

## “FOOD PYRAMID” AGAINST DESIGN AND COMMUNICATION OF HEALTHY NUTRITION: ALI-MENT-AZIONE

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### Abstract

“Food pyramid” taught to the school students of every order and degree is a macroscopic iconographic error, a sign in project absence, a thought sign, studied and produced directly by nutritionists, modified and integrated by anthropologists and even surely corrected in proteic equilibrium, it results missing of modal, ecological, emotional, educative, communicative requirements, involved in the design field. Food pyramid is a sign of schizophrenic respect to the concept of healthy alimentation, paradoxically is the opposite form, in contrast to substance.

**Key words:** LANDesign

## Introduction

The Project of Applied Research LANDesign® aims to train (ex ducere) “ali-ment-azione” of the five senses plus one, that is the good common sense, hybrid actions between creativity, “ali”, science “mente”, products “azione”.

We eat trough mouth, but we feed us with real and virtual products, digital and tactile products; we feed us with nose – feeding the olfaction, with ears – feeding the hearing, with eyes – feeding the eyesight, we feed us with pictures, sign, colors, emotions...

Signs are forms that translate principles, concepts, behaviors, the (sign) form is substance: healthy alimentation is together assimilated with “food pyramid” in its countless editions and reinterpretations. All children in scholastic age know and redraw the triangle that contains, starting from the base, cereals, fruits and vegetables, then fish, mee, eggs, legumes, milk and derivatives and at the top fats and sweets. Unfortunately the percentage of obese children grows “dramatically”.

Food Pyramid “tached” to the school students of every order and degree is a macroscopic iconographic error, a sign in project absence, a thought sign, studied and producted directly by nutritionists, modified and integradet by anthropologists and even surely corrected in proteic equilibrium, it results missing of modal, ecological, emotional, educative, communicative requirements, involved in the design field. Food pyramid is a sign of schizophrenic respect to the concept of healthy alimentation, paradoxically is the opposite form, in contrast to substance.

Pyramid is the most rigid, static, monolithic solid, the healthy alimentation, instead, requires elasticity, movements, flexibility. Pyramid is the sign of insulation, of secret, of buried memory by sepulture. Healthy alimentation preserves the memories of shared memories, food rituality, hospitality.

“As a Plutarco’s character says in his convivial Dispute (II,10) <<We humans don’t feed us each

other just to eat and drink, but to eat and drink together>>. This aspect is decisive: for this reason, food, for we humans is a cultural event that overall produces “convivio” (from Latin: live together), so live like a community, that means to put together all gifts that everyone has, even debts that each other has.

Share to live together!” (Bianchi E., 2015).

Pyramid encloses an authoritarian imperative and not a democratic consense; pyramis is an algid sign of opulence against harmony that is equilibrium of different parts; pyramid returns to the buildings in which humans (slaves) are used for realization of single product which they will never benefit.

Healthy alimentation, instead, is equilibrium of colors and of local colors of own land, of its seasonality.

The stratified representation of the “food basket” superimposes met to fish, fish to cheese and fruit to vegetable and overall is placed “che cherry” (on the cake) that becomes the coveted summit: another macroscopic formal error, because our view is of perspective type, with optical converging toward a point. Moveover just as nutritionists teach, healthy alimentation can’t be compartmentalized, don’t exist containments band, extra virgin olive oil, that is near to summit - in some pyramids – is used to spice vegetables and bread: food is equilibrium, harmony, not insulation.

Are we sure that healthy alimentation is inside or outside the pyramid?

Which pyramid? Because literature has produced and produce a lot of them, adding mistakes on mistakes; there is always a new food pyramid with a new formal mistake, and form is substance, overall the symbolic form! Water, for example, is situated on the faces and not inside the compartmentalized sections, physical activity is situated under the pyramid and it seems to translate the impossible challenge to conjugate the movement subjected to the monolithic weight of pyramid! And if I respected every prescription food, and if I eat only lying on armchair, watching TV, will I be evenly ensured in weight?

And if I eat using a smartphone in multitasking mode? How much distraction am I eating? There is efficiency, result of a careful process in which we perceive the taste savoring slowly, we feed the eyesight with which we “eat” for 90% and we educate the nose “we taste before with nose, everything is in the nose, the world is in the nose [...] there aren’t words, news neither more precise than ones nose receive” (Calvino.I, 1972).

The teaching use of “food pyramid” results absolutely distorting. Children metabolize this monolithic form, in which it’s not allowed elasticity, mobility, action. Pyramid is a big body with small head, and if we add two little feet, a circle on the top, and two hands on lateral faces, we get the fattest solid”.

So, it must recommence to draw an alimentary texture made up of warp and weft, (physical) space and time (of waiting, of patience, of humility, of sharing), to educate to healthy alimentation through the three main ingredients ali-ment-azione.

The “Ali” (wings) emotional/creative ingredient, intangible, or else memory, memories, smells, herbs, scents, view, sounds, taste; the “Mente” (mind) scientific/rational ingredient of qualitative and quantitative chemical-nutritional values; the “Azione” (action), physical/modal ingredient, or else habits, conviviality, playful/educational relations and products which activate virtuosos processes.



## Method

Participation in the Competition LANDesign® ali-ment-azione® for EXPO 2015

Above art 5, art 6, art 7, art 9 show principal required about LANDesign method.

## Art. 5 Participation Requirements

Competition LANDesign ali-ment-azione® for EXPO 2015 with one or more CONCRETE ACTIONS is open to pupils and students from schools of all levels and universities in heterogeneous project groups belonging to the virtuous chain [University + School + Family + Institutions + Companies], for example:

- Kindergarten children and their teachers with the support and help of parents, grandparents, siblings, friends, experts, businesses and organizations that will have to give their support and contribution in the planning, execution and maintenance stages;
- Primary school children and their teachers with the support and help of parents, grandparents, siblings, friends, experts, businesses and organizations that will have to give their support and contribution in the planning, execution and maintenance stages;
- Middle school students and their teachers with the support and help of parents, grandparents, siblings, friends, experts, businesses and organizations that will have to give their support and contribution in the planning, execution and maintenance stages;
- Secondary school students and their teachers with the support and help of parents, grandparents, siblings, friends, experts, businesses and organizations that will have to give their support and contribution in the planning, execution and maintenance stages;
- University students and their teachers with the support and help of parents, grandparents, siblings, friends, experts, businesses and organizations that will have to give their support and contribution in the planning, execution and maintenance stages.

Participation in the competition is free.

Participants can present the results of activities that have either already been realised or are currently being carried out on the subject of the call or the results achieved through new CONCRETE ACTIONS.

## Art.6 Participation Certificate

Teachers, school pupils of all levels and university students will receive a certificate of participation in the "Competition LANDesign® ali-ment-azione® for expoEXPO 2015."

## Art. 7 Required Documents

The required documents for the CONCRETE ACTIONS, contained in a package sealed with wax, are:

### 1) SHORT VEGETABLE GARDENS

a) 4 tables, 600x600mm on any rigid support (cardboard, forex, plastic, etc.) for texts, sketches, drawings, research, photos, collage, mosaics, etc. necessary for an understanding of the CONCRETE ACTION realized.

b) Report in Italian (maximum one page).

c) 2 minute PITCH. A short film that tells the behind the scenes of the project, the stories they can tell how the idea, its characteristics, the episodes or interesting characters during the development phase, curiosity or mysteries. If, for example, the contestants are good actors, they can recount the project with a small performance, NO PowerPoint presentations of any kind are allowed.

d) 10 Photographs of the participants: 9 photographs of the elaboration and execution stages of the project + 1 photograph of the entire project team, with a minimum resolution of 300 dpi.

e) Sealed envelope containing Annex A – PARTICIPATION FORM

f) Digital support CD-ROM containing a) + b) + c) + d) + e)

### 2) LONG VEGETABLE GARDENS

a) 4 tables, 600x600mm on any rigid support (cardboard, forex, plastic, etc.) for texts, sketches, drawings, research, photos, collage, mosaics, etc. necessary for an understanding of the CONCRETE ACTION realized.

a bis.) 1 Table, 600x600 mm containing Annex B – LONG VEGETABLE GARDENS FORM

b) Report in Italian (maximum one page).

c) 2 minute PITCH. A short film that tells the behind the scenes of the project, the stories they can tell how the idea, its characteristics, the episodes or interesting characters during the development phase, curiosity or mysteries. If, for example, the contestants are good actors, they can recount the project with a small performance, NO PowerPoint presentations of any kind are allowed.

d) 10 Photographs of the participants: 9 photographs of the elaboration and execution stages of the project + 1 photograph of the entire project team, with a minimum resolution of 300 dpi.

e) Sealed envelope containing Annex A – PARTICIPATION FORM

f) Digital support CD-ROM containing a) + a bis.) + b) + c) + d) + e)

### 3) SOCIAL DESIGN OBJECT

a) 4 tables, 600x600mm on any rigid support (cardboard, forex, plastic, etc.) for texts, sketches, drawings, research, photos, collage, mosaics, etc. necessary for an understanding of the CONCRETE ACTION realized.

a bis.) 1 Table, 600x600 mm containing the technical details of the social design object.

b) Report in Italian (maximum one page).

c) 2 minute PITCH. A short film that tells the behind the scenes of the project, the stories they can tell how the idea, its characteristics, the episodes or interesting characters during the development phase, curiosity or mysteries. If, for example, the contestants are good actors, they can recount the project with a small performance, NO PowerPoint presentations of any kind are allowed.

d) 10 Photographs of the participants: 9 photographs of the elaboration and execution stages of the project + 1 photograph of the entire

project team, with a minimum resolution of 300 dpi.

e) Sealed envelope containing Annex A – PARTICIPATION FORM

f) Digital support CD-ROM containing a) + a bis.) + b) + c) + d) + e)

g) Prototype on a scale of 1 : 1

#### 4) SOCIAL DESIGN COLLECTION

a) 2 tables, 600x600mm on any rigid support (cardboard, forex, plastic, etc.) for texts, sketches, drawings, research, photos, collage, mosaics, etc. necessary for an understanding of the CONCRETE ACTION realized.

a bis.) 2 Tables, 600x600 mm containing the technical details of the social design collection.

b) Report in Italian (maximum one page).

c) 2 minute PITCH. A short film that tells the behind the scenes of the project, the stories they can tell how the idea, its characteristics, the episodes or interesting characters during the development phase, curiosity or mysteries. If, for example, the contestants are good actors, they can recount the project with a small performance, NO PowerPoint presentations of any kind are allowed.

d) 10 Photographs of the participants: 9 photographs of the elaboration and execution stages of the project + 1 photograph of the entire project team, with a minimum resolution of 300 dpi.

e) Sealed envelope containing Annex A – PARTICIPATION FORM

f) Digital support CD-ROM containing a) + a bis.) + b) + c) + d) + e)

g) Prototype on a scale of 1 : 1

The sealed package containing the sealed envelope and documents must include the name of the sender and the following statement on the front:

“Competition LANDesign® ali-ment-azione® for EXPO 2015.

Entries without any or missing documents will not be considered for the Competition.

#### Art. 9 Evaluation Criteria

For ACTIONS 1 and 2 The main evaluation criteria, in accordance to the themes-objectives are: creativity, sensitive and coherent approach to the issues, level of detail, experimentation, originality.

For ACTIONS 3 and 4 The main criteria of evaluation, in accordance to the themes-objectives, are 3F + 3E:

- Form, outward connotation, result of a clear and conscious design development;
- Function, proper use of the product in the man/environment relationship;
- Feasibility analysis of the structure necessary and sufficient for the conformation of the product;
- Economics, from “oixonomia” or appropriate distribution of the parts, with respect to a cost-benefit analysis of the product;
- Ecology, benevolent relationship between man and the environment arising from the use of the product;
- Emotion, intense emotional reaction intended to induce healthy eating habits.

#### Discussion

The Project of Applied Research [LANDesign ali-ment-azione: Dieta Mediterranea SUN, UNISA, Facultad CIENCIAS AGRARIAS Y FORESTALES DE LA UNIVERSIDAD NACIONAL DE LA PLATA (FCAYF-UNLP), BENECON Scarl Membre of Forum UNESCO University and Heritage, COMUNITAEUROPEA, MIUR - Scientific Director Sabina Martusciello, Maria Dolores Morelli - established the chain [University + School + Family + Companies + Entities].

Project is testimonial of “Le Università per EXPO” and “Progetto Scuola EXPO 2015”, mention COMPASSO D’ORO INTERNATIONAL AWARDS 2015 “Design for food and nutrition”, winner “Premio Speciale Progettazione partecipata” and “Premio online | Sezione opere realizzate” of X Contest IQU (Innovazione e Qualità Urbana); 2nd Prize I Contest of Design POLI.Design “Le 5 stagioni 2015; 2013 3rd Prize Contest “Ars. Arte che realizza occupazione sociale” Fondazione Menzione special MIBACT; 2011 Prize “OSCAR GREEN” Coldiretti.

The Project of Applied Research LANDesign® aims to train (ex ducere) “ali-ment-azione” of the five senses plus one, that is the common sense, hybrid actions between creativity, “ali”, science “mente”, “azione” products through the educational/informative/shaping [universities + school + households + companies + entities] process. E-duco (developing, training, and drawing) and pro-duco (promote, create, implement) on the issues of recovery of the land and its products, through knowledge, care, culture, regeneration of the territory and its traditions.

The systemic approach, as promoted by the Department of Architecture and Industrial Design Second University of Naples, Department of Pharmacy University of Salerno, MIUR Campania, is guaranteed by the Scientific Committee of Benecon Scarl, which includes:

- Carmine Gambardella, CEO BENECON SCaRL - Regional Centre of Competence for Cultural Ecology Economics;
- Enrica De Falco, Professor of Agriculture, Department of Pharmacy, University of Salerno, Head of research projects on the use of dyeing plants;
- Sabina Martusciello, Design\_ Director of Degree course Design and Communication, President "Orto di San Lorenzo " \_ Department of Architecture and Industrial Design Second University of Naples;
- Maria Dolores Morelli, Professor of Design Department of Architecture and Industrial Design,

Second University of Naples, Vice President " Orto di San Lorenzo " \_

- Luca Rastrelli, Professor of Food Chemistry Department 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.

## Results

Products collection ali-ment-azione® presented to EXPO 2015

The Project of Applied Research LANDesign ali-ment-azione® from June 2010 to September 2015 has reached the following goals:

**356 schools** in Campania, of every order and degree involved in the project:

**1280 students** Departments of Architecture and Industrial Design SUN

**45.000 students of participating schools**

**45.000 families;**

**251 realized garden** in the schools;

**500 Design Prototypes** about LANDesign ali-ment-azione® theme, realized by students of Design and Fashion SUN, and students from schools like supporter designers.





**INTERUNIVERSITY INTERNATIONAL MASTER in dieta mediterranea**

**ali ment azione**

**landesign**

**PROGETTO SCUOLA EXPO ITALIA**

**objective: "from spoon to city"**

The Master is aimed in the framework of the **UNIVERSITY RESEARCH NETWORK**. Like the "food" -signature the Researcher for research collaboration, the Master is the place for re-examining the relations between man, environment, food and health, landscape design, content and container, as well as for scientific research and innovation to develop content and products of food production chains **all-ment-azione** = all (literally "strong") - mental (ingredient) + mente (literally "mind") = scientific ingredients + science (literally "method") - production ingredients.

**educational plan**

Through an innovative educational model (interdisciplinary and shared) and by a multidisciplinary approach, students will be trained to the management of the food production chain in its formal and functional, social and recreational, visual and cultural, anthropological and spiritual, ecological and structural aspects. The resulting products will be useful to implement new distribution and sale circuits and supports.

**employment opportunities**

Participants will acquire the title of **GRADUATI IN DIETA MEDITERRANEA**, which is aimed to employment in food, landscape, gastronomic, design, fashion, tourism companies as well as in the setting up of new agricultural and green economy enterprises.

**master headquarters**

Department of Architecture and Industrial Design SDA, San Lorenzo Abbey in Asina (Caserta)  
 Department of Pharmacy SIDA, University Campus of Frattocose, Salerno  
 Master of Sciences, Sustainable Food Research, Naples  
 Companies taking part in Master

**scientific committee**

**Carosio Sambardillo** (Chairman of the Department of Architecture and Industrial Design SDA, Luisa Franzone (Director of the School SDA)  
 Carosio, Andrea Biondelloni (Professor of Building SDA), Enrico De Falco (Professor of Architecture SIDA), Salvatore Quaresima (Coordinator of the Department of Architecture SIDA), Carmelina Longobardi (Department of Architecture SIDA), Sabina Martusciello (Chairman of SIDA), Maria Dolores Morelli (Professor of Design SIDA), Maddalena Pella (New Product Development SIDA), Pasquale Piccarola (Coordinator of the Department of Pharmacy SIDA), Donatella Pisciotta (President of the Department SIDA), Luca Ruffilli (Professor of Architecture SIDA), Andrea Riva (President of the Department of SIDA), Aldo Saverio (President of the Department of SIDA), Maria Scaramella (Professor of Building SIDA)

**addresses**

Graduates in all disciplines (Pharmaceutical degree) or with equivalent qualifications admitted for interview and coursework.

**cost/duration**

200 euro (to be paid in 2 installments). University reimbursement. Annual student ID card.

**contacts**

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 81131 Asina Caserta, Italy - 081 8120614  
 Prof. Sabina Martusciello (Chairman)  
 Prof. Luca Ruffilli (Coordinator)  
 Prof. Dr. Andrea Biondelli (Coordinator)

**To PARTICIPATE: READ THE CHALLENGE - UNIFORMS - IT WILL BE UNIFORMS - IT EXPONED ON NOV 21**

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