

FICO EATALY WORLD, AN EXPO FOR ITALIAN AGRO-FOOD PRODUCTION

A synthetic way to evoke the charm of the earth, landscapes, know-how handed down for generations, the aspects that constitute the added value of the agro-food made in Italy productions

It has been called a Disneyland of Italian food: if food were just fun, then Fico Eataly World would also be a kind of Disneyland. On the other hand, what characterises this theme park in Bologna is certainly the reproduction on "in-store" scale of the supply chains, starting from agriculture with pig, dairy and meat cow farms, vineyard, orchards, truffle ground, crops of vegetables and legumes; passing from the industrial processing of the raw material for the production of pasta, cheese, chocolate, coffee, olives up to the art of confectionery. It ends with the more correct and effective administration and sale. All this in one place, all in 100 thousand square metres. It is an Expo for Italian agro-food production in Bologna, a logistics hub between Northern and Southern Italy, a point of connection of tourist routes for those who come from Venice, Milan and Turin to Florence and Rome, as well as international airport hub.

'Fico' is an exclamation that in Italian is used to indicate something beautiful and exciting (cool, brilliant) and is now also the acronym of Fabbrica italiana contadina (Italian Country Factory). It thus becomes a synthetic way to evoke the charm of the earth, landscapes, know-how handed down for generations, the aspects that constitute the added value of the agro-food made in Italy productions (Eataly World).



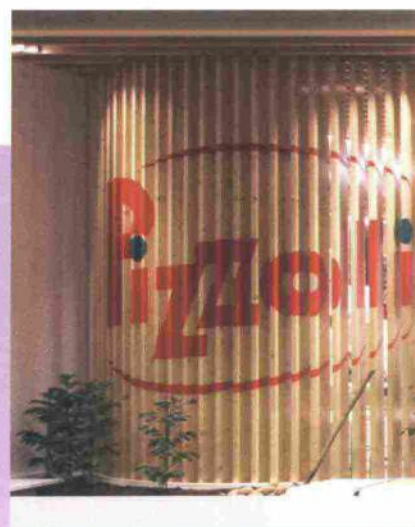
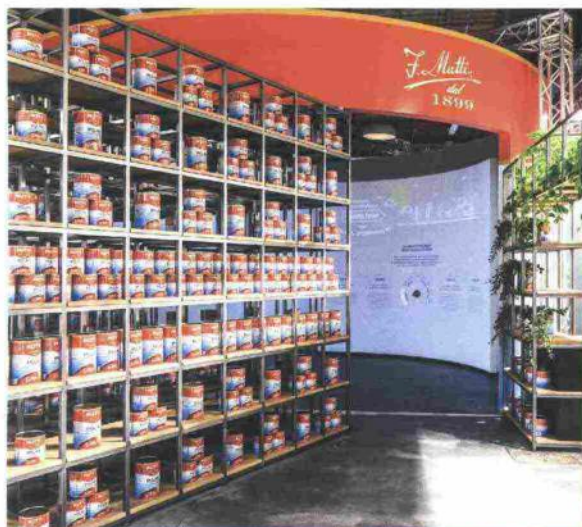


The dive is immediate: a few steps from the main entrance the visitors enter the breeding area with the most representative breeds of dairy and meat cows from Italian stables. If instead the visitors stay in the covered area, there is no obligatory path, everyone is free to build his or her own: from the most educational and informative one to the purely gastronomic one, among tastings and

street food, craft beers and wines, or mixing them, dividing the visit by commodity areas or following what is most interesting along the way. A total experience that can also be organized by booking guided tours held by 'biodiversity ambassadors' on either standard route or ad hoc tours. The transition from a thematic area to the next one is introduced by the educational

rides dedicated to the relationship between man and fire, land, sea, animals, drinks and the future. In each area, interactive touch screens can be used to experiment and learn the secrets of the environments, beings, and elements that live in our planet with us. There is no shortage of pure play spaces dedicated to children and a beach volleyball court.

RETAIL LAB



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Mutti represents the tomato world

Tomato is one of the most characterising products of Made in Italy production in the world. Mutti represents it at Fico Eataly World. It is one of the most famous brands of tomato sauces in Italy. Given the seasonality of this vegetable, which is harvested and processed only in the summer, it has not been possible to realise a production workshop, so the processing phases are illustrated within a large tin of tomato where it is possible to live an experiential path from the field to the table, from the selection of the most suitable soils to cultivation, seedling transplantation, to the finished product. An area of Mutti space is also dedicated to the projects realised by the company for both respect of the territories and sustainability of its production. There are also show-cookings and a shop where it is possible to buy all the specialities.

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The sour cherry paradise

The first Fabbri 1905 store is a real dive into the world of products of one of the most famous confectionery companies in Italy and in the world. For the first time, it is possible to see the entire retail offer all at once: 120 references that summarise 112 years of research and innovation around the tradition of Italian sweets. The unquestionable star is Fabbri sour cherry, the most famous product of the company. The visitors are welcomed entering a giant jar with white and blue decorations. Some other musts in the store are syrups in all flavour variants as well as in the new 'zero' (with no added sugars) and 'meno 30' versions, the first line of syrups with 30% less sugars, free of preservatives and without artificial sweeteners. Then there are sweet sauces and preparations for pastry.

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Pizzoli reminds a potatoes tradition

Italy has an important tradition in producing fresh potatoes. The presence of one of the most important processing companies, Pizzoli, reminds it. In a showcase on the wall all the varieties cultivated in Italy are presented, and in the centre of the space, in a giant quartered potato, some interactive videos tell the story, chain, varieties, and many uses in cooking of this tuber. Nicola Spanu, marketing manager of Pizzoli, said: 'Fico gives us the opportunity to make potato culture, which among other things is one of the most sustainable crops for nutrition on our planet, thanks to its low water needs'.



* *It's not only about coffee consumption*

From roasting to the cup. At Fico, Lavazza represents Italian coffee art and makes it by reproducing the whole chain. In total, the space extends for 400 square metres and runs from the semi-circular coffee shop that presents completeness of the traditional offer with regional recipes, Alfeo organic blend, and 'Fresh Roasted', specially created for Fico, as well as international trends of filtered coffee consumption. Behind the coffee bar there is a storytelling area, where 5 totems illustrate the whole chain, from seed to plant, to roasting and tasting. And finally a real miniature roasting was recreated. The workshop is divided into two areas: a production one with a toaster and a grocery open to the public for the purchase of toasted coffee beans or ground coffee of special 'Fresh Roasted' 100% Arabica blend.

The roads of Italian food are numerous; in order to travel them, it is possible to use three-wheeled bicycles with a basket to store purchases made along the way. Big names of Made in Italy production are flanked by smaller companies, just as in the economic reality of our Country. Many courses and events animate the spaces of Fico. It is possible to learn to cut 'culatello' ham, prepare puff pastry, taste coffee, etc. The major innovation of Fico Eatly World is to put storytelling next to the products. And storytelling means history, tradition, culture, technique, respect. The place where it is possible to tell the story of carrots, of which six types are produced at Polignano, and explain if fertilizers and herbicides are used, and which cultivation technique is adopted. Then the carrot goes into a plate, and someone writes which is sweeter, which is less sweet, which one should be cut, boiled, or put in the pan. And the same must be done for all fruit and vegetables, because with them it is possible to make special storytelling. The first operation, therefore, consists in narrating. It is necessary to start from the end, it is strange, and then cultivation techniques, crops are presented. But first of all there is the narration, which is the fundamental element.

And we need to start from the origins, 15 thousand years ago, when agriculture was born: since we began to cultivate fruit, vegetables, cereals. While in the case of animals a clear training took place by man, who has subdued them, making their lives much more complicated, in the case of fruit and vegetables exactly the opposite happened. It is they who 'trained' man. Think of wheat: it would live a lot less, if it was not cultivated by man, who instead quenches it, irrigates it, treats it from diseases. Plants told persuasively: treat us, look at us, give us something to eat. The

truth is that man is subjugated by fruits and vegetables, in a relationship that is completely different from the one with the animal world. Fruits and vegetables are the true masters of our planet. As it is well known, Italy beats all in biodiversity: in this Country there are 7,800 species of edible plants, throughout the United Kingdom 2,000; in Italy there are 1,200 autochthonous vines, compared with 222 in France, and 538 olive cultivars compared to 70 in Spain. And if there are 1,200 apple varieties in Europe, 1,000 are in Italy.

For this reason, Fico wanted to create a large portal with 3-4 tons of apples that Melinda, over 4,000 owners of 1.5 hectares, brings every 15 days. Fico could only be born in Italy. This Country is a particular peninsula, spread over various latitudes, all devoted to agriculture, enclosed within a sea. Its geographical situation is unique in the world. There are other soils with the same sun, but not with the same winds. The key is just in the winds. The good winds of our seas meet the good winds of the hills and the mountains, thus creating many incredible microclimates. And it happens that the best liquorice is at Rossano Calabro and it is the result of Aspromonte and southern Tyrrhenian Sea; the best saffron is in Abruzzo and it comes from the Adriatic Sea and the Apennine mountains of L'Aquila. Pachino tomato, which was 'invented' by the Israelis, was brought to the province of Syracuse to make it good. As for Gragnano pasta, the Neapolitans tried to produce it in Caserta, Naples, Sorrento, Salerno. But at Gragnano it was always better, because the hundred pasta factories were all in Via Roma, the so-called wind tunnel, built so that the air of Vesuvius blended with the breeze of Castellamare di Stabia.

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