

## **IDENTITA' AFFAMATE IN NEW YORK**

*Franca Formenti's latest video, in collaboration with Kreemart is online.*

**<https://vimeo.com/45758008>**

The collaboration between Franca Formenti and Kreemart (<http://kreemart.com>), an agency based in New York which explores the relationship between art and food, working with artists and chefs of international renown whilst using desserts as a medium. Franca Formenti's video records, in April 2012, the first stage of this creative encounter.

During the Umami Festival (<http://www.umamifestival.org>) the artist, Franca Formenti, as always given to pangs of hunger, walked the streets of the city together with Raphael Castoriano, the art advisor and founder of Kreemart, in search of people (starving identities) willing to taste food created by renowned chefs. In this case the chef who made this Starving Identities experience possible, was Megan Fitzroy. This young lady, as well as owner of Fitzroy Speciality Cakes & Pastries ([http://www.fitzroycakes.com/fitzroycakes/meet\\_the\\_chef2.html](http://www.fitzroycakes.com/fitzroycakes/meet_the_chef2.html)) and collaborator with Keemart at the Memorial for Taiwan at the Whitney Museum (<http://vimeo.com/46195657>), was also the Executive Pastry Chef at Torrisi Italian Specialities and the Parm Restaurant and is considered one of the most popular talented chefs on the gastronomical scene in New York.

On this occasion Megan prepared peppermint bombons, for a somewhat skeptical starving identity, W.A. who agreed however to participate in this "street tasting" event. The video shows each and every stage of the Starving Identities appetising food experience, from the preparation of the food to the talent of the chef and the relationship which comes about once the person on the street agrees to go for it and give it a taste.

"Greed makes you eat too much and doesn't necessarily satisfy your needs". Megan Fitzroy.

Concentrating their recent efforts on the streets of Milan, Italy, Identità Affamate aims to reveal the difference which exists between hunger and greed, inviting local chefs to participate. Each experience sees renowned chefs preparing food for people, who we've named "starving identities", who wouldn't normally be able to afford haute cuisine!

**Identità Affamate a New York** (16/04/2012)

Chef: Megan Fitzroy

Identità Affamata: W. A.

in collaborazione con: Kreemart

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