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Photography, Educational
Programmes, Workshops,
Screenings & Events

The
Mediterranean Diet
Revisited



Foodprint tells the story of the creation of the Mediterranean Diet and explores why it is relevant to our lives today. It brings alive a history of sustainability, health and cultural exchange, helping to explain how simple peasant food has come to be celebrated as the healthiest food for both our bodies and the planet.

Connecting Greece, Italy, Spain, Portugal, Morocco, Croatia and Cyprus, the project is based on photographs by five European photographers that bring alive an age-old way of life practiced across the Mediterranean for centuries. Parallel activities include food photography workshops for teenagers, educational programmes, documentary screenings, cooking & food events and culinary walks.

Foodprint ultimately seeks to inspire change and to connect a European audience with the past of a region, which although marked by poverty and hunger, created one of **the world's healthiest and most sustainable diets**.

Morocco, MYRTO PAPADOPOULOS



PROJECT ELEMENTS

1. TRAVELLING EXHIBITION

The **exhibition**, which travels across Europe in 2022-25, uses contemporary photography to engage visitors in a multi-sensory exploration of the Mediterranean Diet.

Colour photographs taken by five European photographers in Greece, Italy, Spain, Portugal, Morocco, Croatia and Cyprus, capture dramatically contrasting landscapes from isolated fishing villages to mountainous hamlets and urban centres. In parallel, the project's **dedicated multilingual website** offers additional information through texts from leading historians, archaeologists, food scientists and chefs. Visitors also gain access to archive material related to the photographs and educational material.

The exhibition seeks to inspire change and encourage the audience to connect with the Mediterranean's past, while exploring themes such as sustainability, identity, family, community, cooking, farming, health, poverty and creativity.

Croatia, JOHANN CLAUSEN



Crete, HELENA HEATHERWICK



2. EDUCATION

Educational and interactive programmes run within museum exhibitions, schools and in cultural centers include intergenerational workshops about food practices and customs, an interactive game for children about food waste, a laboratory in which children discover recipes of the ancient Romans and food painting sessions.

In parallel, lesson plans about food in Ancient Greece and Rome have been created and are available for use in schools. Special focus is given to the history of the Med Diet, the components of a healthy and environmentally sustainable diet, food in antiquity and prehistory.

3. WORKSHOPS & EVENTS

A series of workshops and site-specific activities take place in the host cities.

These include

Food Photography Workshops

Taking place across multiple venues, photography workshops introduce teenagers to photography and food, encouraging them to explore the relevance of the Mediterranean Diet to their lives today.

Participants are invited to create images based on the concept of the Mediterranean Diet and communicate the ideas of intangible cultural heritage, identity and sustainability. The images produced are used to create a collective photography project (a version was presented at the EMΣT Museum of Contemporary Art Athens).

Cooking workshops & events

Cooking workshops are organized in each venue, in partnership with local organizations, cooking groups and cooks. Workshops have included migrant cooking tutorials, open sandwich workshops, legume soup tasting, olive oil tasting sessions and cooking workshops for families.

Documentary Event-Screenings

Event-screenings of documentaries related to food are organized in or around exhibition venues. Special focus is given on health, with scientists, nutritionists and anthropologists taking part in after-screening Q&A's.





EXHIBITION VENUES | CONFIRMED

- ISTANBUL, TURKEY | Salt Beyoğlu
14.10.2022 - 04.12.2022
- BRESCIA, ITALY | Santa Giulia Museum
09.01.2023 - 26.02.2023
- NICOSIA, CYPRUS | Bank of Cyprus Cultural Foundation
19.01.2023 - 24.02.2023
- THESSALONIKI, GREECE | Design Week, Port
6.06.2023 - 14.07.2023
- TIRANA, ALBANIA | Tulla Culture Center
14.09.2023 - 5.10.2023
- ATHENS, GREECE | EMST Museum of Contemporary Art
14.09.2023 - 29.10.2023
- PULA, CROATIA | Sacred Hearts Gallery
13/10/23 - 19.11.2023
- STYMPHALIA, GREECE | Environment Museum, PIOP
18.10.2023 - 08.01.24
- SPARTA, GREECE | Museum Olive Oil, PIOP
2024
- LESVOS, GREECE | Museum of Industrial Olive-Oil
Production PIOP, 2024



4. DOCUMENTARY

Foodprint is accompanied by the documentary **'The Perfect Meal'** which explores how the Mediterranean Diet affects different parts of our body, heart and brain, but also how the food we eat can act as medicine, if used correctly. It is produced in partnership with the French-German broadcaster ARTE, RTVE (Spain), RTS (Switzerland) and the Greek broadcasters Cosmote TV and ERT.

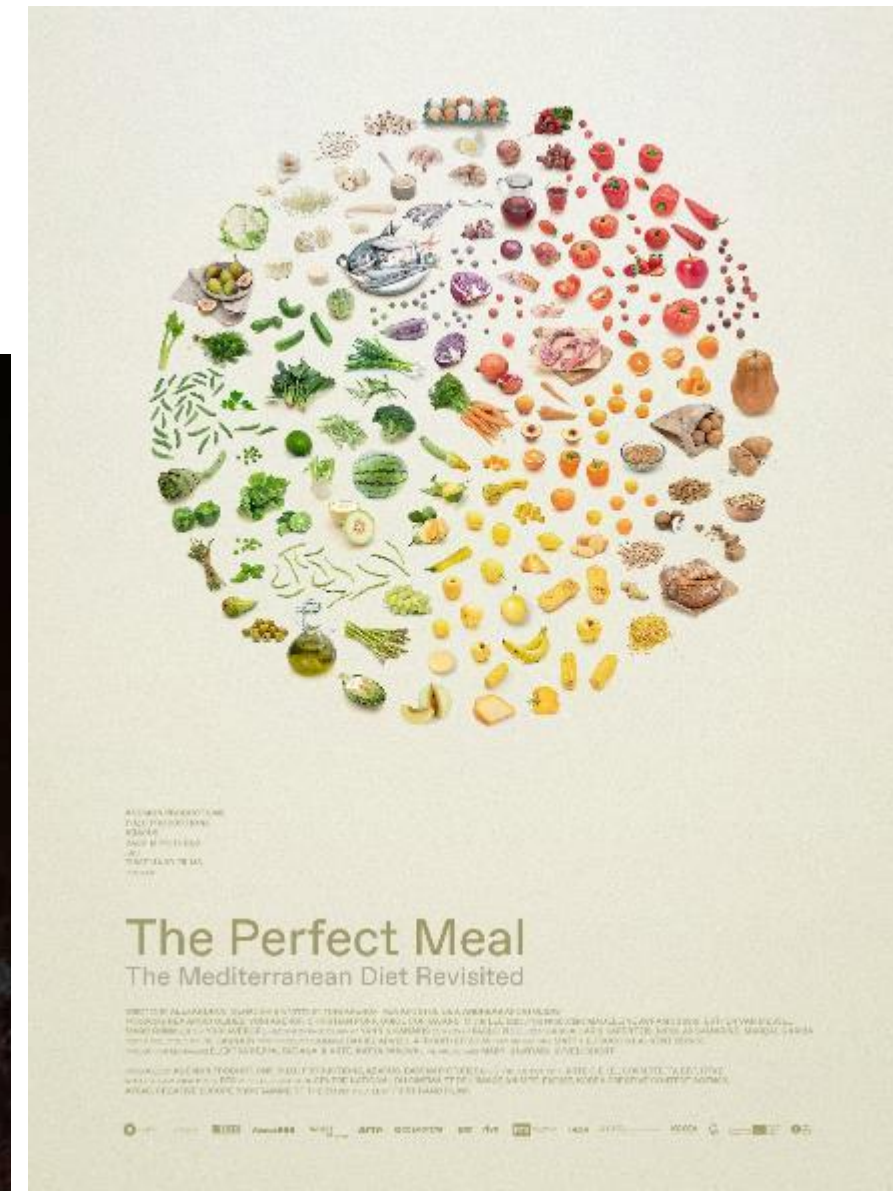
The film focuses on how our diet can prevent disease and obesity, but also on why what is healthy for our body is healthy for the planet, aiming to promote **a holistic approach to food.**

Event-screenings of the film take place within the exhibition, in schools, cinemas and cultural centers, in synergy with scientists, dieticians, writers, food historians, journalists and teachers.

The Perfect Meal offers a comprehensive, objective and scientific take on the Mediterranean Diet, helping to **inspire good health, sustainable living and to influence the way we cook, eat and live.**

Watch the trailer: <https://vimeo.com/860464917>

Follow our social media campaign on [Facebook](#) and [Instagram](#).



PROJECT PHOTOGRAPHERS



MYRTO PAPADOPOULOS | GREECE

Myrto is a photographer and filmmaker, focusing on issues of identity, gender and trauma. Nominated for the Prix Pictet, the Magnum Foundation grant and a winner of the Magenta Foundation, her work has been presented across the world, while her clients include National Geographic, the Smithsonian Magazine, Time Magazine, The New York Times, WSJ, Le Monde, The Guardian, The Washington Post and DIE ZEIT.



JOHANN CLAUSEN | GERMANY

Johann's photos transcend their subjects, liberating them from their function to reveal new ways of understanding them. Paying close attention to shape, texture and detail, his work highlights the sculptural qualities of objects, celebrating their delicate nature. His clients and collaborations have included Acqua Di Parma, AUDI, Adidas, BMW, Fondation Cartier, Hermes, Lacoste, Monopol Magazin, Staatliche Museen zu Berlin, Volkswagen, Wallpaper.



ELENA HEATHERWICK | UK

Elena is a freelance photographer specialising in portrait and documentary photography. Her understanding of light and shadow and her sharp eye for the smallest detail convey meaning, creating images that make you stop and think. Her work has featured the New York Times and the Guardian and she has worked across the world with the UN, International Rescue Committee etc.



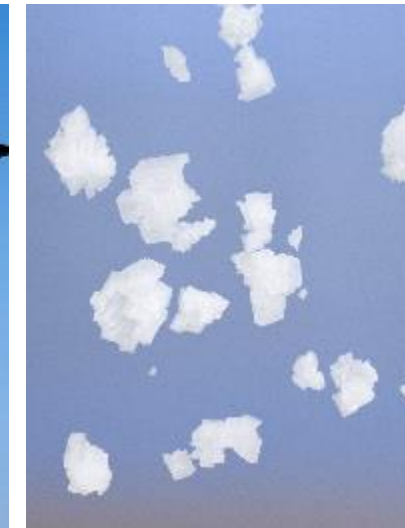
CHRIS DE BODE | NETHERLANDS

Chris is an international award-winning documentary and portrait photographer who always tries to find different angles to visualize a story. He has travelled to more than 90 countries collecting stories, in collaboration with NGOs, UN branches and leading magazines and papers like the Guardian, National Geographic, Vanity Fair and Time. Chris also has broad experience in mentoring workshops in several countries, focusing on storytelling in pictures.



MARIA CONTRERAS COLL | SPAIN

Maria Contreras Coll is a storyteller and documentary photographer based in Barcelona. She has worked on the refugee crisis in Greece, France, Germany, and Morocco. She lived in Nepal during 2017-18 to document how women fight against menstrual restrictions and is currently working on a project about sexual violence in Spain. Her work has been published in The New York Times, The Washington Post, or Marie Claire among others,



PROJECT ORGANISER

Anemon is based in Athens, Greece, and produces innovative documentary, web and educational projects, aiming to inform and inspire action.

Recent films include **When Tomatoes Met Wagner** which is the Greek BIFF Oscar contender and premiered at the Berlinale 2019 (Greek Film Centre, Cosmote TV, ARTE), Greek Film Academy winner **Dolphin Man** (ARTE, Wowow, Knowledge, TVO, SVT, RTS, Yes DBS, ERT, CNS, Greek Film Centre), IDFA shortlisted **Kismet** (ARTE, Al Jazeera, YLE, SVT, ERT, Channel 8, Rai, Greek, Bulgarian and Croatian Film Centres) and Grierson nominated **The World's First Computer** (BBC, ARTE, NHK, PBS).

Cross-media projects include:

- **A Balkan Tale**, a photography and interactive travelling exhibition aiming to change public perceptions of the Ottoman period in the Balkans. In collaboration with the Goethe Institut South Eastern Europe and partners across the Balkans.
- **Twice a Stranger**, an exhibition, storytelling, film screenings, educational and cooking programmes about population exchange in the 20th Century. Supported by the Culture Programme of the EU, in collaboration with the University of Oxford, the Benaki Museum, the Stockholm War Museum, the Deutsches Historische Msueum, the Bilgi University, Tolle Idee, the Goethe-Institut, the Leventis Foundation UK and the British Council.
- **War & Peace in the Balkans**, a multi-media exhibition uses archive photos and video interviews with leading historians to tell the little known history of the Great War in South East Europe from a transnational perspective. Produced for the Goethe Institut on the centenary of the outbreak of World War I.
- **Metsovo 1900**, an innovative cross-media project which showcases Metsovo's Folk Art Museum. Through photographic reenactments of everyday life in the early 20th century, the platform uses interactive digital applications, text and video to highlight the cultural heritage of the Pindus mountain range communities.

Anemon also runs **CineDoc** and **CineDoc Kids**, two yearlong festivals which screen and distribute documentaries across Greece.

PROJECT PARTNERS

EUROPE

Goethe-Institut, Southeastern Europe – the regional branch of the German non-profit educational organization encouraging international cultural exchange in South-East Europe.

WWF -the leading organization in wildlife conservation and endangered species. Foodprint works with WWF Greece, which also brings in its Europe wide network in Portugal, Spain, and Italy and Cyprus.

GREECE

National Museum of Contemporary Greek Art Athens (EMΣΤ) – Greece's museum of art which safeguards, preserves, documents, researches and exhibits works of contemporary Greek and international art.

Hellenic Ministry of Culture & Sports, Directorate of Modern Cultural Heritage – the state agency responsible for the implementation in Greece of the International Convention for the Safeguarding of the Intangible Cultural Heritage (UNESCO, 2003).

Piraeus Bank Group Cultural Foundation – a foundation showcasing Greece's cultural heritage through a network of thematic museums.

Museum of Cycladic Art - a cultural institution and museum dedicated to the study and promotion of ancient cultures of the Aegean and Cyprus.

CYPRUS

Bank of Cyprus Cultural Foundation - encouraging the research and study of Cypriot civilisation in the fields of archaeology, history, art and literature.

Cyprus Food Museum – a virtual museum recording, preserving and disseminating the cultural heritage of food in Cyprus.

ITALY

Brescia Museums - a complex museum system including, amongst other sites, the UNESCO site Santa Giulia Museum and Brescia's Archaeological Area, the largest urban archaeological zone in north Italy.