

The Art of Food: Creativity, Diversity and Sustainability

Sant Pol de Mar, Barcelona, Spain | 17 – 19 November 2014



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Dear colleague,

On behalf of IGCAT, we are delighted to invite you to the first edition of **The Art of Food: Creativity, Diversity and Sustainability** expert meeting that will take place in Sant Pol de Mar (Barcelona) from 17-19 November 2014.

The event will feature the participation of policy-makers and thought leaders from Europe and across the globe covering key policy areas related to culture, food, arts, heritage and tourism. It is the first transversal discussion of this kind to take place however in our opinion it is long overdue, as many interesting initiatives are now happening when food, tourism, culture and educational sectors collaborate.

IGCAT has organised this meeting as a conversation between and for experts from the different sectors concerned. We have negotiated a special rate on accommodation in the hotel where the meeting will take place and which you can book directly with us.

In the meantime, we would be grateful if you could confirm your participation. If you have any questions, please feel free to contact us at info@igcat.org.

IGCAT is thrilled to welcome you along with more international thought -leaders in the field of arts and culture, creative tourism and gastronomy!

With best wishes,



Dr. Diane Dodd

IGCAT Director



Prof. Greg Richards

IGCAT President

INTRODUCTION

The International Institute of Gastronomy, Culture, Arts and Tourism (IGCAT) organization is pleased to present the first edition of ***The Art of Food: Creativity, Diversity and Sustainability*** meeting. The event will gather a selection of experts from leading organizations from Europe and Asia to discuss culture, arts, food and creative tourism policies. The meeting will also look at SUPPORTING CREATIVITY, DIVERSITY AND SUSTAINABILITY and will identify potential projects for development and funding opportunities with your organisation as a key partner.

THEME

This first edition will look at key area where the role of creativity, diversity and sustainability influence cultural norms (including how we eat). However, the meeting will also address a range of issues including:

- The rise of creative and gastronomy tourism (challenges/opportunities)
- Convergence of food, art and culture
- Support mechanisms for local cultural production and sustainability
- Clustering and networking – food routes and food/culture experiences
- Proposal for a manifesto supporting local production, food culture traditions and sustainability of food production, as well as, creativity in food experiences.

BACKGROUND

Food can foster connections and engagement across cultures but it is also a threat to local culture and food traditions. Little has been done to support smart, transversal projects that link the arts and gastronomy in creative and engaging ways or to consider what policy-makers can do to support cultural traditions while at the same time promoting innovation.

Thus, this meeting will be an opportunity to share ideas and delve deeper into the challenges for policy-makers on the front line of supporting culture and food through policy measures.

OBJECTIVES AND CONTENT

The format of the event is intended as a peer to peer conversation offering professionals on the front line the opportunity to share common concerns, identify gaps and explore possible solutions.

By bringing together knowledgeable professionals the objective of *The Art of Food: Creativity, Diversity and Sustainability* meeting is to:

- Identify the tremendous pool of creativity, ideas, information and professional practice in the field of gastronomy and culture.
- Encourage creative collaborations and generate project ideas that support the convergence of arts, culture and gastronomy.
- Develop ideas on support mechanisms for policy-makers to stimulate better networking, clustering and cross-marketing in the field of creative and gastronomic convergence.
- Identify much needed and potential action research projects and funding opportunities.

EXPERTS

All experts represent organisations with expertise in tourism, gastronomy, culture and arts as well as research and policy-making and join this event as an opportunity to meet peers and for the furtherance of knowledge sharing.

EXPECTED RESULTS

The expected result of this meeting is to deepen the conversation and facilitate dialogue between a range of sector experts from tourism, gastronomy, culture and the arts. It also expects to serve as a starting point to develop future events and action research projects.

PLACE AND DATES

The Art and Food: Creativity, Diversity and Sustainability 2014 will take place in Sant Pol de Mar, Barcelona, Spain from 17–19 November 2014. The programme will take place at the Hotel Gran Sol. However, additional activities will take place around the city of Sant Pol de Mar.



WORKSHOPS

The programme includes three workshop sessions that will be facilitated in order to allow the attendees to exchange ideas, develop observations, and hopefully inspire new ideas. These



workshops are intended to engage the participants to share knowledge and experience, identify gaps and discuss potential projects.

PROGRAMME

Monday 17th November

- 1330 Arrival and registration at the Hotel Gran Sol
- 1700 Welcome by **Prof. Greg Richards, President of IGCAT**. An introduction to the **opportunities and challenges presented by the convergence of food, culture and art in the context of sustainability and new developments in the tourism sector**
- 1730 Introductions of participants and warm up session on **Developing The Art of Food: Creativity, Diversity and Sustainability**
- 1900 Presentation of two new initiatives:
The Creative Tourism Awards
European Region of Gastronomy
- 2000 *Reception*

Tuesday 18th November

- 0930 **Creativity: the role of art and food in sustainable tourism.**
Caroline Couret, Creative Tourism Network will outline challenges for the creative tourism sector and outline the role of food in creative tourism.
- 1000 **UNWTO work on the sustainable tourism**
UNWTO Themis Foundation will outline work and conclusions on sustainable tourism and training efforts.
- 1030 **Conversation about training gaps and needs**
- 1110 *Morning coffee*
- 1125 **Tasting Europe – an umbrella project to support food culture**
Miguel Gallega, Marketing, PR and Communication Manager, European Travel Commission
- 1145 **Conversation about branding vis-a-vis diversity**
- 1215 **Transfer to the Campus de l'Alimentació, University of Barcelona**
- 1300 **Agribusiness , food health tourism, culture and heritage and conversation**
Màrius Rubiralta, Director, Campus de l'Alimentació of the University of Barcelona
A guided tour of the Campus and presentation Agribusiness , food health tourism, culture and heritage and conversation.
- 1400 *Light lunch at the Campus de l'Alimentació*
- 1450 **Bullipedia**
Presentation of the Bullipedia project (www.bullipedia.com)
- 1515 *Afternoon break and transfer to Sant Pol de Mar*
- 1600 **Enabling Crossovers - Asia–Europe collaborations to support cultural and food diversity** facilitated by Preeti Gaonkar, Asia-Europe Foundation
Enabling crossovers is a good practice guide to the creative Industries presented to the 6th Asia-Europe Culture Ministers Meeting. This workshop looks critically at what can be learnt.
- 1730 *Closing of the first day of the meeting*
- 2000 *Official dinner with cookery class and wine tasting at EUHT Sant Pol*

Wednesday 19th November

- 0930 **Culture and Food Diversity: a global concern.**
Juhamas Wisansing, Executive Consultant - Designated Areas for Sustainable Tourism Administration, Thailand
A session on how gastronomy can foster connections and engagement across cultures through transversal projects that link culture, the arts and gastronomy in creative and engaging ways. This will highlight the role of artists and cultural operators in emphasising the cultural value of food, supporting local producers, and promoting good eating habits
- 1030 **Workshop on a possible charter for supporting regional food**
Jordi Pascual, Agenda 21 for Culture
Is an Agenda 21 for food needed to support the creative and sustainable development of regional food? Jordi Pascual will explain the new charter for culture and principles contained therein, followed by a workshop session.
- 1130 Discussion and feedback facilitated by *Diane Dodd, Director IGCAT*
- 1200 Closing of the meeting, wrap-up and discussion of next meeting
- 1230 Closing of the meeting

GENERAL INFORMATION

Accommodation and registration fee

The full event including 2 nights accommodation at Hotel Gran Sol, Sant Pol de Mar, meals, conference materials, official dinner, reception, transportation costs (taxi service to and from the airport to the Hotel Gran Sol) and registration fee is: 430€. If you are not staying for the whole event we will calculate your fee accordingly.

How to register

Please complete the registration form provided and send to info@igcat.org to reserve your place. Your registration will be confirmed and IGCAT will send an invoice for the hotel, taxi, meals and/or registration fee (as selected).

Payment Method

IGCAT (ART-idea)

IBAN ES4621000399380200130647

BIC (SWIFT): CAIXESBBXXX

Working languages

English

Accommodation

Hotel Gran Sol***

Carretera N-II, Km 664
08395 Sant Pol de Mar, Barcelona
Spain
Tel: (+34) 93 760 0051 Fax: (+34) 93 760 0985
Website: www.hotelgransol.info



Meeting venue

The programme of **The Art of Food: Creativity, Diversity and Sustainability 2014** will take place at the Hotel Gran Sol and additional activities will be around the village of Sant Pol de Mar.

Transportation

The taxi service is arranged according to arrival times and airport terminal building of participants.

Sant Pol de Mar

Sant Pol de Mar is in the province of Barcelona, located on the coast but also close to the mountains and between Barcelona and Girona both with international airports.

Sant Pol de Mar is an example of a Mediterranean village, with narrow streets, whitewashed houses, a jagged coastline and sandy and clean beaches. It is a small town of 5,066 inhabitants but well known internationally for its links with gastronomy, not least its internationally recognized chef Carme Ruscalleda and her three Michelin Star restaurant Sant Pau.



Of interest in Sant Pol de Mar

What to visit: Hermitage of Sant Pau, Church of Sant Jaume, Modernist facades, Roman ruins of Moner, Litoral Park, the Promenade of Punta, Heritage trail, Walkway from Sant Pol to Calella.

Contacts

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Disclaimer

IGCAT cannot be held responsible for any changes in the agenda resulting from cancellation of speakers or transport disruption.