



Gisella Isidori & Andrea Sertoli

present

*pure & simple*

## FOOD DESIGN

what it is, how to recognize it and how to use it  
with *Paolo Barichella* and *Stefano Marcialis*, from *Marcialis Group Food Design Studio*

*discovering*  
*learning*  
**About unique Italian specialties...**  
what makes their regions special?

with *Andrea Sertoli*, founder of *Select Italy*, "The Ultimate Source for Travel to Italy"

*preparing*  
**The finest artisanal regional foods of Italy**  
how to buy, to cook and pair with Italian wines  
with *Gisella Isidori*, food consultant and specialist

**PLACE:** JAVITS CONVENTION CENTER THEATRE -  
meeting room ID05-ID06 level FIRST

**DATE:** Monday, July 10th

**TIME:** First meeting from 8:30 am to 10 am  
second meeting from 4 pm to 5:30 pm

**RSVP:** Gisella Isidori  
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hosted by  
*Ornella Fado*  
from

**Brindiamo!**  
A Toast to the Finest Italian Restaurants



MARCIALIS GROUP  
PUBBLICITÀ & MARKETING PER IL FOOD



Food Design **Studio**  
Laboratorio di Architettura Alimentare



icydrink

FANCY FOOD SHOW NYC 2006