

FRUTO

AS POSSIBILIDADES DE ALIMENTAR O MUNDO

SEMINAR "FRUTO | THE POSSIBILITIES TO FEED THE WORLD" WILL RECEIVE NATIONAL AND INTERNATIONAL AUTHORITIES IN JANUARY 2018

Organized by chef Alex Atala and cultural promoter Felipe Ribenboim in partnership with Instituto ATÁ, the event will discuss alternatives to feed the world population (with quality food)

How to feed an entire planet? This is the main issue behind the creation of the seminar "FRUTO | The possibilities to feed the world". Organized by chef Alex Atala and cultural promoter Felipe Ribenboim, in partnership with Instituto ATÁ, the event will bring together thirty of the most important minds in the fields of sustainability, science, gastronomy and industry to discuss alternatives on how to bring quality food to a world population that could reach 8.6 billion people by 2030, according to the UN.

Scheduled to take place on **January 26 and 27, 2018**, FRUTO will receive 300 guests and will be broadcasted worldwide through the Internet. Besides the worldwide repercussion, the seminar intends to serve as an embryo for an international report that intends to consolidate Brazil as the epicenter of this discussion

To know a food is to unveil its ingredients, which carry within them a story, a biological process, and both cultural and social relations. With this thought in mind, the central themes that the event will address are divided into three main axes: the cultural, the biological and the social sides.

Themes and speakers:

Cultural

Food is culture and must be seen and studied as such. It transforms, expresses and represents traditions and customs of a people.

- Lecture 1 - Food culture
 - Confirmed speaker:
 - **Suzana Herculano-Houzel.** Brazilian neuroscientist who focuses on the cerebral relations with the act of eating and her talk will focus the analysis of the development of the human brain after the use of the fire for the production of food.
- Lecture 2 - Cultures and wisdoms of native peoples
- Lecture 3 - Miscegenations: exchanges, uses and derivations
 - Confirmed speaker:
 - **Beto Ricardo.** Founding partner of ISA (Instituto Socioambiental) and ATÁ Institute, he is an anthropologist and researcher.

Biological

From the seed that yields us the fruit to the equipment that helps the human beings to improve its relation with nature, everything must be discussed and can be improved.

- Lecture 4 - Natural or genetic?
- Lecture 5 - New research on planting / cultivation techniques
- Lecture 6 - Rational use of resources
 - Confirmed speaker:

- **Jon Rose.** Creator of the project Waves for Water, which takes drinkable water to difficult accessibility places or areas that were hit by natural catastrophes.
- Lecture 7 - Earth, air and water
 - Confirmed speakers:
 - **Celine Cousteau.** Jacques Cousteau's granddaughter, she is a documentary producer, designer and explorer, as well as a member of the agenda of the Council on Oceans at the World Economic Forum.
 - **Paulina Chamorro.** Award-winning Brazilian journalist, with focus on the environment; presenter of the “Vozes do Planeta” radio program.
- Lecture 8 - Organic food and large-scale trade
- Lecture 9 – Health

Social

The world's largest social network is food, and its ability to integrate and denote relationships should not be underestimated.

- Lecture 10 - Food Anthropology
 - Confirmed speaker:
 - **Mark Emmil Hermansen.** MA in social anthropology, works as an anthropologist for the Nordic Food Lab.
- Lecture 11 - Food sociology
- Lecture 12 - Food as a cultural element: public policies
- Lecture 13 - Food education

Service

FRUTO | THE POSSIBILITIES TO FEED THE WORLD

Place: Unibes Cultural – Rua Oscar Freire, 2.500, Sumaré, São Paulo

Date: January 26 and 27, 2018

Capacity: 300 guests

Broadcast: Live through the Internet

About the ATÁ Institute

The ATA Institute is the first Brazilian entity to dedicate itself exclusively to the relationship between man and food. It is an initiative from an unprecedented and diverse group of leaders from civil society and the business world, including such chefs as Alex Atala, Beto Ricardo (Instituto Socioambiental), Roberto Smeraldi (Amazônia Brasileira) and Georges Schnyder (Slow Food and the 4Capas publishing house). The main mission of the Institute is "to bring close the knowledge and the eating, the eating and the cooking, the cooking and the produce, the production and the environment". Within this framework, the institute seeks to appraise and strengthen the diversity of territories and knowledge, the act of feeding as an integral factor of culture, the best practices of sustainability in production and consumption, the limitation of losses and waste, the quality and identity of the Brazil in the world, food and nutritional security, technology and innovation in the production, processing and distribution of food and the evaluation of family-based and community-based businesses. Prominent projects include the Portraits of Taste brand, Baniwa pepper (in partnership with ISA), Gastronomy in the Prisons project, the Paraíba Valley special rice, honey from native bees, Brazilian edible mushrooms, Galinhos Charities and others. More information at: www.institutoata.org.br | www.facebook.com/institutoata.

About Felipe Ribenboim

Graduated in gastronomy, he worked in restaurants in São Paulo and Spain - elBulli and Arzak - and also as a personal chef. Since 2004, he has undertaken researches in gastronomy, such as expeditions in culture and gastronomy, starting with the Amazon region [Brazilian Biomaes Project]. From 2008 to 2011 he was partner-owner and chef of the restaurant Dois | Contemporary cuisine in São Paulo. In 2012, he opened the food culture segment at Base7 Projetos Culturais, a cultural production company with operations in Brazil, Latin America and Europe. He was responsible for the conception and the text of the exhibition "Alimentário - art and construction of the Brazilian food heritage, presented at the Museum of Modern Art of Rio de Janeiro - MAM RJ, in 2014; and at the City Museum - OCA, in São Paulo and the Expo Milan, Italy, both in 2015. He was also responsible for the conception and curating of the exhibition Sergio Coimbra - food panoramas in Brazil, from June to August of 2016 at the Unibes Cultural in São Paulo.

About Chef Alex Atala

Chef and owner of D.O.M. and Dalva e Dito restaurants, Alex Atala is recognized internationally for his Brazilian author cuisine. His appraisal of the ingredients and producers throughout Brazil combined to a classic and rigorously technical base caught the attention of the critics, resulting in dozens of national and international awards. In 2013, he joined the list of the 100 most influential personalities of "Time" magazine. For twelve years, D.O.M. has been on the list of the 50 best restaurants in the world promoted by the British "Restaurant" magazine, a publication of great prestige. He currently occupies the sixteenth place in the ranking.

In April 2013, he created the ATÁ Institute with a multidisciplinary team that brings together photographers, entrepreneurs, advertisers and an anthropologist, in order to bring the knowledge of eating, cooking, producing, producing from nature. Among other projects, the institute is responsible for the biome boxes in Brazil of the Municipal Market of Pinheiros, in São Paulo.

In 2015, he became the best-evaluated Brazilian chef of on the "Michelin Guide". D.O.M. has received - and has kept until today - two stars (the only restaurant to do so in the country) and Dalva e Dito, specialized in affective cooking, has been awarded - and also maintains – one star from the prestigious guide.

Alex Atala also owns a high standard buffet service, the 7 Gastonomia by Alex Atala, and the restaurants Açougue Central and Bio. In addition to the awards, he starred in one of the episodes of the second season of the prestigious series "Chef's Table", on Netflix.

Press Relations

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