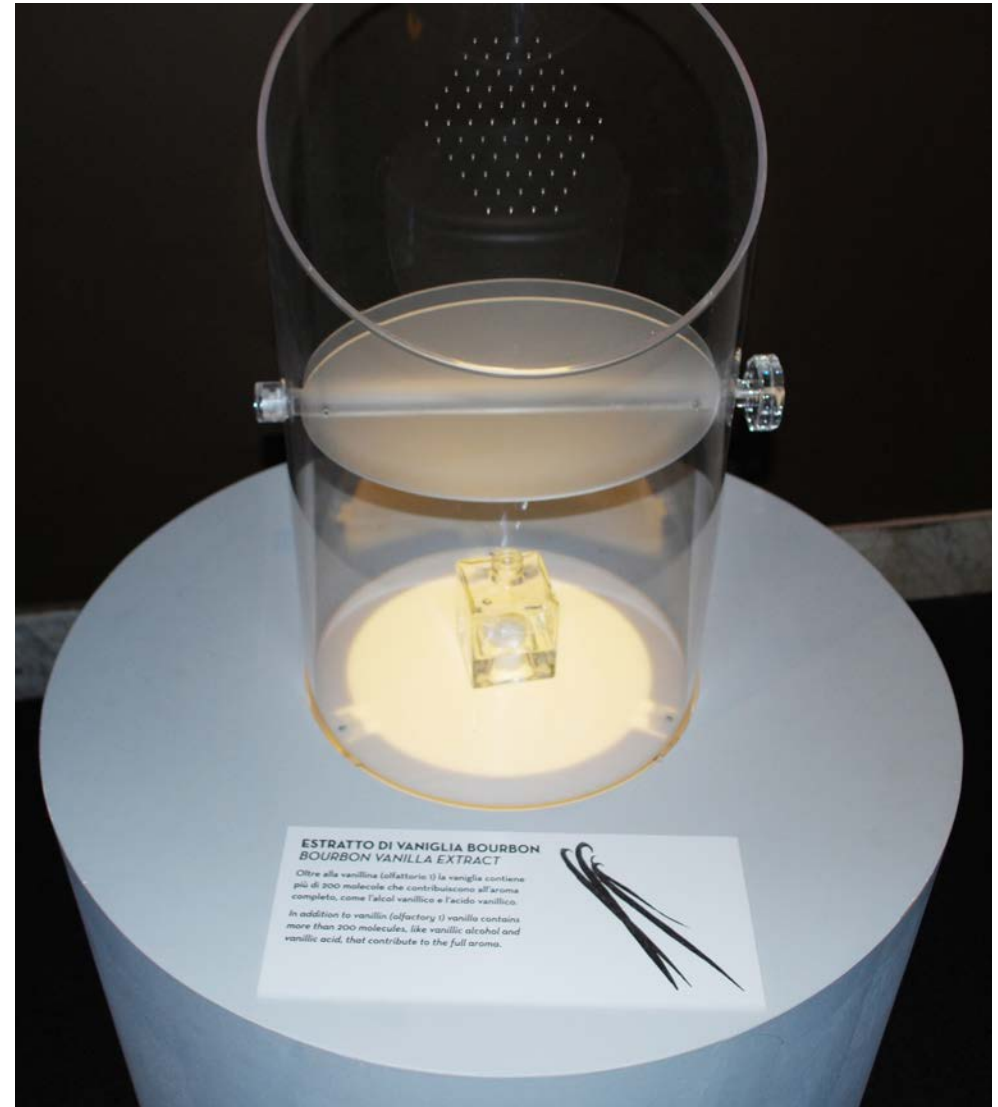
4. SENSES: NOT ONLY TASTE

Sight is the first sense that can warn us that a food is inappropriate.

The sense of smell is the second line of defense: a bad smell repels, while there are aromas that, apparently, are appreciated by all.

The third line is the taste.

Are we all capable of perceiving the same flavours? How important are vision and hearing on the appreciation of food? In this section, entirely interactive, the visitor explores the various basic flavours and scents.



4. SENSES: NOT ONLY TASTE

Using an evolutionary approach the section tries to explain “why we like what we like” and why we instinctively reject something (like bitter and sour tastes) and will explore the neurobiology of senses.



Courtesy TEDxSydney

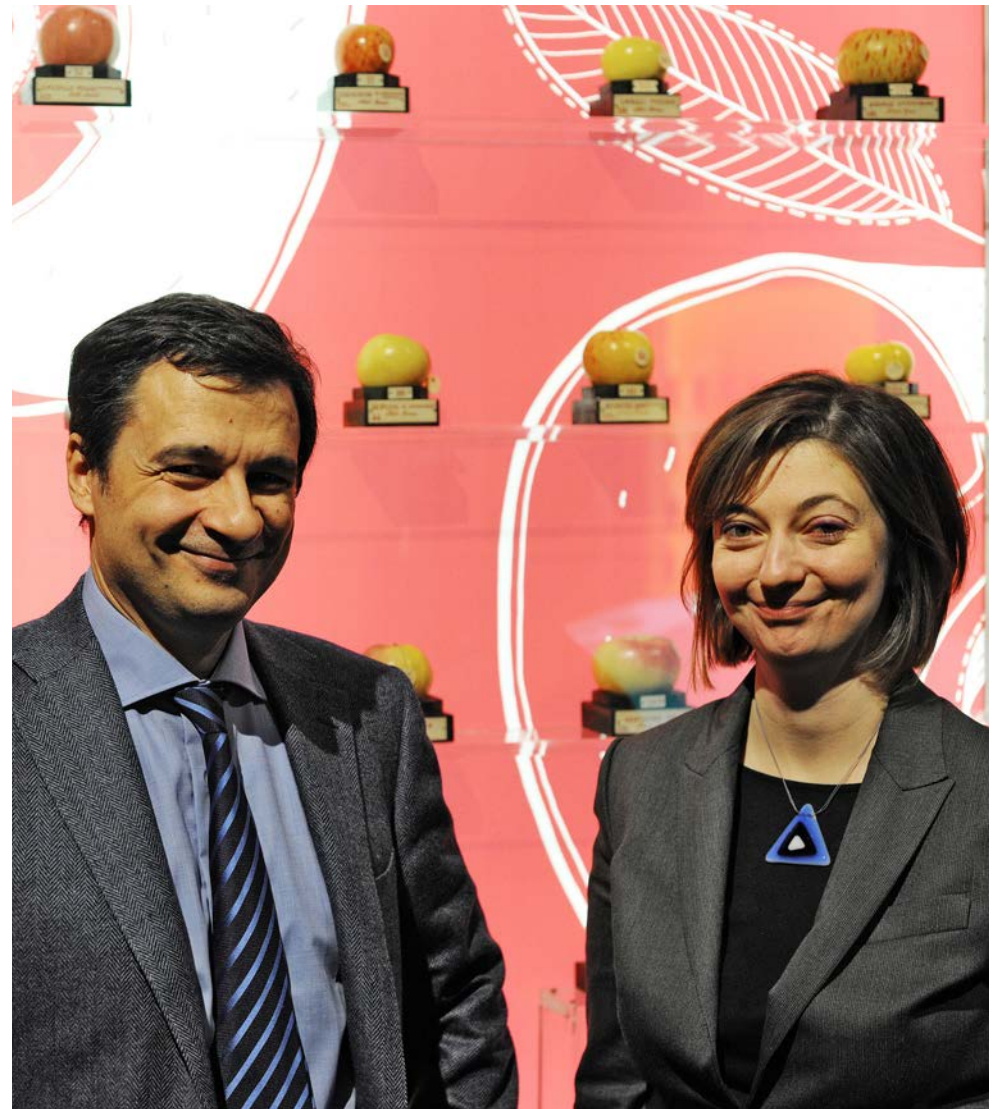
CURATORS

DARIO BRESSANINI

Chemistry professor at University of Insubria. He works in the science popularization and communication, cooperating with the magazine *Le Scienze* (the Italian version of *Scientific American*) where he runs the monthly column *Pentole e provette* about the scientific exploration of food and gastronomy, publishing also several books about this topic. He also writes on a popular blog named *La scienza in cucina*.

BEATRICE MAUTINO

(scientific coordinator)
Biotechnologist and Neurosciences PhD, she holds a MS in science communication. She cooperates with Codice for the scientific program of Genoa Science Festival and for the design/creation of exhibitions and science popularization activities.



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