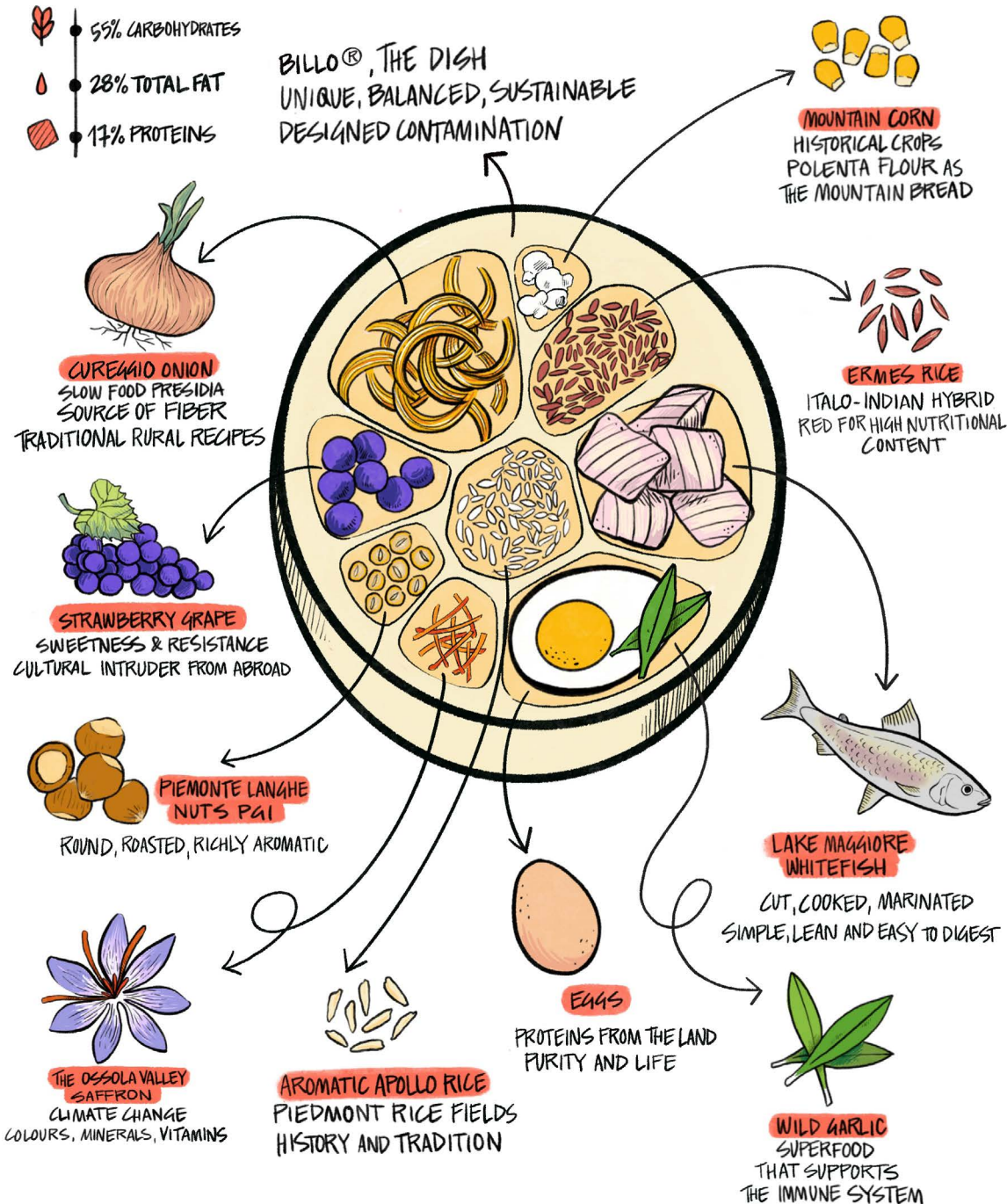


ITALIAN LAKE POKÉ

THE ITALIAN WAY OF REINVENTING FOOD TRADITIONS,
THROUGH CONTAMINATION AND DESIGN THINKING



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Resumen

La tradición siempre ha jugado un papel importante en el reflejo de los ecosistemas de los que forman parte las culturas alimentarias, dando valor a la conexión entre la comida local y el contexto sociocultural. Si bien los defensores de la tradición utilizan la sabiduría ancestral como la única solución posible para mantener las identidades únicas e inmutables, la comida demuestra ser el campo de estudio donde el conocimiento no puede verse como fragmentado y las culturas no pueden presentarse como puras y contaminadas. Por lo tanto, el diseño de alimentos permite ver el mundo a través de miradas integradas y compartidas, con el objetivo de ofrecer la realidad como una construcción social, que luego es un espacio fértil para nuevas formas de pensar las culturas y las tradiciones alimentarias como ecosistemas globales de los cuales la contaminación es parte. Para demostrarlo, se describirá el caso de estudio del Poké de lago, dejando espacio para estudios posteriores y una presentación visual de la forma en que se siente, piensa y diseña la comida. Partiendo del Poké hawaiano, cuya receta original consiste en rodajas de pescado crudo, mezcladas con algas y espolvoreadas con nueces locales, la versión Poké de Lago es el diseño italiano perfecto.

Sobre una cama de arroz de Vercelli, capas de pescado blanco local del lago Maggiore: cortado, cocido, marinado. Luego el azafrán del Valle de Ossola, que representa los cambios climáticos, para dar color y sabor a los pescados. Maíz de montaña, tradicionalmente utilizado para hacer polenta, convertido en palomitas de maíz, espolvoreado por todas partes con nueces Piemonte Langhe. La forma del plato, que representa la contaminación diseñada, está pensada para contener la porción equilibrada de cada ingrediente y pretende ser sostenible en términos de residuos de alimentos y envases.

Palabras clave: Cultura alimentaria, design thinking, contaminación cultural, tradición, sostenibilidad

Resumo

A tradição sempre desempenhou um papel importante na reflexão dos ecossistemas de que fazem parte as culturas alimentares, valorizando a ligação entre a alimentação local e o contexto sociocultural. Mesmo que os defensores da tradição usem a sabedoria ancestral como única solução possível para manter as identidades únicas e imutáveis, a alimentação revela-se o campo de estudo onde o conhecimento não pode ser visto como fragmentado, e as culturas não podem ser apresentadas como puras e incontaminadas. Assim, o food design permite ver o mundo por meio de olhares integrados e

compartilhados, visando oferecer a realidade como construção social, espaço fértil para novas formas de pensar as culturas e tradições alimentares como ecossistemas globais dos quais a contaminação faz parte.

Para provar isso, o estudo de caso do Poké de lago italiano será descrito, deixando espaço para novos estudos e apresentação visual da maneira como a comida é sentida, pensada, projetada.

Partindo do Poké Havaiano, cuja receita original consiste em fatias de peixe cru, misturadas com algas marinhas e polvilhadas com nozes locais, a versão poké de lago é o design italiano perfeito.

Em uma cama de arroz de Vercelli, camadas de peixe branco local do Lago Maggiore: cortado, cozido, marinado. Depois o açafrão do vale de Ossola, que representa as alterações climáticas, para dar cor e sabor aos peixes. O milho da montanha, tradicionalmente usado para fazer polenta, transformou-se em pipocas, polvilhado com nozes Piemonte Langhe. A forma do prato, que representa a contaminação projetada, é pensada para conter a porção balanceada de cada ingrediente e pretende ser sustentável em termos de resíduos de alimentos e embalagens.

Palavras-chave: Cultura alimentar, design thinking, contaminação cultural, tradição, sustentabilidade

Abstract

Tradition has always played an important part in reflecting the ecosystems of which food cultures form part, giving value to the connection between local food and socio-cultural background. Even if defenders of tradition use ancestral wisdom as the only possible solution to keep identities unique and unchangeable, food proves to be the field of study where knowledge cannot be seen as fragmented, and cultures cannot be presented as pure and uncontaminated. Therefore, food design allows us to see the world through integrated and shared views, aiming at offering reality as a social construction, which is then fertile space for new ways of thinking about food cultures and traditions as global ecosystems of which contamination is part.

To prove that, the case study of Italian Lake Poké will be described, leaving space for further studies and visual presentation of the way in which food is felt, thought, and designed

Starting from the Hawaiian Poké, whose original recipe consists of slices of raw fish, mixed with seaweed, and sprinkled with local nuts, the Italian Lake version is the perfect Italian way.

On a bed of rice from Vercelli, layers of local Lake Maggiore whitefish: cut, cooked, marinated. Then the Ossola Valley saffron, representing climate

changes, to give fish colour and flavour. Mountain corn, traditionally used to make polenta, turned into popcorn and sprinkled all over with Piedmont Langhe nuts. The shape of the dish, which represents designed contamination, is thought to contain the balanced portion of each ingredient and it is meant to be sustainable in terms of food and packaging waste.

Keywords : food culture, design thinking, culture contamination, tradition, sustainability

The visual presentation of the Italian Lake Poké shows how Italian local ingredients have been thought and integrated in the process of revisiting a dish of foreign traditions, i.e. the Hawaiian Poké, through design thinking, knowledge (of food products, of processes, of traditions, of innovation...) and food culture.

Ingredients and materials are included and presented according to their specificity in terms of:

Taste and smell
Colour
Shape
Texture
Nutritional properties
Historical and social background
Sustainability
Similarities with the original recipe.

Rice (pic.1 and pic.2) comes in two varieties: the Apollo rice, with its long grain and its aromatic flavour, and the Erme rice, the red whole grain full of nutritional value. While the first has always been grown in the historical Piedmont fields as a traditional crop of the area of Vercelli and Novara, the Erme rice is an Italo-Indian hybrid with a high content of fibers and nutrients. Both rice varieties give aroma and consistency to the dish, thus creating a delicate bed for layers of local Lake Maggiore whitefish.



Pic. 1.



Pic. 2.

It is filleted, cut (pic.3), cooked (pic.4) and marinated (pic.5). The local whitefish is simple to eat having no bones, lean and easy to digest and it also contributes to daily protein intake.



Pic. 3.



Pic. 4.



Pic. 5.

Then, wild garlic (pic.6) as superfood that supports the immune system, used in leaves and as a cream sauce to top the Poké with colour and flavour. The Ossola Valley saffron, representing climate change, is then added to give fish further brightness and taste to whitefish slices.



Pic. 6.

The shape of eggs and Piedmont Langhe nuts PGI (pic.7) creates a purposeful roundedness: the former comes as a symbol of purity and life, also giving the dish a consistent intake of proteins, the latter brings intense aroma and crunchiness.



Pic. 7.

Mountain corn, traditionally used to make polenta which once was the mountain bread, turned into popcorn (pic.8), sprinkled all over with Correggio's onion powder (pic.9), gives texture and sound to our Poké. The dish is all topped with strawberry grape (pic.10): our cultural intruder from the United States, highly resistant to bacteria and epidemic, which was imported to Italy in the first half of the XIX century when Italian vineyards were decimated by Phylloxera and still cultivated nowadays.



Pic. 8.

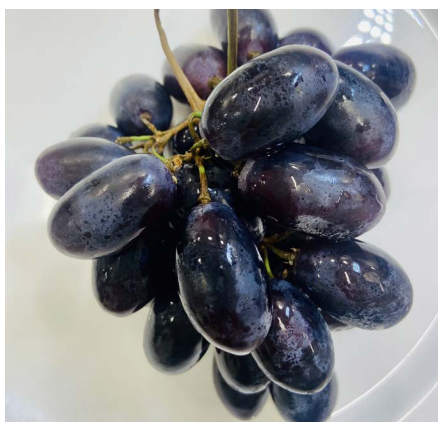
The same roundedness of the latter ingredients is reflected in Billo®, the balanced dish. Its shape (pic.11 and pic.12), which represents designed contamination, is thought to contain a balanced portion of each ingredient and it is meant to be sustainable in terms of food and packaging waste, which is compostable and completely recyclable.



Pic. 9.



Pic. 11.



Pic. 10.



Pic. 12.

Mediagraphic references

- All the pictures hereby in attachment are primary sources and original artwork property of I.I.S. Maggia, Stresa, Italy.
- The visual art board is made by Housatonic SRL and is property of I.I.S Erminio Maggia.

Credits

- The recipe and the dish Poké di Lago (Italian Lake Poké) have been created by chef Ivano Pollini, I.I.S. Erminio Maggia, Stresa (VB), Italy
- The concept for the visual art board has been created by Emanuele Gnemmi, I.I.S. Erminio Maggia, Stresa (VB), Italy
- The concept of Billo, il piatto bilanciato (Billo, the balanced dish) is property and courtesy of Emanuele Gnemmi Consulting www.emanuelegnemmi.it
- The draft for the visual art board has been realized by Lucrezia Stella, student, I.I.S Erminio Maggia, Stresa (VB), Italy
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