

IDENTITA' AFFAMATE

New York 15 April 2012

After having taken Milan by storm, during one of the most important events in the food industry in Italy, our hunger doesn't stop there, on the contrary, it grows and is infectious. **Hungry Identities**, the most recent work by artist Franca Formenti, mixes art, food and activism, and will be part of the UMAMI: Food and Art Festival (www.umamifestival.org) in New York. The artist has been invited to present one of her videos of her previous performance entitled **Beggar's Food - Ho fame/Hai fame? (I'm Hungry/Are You Hungry?)** (2010, www.foodpower.it) and will take the opportunity to entice taste buds and brain cells by getting the public and chefs involved in the game of Hungry Identities.

Hungry Identities attempts to emphasise the differences between hunger and gluttony, concentrating on fragmented identities in urban settings and inviting New York chefs to contribute to the project. Hungry Identities will give:

1 Pitchfork / Trident to the chef who will accept to offer a taste of his/her own cuisine to a member of the public who could normally never afford to sit at a "starred" table;

2 Pitchforks / Tridents to the chef who will accept to spoon feed that member of the public;

3 Pitchforks / Tridents to the chef who will accept to cook with the member of the public;

The people involved will be asked to talk about the food they have tasted. The action will be videotaped.

In anticipation of the event in New York, here are the videos of the first event during Gourmand Identities (February 2012)

Chef Lorenzo Cogo <https://vimeo.com/58659734>

Chef Paolo Donei <https://vimeo.com/58611490>

Chef Christian Puglisi <https://vimeo.com/58663957>

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