



REGIONE
PIEMONTE



Slow Food®



CITTA' DI TORINO

presents

Terra Madre Salone del Gusto 2016

Out and about around town for the first time!

22-26 September
Turin

Twenty years after it was first held, Slow Food's major international event is undergoing a complete change of skin, leaving the pavilions of the Lingotto exhibition center and entering the heart of Turin



A brief history

1996 - Salone del Gusto is born as a showcase for small-scale food producers and quality food.

2004 - Salone del Gusto is flanked by Terra Madre, a chance for thousands of food communities, chefs, experts and young people to get together and meet.

2012 - Salone del Gusto and Terra Madre join together as a single event to speak about biodiversity on every continent.

2016 - Terra Madre Salone del Gusto 2016 draws on the heritage of this extraordinary journey and, for the first time, will be held in the center of the city.





When

From Thursday 22 to Monday 26 September 2016

Terra Madre Salone del Gusto 2016 will arrive a month earlier than previous editions, in early fall.





Where

Outdoors for the first time!

The heart of the event will be Parco del Valentino on the banks of the Po, a magnificent park of green lawns and centuries-old trees, but it will also extend to other parts of the city, including prestigious historical venues such as the Royal Palace of Venaria, Palazzo Reale, Teatro Carignano, the Circolo dei Lettori and others besides ...





Where

Parco del Valentino and Borgo Medievale





Where

Teatro Carignano





Where

Royal Palace of Venaria





Free admission!

Terra Madre Salone del Gusto will break down the physical barriers of pavilions and the economic barriers of admission, which will be free, enabling everyone to discover and taste foods from all over the world.





Love the Earth

Terra Madre Salone del Gusto will revolve around **love** for the earth, and therefore for the role and the **dignity** of the people who take care of the planet day by day—farmers, shepherds, artisans and fishers. And for the taste and **pleasure** of food products cultivated, harvested, processed and savored with **respect** and **passion**.



Love the Earth

The main theme of the event, Love the Earth, is also **a call to action.**

To relearn rural skills, to start growing gardens again,

to choose daily food carefully and conscientiously,

to offer direct support to all those who work the land respectfully.

A pleasurable slow revolution to change the future of the world.



Terra Madre Salone del Gusto is ...

Discovering and shopping

The heart of Terra Madre Salone del Gusto will be the **Market**: a meeting place for thousands of **small-scale food producers** from all over the world and hundreds of thousands of visitors, and a showcase for the outstanding gastronomic diversity of all five continents. Here you'll meet the artisans, farmers, livestock breeders, fishers and chefs of Terra Madre, as well as **Slow Food Presidia** producers ... to see their faces, to hear their stories, to taste and buy their produce. The Market will spread out across the whole of the Parco del Valentino.



Terra Madre Salone del Gusto is ...





Terra Madre Salone del Gusto is ...

Discovering and learning

Taste Workshops: to meet producers and chefs, discover their stories and their good practices

The Taste School: a vast educational area for families, kids and adults

Lectures: leading intellectuals and artists offer their take on the theme of the event, Love the Earth, exploring links not only with economics and agriculture, but also with architecture, film, music, photography and more besides.



Terra Madre Salone del Gusto is ...





Terra Madre Salone del Gusto is ...

Adding value through
the pleasure of taste

At Terra Madre Salone del Gusto you'll be able to enjoy the dishes of the Slow Food Chefs' Alliance from all over the world, as well as 500 specially selected wines, craft beers and street food ...



Terra Madre Salone del Gusto is ...





Terra Madre Salone del Gusto

Facts and figures about the most important event in the world dedicated to food, small-scale quality agriculture and food policies

Terra Madre Salone del Gusto will be the continuation of an event that has recorded record attendance figures to date: in **2014** it welcomed **220,000 visitors**, 1,340 exhibitors from 120 countries, including 300 Slow Food Presidia, and over **1,500 food communities** from 160 countries on all five continents; hosted 400 educational events for adults and children, over **2,000 newspapers** and **magazines** from 77 countries, more than **600 cooks** and chefs from all over the world, more than **1,000 trade professionals** (purchasing, marketing and sales managers, representatives of specialized food stores, restaurants, wine bars and shops, delis and the like); and received two million visits to its internet site, and 12 million views on its Facebook page.



Terra Madre Salone del Gusto

Moving the event outside, in the city center, means increasing the number of visitors, which we think can reach 500,000.

For info

To exhibit at Terra Madre Salone del Gusto, write to
exhibitor@slowfood.it

www.slowfood.com