



Identità Golose is back at the Salone del Mobile.Milano 2022 in the pursuit of sustainability and signature cuisine.

Identità Golose is reconfirming and renewing its collaboration with the Salone del Mobile.Milano for interpreting the future of cuisine and taste tailored to sustainability. Four Food Courts have been set up Pavilions 2, 8 and 14 and inside the Design with Nature project in Pavilion 15, all open from 10 am to 7 pm.

The Salone del Mobile.Milano is renewing its collaboration with **Identità Golose Milano – the International Hub of Gastronomy** because of their shared **mission and intent**. Both are firmly convinced that our future needs to be planned right now, in the present, and increasingly geared to sustainability and respect for the environment. Doing so – also – begins with **design and food**.

The gastronomic project, conceived as an integral part of the visitor experience, is split between **four pavilions**, with four Food Courts, each of which features a group of chefs. Each of them will come up with an **iconic dish, sweet or savoury**, that can be put together on the spot, purchased and either taken away or eaten there and then. A programme tailor-made for the Salone, showcasing an innovative gastronomic concept that interprets the future of cuisine and of taste.

“One of the many things the rest of the world envies Italians for is our table, our ability to always come up with a good reason to gather around it. We don’t just eat for nourishment’s sake - we know how to enjoy all the pleasures associated with great dishes: excellent wines, recipes that don’t just embrace the most incredible traditions but also include innovations that constantly refresh kitchens the length and breadth of Italy. These include the space curated by Identità Golose Milano at the Salone del Mobile.Milano 2022, which boasts a selection of chefs who come up with offerings that are always unusual and concrete, with a particular focus on sustainability, because signature cuisine is no longer enough. Over the last few years there’s been an increased reflection on food ethics, a more pressing desire to cut waste and to come up with menus that are also contemporary in every respect,” commented **Paolo Marchi, Founder of Identità Golose**.

Respect for the environment and **signature cuisine** make up the common thread that characterises the **special Food Court** in Pavilion 15, which is **given over** to **S.Project**, as part of the **Design with Nature** project, curated and designed by the architect **Mario Cucinella**, which explores a new dimension of design – producing and living in syntony with nature. The **Identità Golose** concept is interpreted by a **selection of chefs** whose great passion for and awareness of **positive change** shines through every day. Their mission is to work with “**sustainable**” **producers and suppliers** so as to **avoid waste, and reduce or do away with plastic and other non-recyclable materials** in their production chains. They work directly with growers, farmers and fishermen, use natural pastures, grow plants and breed animals, using regenerative methods such as no-dig kitchen gardens and secondary crop rotation.



One of these is **Gianni Tarabini**, chef at the Michelin-starred **La Présef** in Mantello in the Province of Sondrio, who describes himself as an artisan of food with a daily commitment to sustainability that has already netted him the Green Star; then there are **Federico Malinverno** and **Vittorio Leani**, chefs at **Caffè La Crepa** at Isola Dovarese, Province of Cremona, who have notched up a Green Star and created a cuisine that strongly reflects the surrounding countryside that recognises the importance of its rivers and **Domingo Schingaro**, chef at the restaurant **I due Camini** in Borgo Egnazia, who likes to experiment with plant-based gastronomy. Their dishes are designed to trigger a desire to fully understand a new way of conceiving cookery, cutting waste to a minimum, and choosing and consuming ingredients more carefully, in a **more ethical and sustainable approach**.

Another **three Food Courts** can be found in **Pavilions 2, 8 and 14**, ready to take visitors on a gastronomic journey of discovery into the creations of some of **Italy's greatest chefs and artisans** with a gift for getting the most out of our country's ingredients and the savoir faire of its leading lights. A taste tour of Italy's top regional excellences, narrating the country and a vision of contemporary gastronomy forged by a range of very different creators.

The protagonists include: **Carlo Cracco** with **Marco Pedron**, pastry chef at Cracco in Galleria, an established key figure alongside the famous chef for the last four years; **Cristina Bowerman** with **Bowie** by Cristina Bowerman, her format conceived for high-end delivery in Rome and Milan; **Andrea Ribaldone** and **Edoardo Traverso**, kitchen coordinator and resident chef at **Identità Golose Milano**, respectively; **Giovanni Ricciardella**, chef at **Cascina Vittoria**, who trained with Antonino Cannavacciuolo, Davide Oldani and Iginio Massari; then there's **Viviana Varese**, chef patron at **VIVA**, a Michelin starred restaurant inside **Eataly Smeraldo** in Milan, with her brightly-coloured and exciting cuisine; **Eugenio Boer**, chef at **Bu:r**, a reserved man who loves making dishes into memories; **Federico Sgorbini**, resident chef at the **Lino** restaurant in Pavia, the area he comes from, and whose cuisine champions local produce in a contemporary key.

"We are proud to be one of the Salone partners for the second year running, with an all-new and hitherto untried format: express, haute cuisine dishes devised and produced for a huge number of people. It's taken an unusually large amount of research and organisation to make signature cuisine accessible once again. It shows that the cuisine of great Italian chefs can also be at the heart of large international events such as the Salone del Mobile di Milano," added **Claudio Ceroni, President and Founder of MAGENTAbureau**.

Thus, yet again, thanks to **Identità Golose**, the Salone del Mobile.Milano has co-authored an inspirational project that involves Italian creative excellence in the realm of food, fostering a joyful, varied and successful way of making food an integral part of all the wonders on exhibit and another key to responsibly designing the future.

Milan, 6th June, 2022

Press info:
Marva Griffin – Patrizia Malfatti
press@salonemilano.it