

CULTURE AND COMMUNICATION OF TASTE



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The conference is under the auspices of the International Association for Semiotic Studies (IASS)

Program of the conference

Sunday, 1 September

16:00 – 16:30 Registration	Bulbank lecture hall
16:30 – 17:00	Opening of the XXIV EFSS 2019 Culture and Communication of Taste
17:00 – 19:00	Projection of the award-winning movie “A Touch of Spice” (2003) by Tassos Boulmetis
19:00 – 20:00	Dinner
20:00 -	Social program

Monday, 2 September

	Bulbank lecture hall
Chair: K. Bankov	
10:00 - 10:45	Gianfranco Marrone: After the Gastromania: Study and Practice of <i>cuisine</i>
10:45 – 11:30	Dario Martinelli: The filmic representation of vegans and vegetarians
11:30 – 11:45	Coffee break
	<u>Presentation of the chapters of CuCoTa handbook by the authors</u>
11:45 – 12:15	Dario Mangano: Objects, Design, Technology
12:15 – 12:45	Alice Giannitrapani: Eating Out – Relations between Spaces and Food
12:45 – 13:00	General Discussion on the Handbook and collection of feedback
13:00 – 14:30	Lunch

15:00 – 16:00	Digital photography of food for the web: a workshop by Smilen Savov open to students from the secondary schools, New Bulgarian University and all registered participants <u>Practical lab on Communication of Taste (for high school students):</u>
16:00 – 16:30	How to write on food for the web: a workshop by Francesco Mangiapane
16:30 – 17:00	Maurilio Caracci: Taste in the retail marketing
17:00 – 17:30	Coffee break
17:30 – 19:00	The filmic narrative of taste: open discussion in teleconference with Tassos Boulmetis , auteur of “A Touch of Spice” (2003)
20:00	Welcoming reception in Restaurant Konak , 42 Ropotamo str. (see map below)

Tuesday, 3 September

	Bulbank lecture hall
Chair: F. Mangiapane	
10:00 - 10:45	Kristian Bankov: Food, wine and sacred beliefs: to conceive a brand
10:45 – 11:30	Dario Mangano: Ten theses about food design
11:30 – 11:45	Coffee break
	<u>Presentation of the chapters of CuCoTa handbook by the authors</u>
11:45 – 12:15	Dimitar Trendafilov, Ilaria Ventura: Marketing and Packaging, with two cases: Coca Cola and Nutella
12:15 – 12:45	Yassen Zahariev: Wine and Beverages
12:45 – 13:00	General Discussion on the Handbook and collection of feedback
13:00 – 14:30	Lunch

	<u>Practical lab on Communication of Taste (for high school students):</u>
15:00 – 16:00	Gianfranco Marrone: How to write a recipe
16:00 – 17:00	<u>Empirical research for CuCoTa</u> Dimitar Trendafilov and students from the MA in Brand Management: Presentation of the results of a representative survey on Taste and Design in the Restaurants in Bulgaria
17:00 – 17:15	Coffee break
17:15 – 18:00	<u>Presentation of the chapters of CuCoTa handbook by the authors</u> Dario Martinelli: The ethics of eating: the impact of food on local and global problems
18:00 – 18:30	Francesco Mangiapane: Film and Food
18:30 – 19:00	Ilaria Ventura: Dietetics and food regimens
19:00 – 20:00	Dinner
21:00 –	Social program

Wednesday, 4 September

	Bulbank lecture hall
Chair: R. Yankova	
10:00 - 10:45	Nikolina Skenderija-Bohnet: Eating and being eaten. Food and death in Elias Canetti's cultural anthropology.
10:45 – 11:15	Evipides Zantides: The taste of Typography and the semiotics of food advertisements
11:15 – 11:30	Coffee break
11:30 – 12:00	Evangelos Kourdis: Gastronomic Culture in Commercial Communication: Culinary Shop Signs in Thessaloniki
12:00 – 12:30	Peter Breznan: The irresistible taste of meat
12:30 – 13:00	Marek Debнар: The Map of the Taste: language and space of culinary itineraries in Bratislava (case study)
13:00 – 14:30	Lunch

Chair: D. Martinelli	
15:30 – 16:00	Christina Adamou: (Inter)national connotations of pleasure in Masterchef
16:00 – 16:30	Ulrika Varankaite: Food tricks: Exploring the perception of taste
16:30 – 17:00	Borislav Gueoguiev: The Semantic Field of Tastiness
17:00 – 17:15	Coffee break
17:15 – 17:45	Reni Yankova: Imagination and the development of taste
	<u>Skype session from New York University (NYU)</u>
18:00 – 18:30	Simona Stano: Beyond Taste: Gastro-anomy, Orthorexic Societies, and Food Myths
18:30 – 19:00	Fabio Parasecoli: The Invention of Authentic Italian Food: Narratives, Rhetoric, and Media
19:00 – 20:00	Dinner
21:00 –	Social program

Thursday, 5 September

Chair: George Tsonev	Bulbank lecture hall
10:00 - 10:30	George Tsonev: Why food vlogging is a thing?
10:30 – 11:00	Svetoslav Biliarsky: The body as a sign: ideas for segmentation in food marketing
11:00 – 11:30	Nina Denisova: The Worlds of Quality in craft beers - when sociology meets semiotics
11:30 – 12:00	Coffee break
12:00 – 12:30	Loukia Kostopoulou: When food mobilises emotions: Reaching foreign and domestic audiences
12:30 – 13:00	George Damaskinidis: Conceptualizing and Sculpturing Food: A multimodal semiotics approach to culinary statements.
13:00 – 14:00	Lunch
14:30 – 17:00	<u>Defence of MA Theses for the students in Brand Management</u>
	Chair Prof. Ivan Kassabov

