



PROGRAMME

April, 12th | Villa San Remigio, Verbania Lake Maggiore

- 2.00-2.30 pm Opening greetings and introduction to the School
- 2.30-4.15 pm **Methodological and interpretative tools | lecture**
Stefania Cerutti, Università del Piemonte Orientale
Giacomo Zanolin, Università di Genova
- Exploring research methods at food festivals: questionnaires, participant observations, and interviews | lecture**
Giulia Rossetti, Oxford Brookes University,
Allan Jepson, University of Hertfordshire
Valentina Albanese, Università dell'Insubria
- 4.15-4.30 pm coffee break
- 4.30-6.00 pm **Soft power: food in Mediterranean diplomatic relations | lecture**
Abdessamad El Jaouzi, Mediterranean Academy of Culture, Technologies and Trade, Malta

April, 13th | Villa San Remigio, Verbania Lake Maggiore

- 9.00-10.45 am **Building typicity through food. The place of typical food products, between local development and hyperspecialization | lecture**
Giacomo Pettenati, Università del Piemonte Orientale
- 10.45-11.00 am coffee break
- 11.00 am-1.00 pm **What is a typical product? Deconstructing narratives on food typicity | workshop**
Giacomo Pettenati, Università del Piemonte Orientale
- 1.00-2.00 pm light lunch
- 2.00-3.45 pm **Material and symbolical foodscapes. Food, Identity, places and lifestyles | lecture**
Veronica Allegretti, Riccardo Giovanni Bruno, Egidio Dansero, Carlo Genova, Giacomo Pettenati, Università di Torino and Università del Piemonte Orientale
- 3.45-4.00 pm coffee break
- 4.00-5.45 pm **Thinking and mapping our foodscape | workshop**
Veronica Allegretti, Riccardo Giovanni Bruno, Egidio Dansero, Carlo Genova, Giacomo Pettenati, Università di Torino and Università del Piemonte Orientale
- 6.00-6.30 pm **Conclusions**
Valentina Albanese, Università dell'Insubria



April, 14th | Field Lesson and Visit in Ossola Valley

9.00 am	Leaving bus transfer to Crodo (Ossola Valley)
10.00-12.15 am	Visit to production sites and activities related to food, events and tourism at Istituto Fobelli, Crodo
12.30 – 1.30 pm	Lunch at Istituto Fobelli Canteen
1.45 - 2.15 pm	The Ossola food festivals lecture Alessandra Tomà - UNPLI VCO
2.15-2.45 pm	Valorization of local foods: the case of hunted wild game meat in the Verbano-Cusio-Ossola Province lecture Eugenio Demartini – Dip DIVAS, Università di Milano & Comitato Filiera Eco Alimentare
3.00 pm	Back bus transfer to Verbania

April, 14th | Centro Sant'Anna, Verbania Lake Maggiore

6.00-7.30 pm	Opening of the GEONIGHT 2023: TASTE THE PLACE Stefania Cerutti, Università del Piemonte Orientale Giacomo Zanolin, Università di Genova Relationships between Place and Wellbeing at food festivals seminar Valentina Albanese, Università dell'Insubria Giulia Rossetti, Oxford Brookes University, Allan Jepson, University of Hertfordshire, Presentation of the participants' final works Conclusions
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Organization management:

ARS.UNI.VCO ETS Association - springschool@arsunivco.eu (+39) 388 625 2480

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FONDAZIONE CRT and Città di Verbania

In Partnership with:

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