



UNISG and Il Mercato del Duomo

The first step in 2013 was *Bistrot Milano Centrale*: a collaboration which brought together the knowledge and expertise of the University of Gastronomic Sciences with the desire to search for innovative formulas for sustainable foodservice in 'Autogrill' roadside restaurants.

The next step, in 2015, is called **Il Mercato del Duomo**.

The University of Gastronomic Sciences (**UNISG**) has collaborated in the project of the Il Mercato del Duomo, contributing with its holistic approach to food, years of teaching experience in the fields of food and wine and a unique network of selected, top quality manufacturers. With the opening of Il Mercato del Duomo, UNISG will be further involved in conducting different activities. In particular, **Personal Shoppers** will be available to visitors, a now well-established role created by our university students in occasion of other local and national events.

The Personal Shopper, who will be a university student or graduate, will guide visitors around the Marketplace to discover 'smart' purchases.

They may propose thematic food and wine tasting tours, giving visibility to the various artisans present, at the same time educating the public about products and artisanal techniques.

The tours will focus on food products and the production chain, from the source to transformation, to encourage awareness in purchasing and consumption.

What's more, Il Mercato del Duomo will host a full calendar of events, many of which are planned together with UNISG.

Events with the UNISG tag aim to widely spread food culture, but first seek to support encounters between artisan-producers and co-producers. Here is an overview of some of the themes relating to the events, with a calendar that is gradually taking shape.

Love the Earth: encounter companies who are examples of sustainable production, distribution or use of food, in order to share best practices and communicate the added value of the food.

Learn from the Craftsmen: encounter the custodians of traditional hands-on knowledge, to learn about their work, experience, secrets and creativity, an opportunity for craftsman and consumer to meet.

Savor the Food: encounters to learn about aspects of food production that contribute to the organoleptic quality of the finished product, in order to provide an overview of the supply chain through the production strategies of certain companies.

Protecting Tradition: encounters to discover traditional products, their history and characteristics, and the company's commitment to keep the tradition of the product itself alive.

Value the territory: encounters to explore a particular area through food and wine combinations which represent their *terroir* of origin.

Educate by comparison: encounter companies who share a common theme, to offer different points of view and relative experiences.

UNISG is committed to consumer education and quality production, stimulating curiosity and increasing awareness.

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The University of Gastronomic Sciences in Pollenzo Educational activities, facts and figures

In 2014, the University of Gastronomic Sciences celebrated 10 years of educational activities. During this time the university has steadily increased its study programs in order to offer a complete education which is unique in Italy and abroad, thus establishing itself as a dynamic, flexible institution with a strong international footprint.

The particularity of its course offerings attracts students from **dozens of different countries**, who are interested in its unique **educational program**, a combination of **study and practice**, through books, live experiences, science, management, encounters with craftsmen and farmers, and **study trips** which allow students to meet producers, visit companies in the agro-food industry and explore the territories and traditional cultures of each region of the world.

This methodological approach to learning provides students with a **holistic view of food production systems both past and present**, and teaches them to work towards developing future scenarios in the food sector.

Our university trains gastronomes, new professional figures, who have knowledge and expertise in the agro-food business who work to promote correct and useful choices concerning food production, distribution and consumption in order to create a sustainable future for the planet.

What, in summary, is a **gastronome**? A gastronome can be a food journalist, a chef, a brew master, an expert in product selection, a buyer, an educator, a craftsman, a communicator and much more.

Graduates have been employed in the fields of artisanal and industrial food production, in small, medium and large retailers, in tourism and food education, as well as in institutions and non-governmental organizations. Many have also become entrepreneurs leading personal projects.

Today UNISG offers: a *three-year degree in Gastronomic Sciences*, a *two year Master of Science degree in the Promotion and Management of gastronomic heritage and tourism*, three *annual postgraduate Masters in Food Culture and Communications* in English (*Human Ecology and Sustainability; High-Quality Products; Representation, Place, and Identity*), a *Master in Italian Wine Culture*, *Higher Apprenticeship programs*, which prepare professionals for the most sought after roles in the food sector, two *Courses in High quality popular Italian Cuisine* (one taught in Italian - Master in High quality popular Italian Cuisine - and one in English - Master in the Slow Art of Italian Cooking) designed for those who want to become chefs, with special training in products and raw materials, and starting from 2016 a *Master in Food and Health*.

The university is also characterized by an innovative project involving the university restaurant, called **'The Academic Tables'**, which combines education, haute cuisine, fair costs and local products.

Well-known chefs from around the world (many of them "Michelin starred"), accompanied by the team of UNISG chefs, offer dishes that respect the principles of Good, Clean and Fair with modest food costs and, and to the extent possible, the use of local ingredients.



The University is sponsored by the Association **Friends of the University of Gastronomic Sciences**, whose Supporting Members participate significantly in the implementation of the project, while also contributing to its financial and organizational needs.

Instead, The University of Gastronomic Sciences **Club of Strategic Partners** is **made up of institutions and leading companies in the agro-food business sector**. The club participates actively in university life, supporting research activities and sharing efforts and strategies to build new models of sustainable food production and consumption, nationally and internationally.

University of Gastronomic Sciences – The figures

- Founded: 2004
- 1 undergraduate degree program in Gastronomic Sciences
- 1 Master of Science in Management and Promotion of Gastronomic Heritage and Tourism
- 3 Masters in Food Culture and Communications in English (Human Ecology and Sustainability; High-Quality Products; Representation, Place, and Identity)
- 1 Master in Italian Wine Culture
- 2 Higher Apprenticeship courses
- 2 Masters in Italian Cuisine: 1 Master in High quality popular Italian cooking, in Italian and 1 Master in the Slow Art of Italian Cooking, taught in English
- 1 Master in Food and Health
- 1674 students: the total number of students from around the world since 2004 who have attended our courses
- 775 foreign students
- 538 undergraduate degrees in Gastronomic Sciences
- 94 master's degrees in Promotion and Management of Gastronomic Heritage and Tourism
- 541 students who have graduated with a Master in Food Culture and Communications
- 35 students who have graduated with a Master in Higher Apprenticeship
- 1000 study trips in Italy and around the world
- 70 nationalities represented to date

Moreover:

170 companies and institutions that have supported *Friends of the University* over the years

34 Companies that are part of the Strategic Partners

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Ernestomeda, leader in the high-end designer kitchen market, manufactures products tailored to the needs of the discerning consumer, increasingly aware of and responsive to the latest trends and seeking intrinsic quality and beauty at affordable prices. Ernestomeda aspires to constant development and the consolidation of its aims of innovation, good design, quality, environmental protection and communication, to thrill consumers and grow its market share through its kitchens' distinctive personality while maintaining its ethical, stylistic and functional values.

Apart from the distribution of its products through many multi-brand interior design stores, a key role in Ernestomeda's market presence, both Italy and abroad, is played by its single-brand showrooms located in some of the main Italian and international cities (Milan, Bari, Florence, Lugano, Chicago, Los Angeles, Barcelona, Taipei, Singapore, Montreaux and Kuwait City).

AVANT-GARDE DESIGN

Today, the Ernestomeda product range includes more than ten **programmes**, featuring a wide choice of stylistic solutions. Every kitchen meets different needs in terms of function and taste: the base and wall units are available in a very wide range of colours, materials and finishes, accompanied by a rich assortment of accessories and details.

Ernestomeda's highly innovative style, open to the influence of the very latest design trends, is shaped by the input of prestigious **designers** including Pietro Arosio, Rodolfo Dordoni (designers of Elektra and Barrique respectively), Marc Sadler (for Carré) Andreucci and Hoisl (for Emetrica) and Giuseppe Bavuso (for Icon and Soul), not to mention its proud record of **special kitchens** from the pens of some of the world's biggest "archistars, such as **Zaha Hadid** and **Jean Nouvel**.

ERNESTOMEDA AT THE IL MERCATO DEL DUOMO

Ernestomeda is represented at the Il Mercato del Duomo by the **Icon** kitchen designed by Giuseppe Bavuso, which is included in the showcooking area. The island composition is **constructed entirely in Corian®** in Bisque colour, and the same material is also used for the **Evolution pull-out peninsula**, which can be extended to different lengths depending on requirements: it can be used retracted as a snack-top or extended as a dining-table. The tall units are in Arctic grey matt lacquered finish, while the kitchen is fitted with **"AIR" doors**: a patented solution with a ventilation filter concealed in the door panel, which aids exchange of the air trapped inside the unit, ensuring optimal food conservation.

The Icon composition is given added value by the best **AEG appliances**: refrigerator, freezer, wine cellar, standard and vacuum oven, microwave, vacuum-sealer drawer, professional dishwasher, induction hob with wok burner and down-draft hood. A set of appliances of great quality, offering unbeatable performance and technologies.

For further information about Ernestomeda

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Ernestomeda, leader in the high-end of the designer kitchens market, was founded in 1996 and manufactures high-value products at competitive prices, with a style capable of harmonising design, technology and safety. Today, the product range includes more than 10 programmes, offering a wide array of finishes and materials.

Its plant at Montelabbate (Pesaro-Urbino - Italy) is more than 32,000 square metres in area and efficiently covers every single phase of the production chain.

Ernestomeda's mission of making design and quality affordable to a large number of people is well represented by its constant drive to research, safety and technological innovation, as reflected by the major certifications obtained (Quality Management - UNI EN ISO 90; Environmental Management - UNI EN ISO 14001; Workplace Health and Safety Management - BS OHSAS 18001).

Ernestomeda LEED Compliant for IEQ 4.5 credit "Low-emission materials – systems furniture and seating".

AEG is one of the world's most popular, famous appliance brands, known for the manufacture of high-tech products that have shaped the history of household electrical appliances in Europe and worldwide. A brand founded as long ago as 1889, which ever since then has made "German manufacturing", standing for the utmost precision, painstaking engineering and guaranteed results, its strong point, with a perfect synthesis of "Form und Funktion". All the most important product innovations have been achieved through the knowledge and experience of a long corporate history. AEG is a member of the Electrolux Group, world leader in household appliances and professional equipment.



APEROL SPRITZ

Aperol Spritz is a popular ritual. It is undoubtedly the most widespread and commonly drunk aperitif in Italy: a traditional ice-breaker and symbol of a lively atmosphere.

Over the last years, the popularity of Aperol Spritz has grown continuously thanks to its fresh and versatile taste. Aperol Spritz, infact, is the perfect aperitif. Bright orange in colour, it has a unique taste thanks to the Aperol's secret recipe and the low strength.

Making Aperol Spritz is as easy as 3, 2, 1. Just get a tumbler or a large balloon glass and follow the simple recipe. Start by adding ice into the glass then pour in the Prosecco, the Aperol and add a splash of soda, top with a slice of orange. This serving avoids the Aperol settling at the bottom.

<http://www.aperol.com/int/en/>

ABOUT GRUPPO CAMPARI

Davide Campari-Milano S.p.A., together with its affiliates ('Gruppo Campari'), is a major player in the global beverage sector, trading in **over 190 nations** around the world with leading positions in Europe and the Americas. The Group was founded in 1860 and today is **the sixth-largest player worldwide** in the premium spirits industry. The Group's portfolio, with over 50 brands, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include **Aperol, Appleton Estate, Campari, Cinzano, SKYY and Wild Turkey**. Headquartered in Sesto San Giovanni, Italy, Campari owns 16 plants and 3 wineries worldwide and has its own distribution network in 19 countries. The Group employs around 4,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange since 2001. For more information: <http://www.camparigroup.com>

Please enjoy our brands responsibly <http://www.aperolspritz.it/>

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Kartell at new concept store "Il Mercato del Duomo" in Milan

A new Kartell shop in the heart of the new temple of taste and design promoted by Autogrill, Il Mercato del Duomo. On display the Kartell in Tavola new collections, decoration accessories and cash&carry gift ideas together with some other Kartell icons such as Masters and Louis Ghost chairs by Philippe Starck.

Milan, 30 April 2015 – Kartell is delighted to announce that it will be participating in Autogrill's innovative new project in the heart of Milan at the top of the Galleria Vittorio Emanuele shopping mall: Il Mercato del Duomo. Kartell will have a shop on the megastore's mezzanine floor which will resemble its own-brand stores throughout the world.

The space is to be designed by architect Ferruccio Laviani and will house a large part of the Kartell range, giving pride of place to the new Kartell in Tavola collection, small furnishings, gift items and cash & carry accessories.

Claudio Luti, Kartell President, notes, *"I am delighted by the collaboration with Autogrill and our own-brand space within the new Il Mercato del Duomo concept store. Thanks to the versatility of our range and our comprehensive offer, our collection lends itself to any type of retail context. Our company and its iconic products have truly earned their place in this new temple of taste and design."*

Over the last 18 years, Kartell has strongly focused its commercial strategy on its own-brand stores. Today it boasts over 130 flagship stores and 250 shop-in-shops (in addition to working with 2500 retailers). It has strengthened its distribution networks both in Italy and abroad and promoted the brand's image throughout the world by working hand in hand with major shopping malls and concept stores. This collaboration with Autogrill and Il Mercato del Duomo is just one part of a broader plan and, at the same time, reaffirms the brand's strong sense of belonging here in the city of Milan, a driving force behind Italian creativity and an international design capital.

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laFeltrinelli in Il Mercato del Duomo **A modern forum for those who love culture**

It's the biggest, richest, brightest and most comfortable Feltrinelli bookstore in Italy: it's laFeltrinelli Duomo. 2,500 square metres in which to stop, read and study, and also meet other people. In the heart of Milan, a modern forum for all those who love culture and want to be intrigued by 70,000 book titles, 18,000 CDs, 8,000 DVDs, a rich, interactive kids section, 5,000 music titles, and a vast selection of surprising and original stationery and gadgets.

From now on, laFeltrinelli Duomo will also be a place where culture "happens", a facility ideal for book presentations, live music and exhibitions of art, photography and graphics in constant dialogue with the city's cultural life.

All of which driven by the passion and expertise of Feltrinelli's staff and supported by an array of digitally integrated services.

Librerie Feltrinelli S.r.l. (106 direct stores and 14 franchises, plus an e-commerce website) is part of **Gruppo Feltrinelli**, coordinated and directed by holding company Effe 2005 – Gruppo Feltrinelli S.p.A., led by Carlo Feltrinelli. Librerie Feltrinelli is the leading book retailer in Italy with a 20% market share and co-leader in recorded music sales.

These impressive results are also down to an average stock of 35,000 book titles, the core business, plus CDs, DVDs, videogames, stationery, games and musical instruments, peaking at 65,000 titles in the main stores, where book references processed in a year are around 200,000 and new titles reach 50,000 a year. Around 46 million people visited Feltrinelli bookstores in 2014, buying books and attending over 3,000 public events. Three million people own a Carta Più or Multi più fidelity card.