

# Creative Food Cycles Experience

## Goa CFC-festinar: a virtual banquet for an innovating research celebration

PhD course in  
Architecture and Design  
University of Genova

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**Addoc Logos**  
**Visual Languages**  
**and Communication**  
A multiscalar PhD Laboratory

#3 - February 2021



**ADDDOC LOGOS**  
**3**



# Addoc Logos

## Visual Languages and Communication

### #3 | Creative Food Cycles Experience

#### Goa CFC-FESTINAR: a virtual banquet for an innovating research celebration

**CFC (Creative Food Cycles)** covers different scales and levels of action (and a socio-cultural activism) from production to distribution, from distribution to consumption, from consumption to disposition (and re-production) trying to promote a **strategic integration**, innovative and fresh at the same time, from the territorial and urban scale to the scale of the creative-social celebrating event or creative-design product, in which the factor “**food**” as a **productive** indicator takes on a priority meaning as an inducing agent of new **sustainable and innovative processes** at the same time.



Università  
di Genova



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*I*  
***INTRO***  
***APPETIZER***

***The CFC***  
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***Celebrating Food***  
***as a new creative***  
***matter***



## **CFC–MULTISCALAR CHALLENGES**

### **Celebrating Design, Enjoying Research: an experiential Creative Food Research**

**The new contemporary multi-city, the fractal, irregular and networked *poly-polis* (Gausa, 2018), needs the landscape, as a new operational and relational ecoand infrastructure, beyond the old topic of the “green gardening open space”. This “in-between” transversal landscape needs, in turn, agriculture as a mixed-use activity and food as a virtual hyper-matter, both able to preserve the landscape itself.**

*Keywords:*

*Geo-urbanity, Multi-Cities, Operational Landscape, Land-Links, New Agriculture, Hyper-Food, Proactive Sustainability*

Agriculture (especially that developed in low or medium intensity situations) requires, in fact, a new multi-level definition capable of going beyond its Primary Condition (a programmatic and diversified mixed-use associated with its goods and crops, but also with agro-tourism, km0 hospitality and/or gastronomy, energy generation, digital manufacturing, technical research, etc.) to ensure its own resilient livelihood capacity.

And these multi-programmatic condition needs evidently FOOD understood not only through its basilar alimentary (and eating) function but as a multi-productive matter; a hyper-matter linked with new circular processes.



## 0– CFC, *CrEATing* Framework

CFC (Creative Food Cycle) covers all these scales and levels of action (and a socio-cultural activism) from production to distribution, from distribution to consumption, from consumption to disposition (and re-production) trying to promote a strategic integration, innovative and fresh at the same time, from the territorial and urban scale to the scale of the creative-social celebrating event or creative-design product, in which the factor “food” as a productive indicator takes on a priority meaning as an inducing agent of new sustainable and innovative processes at the same time.

In this context, on December 11, 2020, the first Creative Food Cycle Festinar was held; an event conceived as a menu of experiences, sensations, opportunities and shared stimuli so similar to our contemporary diversified multi-urban contexts.

This event culminated three years of works, meetings, researches and exchanges developed in a really complex and hard time; the time of the COVID pandemic, the forced confinement and, often, the involuntary isolation.

Just the opposite of what the CFC Project (and the Creative Cities European Program who has financed it) wanted to favour: a project designed for a joyful and shared, technical, sensorial and creative co-participated innovation; in which the collective global exchange would have to be as important as the local complicity or proximity; the pleasure of experimenting as much as the pleasure of enjoying; the distance meeting as well as the interaction in synergy; the virtual as well as the real... and of course, of the sensual.

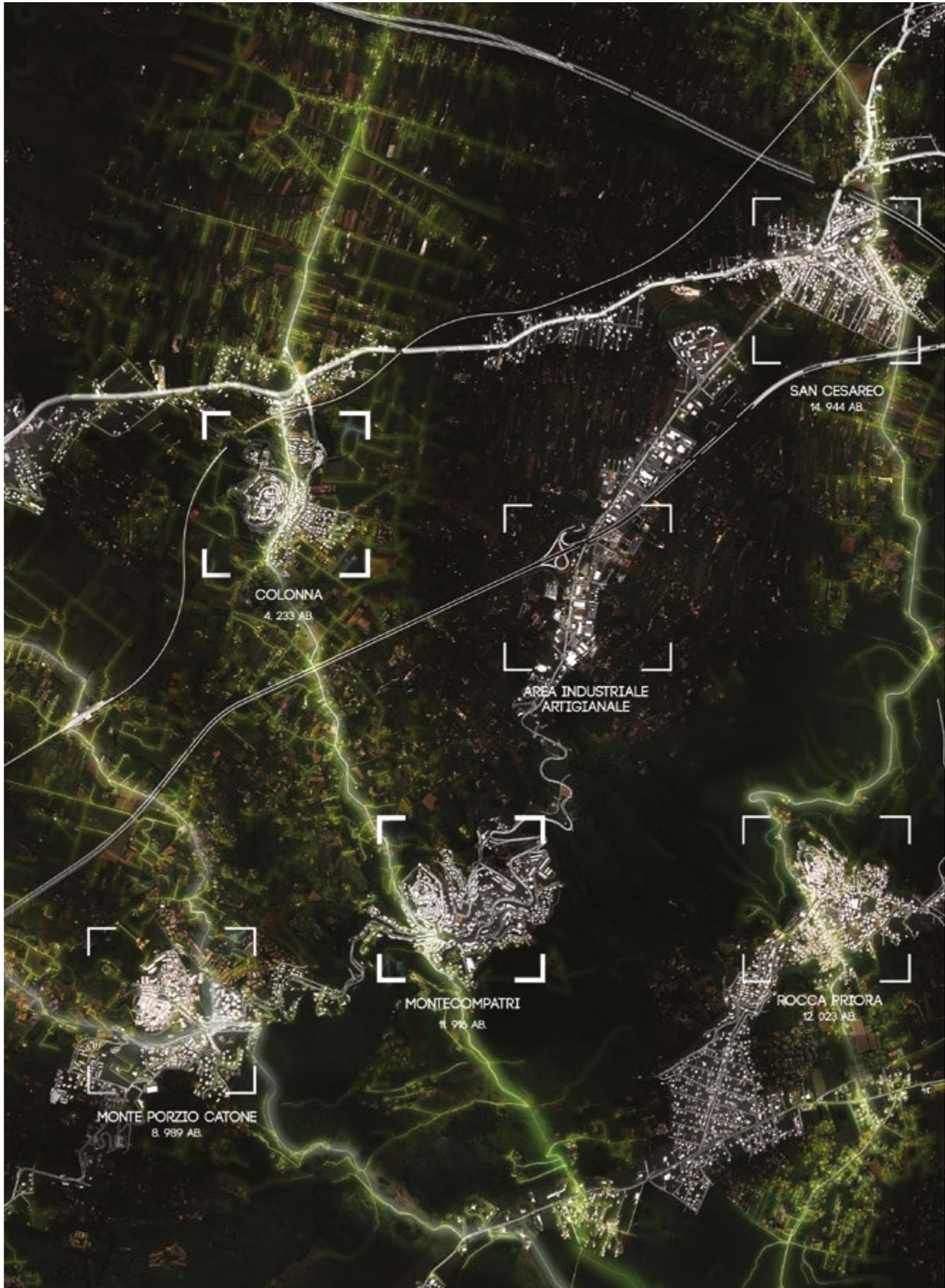
All of this related to the ability of FOOD to acquire important multiple and, also, “multi-urban” dimensions (understanding urban not only from a new strategic urbanism but also from a new sensible urbanity).

A new dimension related with the territory, with the ecoand agrosystems; with the new spaces for economic and social exchange; with the new collective scenarios (and social behaviours) and, at last, with a new design, multi-programmatic, multi-processual and multi-scalar at the same time.

The CFC Festival had to be the playful, experiential and experimental culmination of this long *crEATive* trajectory, picking up a term coined by Emanuele Sommariva (Sommariva, 2015).

An Event in which Design should be celebrated and Research enjoyed together, near and close.

A multiple experience with conceptual installations, selected prototypes, innovating design models, participated workshops, enriched with the varied contributions of keynote speeches, artistic performances, stakeholders’ interviews, exchanges with visitors and social network feedbacks, in an intense open-source interaction, mixing real and virtual formats.



COLONNA  
4.233 AB

SAN CESAREO  
14.944 AB

AREA INDUSTRIALE  
ARTIGIANALE

MONTECOMPATRI  
11.916 AB

MONTE PORZIO CATONE  
8.989 AB

ROCCA PRIORA  
12.023 AB

It was not been possible to do ALL OF THIS physically. Therefore, it was done on-line, without losing all our ambitions and vocations oriented to show (and creatively express) varied and experimental shared researches... from a clear desire of a social and transversal interconnectivity.

We have pointed out the complex combination of innovative systems and experiences that have mobilised the CFC project; from agro-urban research to bio-technological innovation; from the economic dynamics of circular exchanges to a new social interactive capacity; from the design of new scenarios to the design of new processes; from the domestic scale to the territorial scale.

In effect, the new contemporary and territorial multi-city itself, those fractal, irregular and networked *poly-polis*, needs a new interpretation for an operational landscape understood as a new eco-systemic infrastructure (beyond the old topic of the “green or semi-natural open space”).

This “in-between” *transversal-landscape* needs, in turn, Agriculture to ensure – many times – its own positive and relational preservation, conservation and dynamization.

Agriculture (especially that developed in low or medium intensity situations) needs a new programmatic and innovative diversity associated not only with its “primary” definition – with its uses and crops – but also with a new secondary – and tertiary – potential.

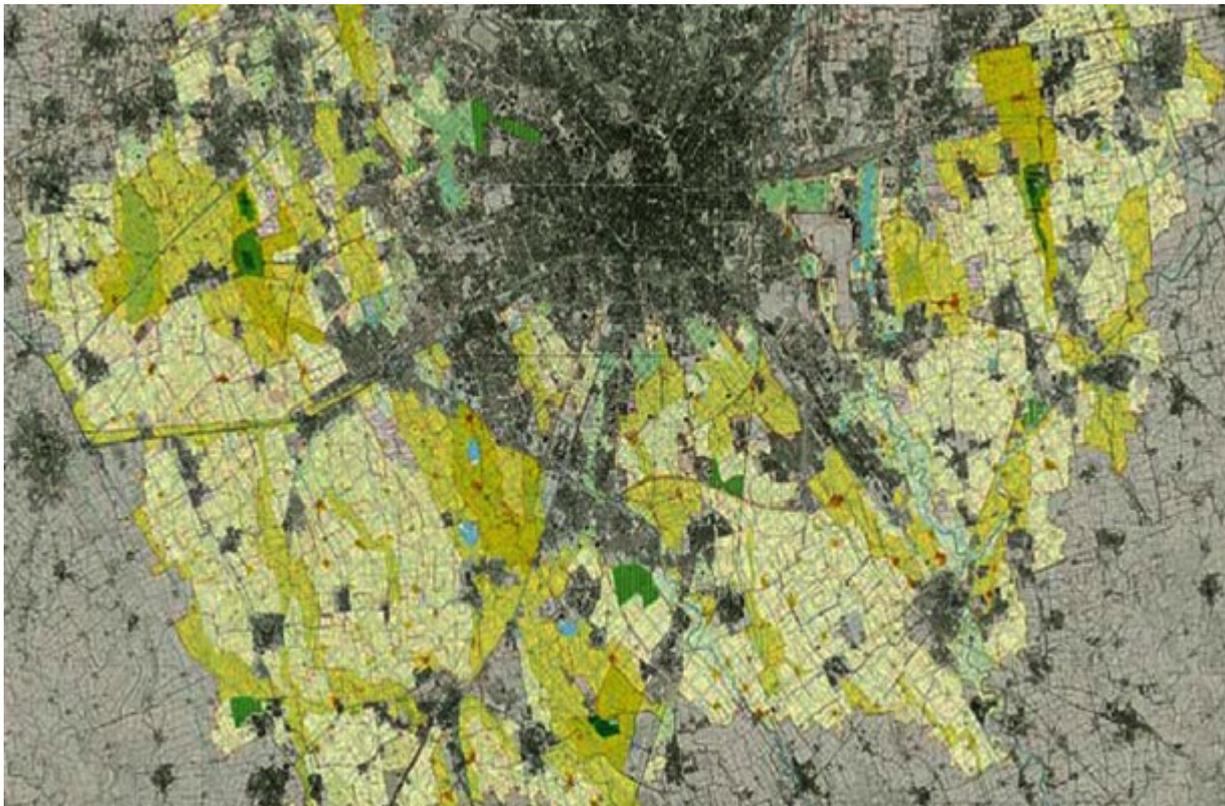
A potential linked with new roles, functions and mixed-programs, able to ensure its resilient capacity (km0 agro-tourism, hospitality and/or gastronomy; energy generation; digital manufactures; new technological production; green-industry and circular economy; research and innovation, etc.).

And these new multi-programmatic agro-urban dynamics need, evidently, FOOD as a prime matter; not only as an alimentary (or eating) matter but as *hyper-matter*, linked with the second life reuse, the agro and food waste recycle, the new bio-production, the permaculture (evidently) but also the techno-culture, the new fab-labs capacities, the 3D printing and the smart performances, etc.

The CFC (Creative Food Cycle) program has covered all these scales and levels of action (and activism) trying to promote a more complex, informational and strategic integration and interaction; innovative, rigorous, and fresh also.

Scales in which the factor FOOD has been interpreted as a productive and qualitative factor (and indicator) able to induce a new *Wise or Advanced Urban and Design Prospection* (beyond the simple Smart topic) alluding to this conjugation of systems and sub-systems (safety, water, health, mobility, economy, environment, tourism and evidently food...), called to orient and manage, in an integrated way, the sustainable development of our new *multi-, interand* transurban – and *rurban* – hybrid scenarios.

it is on these scales that we want to reflect now.



◀ Parco Agricola Sud Milano, 47.000 ha, 61 comune, 2005.

◀ Barcelona, Strategic Director Plan, 2011. Green agro-corridors. Ajuntament de Barcelona (Barcelona City Council)

## 1. *Multinter* approaches: fractal multi-city, meshed territories and operational landscapes.

The last decades have experimented the emergence of a double equation based, on the one hand, on an increasing anthropization and the competitive positioning of cities and territories in a global economic framework – associated with the growing increase in mobility and internationalization of the soil market (Muñoz 2008) – and, on the other hand, on the appearance of a new cultural and environmental sensitivity, which required the need both to reflect on the new urban reformulation processes, and to initiate “significant”, innovative and qualitative identification operations in these global “circuits of flow and exchange.

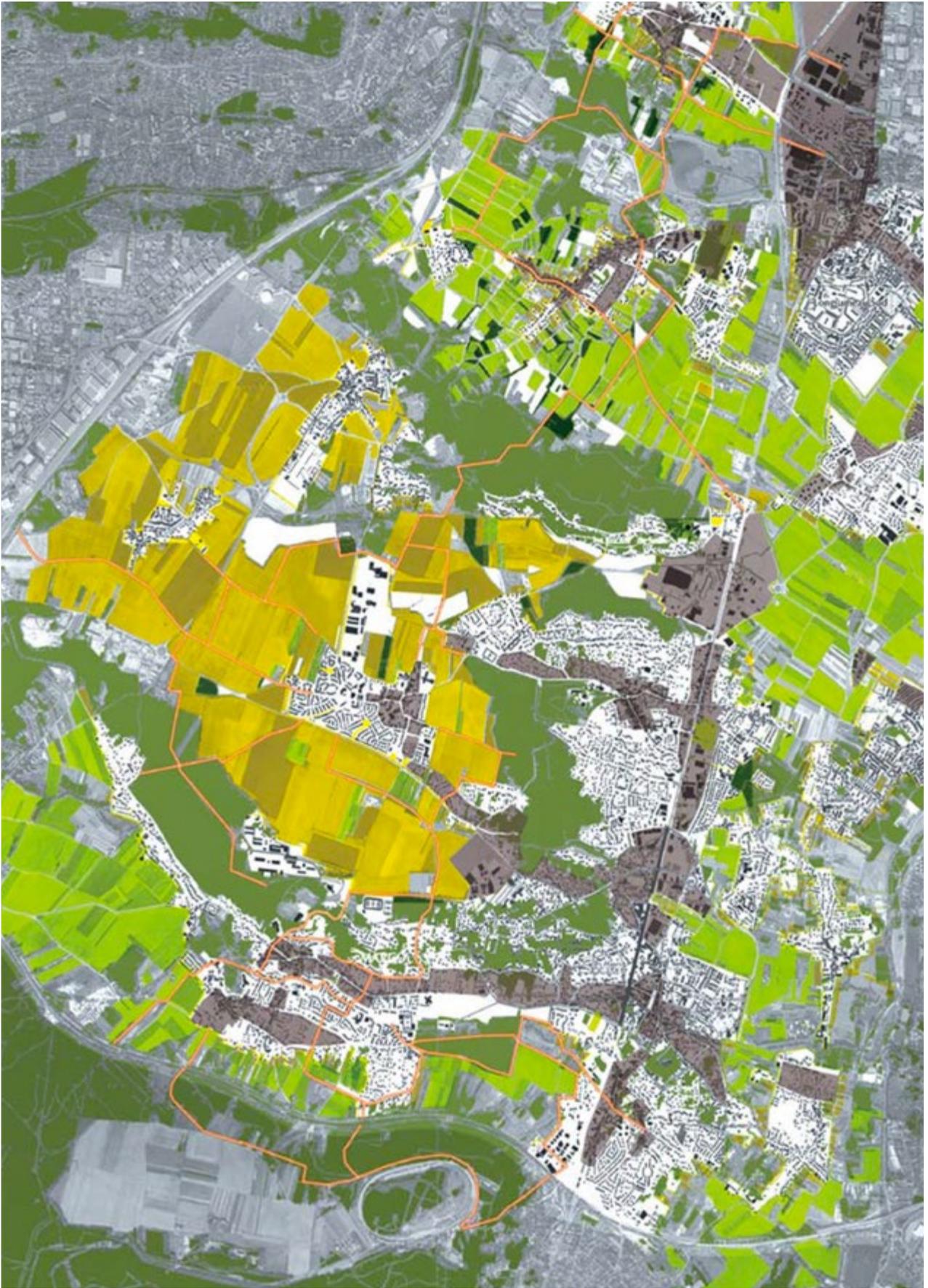
The definition of possible *Multinter* strategies – *multi-level* and *inter-networks*, *multi-scalar* and *inter-nodal*, but also *multi-urban* and *inter-territorial* (Gausa 2009) – for the great challenges that arise in this exchange scenario, obliges to contemplate some of the great transversal themes associated with the key <re> factors (re-naturalization, re-environmentalism, re-cycle, re-structuring, re-activation and re-information) which today tend to mark the new urban-territorial agendas in this beginning of century (Ricci 2012, Carta et al. 2017, SCHRÖDER et al. 2018)

Focusing on European realities, and especially on the Mediterranean, this *geo-urban condition* (Gausa 2003, Gausa 2009) is even more explicit when it is influenced by strong values of a differentiated geography: rich in people and in dense spaces, and directly linked to huge spaces of living and exchange (antique *nodal centres* or new *intense cores*), particularly near, real, and interconnected, not only ‘virtually’(by the different digital communication networks) but also ‘materially’(by large infrastructural networks) and ‘environmentally’ (by new eco-systemic networks).

In this context it is necessary to re-consider the implicit and propo- sitive quality of the dynamic potential offered by this urban-territorial scenario of mobility and exchange; as well as to link it with a new idea of landscape as an articulated and enhanced “field of forces” and “field of relations” (Muñoz 2008).



Barcelona Fractal City. Agricultural space as empty and sewing or joint in-between. Urban building plot sewing and geo-urban landscape grids interweaving



How can the disciplines of urban design and territorial planning operate in this new transversal and polyphonic scenario?

1. Proposing the implicit propositional quality of a new type of urban and interurban connectivity, addressed and balanced at the same time (Gausa 1997); diversified, articulated, and necessarily asymmetric in terms of values, structures, and land-uses that requires a relational and differential economic and urbanistic conjugation (Puig-Ventosa 2011);

2. Re-defining, consolidating, strengthening, and/or renewing (re-activating) the cores and the nodes of existing densities (*urban textures*), re-cycling and reinforcing their urban and nodal character, by providing new spatial and programmatic formulations, functional and— why not —morphological recycling operations;

3. Instrumentalizing the idea of landscape not only as *interstitial void*, as a leftover or as a pseudo-bucolic natural reservoir, but as an *operating system*: a field of movement and forces; a productive space— intra/in-between —for individual and collective uses and activities; landscape in this sense not only as a *characteristic space* but as a possible eco-systemic infra-structure *in and of* the territory (Gausa 2000, 2000a);

4. Understanding the new *glocal* city as a flexible structure of networked dense spaces, of articulated flows, and of intertwined landscapes. A possible structure, *infra-structural*, *intra-structural*, and *eco-structural*, but also *informational*, connected to a new dynamic and spatial *sensorisation*, and to an integrated management of flows, transport, energy, water, etc. linked with a new *intelligent logic*, bound to the new sensitivity of an *eco-advanced-smart* approach, able to connect and correct the resilient future of cities and territories (Gausa 2013).

In this ambitious context, the proposed contribution of landscape recalls a transversal and interdisciplinary vision, led by a strategic-sustainable spirit.

A comprehensive approach associated to the new challenges for the open space, the public space, and the *interactive space* (social, environmental, and cultural); to the active revaluation of cultural and natural heritage as host and entertainer at the same time; to urban-territorial planning and to the articulation of the contemporary *multi-cities* and their *trans-scalar* integration. The landscape contribution understood, therefore, as an active dimension of the contemporary city, where architectural, infrastructural, geographic, and environmental dimensions tend to exchange different conditions, situations, and ‘natures’; in a new strategic and systematic dimension of the city that is, today, *Natur*, *Rur* and *Urbs* at the same time—and that needs to re-inform its textures, and to re-naturalize its varied structures (Gausa 2012).

## 2. Land-Links, ReCitying

The new urban and territorial approach appeals today to a new mutable, dynamic, complex, evolutionary and networked *systematiCity*, more relational (transversal) intelligent (holistic) and imaginative (creative), which tends towards a new conceptual logic (more strategic and informational); a logic where the ancient “urban-sewing” or “urban-needlework” would not be only based on the continuity of the building plot(s) but on the capacity of a new integrating and interweaving network models (Gausa et al. 2003)

A logic capable of facilitating an interwoven orientation for areas of development, and for nuclear as well as for transfer points; but also, a more effective relationship with and of the landscapes (overcoming the limits between natural and artificial); and – in any case – a qualitative (re)definition of its main nodal tissues, this means a reuse and recycling of urban pre-existences, through a commitment towards a spatial, programmatic, and social *mixité* (Gausa et al. 1998).

Models associated with the more and more active importance – programmatically intense in the exchanges – of a natural and (above all) semi-natural (agro-productive) landscape capable of promoting (coordinated in synergy with the different territorial mobility links) an interlaced orientation of the large *meta-politan* development areas (Asher 1995) with urban reinforcements and interurban conjugations.

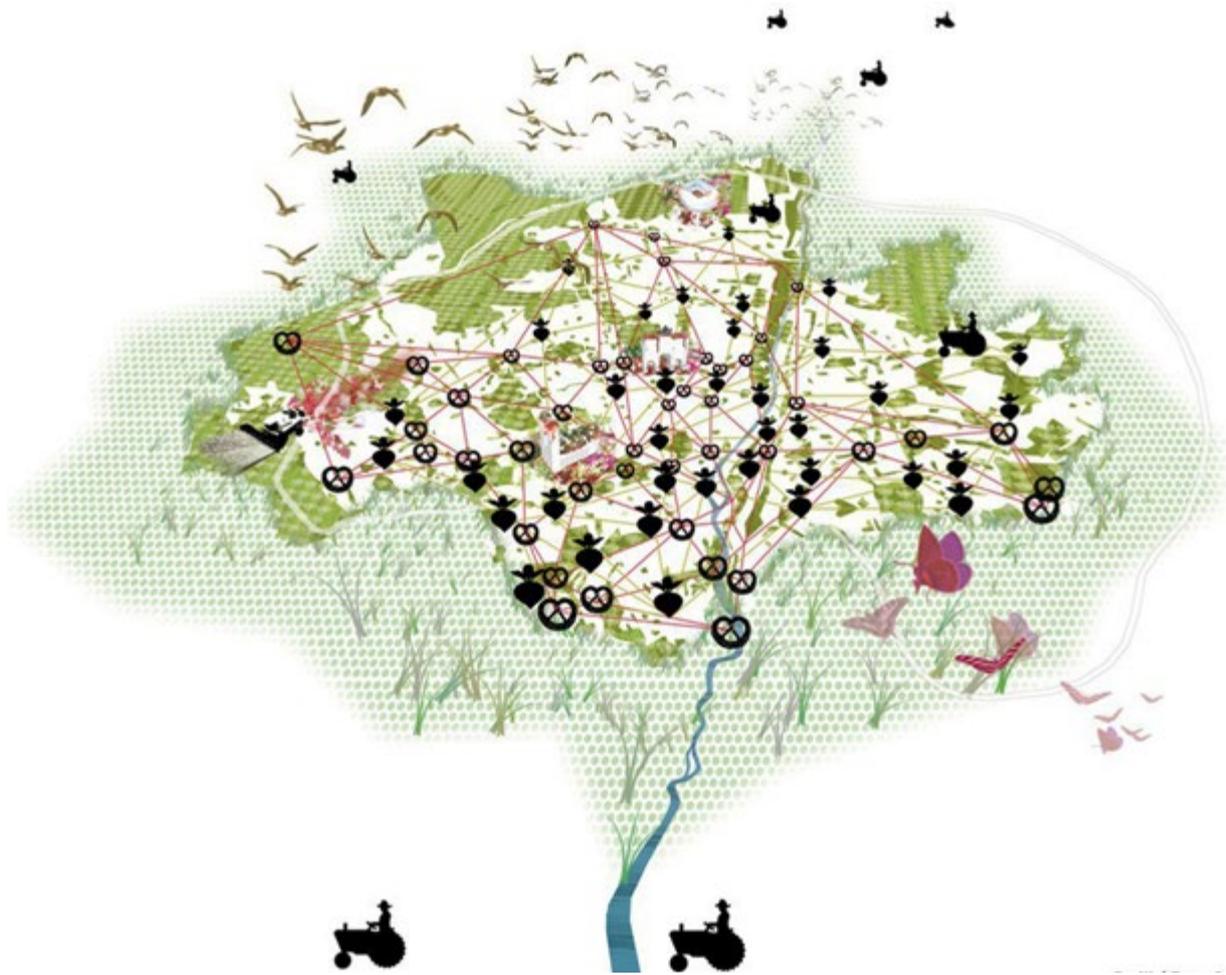
This type of new multi-urban governance (Puig Ventosa 2011, Gausa 2011), obviously requires a reinforcement, an enhancement and a qualitative (re)definition of its main nodal tissues and centres and, therefore, the reuse and recycling of urban pre-existences, through pondering strategies aimed at favour a spatial, programmatic and social diversity; but also, requires a more effective relationship with the landscape, and between landscapes, on the limits of encounter between natural and artificial.

Some recent works in territorial redefinition are articulated in this context of thinking and research, aiming to envisage new “operating systems”, that converge with the complex realities of *polyphonic* connections in which the actual territorial systems can maybe inscribed.

We have used, on several occasions, the terms *Land-Links*, *Land-Grids* or *ReCitying* (Gausa 2014) associated with these new dynamics. Terms susceptible to define possible strategies, integrated and interdependent, intended to ensure local and global developments, coordinated qualitatively at the large territorial scale and at the intermediate or intense (urban) scale: developments in which the new *multi-city* (Gausa 2019) would no longer interpret itself as a large “building extension” linked to a single mono-central, mono-referential or pseudo-radial reality, but as a possible multi-central (or polycentric) structure (Nel.lo, 2011); strategically adjusted, properly recycled, sensibly reoriented and intelligently re-informed.

BCN.CAT, Catalunya Land Grid. *Barcelona / Catalonia, an integrated model of urban and territorial development* (Hicat-Actar Arquitectura, 2003). *General view and detail of the big agricultural central plane.*





Jörg Schroeder & Research Team. Agropolis  
München, 2010

The current urban prospection and its horizons of development need to reflect on this dimension of complex discontinuities, intertwined in a by a new relational geography: a networked *geo-urbanity* associated with a necessary inter-laced, inter-wined or inter-mesh concept – structured and evolutionary open – bound to combine intense movements and extensive developments (systolic and diastolic): from an ‘extra-urban territory’ we have to move towards an ‘intra-urban’ territory; from a “background” territory towards a network(ed) territory, from a passive territory to an active territory.

- Reinforcing the landscape(s) and consolidating the existing urban fabrics and nodal abbs.

- Connecting the landscape(s) and re-naturalizing the cities themselves.

- Articulating and coordinating the different infrastructural (and programming) links and networks.

- Meshing, in short, the various knitting and knotting “patch-matrices” of our existing territories in new planning models of integrated, multi-dense kaleidoscopic mosaics (Llop,2008).

Today it is a question of interpreting landscapes as infrastructures (and even infrastructures as landscapes); or, in other terms, infra-structures such as eco-structures and eco-structures such as, infra-, intra-, infoand trans-structures.

In any case, the territorial city can therefore be proposed as a “non-linear” structure of places and in-between-places; a complex set of conditions, situations, solicitations and information(s) combined in arranged or *agenced* (*agencés*, that is combined and conjugated) spaces (Deleuze-Guattari 1980) – more or less intense, more or less nodal but definitively poly-central – related to effective *inter* and *eco* landscapes combined with varied intertwining meshes: we are talking about a combinatorial and evolutionary dynamic system with conflicts, risks, stresses and threats, but capable of promoting a new and rich network scenario of multiple exchanges, interrelations and mixed-uses, offering also a possible multi-level “interconnections” between potentials, capacities, latencies and operative strategies.

It’s not more a question of compact models, neither of “poly-difuse” models, but of possible “interlaced” systems, focused and articulated; intensive and extensive; capable of combining, within new territorial networks, density structures (urban centres, nodal fabrics), interweaving structures (connective links) and relationship structures (active landscapes) able to establish new urban-geographies or “*geo-urbanities*” (Gausa *et al.* 2003, Gausa 2009) that is, discontinuous multi-networked structures, aimed at spatial, functional and social mixtures (local and global), associated with a differential and assorted ways of organization for thus physical and virtual hyper-place (or place of places) that defines the complex metabolic, metaphoric and meta-morphologic definition of the n-City itself.



### 3. AC+. Agro-cultures, Agri-cities: The potential for a new *rurban* proactive development

In this sense, the evolution of these new urban-territorial city and the mutation of our own environments has produced in recent decades, in Europe (and in particular in the Mediterranean areas) a complex set of questions and research topics going beyond the traditional relationships “City-Landscape, Landscape-Nature and Nature-City”.

To the growth of the informal and informational city has corresponded, paradoxically, the sprawl diffusion of settlement spaces – more or less tending towards a dense and intense but discontinuous rhizomatic and fractal geometry – and, therefore, the necessary articulation, prevision and projection of corrective, concealer and resilient landscapes in which the role of agricultural and forest spaces can be interpreted as a fundamental (and as a potential founding) force of a new sustainable form of *dis-dense* (discontinuously dense) multi-city model (Gausa et al. 2003, Gausa 2009).

Consistent parts of the reflection of urban disciplines and territorial sciences have been dedicated, in these years to the reinterpretation of the role of open spaces (free spaces, semi-natural spaces, in-between spaces), closely related to agricultural production (active and/or in decline) and how they can become (re)generative elements for defining new paradigms in the construction of the new urban forms/formulations (Ricci 2012, Carta et al. 2017).

This change of perspective is consolidated and expressed in the growing awareness that agricultural and forestry landscapes have to play a role of plural, structural, articulated and polyfunctional character; for the work on this role, different competences and disciplines have to be involved, as well as various forms and sectors of policies.

The transfer from an oppositional reading between city and countryside to an integrated and intertwined reading, in which the *periand paraurban* territory can assume a vital and active role, with a *n-productive* function associated to creative of complex add-values, supposes a new kind of holistic approaches to land-use governances in these new *geo-urban* definition (Gausa et al. 2003, Gausa 2009); questions – and challenges – that arose in these patch-territory linked with new ways of planning and derived policies for a potentially *inter-urban* and *para-rural...* or *rurban* (Guallart 2014) development; challenges that require a new type of structural land-spaces necessarily called to combine primary and tertiary activities; agricultural production and technological production; environmental sensitivity and tourist attraction; private spaces and public spaces, etc.

The role of agriculture, in this interpretative framework, is hence fundamental, being one of the most decisive and transcendent uses of the soil – linked to the concept of “landscape” and basic for its conservation and for the efficiency of these new urban-territorial dynamic, multi-meshed and multi-matrix, integrated and interlaced systematicity (Gausa *et al.* 2017)

In the case of the most paradigmatic zones of the Mediterranean Latin Arch, agriculture generally represents an average of 35% to

◀ PABLL-BCN+, *Agricultural Park of the Baix Llobregat, Barcelona: a park of parks* (Actar Arquitectura-Gic-Lab, 2014). *Territorial relations with the Big Natural Parks of the Pre-Coast.*

◀ *Albenga Glass City, Mixed-Used strategies and Agro-Urban structures.*

65% of the geographical area, occupying only 1% to 5% of the working country's active population (AA.VV., 2006)

The importance of understanding agricultural spaces as operational landscapes – not only as productive landscapes but as multi-productive landscapes – supposes a new urban-rural vision of the contemporary (natural and artificial) city-mosaic and of the possible multifunctional and multi-programmatic condition of these agricultural spaces no longer conceived solely as “primary” spaces but as “complex spaces”(“green infrastructures”, “ecological corridors”, “natural matrices”, “wellness environments”, “innovative production scenarios”, “agro-touristic attractors”, etc.); spaces able to understand the landscape as a “system of eco-systems, in plural interaction” (Buonano 2012).

A condition linked to its basic agricultural-food component (Sommariva, 2015) but also connected to the social well-being, to the economic development, to the environmental and resilient urban quality and to a (new) technological and operational dimension, that is, to a consideration of agricultural spaces as possible *smart-landscapes* (CARRABBA et al, 2013) or “*advanced landscapes*”(Gausa 2012).

The conveyance of a new intelligent urban and *rurban* approach (beyond the pure “Smart-Planning” or “Smart Management”) alludes to a set of integrated systems and subsystems (safety, resilience, water, health, infrastructure, economy, environment, food, etc.), called to guide, oriented and manage, in a coordinated manner, the development and the sustainable growth of these new *multiand interurban* scenarios (Ratti 2016).

In this resilient and intelligent framework, urban and interurban agriculture can contribute to ensuring not only healthier and more efficient nutrition processes (related with algorithmic data-optimization of environmental and economic parameters) but also linked and shared dynamics associated to the energy and waste cycles, the water and matter consumption, as well as with a better management of environmental resilient answers, as well as to new playful-social interactions and to a patrimonial or cultural communicated identity: integral and integrated factors of a new multilevel approach to the capacities and potentials of these emergent *multi-level* and *land-linked geo-urbanity*; but also important keys of a diversified and plural strategy, oriented towards the creation not only of agricultural, but also of recreational, restorative and agro-touristic developments through a new projection of the pre-existing environmental and socio-cultural values (Sommariva 2014,Gausa et al. 2016, Tucci 2016).

In this sense, some basic research questions can be formulated around this new prospection linked with the agricultural spaces, their local tradition and their ability to survive and to adapt their role and characteristics according to the current transformation trends of this *glocal* and *rurban* scenario in which rural and urban are no more strictly separated:

1. Which could be the roles (and new identities) of the large (or sequential) agricultural landscapes (and land-spaces) according to their different definitions, characteristics and structures in these

new meta-metropolitan (or post-metropolitan) contexts, how could they be better linked with the big natural systems and how could they be designed according to their eventual definition as key elements of a “natural-artificial” multi-urban re-naturalization and of its infra-, intra-, eco-, info and transterritorial articulation?

2. In which way could be rethought the diversified neighbouring zones (functional, residential, commercial, eco-recreational and industrial), existing today within and around the edges of these areas, to encourage new positive interactions between agriculture, social recreation, leisure and innovative production, new mixing operations and users?

3. How could the different and varied flows related to the large and middle infrastructures (that delimit, cross or surround these spaces) be exploited, redirecting these flows in strategic, sensitive or slow ways able to configure new strategic eco-circuits and qualitative interventions?

4. How could these areas (of evident aesthetical, patrimonial and environmental values) be conjugated in the diverse equations between *interactive* scenarios (*ambiental*, social, and cultural), *active* scenarios (economical, material, and industrial) and *attractive* attractor-scenarios (touristic, recreational, experiential)?

5. How would be possible to maintain their agricultural vocation and their landscape values and, at the same time, how to “project” these spaces toward a new, innovative and operational condition – eco-industrial, eco-touristic and eco-resilient at the same time – interpreting this one as a catalyser of new urban and territorial processes of re-naturalisation and reactivation (ecological and economical)?

6. How could be reformulate and reinterpret the old notion of “food” as a primary product, combining it with other secondary and even tertiary levels of definition, related to the recycling of waste and productive discards but also with its reconversion (or reuse) oriented to the innovating research in pharmaceutical applications, cosmetics, chemistry, new biomaterials, bio-object designs and/or three-dimensional manufacturing, items associated to the increasing of new technologies and a new eco-construction and eco-design industry oriented to possible bio-temporary facilities and habitats, etc.

7. What would be, in conclusion, the evolutionary horizon of these different *in* and *in-between* agri-cultural and agro-territorial (semi-natural and semi-artificial, fragmented or extensive, highly productive or socially oriented) dynamic fields, considering their different socio-cultural mixed potentialities, capacities and identities in the framework of these new *Multi-City* and *Geo-Urbanity* that we have pointed out?



## 4. Prospection and Innovation: creativity in the centre of a (pro)active research

These questions have guided multiple researches associated to the prospective planning and social design laboratories of the UNIGE, from *AC +, Agri-culture, Agro-cities, BCN Llobregat multi-Agro Park* to *Albenga Glass City* or *Med.Ned Agro.Coast.Cities* (Gausa *et al.* 2017, Canessa 2020, Tucci 2018, Tucci 2020) and recently the innovating actions linked to the *Creative Food Cycle* program (*Creative Cities European Program*, 2018) framing a set of urban perspective projects on contemporary multi-city and its relationship between different equation city-territory-landscape-architecture and resilience at the Mediterranean coastal territory as paradigmatic scenario of a new city/inter-city relationships that needs to systematize a proactive and referential set of prospections, strategies and concrete boarding operations.

All these researches have deepened the interactions between agriculture, city and coast in the littoral Mediterranean territories as paradigmatic keys for new territorial relations in *agro-metropolitan* and Mediterranean scenarios (*agro-med.nets*), with the aim to systemize the different key-studies in a virtual and prospective “atlas” oriented to formulate efficient strategies of development and of intelligent integrated planning, in these urban and rural areas where agriculture, environment, heritage, tourism (and other territorial potentials) can be integrated in holistic strategies: comparative analysis, evolutionary cartographies or operational programs form the basis of this evolved and recorded process able to be transferred to other metropolitan areas.

From the Costa del Sol to the Costa Almeriense, from the Costa Blanca to the Costa Dorada, from the Costa Maresme to the Costa Brava, from the Côte Camargue to the Côte d’Azur, from the Costa Ligure to the Costa Tirrenica or the Costa Palermitana, a seriation of varied and similar territories of middle cities (where old patrimonial backgrounds, lateral and tangential hydric courses, touristic offers and agro-cultural patterns are creating a virtual schematic and *dis-dense* (discontinuously dense) sequence of realities (and cases of study) in the Arco Latino, analyzed through the research *MedCoast AgroCities*; a prospection research that has permitted to propose new operational and integrated systemic strategies for the development of these Mediterranean *agrouban* and/or *rurban* areas” (Gausa, Canessa, 2018; Tucci, 2020).

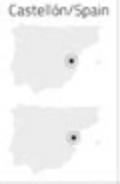
The transition from a strictly taxonomic reading between “city” and “countryside” to a more integrated and intertwined interpretation for complex urban and territorial developments, in which the old human-centred scenarios of mix-use communities, consolidated, essential and identity areas, and cultivated spaces (at all the levels) are giving the floor to more and more polycentric and anthropic scenarios of exchange (multi-dense, discontinuous and fractal with *in-between* built and empty matrixes), acquire a new holistic dimension that poses the need to question the current planning and the traditional 2d territorial zoning policies for

◀ MVRDV & The Why Factory “Common Ground”, Biennale di Venezia 2012

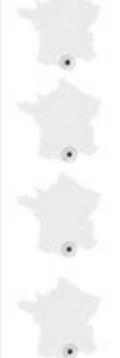
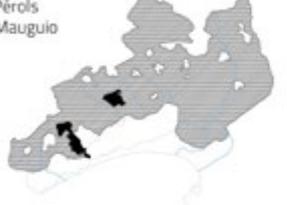
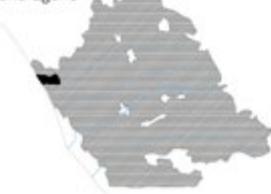
Giorgia Tucci & CicLab: Med.Net. Agrocities.  
Atlas of middle mixed-agro-urban conditions

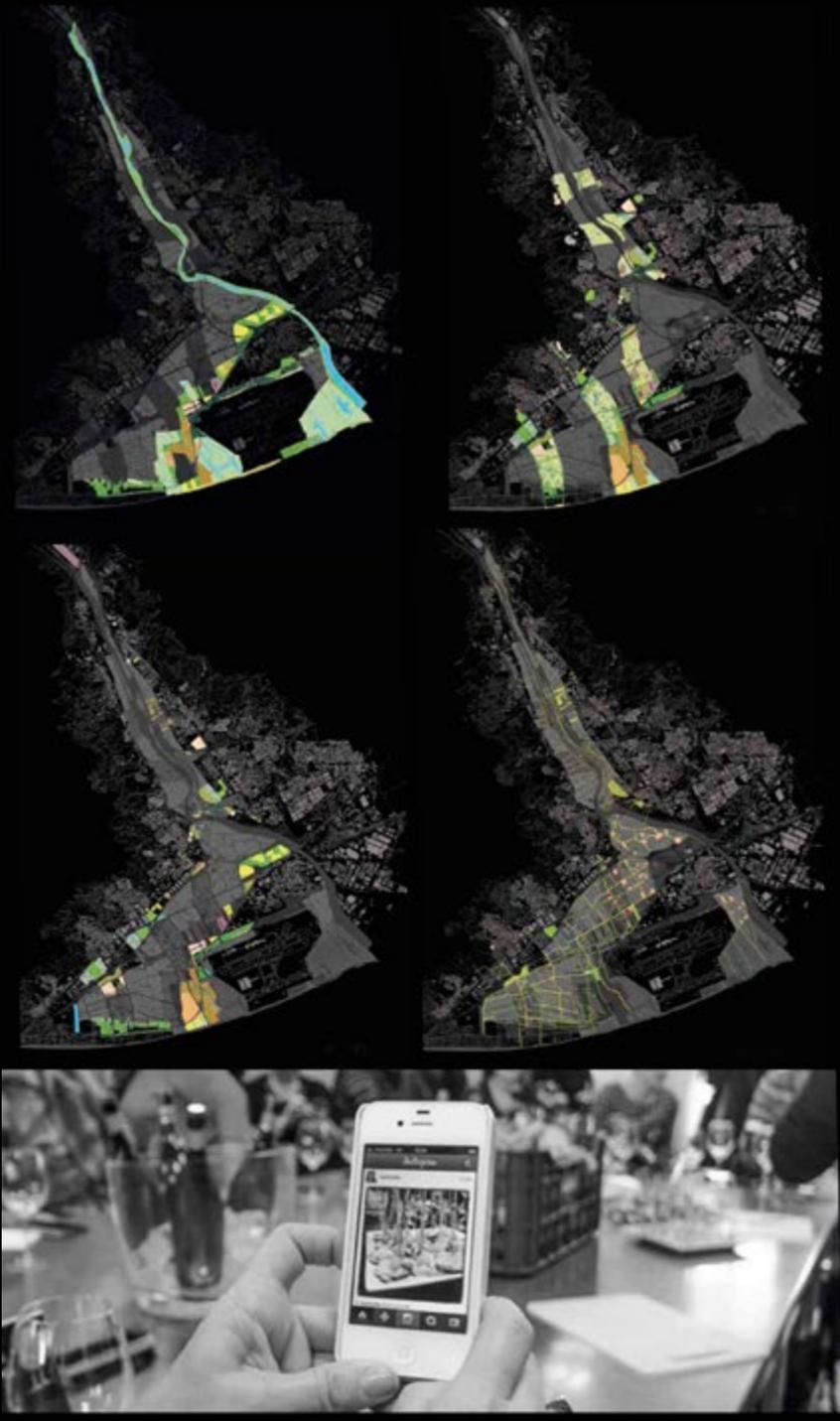




STUDY CASES	REGION/STATE	AREA km <sup>2</sup>	INHABITANTS	DENSITY	AGRICULTURE	PATTERN
1. Adra 	Almeria/Spain 	90,05 	24.670 [2015] 	273,9 ab/km <sup>2</sup> 	ortofrutticola pomodori "La Cañada" IGP	
2. El Ejido 	Almeria/Spain 	227 	95.560 [2015] 	420,9 ab/km <sup>2</sup> 	ortofrutticola pomodori "La Cañada" IGP	
3. Burriana Nules 	Castellón/Spain 	47,2 	34.783 [2014] 	736,9 ab/km <sup>2</sup> 	ortofrutticola arance Clementine	
4. Vinaros Benicarló 	Castellón/Spain 	95,5 	28.337 [2014] 	296,7 ab/km <sup>2</sup> 	ortofrutticola carlofo di Benicarló DOP viticoltura vino de Carón	
5. El Prat de Llobregat Gavà Castelldefels 	Barcelona/Spain 	31,4 	62.866 [2014] 	2002,1 ab/km <sup>2</sup> 	ortofrutticola carlofo "Prat" IGP Bietola del Baix IGP Cilegia del Baix IGP viticoltura vino "Penedès" DO floricultura	
6. San Andrés de Llavaneras Premià de Mar Alella 	Barcelona/Spain 	11,5 	10.493 [2015] 	912,4 ab/km <sup>2</sup> 	ortofrutticola fragole "Fresas del Maresme" DO viticoltura floricultura	
		2 	28.163 [2014] 	1501,8 ab/km <sup>2</sup> 		
		9,58 	9.660 [2015] 	1008,4 ab/km <sup>2</sup> 		

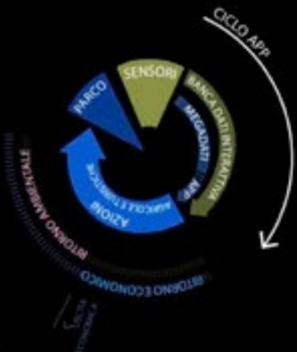
communities, consolidated, essential and identity areas, and cultivated spaces (at all the levels) are giving the floor to more and more polycentric and anthropic scenarios of exchange (multi-dense, discontinuous and fractal with in-between

<p>7. Blanes Malgrat de Mar</p> 	<p>Girona/Spain</p> 	<p>17,68</p> 	<p>39.293 (2014)</p> 	<p>2222,5 ab/km<sup>2</sup></p> 	<p>ortofrutticola fagoli "Mongeta del ganxet" DOP fragole "Fresas del Maresme" DO</p>	
<p>8. Sérignan Vias Agde Mézès</p> 	<p>Hérault/France</p> 	<p>27,45</p> 	<p>6.785 (2008)</p> 	<p>247,2 ab/km<sup>2</sup></p> 	<p>ortofrutticola viticoltura vino "Côtes de Thau Cap d'Agde" IGP</p>	
<p>9. Pérols Mauguio</p> 	<p>Hérault/France</p> 	<p>6,01</p> 	<p>8.939 (2013)</p> 	<p>1487,4 ab/km<sup>2</sup></p> 	<p>ortofrutticola viticoltura</p>	
<p>10. Fréjus Saint Raphaël</p> 	<p>Draguignan/France</p> 	<p>102,27</p> 	<p>53.039 (2013)</p> 	<p>518,6 ab/km<sup>2</sup></p> 	<p>ortofrutticola viticoltura vino "Maures" IGP vino "Côtes des Provence" AOC</p>	
<p>11. Albenga</p> 	<p>Savona/Italy</p> 	<p>36,58</p> 	<p>22.568 (2011)</p> 	<p>616,9 ab/km<sup>2</sup></p> 	<p>ortofrutticola aparago "violetto" IGP cariofo "spinoso" IGP pomodoro "Cuore di Bue" IGP zucchina "Trombetta" IGP</p>	
<p>12. Follonica</p> 	<p>Grosseto/Italy</p> 	<p>56,02</p> 	<p>21.741 (2014)</p> 	<p>388,1 ab/km<sup>2</sup></p> 	<p>ortofrutticola viticoltura vino Maremma Toscana IGT vino "Montenegro" DOC</p>	
<p>13. Mondragone</p> 	<p>Caserta/Italy</p> 	<p>55,72</p> 	<p>28.471 (2015)</p> 	<p>510,9 ab/km<sup>2</sup></p> 	<p>ortofrutticola fagiolino "Mondragone"</p>	



PABLL-BCN+, Agricultural Park of the Baix Llobregat, Barcelona: a park of parks (Actar Arquitectura-Gic-Lab, 2014).  
Main vectors for four crossing and overlapped park-structures.  
Smart Agro-Parc. Network Activations and App Cycles.

# A ■ APP CYCLES



defining new integrated criteria of 3D actions necessarily called to combine globally and locally (not only “in set” but even “in situ”) primary activities, secondary activities and tertiary activities; agricultural production, eco-industrial production and technological production; living spaces and leisure interspaces; dynamics of relationship and dynamics of growth: environmental sensitivities, and socio-cultural sensibilities, etc.

This new holistic dimension calls for questioning territorial planning and policies, derived from geo-, periand inter-urban, as well as neo-rural paradigms. The complex territorial structures are linked to environmental and resilient qualities of the ‘Eco-Multi-City’, but also to new polyvalent processes of economic and social growth, to a technological innovation and operative productivity, proposing urban-rural linkages

A condition linked to the complex environmental and hybrid quality of the new *eco-multi-city* but also to the new multivalent processes of qualitative, economic and social developments; and to a more innovating technological and operational emerging dimension able to convert these urban/agricultural spaces into new *Resili(g)ent-landscapes*, that is “resilient” and “intelligent” landscapes (Gausa 2020) oriented to correct exponential stressed land-use and increasing climatic threats.

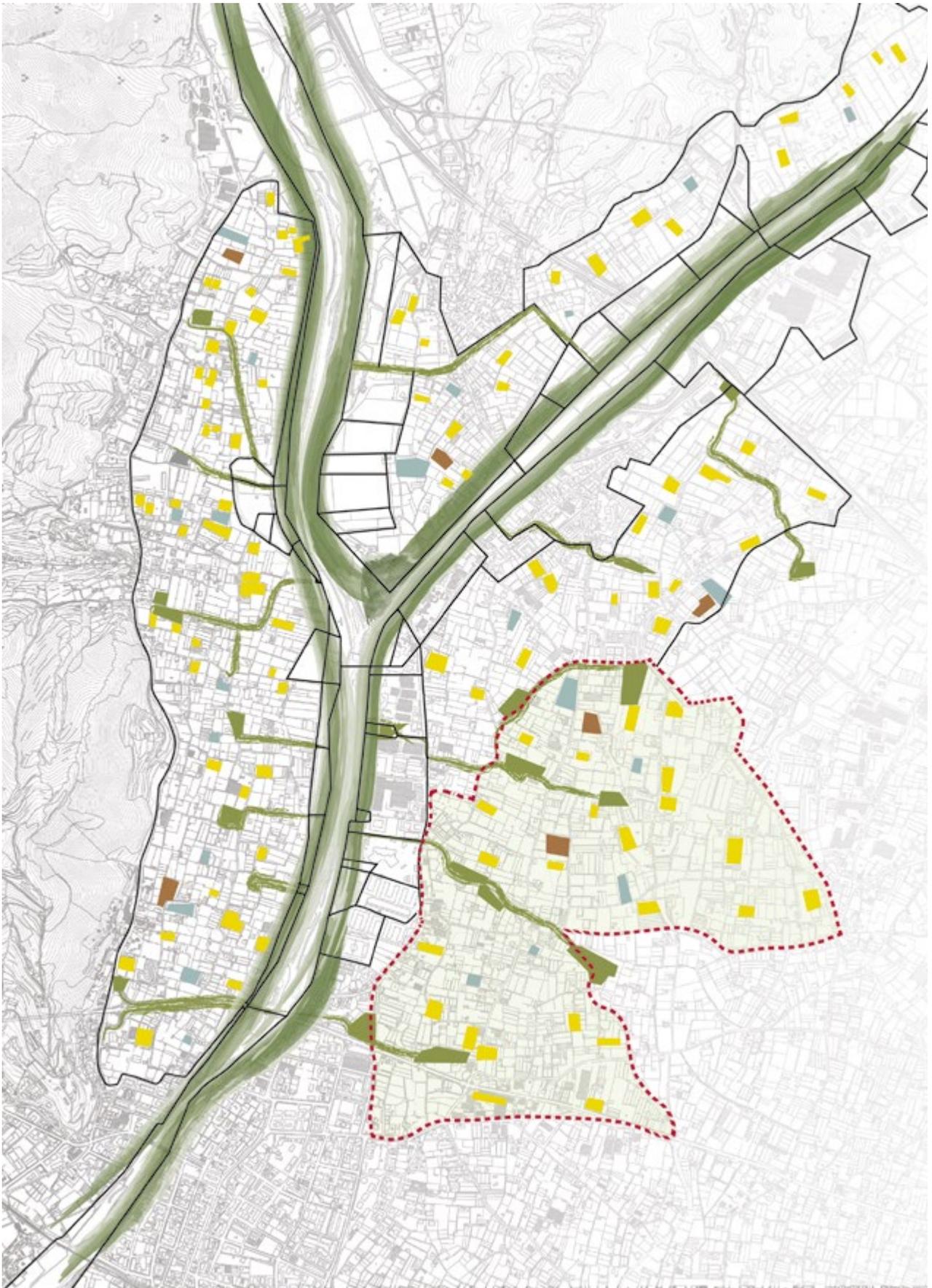
The aim to combine complex analysis and flexible prospective approaches is tackled with the specific and differential analytic and strategic mapping of the inherent potential conditions present in these new *rural-urban* structures. The two main case studies presented here call for recognizing a current scenario of ‘hyper-agricultural’ contexts in the Mediterranean metropolitan and cost areas, and their different strategic implications (urban, rural, cultural, economic, social, landscape)—from the point of view of high territorial and environmental value as well as connected to urban-touristic-productive dynamics.

The conveyance of the concepts “Intelligent Cities”, “Resilient landscapes” or “Smart Contexts” is, hence, combined with the terms “Trans-productive Lands” and/or “Advanced Planning” (alluding to the ability to make sets of integrated informational systems and subsystems interacting among them (security, safety, closed cycles of energy, water, matter, waste management, health, infrastructures, economy, environment, food, etc.), called to guide and manage, in a coordinated way, the development and sustainable growth of these new multi and inter-urban scenarios. The approach towards this new type of multiple spaces (and/or multiple territories) and of the movements and evolutions that define and delimitate them, demands (for an efficient recognition) the elaboration of *n-dimensional scenarios* of registration and projection, as well as the definition of possible associated strategies: *n-differential* strategies, understood as criteria of action – “collective horizons of consent” or virtual, but oriented “rules of the game – fundamental for securing a qualitative orientation of their own global system(s) (Gausa 2013). The digital world and the information technologies (*Internet of Things*, *Smart-cities*,

Greenhouses sea in Almeria.  
A new artificial food landscape







and Smart-citizens, etc.) have exponentially increased the potential of exchange between situations and requests, but also their own ability to program and/or to re-program, to process and/or to re-process – in the form of parameters and conditions that are recognized with algorithmic precision; recorded, re-orientated and re-edited, as maps, trajectories, configurations and/of multiple and variable formats.

In general, the approached cases of study have tended to recognize the new contexts in which a possible *hyper-agricultural* scenario (and its different strategic repercussions, urban, cultural, economic, social, ecological, aesthetic) could be developed from the point of view of qualitative and innovative spatial and environmental values and their (inter-)connection with *urban-touristic-productive* dynamics.

The different readings have been oriented towards urban and regional analysis (structural and morphological conditions and relations between scales, potential connectivities of settlements and landscapes, intentional strategies and programmatic guidelines, SWOT analysis, etc). A methodology able to combine ICT analysis (*Inter Cities & Territories*) with L.G. operations (local and global), through intentional mapping processes (*datascares, datascans*) and strategic vectorizations (*diagrammaticities, diagram-cities*) associated with an intentional gaze to the inherent structuring conditions (and potentials) present in these particular scenarios : historic maps, thematic cartographies, georeferenced data – re-drawn as schemes (structures), diagrams (criteria), and ideograms (concepts and strategies) – acquire a progressive strategic and dynamic “intentionality” (Gausa 2014a).

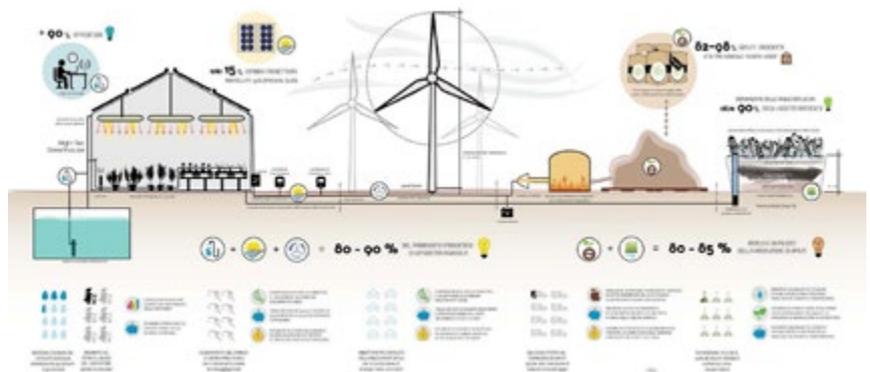
Systems of analysis and projection, open and polyvalent, adaptable to the very conditions of the new fluctuating urban forms generated beyond the traditional metropolitan definitions, swallowing them and conforming heterogeneous “inside/outside spaces”: *dis-dense* fields of activities and functionalities, not necessarily contiguous or continuous, univocal or unimodal, in their relational, topological and mixed definitions.



▲ *Albenga Glass City, Mixed-Used strategies and Agro-Urban structures. Aerial vision of the huge greenhouses area. Ph. Luciano Rosso*

◀ *Tucci G. (2018), Albenga GlassCity, Mixed-Used strategies and Agro-Urban structures. New infiltrated operations and networks in-between greenhouses, urban fabrics and the river park as a transversal axiality.*

*Tucci G. (2018), Albenga GlassCity, Mixed-Used strategies and Agro-Urban structures. New technological and circular approach.*





## 5. Food not only as Eat-Matter but as Hyper-Matter

In this sense, the main case studies presented with more detail throughout these pages and associated to new types of approaches to Food Cycles (production, distribution, dispositional-consumption, shared celebration) and its creative transformation and re-information are called to recognize the current context of some of these potentially hyper-agricultural scenarios in these new polycentric and meta-metropolitan contexts... and their different strategic repercussions (urban, natural, cultural, economical, social...), from the point of view of the high territorial and environmental values: values connected to our “living-working-resting... enjoying and visiting” own habitats.

Mixed programs and mixed products and Food understood as a new multi-programmatic matter – allude to a new transversal condition in this new complex and simultaneous meta-polis in which situations related to the infrastructural, the environmental, the social, the sensorial and the digital are connected and combined, through a new informational definition, semi-natural and semi-artificial at the same time.

New urban and territorial systems need to be animate to propose holistic solutions to multi-level problems related to society, environment, health, food, landscapes and cities. This new (and possible) *agro-urban* (and *agri-logical*) evolution of the equation “*ruralities/urbanities*” (not bucolic but functional) renews – through new creative ways – the whole system, from the re-naturalised design of public spaces to the domestic behaviour capacities, with new needs, new potentials and new opportunities.

Remembering again:

- the new irregular and fractal multi-city (or *n-city*) needs the landscape as an operational and relational ecoand infrastructure;
- the landscape needs, in turn, agriculture as a mixed-use activity, able to preserve the landscape itself; the agriculture needs a new multi-level definition capable of going beyond its Primary Condition;
- and these multi-programmatic condition needs evidently FOOD understood not only through its basilar alimentary (and eating) function but as a multi-productive matter; a hyper-matter linked with new circular processes.
- “*Et ainsi de suite*” or.. “*et sic in*” ...

Cycles that close and open, at the same time, in a qualitative and evolutionary way, not so as strict closed cercles but as spirals that, returning to the origin, don't remain there but are creatively re-launched up, to new innovative returns.

The CFC project has approached this complex sequence of simultaneous levels, addressing the term FOOD in 360 degrees: from production to distribution, from distribution to consumption, from consumption to instruction and disposition: structuring the project in these three main steps, maintaining crossing objec-

tives, contents and methods in the exchanges set up by the three partners involved in this Creative-Food-Cycle research (GAUSA NAVARRO, Manuel, PERICU, Silvia, CANESSA, Nicola, TUCCI, Giorgia, 2020)

– The IAAC, Institute for Advanced Architecture of Catalonia, in Barcelona, has been more concentrated in the experimentation with the food production phase through the use of new technologies and new generative fields; experimenting also new indoor bioprocesses, for domestic and industrial production.

– The Leibniz Universität of Hannover worked on the intermediate phase – Distribution – imagining pop-up markets able to favour new exchanges between small or spontaneous producers to easily commercialize – and diffuse – their products; but at the same time creating spaces of multi-level objects and new platforms for relationship, linked with the generation of a new sociality.

– The UNIGE with the Department Architecture and Design has been involved in the consumption and the disposition phase, in particular in relation to the food (and food-packaging) waste's reuse by the prototyping of new products and materials, obtained from a second life food-capacity.

Recovering and reinterpreting, also, the popular models of food consumption and interaction, present in varied open formats, so characteristics of the Mediterranean atmospheres of sharing experiences and conviviality and so close to the notion of Festival itself.

## 6. The *CFC Festinar* as a festive celebrating and multi-sharing experience.

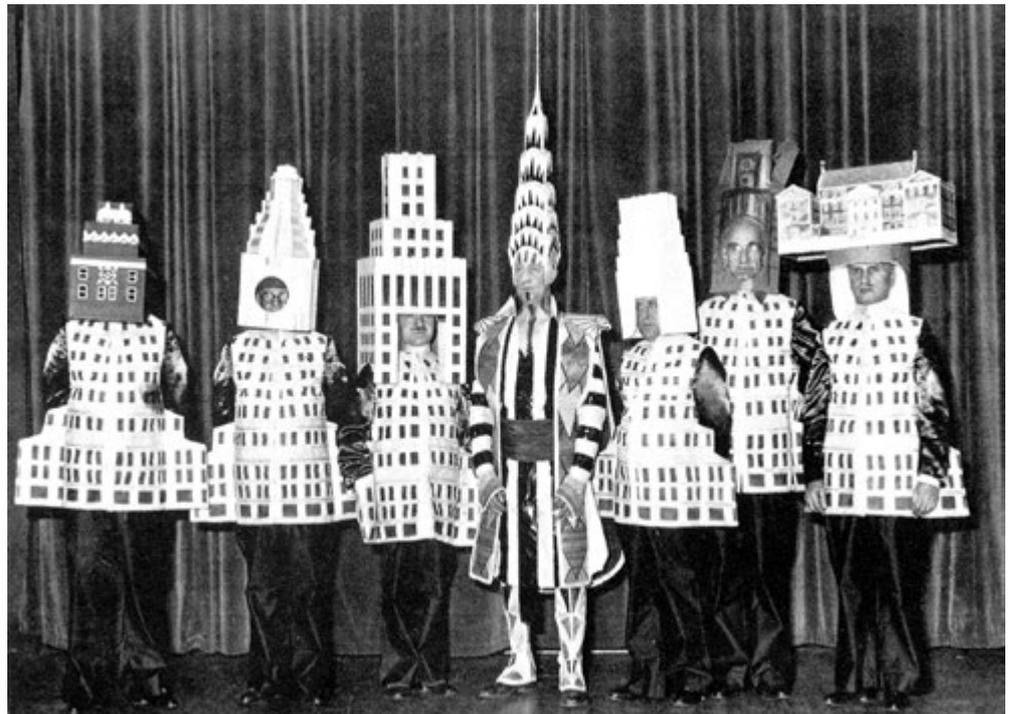
A Festival is a mixture of exchange, communication and celebration.

A “festive moment” of collective interactions, expressions, expansions and demonstrations or manifestations (understanding these last, also, as manifestos, that is to say – sometimes – as possible proclamations of ideas and convictions).

At every historical moment of change in logics and thoughts – scientific, technological, cultural, economic and socio-political – the celebration of ideas has been as important as their own theorisation, materialisation or dissemination (GAUSA, Manuel, FAGNONI, Raffaella, GALLI, Giovanni, BILANCIONI Guglielmo, FALCIDIENO Maria Linda, PRATI Franz, VANNICOLA Carlo, 2015).

This is how it was during the transition from the world of the late medieval Renaissance to the new exuberant, absolute – and absolutist – “*universal universe*” of the Baroque Power-State, with its symbolic and scenographic (spectacular) effects and the great artifices of its dances and palace parties.

1931 *Beaux Arts Ball*:  
Architects with replicas  
of modern buildings.



1922, Oskar Schlemmer:  
*Bauhaus de Weimar, Das  
Triadische Ballet (Le Ballet  
Triadique)*



Old gravures by Israël  
Silvestre and Jean Lepautre:  
May 7th to 13th, the court  
of Louis XIV arranged a  
feast and a festival of *Les  
Plaisirs de l'Île Enchantée*  
(Pleasures of an Enchanted  
Island) in honor of the  
Queen Anne of Austria.





image of courtesy of SelgajeCanoArchitects \_ ph: Luis Asin

Or in the passage from the neo-classical era – or the *eclectic-beaux-arts* era – of the first industrialisation... to the impact of the Modern industrial Movement, functionalistic, rationalistic and positivistic.

With its avant-garde vocation in the plastic arts, in theatre, in dance and in the emerging cinematography itself and its radically abstract and experimental materialisations and manifestations.

Or now, in the contemporary transition from the post-modern tardo-industrial age to a new interactive digital time, of eco-, infoand xenologics more and more networked... and involved with an expanded knowledge and an informal relational condition, at all levels: socio-cultural, geo-political and techno-logical.

A new dimension in which the combination, the hybridisation, the contamination or the impurity are no longer seen as a defect, as a deficiency or an imperfection but as a strategic interactive capacity... and potential.

The celebration of this possible global interaction, between medias, means and mediations, proclaims its operative, proactive and often provocative (and reactive) vocation, in which the physical and the virtual interrelations between thinks and links, nets and sets, spaces and times, natures and conditions, volitions and definitions... between communities and individualities... appears conjugated in multiple, hybrid and synthetic combinations.

A celebration of the complexity that, once again, translates us into new repertoires called to propose more open and carefree formats of narrations, expressions and unexpected configurations.

The *CFC Festinar* – this term, hybrid itself, conceived by Chiara Olivastri in a rich and synergetic brainstorming – compresses in a single word the voices Festival and Webinar, alluding also (in



◀ IAAC – IAAC-CFC, “Myco-Scape”, 2019, a modular system which supports the growth of edible mushrooms in the urban environment (public space/facades/rooftops), producing both food and construction materials.



WORKSHOP|BARNUM  
laboratorio di progettazione 5  
16 luglio 2015, h 19.00

Associazione Centro Sociale Quarto  
via Giovanni Maglio 5  
Grande Quarto

**IC LAB**

# FOOD-SCAPES

foodscapes.  
a taste of architecture

Final workshop +  
architectural banquet

curatori di Progettazione 5: IC LAB  
diretta da Monica Casati  
con Nicola Calvino, Sara Calvino,  
Alexandra Biondi, Alessandra, Giorgio Trossi

## foodscapes. a taste of architecture

Final workshop +  
architectural banquet

a curious metalanguage effect ) to a triple implicit combination between Festival, Seminar and Webinar.

A synthetic “barbarism” that exclaims voluntarily and literally a new format that complements the traditional physical Festival with a new online relational event.

If the notion of Festival combines the Fiesta, the Fair and also the Temporary (the “*estival*”) the notion of *Festinar* does not want to renounce to these concepts but implicitly link them with the on-line world (the world in which, in these recent times, we have moved in an accelerated manner).

The Latin suffix *aror al*(from *aris*) implicit in the neologism *Festinar* continues to indicate that “place where not only something but multiple things ... abound”.

This is that the suffix *ar* signifies

It’s true that perhaps the big hugs, the elbows, the intense density of the proximity, of the collective profuse experiences will not abound in our *CFC Festinar*.

But the aim of stimulating “encounters” continue to be there, in this new place and a new stage for productive exchanges and joyful interactions; in which the parquet and the market, the fair and the show, the celebration and the transmission, the communication and the diffusion, the senses and the sensations, the food and the drinks (these last virtual and metaphorical) continue to be mixed. In fact, it is about food and its new holistic approach that is proposed at the center of the meeting itself

FOOD... Not only research but sharing experience.

That part of every great event that cannot be renounced.

Above all because FOOD must be understood, remembering the popular *adagio*, as “a festival, also, for tastes”.

The gastronomic celebration of food (lunch, dinner, coffee or working breakfast) is – in every kind of festival or big meeting – an “Event within the Event”; an Event in which shared exchanges, business and pleasures are also celebrated, in common.

This is the greatness of a shared FOOD, as a paradigm of our social and human exchange and inter-change.

Obligated by the pandemic on-line format, in the first *CFC Festinar* it was not possible to have physical food-meals, eaten and shared, but we will talk (and a lot) of *FOOD-MATTERS*... as nutrients, as fares but, also, as hyper-substances... with substantial potentials and capacities.

All this has been possible thanks to the enormous effort – in this Final Event Kitchen – of the amazing Master students of the DAD-UNIGE Design Area – who (and whose researches) we will be introduced later – and who have been joined by the students and researchers of the IAAC and Hanover with their tutors and instructors in charge... with Jörg Schroeder and Chiara Farinea or Areti Markopoulou, in front; but, also, with Emanuele Sommariva, Sabrina Sposito or Mohamed El Atab in the quartermaster’s and logistics offices; and

◀ *CFC Creative Food Cycle. A participatory banquet in the Hannover CFC Symposium (18th September 2020)*

◀ *Gic Lab, Barnum Workshops 2015: Food-scapes and architizers*



thanks, also, to the contribution of our special guests who have generously collaborated with us today: from Luca Mazzari to Giulia Soldati, from Elio Micco to Davide Rapp, here, on this great background stage that is the Albergo dei Poveri, where Marco Sinesi and Anna Maria de Marini are officing as our magnificent hosts.

*Sharing food and eating in a convivial festive traditional Mediterranean atmosphere*

And, of course, all of this has been (will be) possible thanks to the tireless efforts of our Orchestra Director Silvia Pericu who, together with our incomparable Masterchefs, the shining Giorgia Tucci, the dynamic Chiara Olivastri and the great performer Alessia Ronco Milanaccio, accompanied by Nicola Cannessa, Matilde Pitanti and Francesca Vercellino as members of the Gic-Lab, have orchestrated and prepared this great Food-Festinar. We will see Food-Dishes, Food-Fashion, Food-Happenings and Food-Performances... Many of Food-Items.

The CFC Festinar has permit, at last, to structure the publication that is presented in these pages, a scientific and rigorous work mixed with a fresh and expressive imaginary where the different sequences and dishes of a virtual or metaphorical food-banquet would be degusted: from the appetizer components that permit to introduce the own background and the different partnership approaches of the CFC project to the variated cosmopolitan starters, understood as a rich menu of crossing toasts... for taste. Main first plates and second plates are presented as different atlas of managed references and innovated UNIGE creative designs, research project-sheets and developed prototypes.



The description of parallel stakeholders and meeting activities are evidenced in the side of this food celebration that culminates with the moment of desserts and coffee, and its possible outcomes understood in socio-empathic and interactive terms.

An ending “Final de Fiesta” with artifices and pyrotechnic variations and graphic contributions closes this publication that, as a banquet itself, is pointed by different break-performances and shows given by history-tellers, dancers, scenographers, fashion-models and film makers.

The publication is finally a serious research work and a ludic visual book that wants to celebrate research and enjoy creation, as the qualitative innovative production, the implicated educational transmission and the shared creative communication are, in fact, themselves.



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**CFC (Creative Food Cycles) covers different scales and levels of action (and a socio-cultural activism) from production to distribution, from distribution to consumption, from consumption to disposition (and re-production) trying to promote a strategic integration, innovative and fresh at the same time, from the territorial and urban scale to the scale of the creative-social celebrating event or creative-design product, in which the factor “food” as a productive indicator takes on a priority meaning as an inducing agent of new sustainable and innovative processes at the same time.**



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## Addoc Logos

Visual Languages and Communication

