

## THE PHARMAFOODESIGN IN THE DIAETA MEDITERRANEA

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### Summary

The pharmafooDesign coincides with a complex paradigm in which they meet and mix different disciplines such as nutraceuticals, medicine, biology, genetics, anthropology, nutrition, architecture. In March 2013, the event entitled “Week of the Mediterranean Diet: “ali\_ment\_azion\_e” will be held at the Mostra D'Oltremare in Naples.

The aim of this event is to promote and publicise the Mediterranean diet as an expression of identity in which the territory is the interwoven thread in the basket of raw materials (water, salt, fish, cereals, olive, vegetables, honey, milk, grapes).

## Introduction

The focus is to educate through “ali\_ment\_azion\_e” the five senses plus one, common sense, with culinary workshops, gastronomic walks, conferences, debates and competitions. The event is the return of the result of the applied research cluster “landesign” of the Faculty of Architecture and Design “Luigi Vanvitelli” of the Second University of Naples (scientific responsible prof. Sabina Martusciello, prof. Dolores Maria Morelli).



» Abazia di San Lorenzo ad septimum, Aversa (CE), Italy  
The Faculty of Architecture “Luigi Vanvitelli” of the Second University of Naples

**Land + Design** = is to draw, participate, ask, tell, communicate, disclose the earth, is the design of the earth

**Lan + Design** = local area network design

**Local:** in the sense of a project that has its roots in the place, in the land of reference in which, for which, and from which extracts tracks, signs fragments for the design of things that become events.

**Area:** soil as a common good, limited, non-renewable as defined surface, such as the white paper that accepts pencil sketches, which rejects the plan dimensionless area of the computer and the mouse that runs and moves on a plane without tactile perceptions; area as physical surface that you see, touch, hear and taste is perceived.

**Network:** as networking, meetings, real-world incentives of people involved with a local project to regenerate that part of the earth according to a fractal metaphor.

The bill of landesign is to return a sense to five senses plus one “common sense” to eliminate “prosthesis” and dirty ourselves hands, making sustainable.

The goal of “Week of the Mediterranean Diet: ali\_ment\_azion\_e” is “from the spoon to the city”, accepting the invitation of Ernesto Rogers, as outlined in the Charter of Athens in 1952. An Architecture “from the spoon to the city”, knowing that the daily food choices affect the planet, not the future of the planet, but in the ‘here and now’ of our land, in its bio-chemical and physical structure, depositing on the ground doing of man. “In a sustainable local economy makes money. Distribution methods that limit the brokerage and make travel shorter distances to food allow a clear limitation of emissions of CO<sub>2</sub> and all the pollution due to transport. The food will require less chemicals, from fertilizers to pesticides to preservatives, and therefore less foreign substances will be released into nature. Crops less intensive or not-intensive of all they need less water. Saving the biodiversity of an area, the effects can be manifold. For example, safeguarding the landscape and the aesthetic and functional identity of an area. [...] The local economy needs the biodiversity and for this reason we have more assurance that it is protected and exploited in a sustainable manner. The seasonality of products is not only a pleasure and a source of education but need to make production more efficient, to the benefit of natural cycles. The reduction of invasive technologies typical of agro-industries will have a beneficial effect on the health of the environment and the vitality of natural systems”.<sup>1</sup>

“The food is the root node for the reconstruction of an alliance with the planet we inhabit and Nature

which populates it with us".<sup>2</sup>

So if the food remains where it is produced, if the food, if the food is converted to km 0 no "power" over the power consumption of the earth but men. The mind of man. Our mind is organized according to the relationship between the parties which have traits in common with the relations between the parts of other complex natural systems.

For Bateson<sup>3</sup> is appropriate to use the word mind and thought process about what happens in systems that contain a variety of parts. He called mental processes those events that occur in the organization and in the relationships between the parts of a whole, be it a tree, a forest, a man who cuts a tree in the forest. What Bateson called 'ecology of mind' should be understood as an attempt to integrate within a new epistemology with a very wide phenomena seemingly very different but actually very close in terms of their organization and their operation: language, learning, biological evolution, and finally life itself. Bateson explores the biology, anthropology, psychiatry, epistemology to discover and explore the "pattern which connects [...] the crab to the lobster and the orchid to the primrose and all four with me and me with you? Bateson perfected his knowledge even more ecological knowledge centered on the idea that the unit of evolution is not the individual organism or a single species, but rather the body-plus-on-its-environment".<sup>4</sup>

Goethe, founder of the morphology, states that "all forms are similar, although none of them are the same" and concludes, "and this is an enigma sacred".

Goethe discovered that define a leaf as a flat green thing or a stalk like a cylindrical thing is not satisfactory. The procedure in the definition - which is undoubtedly the way things are going in the depths of the growth processes of the plant - is to look at the buds (ie petioles newborn) are formed in the axils of leaves. From here the botanical formula definitions on the basis of the relationship between stem, leaf, bud, armpit, and so on.

"A stem is what brings the leaves".

"A leaf is what a gem in the armpit".

"A petiole is that in the same position it was before a gem".

"In truth the right way to start thinking about the pattern which connects is to think first as a dance of interacting parts and only secondarily bound by physical limitations of various kinds and the limits imposed by the bodies in a characteristic way". City results in a genetic laboratory in which, as stated Pasteur is not the virus that counts but the ground. That is why it is important to strengthen the immune system, if there is a good ground is more difficult than the virus takes root. One could speak of a "law of inertia of the agricultural landscape that, once fixed in certain forms, tends to perpetuate them - even when they disappeared technical reports, productive and social sectors that have influenced the origine\_ until new and more decisive developments in these reports are not to subvert them". "Indeed, the city no intention ethics and aesthetics have engulfed the landscape, consume and especially in urban voids also Scents memory evaporate". The theme of Mediterranean Diet requires a multidisciplinary, systemic approach as highlighted by Note n. 7853 issued by the MIUR dated October 14, 2011 entitled Guidelines for nutritional education in Italian schools, which cites: "Italy, country of origin of the Mediterranean diet recognized as the virtuous model of health and World Heritage Site by UNESCO since 2010, as having a unique dietary 'luck', with it resulting from an ancient history that has seen the development, within the Italian territory, of the relationship man-food on the constant intercultural comparison and tension to harmonize the needs of local wealth and human resources.

A wealth based on the biodiversity of our land, which must form the basis for the recovery and defence of a healthy attitude towards food as well as the environment in which it is produced and consumed [...]. All this in an effort to weave and pick up the 'threads' that connect the values of the landscape, with the scientific and technological

food chain, nutritional knowledge and culinary skills, with stories of food and family traditions of the area. It is therefore necessary to promote a genuine food culture through a systemic approach, that pays attention not only to the products and subjects, but also to the relationships that unite them [...] The fact that the EXPO 2015, has been assigned to Italy with the theme ‘Feeding the Planet, Energy for Life’ offers unmissable opportunities to give priority to issues of Dietary Education as well as lay the foundations for infrastructures and facilities of excellence to support its diffusion”.

### Method

The systemic approach, as promoted by the MIUR, is guaranteed by the Scientific Committee of Benecon Scarl, which includes:

- **Carmine Gambardella**, Dean of the Faculty of Architecture “Luigi Vanvitelli”\_Second University of Naples SUN, President and Scientific Chief BENECON SCaRL - Regional Centre of Competence for Cultural Ecology Economics;
- **Andrea Buondonno**, Professor of Pedology\_Faculty of Architecture SUN Director of the “School of Pedotechnology for the Environmental Recovery of Degraded and Contaminated Areas”, Faculty of Environmental Science & FORMED, President of the Academic Senate, CESAF;
- **Salvatore Genovese**, Chef-Graduate form the ALMA International School of Italian Cuisine-Rector Gualtiero Marchesi, Coordinator of “ali\_ment\_azion\_e”, the week of the Mediterranean Diet;
- **Sabina Martusciello**, Professor of Design\_Faculty of Architecture SUN Member of the Board of Directors and Scientific Council BENECON SCaRL President of “Orto di San Lorenzo”\_Faculty of Architecture, SUN;
- **Maria Dolores Morelli**, Professor of Design\_Faculty of Architecture SUN, Vice President “Orto di San Lorenzo”\_Faculty of Architecture SUN;
- **Luca Rastrelli**, Professor of Food Chemistry\_Faculty of Pharmacy University of Salerno Scientific Director and Head of the Laboratory of Hydrology and Food Chemistry LICA, Department of Pharmaceutical and Biomedical Sciences University of Salerno;
- **Ornella Zerlenga**, Professor of Drawing\_Faculty of Architecture SUN President of Degree Course in Drawing\_Faculty of Architecture SUN;
- **Eugenia Aloj**, Professor of Ecology\_Faculty of Economics University of Sannio, Member of the Legal Committee of the Ecological Defence, Member of the National Research Council Committee “Man and Biosphere”\_as an expert of the - Ministry of the Environment;
- **Francesco Cormino**, Neuro linguist – expert in communication ethics; Ornella Formati Professor of “Design for Innovation”\_Faculty of Architecture SUN, Expert in Developmental Psychology and Education, Multimedia Teaching Technologies;
- **Vincenzo Pepe**, Professor of Public Law\_Faculty of Economics SUN President “Giambattista Vico Foundation”.

### Discussion

On a regional level, there is a strong interest in the topic, as highlighted by Regional Law n. 6 of 30 March 2012 Recognition of the Mediterranean diet, which cites

Article 1, paragraph 1: “The Campania Region enhances the Mediterranean diet, with UNESCO recognising it as an intangible cultural heritage as well as a development model based on the values of this type of diet and lifestyle from cultural, social, historical, culinary, food, environmental, landscape and customs perspectives”;



» The old *via Campana* of Orto di San Lorenzo

Article 2, paragraph 2: “The promotion of the Mediterranean diet is the common goal of regional policies for the rural areas, aimed at supporting and valorising the multifunctionality in agriculture, landscape, natural heritage and cultural history, sustainable tourism and health”;

Article 3: The Campania Region through this Act also pursues the following objectives:

a) promotion of the Mediterranean diet within the system of UNESCO sites and geographical areas characterized by traditional products with recognized brands such as integrated and synergistic enhancement of the tangible and intangible cultural heritage of humanity;

b) promotion of interdisciplinary studies and research on the effects of the Mediterranean diet on health and lifestyles;

c) development of innovative economic and tourist models for the use of the products of the Mediterranean diet within specific historical-cultural and landscape contexts of the territory of origin;

d) promotion of healthy lifestyles, based on the Mediterranean diet as a model of correct nutrition, disease prevention and key social issues related to nutrition;

e) widespread use of products and specialties of the Mediterranean diet, canteens and catering systems;

f) training and information programmes on the Mediterranean diet and the cultures and landscapes associated with it;

g) promotion of relations and cultural, scientific and economic exchanges between the four communities mentioned in the official UNESCO membership act (Cilento, Italy; Soria, Spain; Koroni, Greece; Chefchaouen, Morocco) through the strengthening of exchanges and actions on an interregional and international scale, through the funding and participation of foundations, agreements and programs established for this purpose;

h) working with schools at all levels, as part of teaching and projects on the themes of the Mediterranean diet;

i) definition of innovative strategies for the protection and sustainable management of natural, rural and historical landscapes, which form the basis of ecological and material cultures as well as lifestyles associated with the Mediterranean diet;

l) establishment of awards on the absolute value of the Mediterranean diet.

Article 4: The Campania Region recognizes the value of the International Centre of the Mediterranean diet in Pollica and the Living Museum of the Mediterranean diet in Pioppi dedicated to Ancel Keys, as poles for the dissemination, training, research and study of the Mediterranean Diet, established by Art. 3, the Regional Observatory and Operative Network for the Mediterranean Diet.

Therefore, the aim is to aid companies, consumers, scientists and researchers and schools of all levels to communicate with each other.

The event is aimed at consumers aged from 0 to 101 to be educated on the ali-ment-action of the five senses plus one, common sense, through culinary workshops, debates, conferences, competitions and gastronomic walks telling the grammar of particular foods of the Mediterranean Diet.

In a special way have been promoted international competitions are open to all students of Architecture and Design on the theme of pharmafooDesign and Foodesign on the principle of education through the five senses plus one, common sense, given that the land to the table a people expresses its identity (landesign).

The section called pharmafooDesign draws on the nutraceutical extending its scope to cover not only medicinal products, supplements and foods that have some nutritional value, also the spaces that play an important therapeutic effect on human health and on the growth, health spaces, the spaces intended for persons with disabilities, the spaces dedicated to children, strategies and languages of drug marketing. Ultimately, the pharmafooDesign coincides with a complex paradigm in which they meet and mix different disciplines such as nutraceuticals, medicine, biology, genetics, anthropology, nutrition, architecture. Students may choose to design objects and their prototypes, spaces and furniture, but also communication plans.

The section of the Foodesign addresses the entire product cycle that includes edible food (not to be confused with the edible), its techniques (tools and procedures for the production, preparation, distribution and consumption), his speeches (the social and religious ceremonies, art and performances in the collective and individual), its market (marketing strategies and languages of the agro-food). Ultimately, the Foodesign coincides with a complex paradigm in which they meet and mix different disciplines such as economics, biology, genetics, anthropology, psychoanalysis, sociology, nutrition, research on sociability and social mediation, and

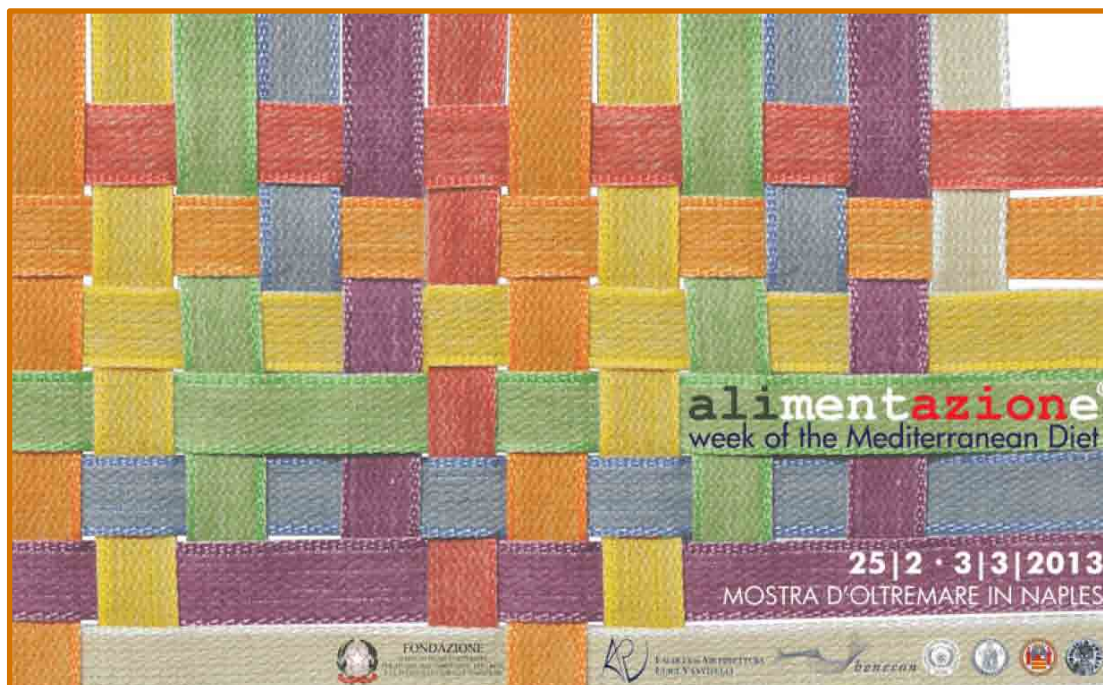
culinary history of systems of forms and symbolic content of conviviality.

The good Foodesign studying new forms of containers, tools, supports and fittings and loads of communicative value, even embracing the visual aspects and narrative (narrativeDesign). Here, too, students can choose to design objects and their prototypes, spaces and furniture, but also communication plans. The week aims to intersect and weave the threads of knowledge and tastes, the co-producers and users, people and raw materials in a systematic and simple relationship. Have joined and participate in the event to talk with the Faculty of Architecture and Industrial Design at the SUN and the Centre of Competence Benecon, to educate young people (0 to 101 years) to the style of the Mediterranean diet to promote foods whose ingredients and nutritional quality of the environment, to enter into and belong to the network “ali\_ment\_azion\_e” that promotes and supports the wisdom and food quality in daily habits: Companies in the food industry, production and processing of raw materials and derivatives, which are reflected in the basket of the

Mediterranean diet (water, salt, fish, cereals, olives, vegetables, honey, milk, grapes); Companies that prefer the overall quality of the entire production / processing / distribution / sales / consumption / sustainability environment chain will be selected; Companies from other sectors that lead to environmental awareness of the accepting of “dieta” or healthy lifestyle; Institutions and Research Centres are also interested in participating in calls on the theme “from the spoon to the city”.

### References

1. C. Petri, Terra Madre. Forging a New Global Network of Sustainable Food Communities, Giunti, Slow Food editore, Milano 2009, pag. 144.
2. Ivi, pag. 143.
3. Bateson G., Mind and nature, Adelphi, Milano 1979.
4. “Biologists speak of phylogenetic homology [...] formal similarity between the bones of my limbs and those of a horse. Another example is the formal similarity between the legs of a crab and the lobster. This is a class of facts, another class of facts is what biologists call serial homology. One example is the rhythmic repetition with change going from one member to another along the entire length of the animal (crab or man), a second example would be the bilateral symmetry of the man or the crab.”



» Presentation of Week of the Mediterranean Diet: “ali\_ment\_azion\_e”