



OPEN CALL LOVE DIFFERENCE PASTRIES

Deadline 17 January 2008

Gastronomy represents an opportunity to activate intercultural creative meetings and add value to cultural differences. Love Difference invites confectioners, chefs, artists to create sweets, with the aim of creating Love Difference Confectioneries in Mediterranean regions.

www.lovedifference.org

Origins of the Project

In occasion of the 51 Venice Biennial of Art and the World Summit on Information Society in Tunis, Michelangelo Pistoletto and Love Difference, Artistic Movement for an InterMediterranean Politic, presented the new halva (sesame pastry) flavoured ice-cream, commonly used in Arab countries in the Mediterranean and Balkan areas). The recipe of this ice-cream has been shared using the free knowledge approach, i.e. spreading know-how for free.

Love Difference Ice-cream represents a cultural passport that joins different cultures in the Mediterranean area and brings them closer, through the experience of taste.

The concept of the ice-cream leads to the Love Difference Confectionery project, which will cross all the Mediterranean areas, activating through creativity, intercultural meetings increasing the value of difference.

Description of Project

Love Difference is launching an open-call to collect recipes and creative activities, with the aim of constructing a Love Difference confectioneries network, i.e. places where differences will meet each other and will be tasted. The recipes should translate the idea of cohabitation among cultures, using different channels: ingredients, production and distribution techniques, food design.... The products will be selected by a jury composed of: Bruno Corà, Michelangelo Pistoletto and personalities of the cultural and gastronomic world.

The entries selected will be presented at the event 'Gelato e Dolci Love Difference come passaporto culturale' (Love Difference Ice-cream and sweets as cultural passports),

included in the exhibition 'Cittadellarte Pistoletto and the Third Paradise', curated by Bruno Corà at the CAMEC Modern and Contemporary Art Center in La Spezia, on 22, 23, 24 February, 2008. The creators of the recipes will be invited to participate in the round table with Michelangelo Pistoletto and the Love Difference staff to discuss the artistic-culinary cooperation as basis of the project.

Promoters

The project is promoted by Love Difference, Cittadellarte-Fondazione Pistoletto, in collaboration with CAMEC Modern and Contemporary Art Center in La Spezia.

Participants

The project is addressed to artists, confectioners, bakers, chefs, creatives, who are interested in the realisation of an artistic project which aims to promote the meeting and dialogue among cultures, through the distribution of new sweet recipes around the Mediterranean countries, made by the Love Difference confectioneries. Love Difference suggests to the authors of the recipes to establish contacts with a pre-existing channel of sale (restaurant, bar, confectionery...)

Terms & Conditions

The following documents are required and must be sent by not later than 17 January 2008.

- _ Concept of the project (what are the reasons and motivations that make the sweet a channel of intercultural dialogue?)
- _ The recipe (ingredients, dosage, preparation/cooking time and step by step instructions)

_Curriculum vitae of the authors

_Filled in application form, available from www.lovedifference.org

A jury composed of Bruno Corà, Michelangelo Pistoletto and other personalities from the cultural and gastronomic world will select the best entries and will invite the authors of the first ten recipes selected to participate to the meeting 'Gelato e Dolci Love Difference come passaporto culturale' (Love Difference Ice-cream and sweets as cultural passports) on 22, 23 and 24 February 2008, at the CAMEC Modern and Contemporary Art Center in La Spezia.

Love Difference caters for some travel expenses (which vary according to the participants location). An amount of 250 euros per person is available for accomodation to the participants of the ten selected projects. Projects must to be handed in by 17 January 2008, 6:30pm CET.

The results will be published on the website and sent via e-mail on 21 January 2008, 6.00pm CET.

Languages

Proposals are accepted in English, Italian, French, German and Spanish languages. The event 'Gelato e Dolci Love Difference come passaporto culturale' will be held in English.

Contacts

Entries may be sent via e-mail to: tastedifference@lovedifference.org

or sent by post to:

Love Difference,
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