



COMPETITION AMONG TOP ITALIAN CHEFS, ISPIRED BY AN ARTISTIC TH...

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CHECK OUT THE PICS OF THE FIRST EDITION OF IMAFESTIVAL!

ADV

The final stages of the festival were held in **Milan (20- 27 March), NEW YORK (April 25-May 3) and LOS ANGELES (May 26 to May 31).**



Milano



New York



Los Angeles



Check out the VIDEO

**October 1, 2010**

**Palazzo Reale - Milano**

IMAFestival officially **opened the Italian section of the website for subscriptions** by competing artists, in the presence of Milan's culture minister Massimiliano Finazzer Flory, and Councillor for fashion events and 2015 Expo, Silvia Garnero.



Immediately after the press conference a **performance on the theme of Food and Migration**, was given by the artist Ciriaca+Erre.



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**October, 20 2010**

**Italian Cultural Institute of New York**

TAG CLOUD

The US sections of the website were opened for subscriptions during an international conference for the American press in the presence of the Director of the Italian Cultural Institute, Riccardo Viale and Deputy Consul General of Italy in New York, Lucia Pasqualini.

Following the press conference, as in Milan, there was a **performance based on the theme of the festival, performed by Michela Martello, accompanied by violinist Victoria Voronyansky.**



**February 9, 2011**

**22 Gramercy Park, New York**

The first IMAFestival event was held in a **prestigious Penthouse made available by Corcoran Real Estate**, a well known US real estate agency and sponsor of IMAFestival. The event, (a silent auction) in which **20 paintings by 10 American and Italian artists were auctioned to help the cause of migration and the talent of young migrant artists** was attended by about **300 people** in the presence of the Consul General of Italy in New York, Francesco Maria Talo, the Director of the Italian Cultural Institute, Riccardo Viale and Councillor of the Province of Milan for Fashion, Events and the EXPO, Silvia Garnero.



During the evening **Italian food and wine excellences were served**, and the two Italian artists **Giorgio Casu, Michella Martello** gave a **performance that used organic ingredients as raw materials to create a work of art** related to the Italian traditions of **wine, oil, saffron and coffee.**



**March 15, 2011**

**EXTRABANCA, Milano**

**IMAFestival organized an event related to visual art in the main branch of EXTRABANCA, the first bank that caters to foreigners resident in Italy.** During the evening there was an exhibition with works by Romanian **Andrei Tudor Odangiu**, winner of the Extrabanca Prize of IMAFestival, along with the performance of "Can I Have Another Question?" by **Ciriaca+Erre.** During the event **a hundred people, Italians and foreigners**, filled the Milan branch of the Bank, to the artists' great satisfaction.



### The Exhibition Eat Art

The final events of IMAFestival were further enhanced by the exhibition of contemporary art: **"EAT ART", which 'migrated' together with the festival through the cities of Milan, New York and Los Angeles.**

10 works of painting, sculpture, and video installation have been created by **nine contemporary artists** already established in the national and international art arena.

Each artist was **inspired by a product of Italian**

**excellence: Alessandro Bazan** worked on a spaghetti dinner (pictured), **Michela Martello** on Grana Padano (pictured), **Davide Nido** on the famous caprese salad (pictured), **Silvio Giordano** on Parma ham (installation) and Moscato d'Asti (video installation), **Ciriaca+Erre** on chocolate (installation), **Julia Krahn** with the Bread of Matera (wall paper and installation), **Federico Guida** on Grana Padano (pictured), **Michelangelo Galliani** with balsamic vinegar (sculpture ) and **Lucia Pescador** on Grana Padano (photography).



The catalogue, in a limited edition product for IMAFestival by Bonelli LAB, has introductions by the Councillor for the Province of Milan for Fashion, Events and the EXPO, Silvia Garnero, Minister Giancarlo Galan, Minister Sandro Bondi, Milan's culture minister Massimiliano Finazzer Flory and the curator of the exhibition Rossella Canevari.

**March 20, 2011**

**Big Event in MILANO - Teatro dal Verme**

Among the **hundreds of participants** who uploaded online at [www.imafestival.com](http://www.imafestival.com) to one of the four proposed categories Film, Music, Literature and Visual Arts, **45 finalists** were selected by the IMAFestival Committee and the jury, consisting of renowned professionals in the industry.



On 20 March 2011 at the Teatro dal Verme in Milan, the finalists had **the opportunity to perform live / exhibit their works** in front of an audience of more than **1,500 people**. In the course of the day a conference was also organized to promote a **discussion between the jury, the artists and the many spectators**.



The evening awards ceremony was presented by **Paola Rota, Matteo Viviani** (Le Iene, Italia 1) **Ludmilla**



**Radchenko** and in the presence of the **Councilor of the Province of Milan for Fashion, Events and the EXPO, Silvia Garnero**. In addition to personally presenting the winners awards, **Councillor Garnero** announced the participation of IMAFestival in EXPO 2015, an exhibition that will gather the best works that participated in IMAFestival editions 2011-2015.

**Even Italian food excellences stared in the event:** the foyer of the Teatro Dal Verme hosted throughout the day **10 corners of certified products offered by the AGIA Association**, and a special corner set up by **Prosciutto di Parma** and the two main sponsors of IMAFestival: **Grana Padano and Moscato D'Asti** who also offered personalised awards to the competition.

**April 25 - May 3, 2011**

**NEW YORK Events**

**Wook & Lattuada Art Gallery, La MaMa Theatre e Serafina Restaurant**

In New York IMAFestival organized **a series of three events dedicated to art and Italian gastronomic traditions**.



The festival opened April 25 with the **inauguration of Mangia L'Arte - Eat Art**, during which, artist **Ciriaca+Erre** presented her live performance **"Can I Have Another Question?"** to the public in New York. During the evening a **buffet was served, offered by the sponsors of the event** (Grana Padano, Moscato d'Asti, and Prosciutto di Parma) which joined other sponsors of Italian Food in the U.S. market (Colavita, Baci, Voga, Bindi).



On Monday, May 2 an official dinner was held in the renowned Italian restaurant **"Serafina"** Upper East Side, where IMAFestival partners **exhibited paintings of Ludmilla Radchenko**, produced by the artist on the theme of Food and Migration.

The grand closing event IMAFestival New York, was hosted by the **famous avant-garde La MaMa Experimental Theater** (Lower East Side), where during the course of the day the many spectators

had the chance to see the screenings of prizewinning films and documentaries from the Milan competition and see the exhibition of the works of American contestants. The event was enhanced by a live performance from Ciriaca + Erre, a reading from the book "No Panic" by the Italian writer Rossella Canevari and a concert by the R & B singer Georgia Cee and her band.

During the day, Italian gastronomic products were offered for tasting



**May 26, 2011**

**LOS ANGELES - Final Event**

**Italian Cultural Institute of LA**

At **Los Angeles IMA Festival** was hosted by the **Italian Institute of Culture** for the grand closing event IMA Festival Los Angeles, **Thursday, May 26, which was attended by hundreds of people.**

As in New York, during the Los Angeles event there were **screenings of films and documentaries that had won the competition in Milan, a free concert by singer Georgia Cee and readings from the book "No Panic" by Rossella Canevari.**

The event also inaugurated the exhibition **Mangia L'arte - Eat Art**, open to the public May 26 to 31 in the gallery of the Institute, accompanied by a **live performance by the artist Ciriaca+Erre named 'Remind Me to Remember'.**



The evening was enlivened with a buffet prepared by the historical Italian restaurant **Valentino of Santa Monica**, who lent his **Chef Nico Chessa** to cook for the audience in the beautiful kitchen of the Institute. The chef used exclusively **Sardinian Italian ingredients** offered by our sponsor **Grana Padano.**

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