

TUTTOFOOD WEEK MILANO

NUTRIRE IL FUTURO

3 - 8 MAY 2025

POWERED BY

 **MONDADORI
MEDIA**


FIERE DI PARMA

TUTTOFOOD WEEK:

Feed the future

Mondadori Media and Fiere di Parma organize, **for the first time in Milan, TuttoFood WEEK.**

Our focus is on the future: we want to nurture knowledge and promote a responsible, sustainable, and inclusive food culture.

“**Feed the Future**” is a concept that defines the relationship with food, **from the past to the future.** The core of our concept is the new generation.

We believe in young talents that shape tomorrow.



3-8 MAY 2025

THE TABLE OF TASTE



A culinary metaphor representing contribution of individual elements in the **development of a sustainable, innovative, and inclusive food system for the future**, represented by a **course**.

THE INITIATIVES WILL BE COMPLETELY FREE AND OPEN TO EVERYONE.

MENU	MENU
STARTER HEALTH & NUTRITION TALK & WORKSHOP	MAIN COURSE FOOD EXPERIENCE TALK & WORKSHOP SHOWCOOKING TASTING
FIRST COURSE INFORMATION TALK & WORKSHOP	DESSERT ENTERTAINMENT EXHIBITION EXCLUSIVE APERITIFS DOCU-FILM



01.

**ALESSANDRO
DI FLAVIANO**

@RUBRICALIMENTI

FOOD SCIENTIST



02.

**FEDERICA
CONSTANTINI**

@FEDERICACONSTANTINI

WELLNESS
COACH

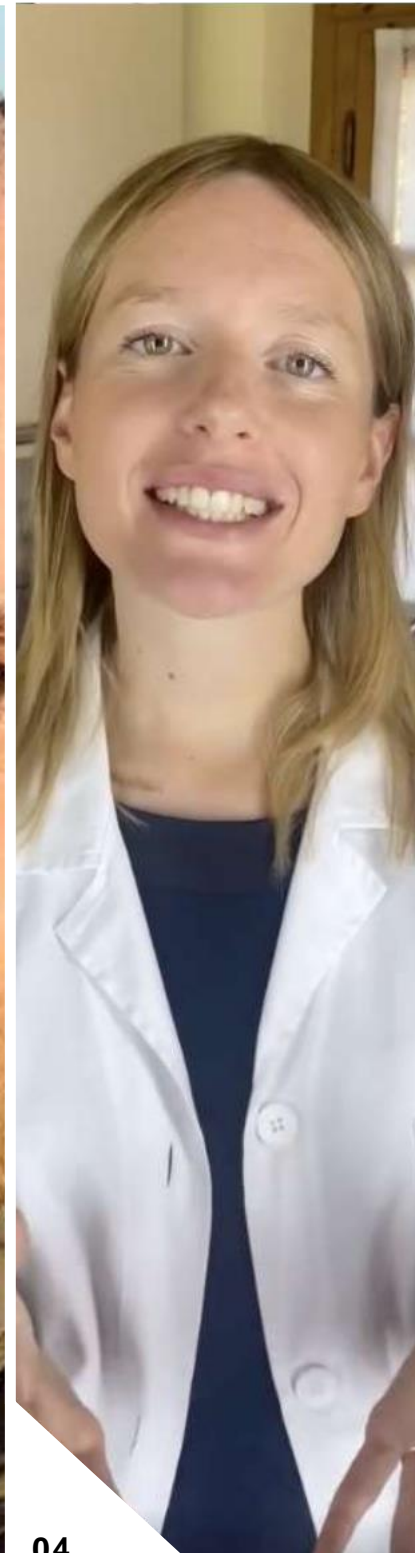


03.

**GABRIELE
BERNARDINI**

@LA_SOMMA_E_IL_TOTALE

BIOLOGIST



04.

**GIULIA
CICCARELLI**

@MEDICINA_IN_CUCINA

DOCTOR



05.

**STEFANO
MANCUSO**

@SONOSTEFANOMANCUSO

WRITER &
BOTANIST



06.

**DARIO
BRESSANINI**

@DARIO.BRESSANINI

CHEMIST AND
SCIENCE
COMMUNICATOR



07.

**NICO
ACAMPORA**

@PIZZAUT_OFFICIAL

PIZZAUT FOUNDER



08.

**ANDREA
MACCHIONE**

@ANDREA.MACCHIONE

STARTUPPER



09.

**ROBERTO
VALBUZZI**

@NOTORDINARYCHEF

TV CHEF

**OSPITI
SPECIALI**

**TALK &
WORKSHOP**

A full program of events on the topics of food, nutrition, scientific information, health, inclusivity, and sustainability.

WORK IN PROGRESS



01.
**CATERINA
CERAUDO**

@CATERINACERAUDO

MICHELIN STARRED



02.
**JESSICA
ROSVAL**

@JESSROSVAL

CHEF
CASAMARIALUIGIA



03.
**NORBERT
NIEDERKOFLER**

@NNIEDERKOFLER

MICHELIN STARRED



04.
**FULVIO
MARINO**

@FULVIOMARINO

FAMILY
BAKER



05.
**DAVIDE
ZAMBELLI**

@DAVIDE_ZAMBY

CREATOR
& CHEF



06.
**GIUSEPPE
BIUSO**

@CHEF_GIUSEPPEBIUSO

MICHELIN STARRED
UNDER 30



07.
**VALERIO
BRASCHI**

@VALEBRASCHI

MICHELIN STARRED
UNDER 30



08.
**SOLAIKA
MAROCCO**

@SOLAIKAMARROCCO

MICHELIN STARRED
UNDER 30



09.
**FRANCESCA
BARRA**

@FRANCESCABARRA1

JOURNALIST

**SPECIAL
GUEST**

**FOOD
EXPERIENCE**

Talk, lab, show cooking, tasting.

WORK IN PROGRESS



01.

OPENING DINNER RESERVED
WITH MICHELIN-STARRED
CHEF



02.

AI INSTALLATIONS AND
PHOTO EXHIBITION



03.

EXHIBITION «IL GUSTO DELLE
COSE» BY INTERNI



04.

FOOD SHOW &
EXCLUSIVE APERITIFS



05.

FILM FESTIVAL AND DOCU-FILM
FOR SCHOOL

SPECIAL
PROJECTS

ENTERTAINMENT

WORK IN PROGRESS

A DINNER SET BETWEEN PAST AND FUTURE INNOVATION

The guests, field professionals, and representatives of institutions will have the pleasure of enjoying a dinner inspired by an evocative painting/photograph representing the concept of past and future, which will be projected during the banquet.

The dishes, created by an emerging chef, will thus become the focal point of the evening: true works of art.

Location: TBC



WORK IN PROGRESS



3-8 MAY 2025

AI & FOOD CULTURE

The goal is to raise public awareness about sustainable food and the future through works of art created with Artificial Intelligence, **interactive installations, and video mapping**, promoting awareness and action with optimism.

The artists use AI, not only as a creative tool, but also as a means to stimulate debate on how emerging technologies can influence our relationship with food and the environment.



PHOTOGRAPHY EXHIBITION

A showcase of photographs taken by the greatest food photographers. The exhibition aims to celebrate the vast diversity of ways in which food touches our lives.

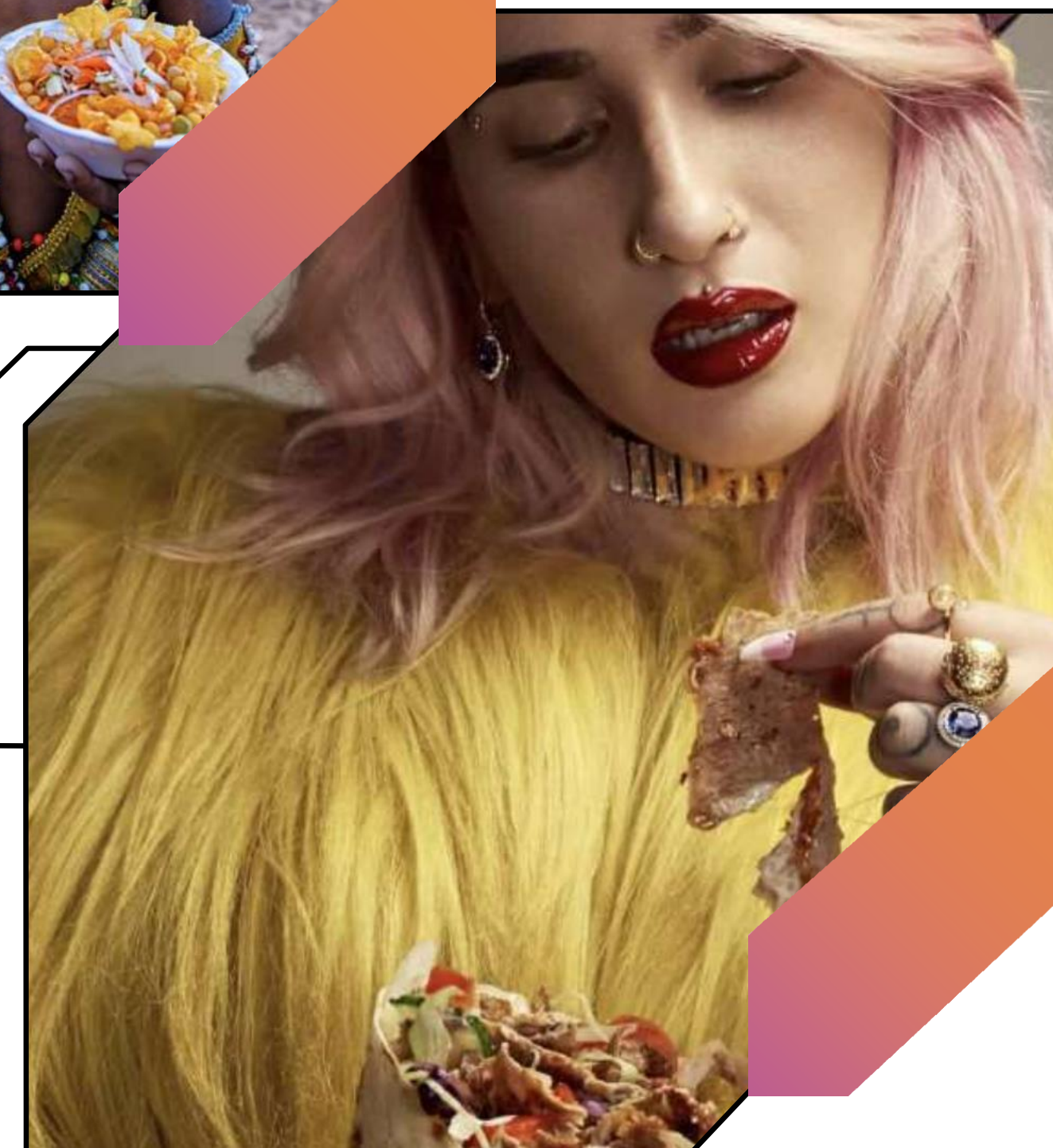
It will cover various themes such as street food, food portraiture, food politics, and food styling.

The exhibition will be held in a central area of Milan, specifically in Largo Beltrami. It will be structured into 30 installations, which, in line with current environmental protection choices, will be illuminated thanks to the installation of solar panels, allowing for significant energy savings.

Free exhibition starting from May 3, 2025, for 1 month.



WORK IN PROGRESS



3-8 MAY 2025

EXHIBITION: THE ESSENCE OF THINGS/ 1

THE ROLE OF DESIGN IN FOOD CULTURE

The exhibition on design and food aims to offer visitors a broad overview of the relationship between design projects and the fundamental element of our existence: food.

We know that food defines us; we are what we eat. It can spark global conflicts while also having a profound personal impact. However, in this exhibition, we want to tell a story that focuses on design related to the world of food and its forms.

Starting from the 20th century and focusing on the last few decades, a period rich in inventions by designers, the exhibition explores how creativity has led to numerous innovations. Without ideologies or catastrophism, the goal is to tell a “happy project” story around food.



WORK IN PROGRESS



3-8 MAY 2025

EXHIBITION: THE ESSENCE OF THINGS/ 2

THE ROLE OF DESIGN IN FOOD CULTURE

An excursus that goes through the key stages of the relationship between food and design: not only what we eat, but also how we eat it.

The narrative will unfold through various exhibition islands, combined with site-specific installations created by designers, inviting you to an unforgettable experience.

Two workshops will be "in action" during the exhibition: one on the role of Artificial Intelligence in food preparation; the other on the forms of perception in food selection (Neuromarketing).



WORK IN PROGRESS



3-8 MAY 2025



01.

TASTING

Explanation, presentation, and guided tasting of the product.



02.

FOODSHOW

Exclusive one2one experience with the chef. It will be possible to follow the preparation of the proposed dish and, at the end, taste it.



03.

TALK WORKSHOP

Experiential meetings with food writers to discover the secrets of creative food writing; food styling and photo sessions to create perfect images.



04.

MISE EN PLACE

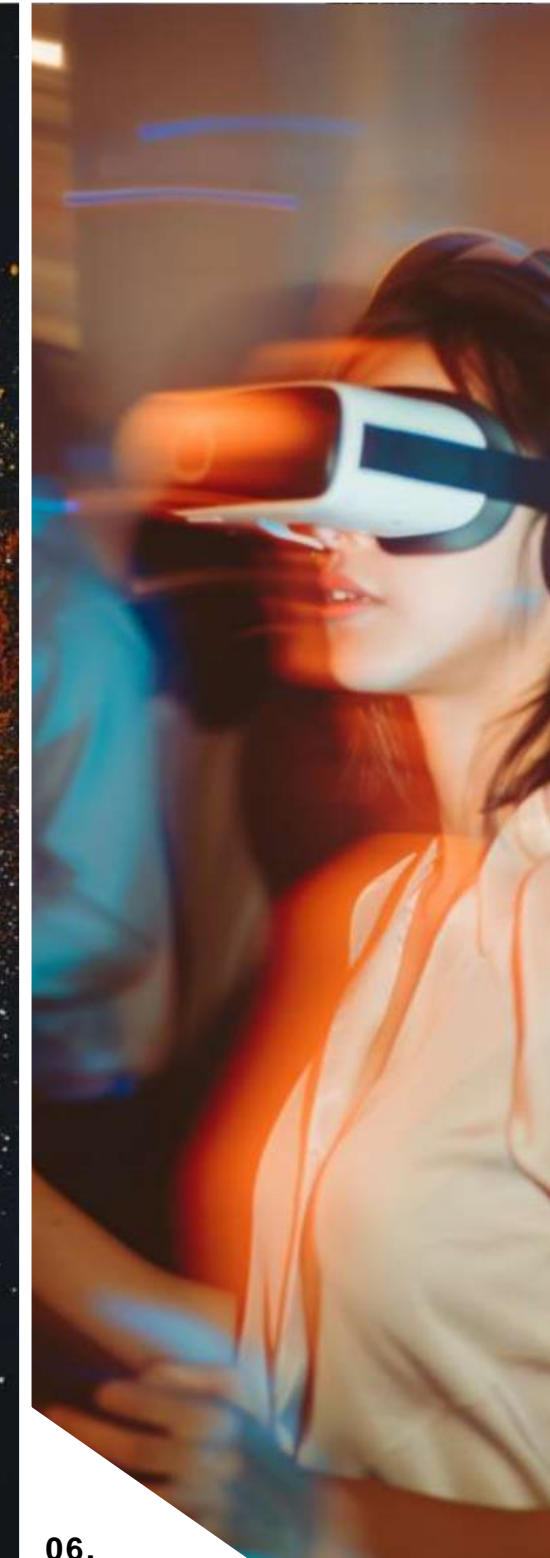
The art of table setting and mise en place, guided by a guest such as Camilla Da Rocha.



05.

SPICES OF THE WORLD

Create original spice mixes under the guidance of experts. A way to discover new flavors and new cultures.



06.

IMMERSIVE VIRTUAL TOUR

Use of virtual reality viewer allowing participants to virtually visit the sponsor's farms.



07.

SENSORY EXPERIENCES

Participants can explore the sponsors' products through flavors, sounds, scents, and textures.

SPECIAL PROJECT

FOOD SHOW & APERITIFS

During TuttoFood Week, we will organize events where food and non-food brands can meet the public, creating a memorable experience.

WORK IN PROGRESS

EDUCATIONAL CINEMA: DOCUFILM SHOWCASE



A series of meetings dedicated to schools on the topics of healthy eating, eating disorders, the right to food, and sustainable production. In the morning sessions, the most relevant documentaries will be presented by experts.

True educational tools designed to teach the new generations the principles of future nutrition with an EDUTAINMENT approach



TECHNOGYM VIA DURINI MILANO



01.

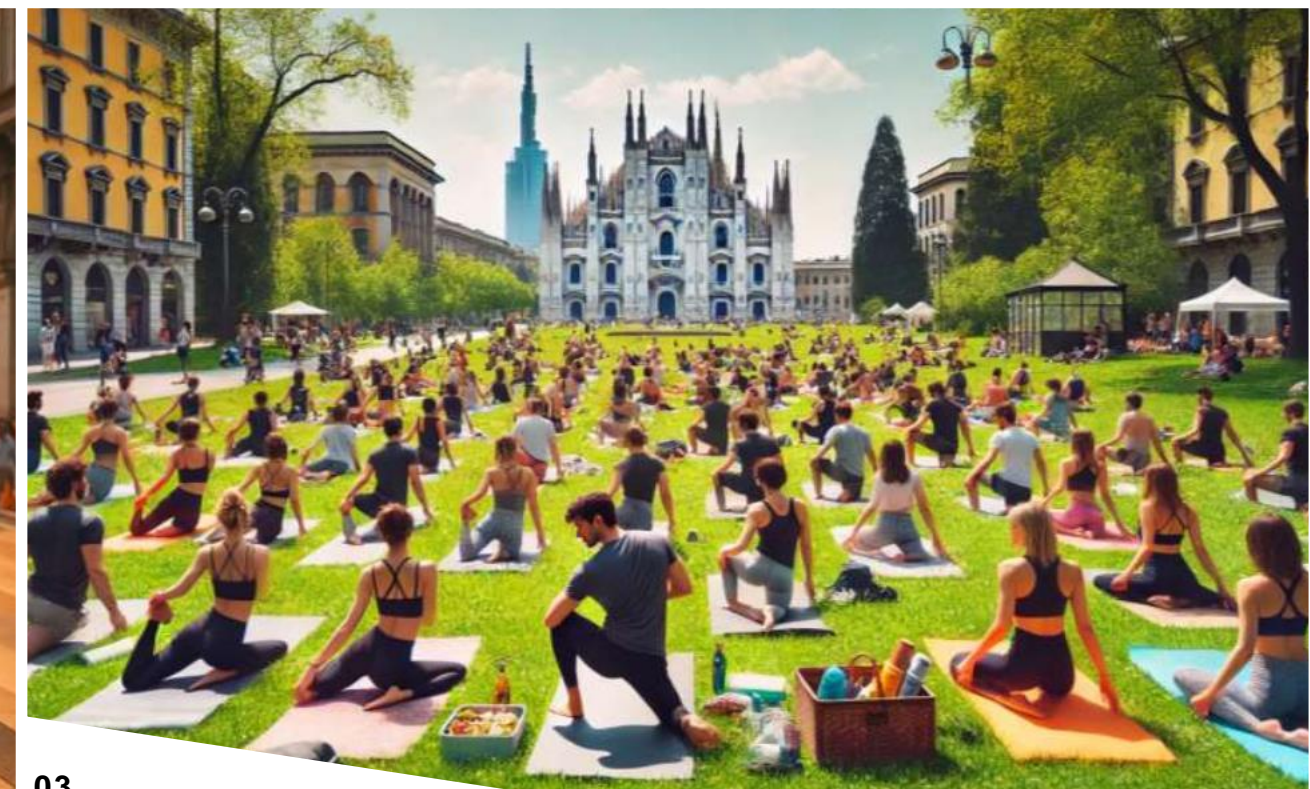
WHY-RUN C.SO SEMPIONE 6 MILANO



02.

FLUID WALK & TASTE

A sunset walk with silent fitness headphones, through iconic locations in Milan, followed by tastings that highlight the flavors and beauty of the city.



03.

YOGA BREAK

A yoga class in an open space (e.g., City Life or Parco Sempione) on Sunday morning, May 4th. At the end of the class, a corner will be set up for a healthy and light breakfast to start the day with energy and positivity..

HEALTHY-CHEERS

An event in a wellness space with a motivational talk from an athlete who loves healthy cooking (e.g., Federica Constantini, Davide Campagna), followed by a selection of healthy cocktails. Dedicated to fitness enthusiasts who want to enjoy a healthy and natural aperitif.

**SPECIAL
PROJECT**

WELLNESS

During TuttoFood Week, we will organize special events to combine food and wellness.

WORK IN PROGRESS

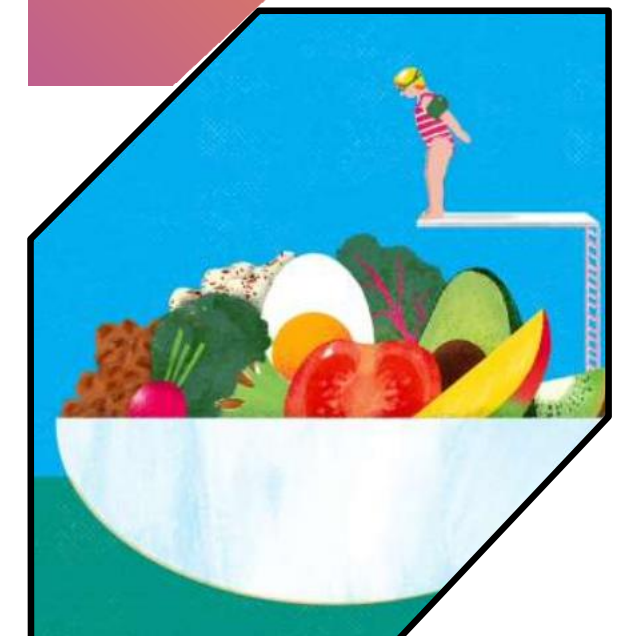
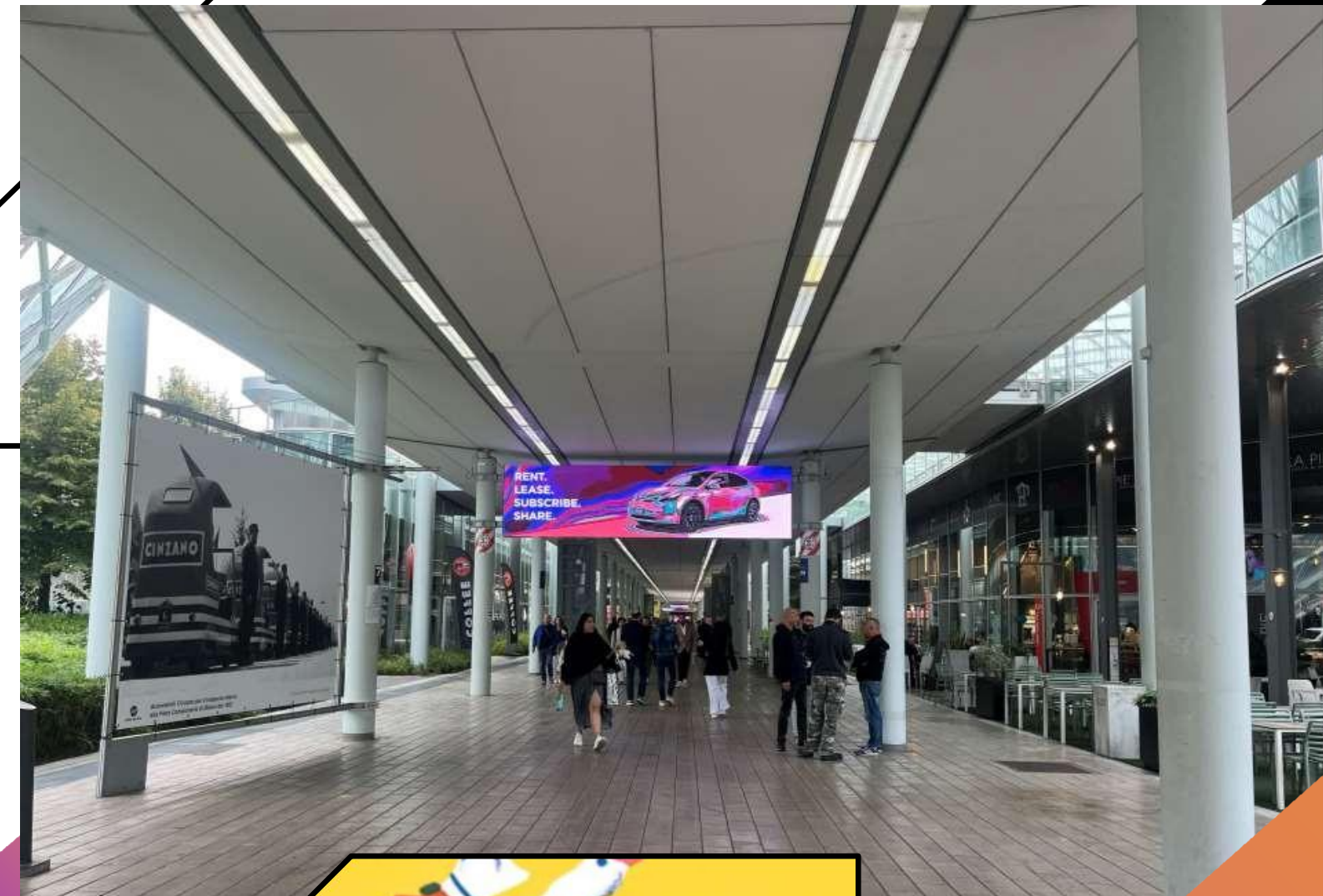
TUTTOFOOD STREET EXPERIENCE

AN ARTISTIC JOURNEY ALONG THE AVENUE OF THE FAIR

A journey across Corso Italia at Fiera Milano Rho, animated by artistic, cultural, and creative activities. A project aimed at exploring the intersection between food, sustainability, and innovation through a unique artistic-cultural path, designed for food companies that wish to highlight their history and brand. Through exhibitions, interactive installations, and live events, the initiative seeks to tell the story of how food is not just nourishment, but also an expression of culture, tradition, and innovation.



PROGRAM IN PROGRESS



Credits Lucia Calfapietra e Alice Piaggio

3-8 MAY 2025



01.

LIVE PAINTING

A space dedicated to live performances where artists are invited to interpret the theme “Feed the Future” and visually represent stories related to agreed-upon themes.

02.

HISTORICAL PHOTO EXHIBITION

An opportunity to share your story, values, and evolution over time through archival and contemporary images. A journey that connects the past, present, and future.

03.

ILLUSTRATION EXHIBITION

The exhibition invites you to explore the relationship between food, imagination, traditions, and the future through the eyes of ten illustrators from different stylistic backgrounds.

04.

INTERACTIVE EXPERIENCES

Participants can explore sponsor products through augmented reality experiences for an immersive and engaging experience.

05.

ARENA TALK

Experiential meetings with chefs, writers, and food bloggers.

SPECIAL PROJECT

TUTTOFOOD STREET EXPERIENCE

During TuttoFood Week, we will organize a journey across Corso Italia at Fiera Milano Rho, animated by artistic, cultural, and creative activities.

PROGRAM IN PROGRESS

CAMPING OF IDEAS

T-LAB + CROWD REACTION + LIVE SENTIMENT

T-own, a concrete, fun, and non-self-referential way to talk about sustainability.

An original way to involve citizens in an "idea competition" on sustainability themes and to make Schools and Universities active protagonists of the event.

CASE HISTORY CIBUS 2024:

The "camping of ideas" takes its first prototypal form in an "ideas supermarket" (T-lab);

At the entrance of the ideas supermarket, visitors receive 3 tokens with which they can reward the most original ideas (Crowd-Reaction);

The ideas take the form of "debranded" products so as not to influence the visitors' judgment;

A digital scoreboard tracks the visitors' votes live and fuels the countdown (Live Sentiment Platform), and the ideas begin to "compete": when the time runs out, the ideas regain their identity;

The brands and/or retailers that supported the idea then highlight it within their institutional spaces.



3-8 MAY 2025

4K visitators in 2024

TUTTOFOOD MAGAZINE



A **TuttoFood Week** magazine will be created, curated by an editorial team specializing in **Food & Lifestyle**, with the possibility of custom-developed content for partners.

The program of events and activities for TuttoFood Week will be detailed.

Free distribution inside **Fiera Milano Rho** and at selected locations throughout the city.

Distribution: 150.000 copies.



MEDIA PLAN



TUTTOFOOD MAGAZINE



TV



WEB & SOCIAL



NEWSPAPER

40 MLN
GROSS IMPACTS