

SAPORIDICINEMA

DINNERS AND CINEMA UNDER THE STARS

High cuisine starring on the screen and on the table

5 midsummer nights, 5 menus created "ad hoc", 5 films which are by now part of the history of the food-inspired cinema. These are the ingredients of the new **SAPORIDICINEMA Festival**, one of the first events scheduled to liven up the hills of the **MU.seo D.iffuso A.stigiano (MU.D.A.)**, an important project to enhance the area south of the town of Asti, promoted by the Comunità Collinari "Tra Langhe e Monferrato" and "Vigne Vini" associations, with the support of the Regional Government of Piedmont. **SAPORIDICINEMA**, now at its first edition, will become an not-to-be-missed appointment for all food and cinema lovers, a nice excuse to spend **a quiet week-end of wellness** in this area, the most prolific in Piedmont as to wine production, where the quality of life is matched by the art of hospitality and where the art of gastronomy has been a tradition for centuries.

What a better location, then, for this Festival that offers an **appetizing program**? For 5 Fridays in a row, **from July 4th to August 1st 2008**, **SAPORIDICINEMA** will light up the lovely inner yard of the **Castle of Costigliole d'Asti**, organized by **ICIF - Italian Culinary Institute for Foreigners**, in collaboration with the **Film Commission Torino**, two associations representing from one hand the excellence of Piedmont in enogastronomy and on the other hand the historical tie between Piedmont and the seventh art.

Each Friday in July and till August 1st, food lovers and cinema lovers will be able to gather in the splendid setting of the Castle of Costigliole d'Asti, amidst the rolling hills covered in perfectly arranged vine rows that stretch as far as the eye can see. Each evening will start at 08.30 pm with a rich aperitif, followed at 09.00 pm by a dinner whose courses will take inspiration from the film screened that same night.

The following are the films scheduled in the program:

"Fried green tomatoes", "Ratatouille", "The dinner", "No reservations", "Waitress".

The menus of these exclusive dinners will be prepared each night by the **chefs** of the "**Stars of Piedmont**" team, formed by excellent professionals and created by the **Regional Government of Piedmont** to group the "ambassadors" of the local enogastronomy; professionals able to convey to the world the excellences, peculiarities and enogastronomic treasures of Piedmont, according to a new concept that considers food as a universal "language" able to transmit history, culture and life-styles.

The organization of the event has been entrusted to **ICIF**, a historical institution in the field of enogastronomy, boasting international renown and committed all over the world for over twenty years to the safeguard and improvement of the image of Italian cuisine and products among the professionals in the food-service industry abroad.

The cost for each event has been fixed at € 100,00 that will be used for charity purposes. Pursuing its best tradition, also on this occasion ICIF will earmark the proceeds of the event to an important **charitable action**. Following an agreement with the government of the Brazilian town of Belo Horizonte, the proceeds of the events will be used to rehabilitate the young of the town and engage them in professional activities connected to the cooking arts.

In case of bad weather the dinners will be served in the charming halls of the Castle and the films will be projected in the Town Theatre of Costigliole d'Asti.

Info and reservations: ICIF 011.9912456 - 0141.962171
www.icif.com

IN-DEPTH INFORMATION

MU.seo D.iffuso A.stigiano

The hill ranges south of Asti, included in the associations Comunità Montane tra Langhe e Monferrato and Vigne Vini, are an open-air museum, where rooms have no walls nor ceilings and where one can sweep the horizon, admiring the landscape as if it was the most precious work of art.

Rolling hills covered in perfectly arranged vine rows and stretching as far as the eye can see; century-old hamlets perched around turreted castles; romanic and baroque churches; charming cellars like "Underground Cathedrals"; wine products of excellence like Asti and Barbera; food-service art and exclusive hospitality establishments.

The MU.seo D.iffuso A.stigiano – or "MU.D.A.", that in Piedmont's dialect refers to the clothes worn on Sundays, on holidays and on special, important occasions – represents an innovative concept of territory that is taking shape thanks to the homonymous project supported by the Regional Government of Piedmont with the participation of about twenty municipalities belonging to the associations Comunità Montane tra Langhe e Monferrato and Vigne Vini. The names of the two associations represent a perfect synthesis of the added value of this territory: South of the town of Asti, between the Tanaro river and the Appennines, on the threshold with Liguria, stretches the hilly area that is the heart of one of the most famous wine productions in the world: south-west are the Langhe, west is the Roero, the Monferrato north and the Upper Monferrato east. Vineyards are the human kind of activity that most characterizes these zones, with their vine rows running one after the other on these wonderful hills dotted with small hamlets, originally Roman and Ligurian settlements, crossed by Celts, Longobards and Saracens, incorporated in the Commune of Asti and finally turned into possessions of the Savoy family.

Wine is the underlying theme of this land, with 100 million bottles a year and 30% of its wines boasting a DOC appellation; this is the most prolific area in the region from an enologic point of view. Among its many records, suffice it to remember that Barbera is the third most famous Italian wine in the world (after Barolo and Chianti) and that the nearby town of Canelli is the town where, in 1865, Italian sparkling wines were invented and in particular Asti Spumante, which still today is the leader of Italian wines in the world with about 80 million bottles a year!

The MU.seo D.iffuso A.stigiano has planned important interventions to enhance and promote the landscape, first of all that of creating "Rooms" of Contemporary Arts, six works of art in the open air, located in as many fascinating panoramic spots and signed by six contemporary, world-renowned artists, among which Vercruysse; Buren; Cragg; Long; Fogliati... A seventh round "Room" with a play of lights will act as a connection between all the other ones.

The MU.D.A. intends to promote the area south of Asti not only as a work of art, but also as an example of quality life-style, thanks to its gastronomic tradition, among the greatest in Italy – King Truffle is a teacher! – and to the many hospitality and leisure opportunities going from the welcoming hotels and country inns to the many restaurants, from sports facilities to the relax offered by the Spas in Agliano and in Acqui, to the numerous events belonging to century-old traditions that can become a good opportunity to discover this territory, like the Siege of Canelli, the Barrel Race of Nizza Monferrato, the Vaslot Race, the Cugnà Contest... and now also the SAPORIDICINEMA Festival.

The Castle of Costigliole d'Asti

The origins of the Castle of Costigliole d'Asti **date back to the mid-eighteenth century**. In 1549 Costigliole d'Asti was taken by the Spaniards who contended for the town with the French for several years, till when they took it for good. An important military stronghold, the *castrum* changed its architecture to adjust to the various war events and needs. The most considerable change took place in the first half of the 19th century: it is the neo-gothic period and the whole building will be "transformed" according to this style, to reach its present square layout with four huge round towers. The façade, facing east, is in baroque style; the opposite one has Gothic windows, a draw-bridge, corner bartizans and Guelf battlements. The northern wing is characterized by a central stairway with a double flights of stairs, from which it is possible to admire the large park.

ICIF

ICIF - Italian Culinary Institute for Foreigners is **an non-profit association**, established in 1991 to safeguard and improve the image of Italian cuisine among professionals operating in the food-service industry abroad.

ICIF organizes Master programs and Courses for groups of young foreign professionals (chefs, sommeliers, restaurateurs) wishing to acquire an "Italian" specialization".

Since 1997 ICIF has had its headquarters in the medieval Castle of Costigliole d'Asti, restored in order to meet the needs of the Institute and of its training activities. Beside the classrooms equipped with state-of-the-art facilities for modern educational programs, a wine and an oil cellar were also set up, completed by a modern tasting-room boasting a futuristic design.

ICIF is currently present abroad with three schools teaching Italian cuisine, in Brazil, China and South Korea and with its representative offices in many Countries in the world, among which United States, Canada, Japan, Germany, Venezuela, Australia, Malaysia, Mexico, Peru and Taiwan.