



 foodprint  
www.foodprint-project.com

The  
Mediterranean Diet  
Revisited

with the support of  
the Creative Europe  
programme of the EU



f  
fo  
foo  
food  
foodp  
foodpr  
foodpri  
foodprin  
foodprint

Photography, Educational  
Programmes, Workshops,  
Screenings & Events

Βιωσιμότητα

Ταυτότητα

Οικογένεια

Κοινότητα

Μαγειρική

Γεωργία

Υγεία

Δημιουργικότητα



Photography, Educational  
Programmes, Workshops,  
Screenings & Events

with the support of  
the Creative Europe  
programme of the EU



The  
Mediterranean Diet  
Revisited

f  
fo  
foo  
food  
foodp  
foodpr  
foodpri  
foodprin  
foodprint



# Emblematic Communities

Seven emblematic communities comprise the representation for this cultural heritage: Cyprus, Croatia, Spain, Greece, Italy, Morocco, and Portugal. These communities both protect the history and cultural assets of this heritage, as well as help to promote its values and practices throughout the world.



## 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
6.06.2023 – 27.06.2023
TIRANA, ALBANIA   Tulla Culture Center
14.09.2023 – 5.10.2023
ATHENS, GREECE   EMST Museum of Contemporary Art
September – November 2023
PULA, CROATIA   Sacred Hearts Gallery
October – November 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





## Παραγωγή:



## Με την υποστήριξη:



## Συνδιοργάνωση:



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ  
Υπουργείο Πολιτισμού  
και Αθλητισμού



## Υπο την αιγίδα:



## 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,

Crete, Greece

Elena

Heatherwick













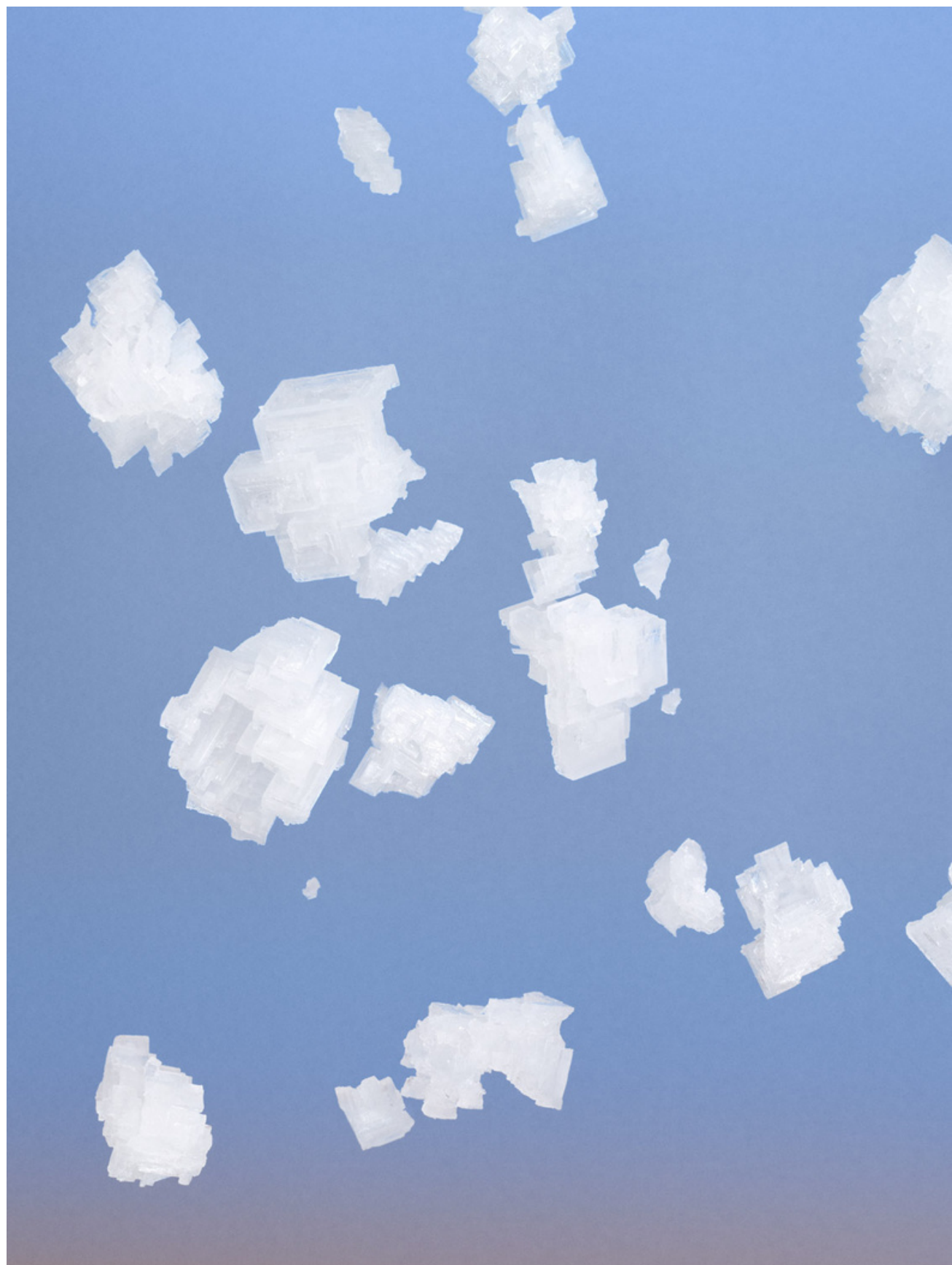






# Eastern shore of the Adriatic Sea, Croatia

## Johann Clausen











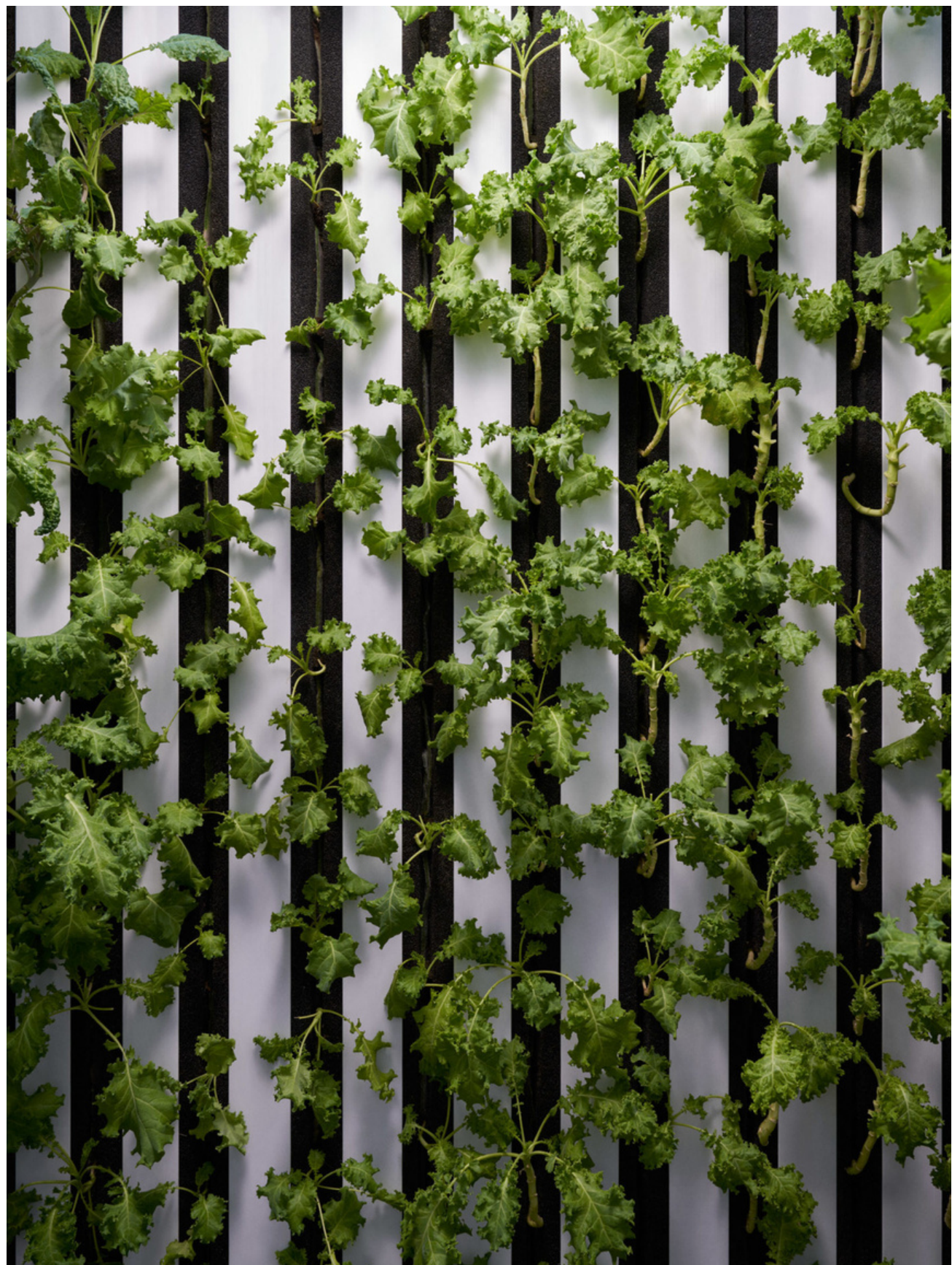






Nicosia, Cyprus  
Johann Clausen



















Taounate, Morocco  
Myrto Papadopoulos













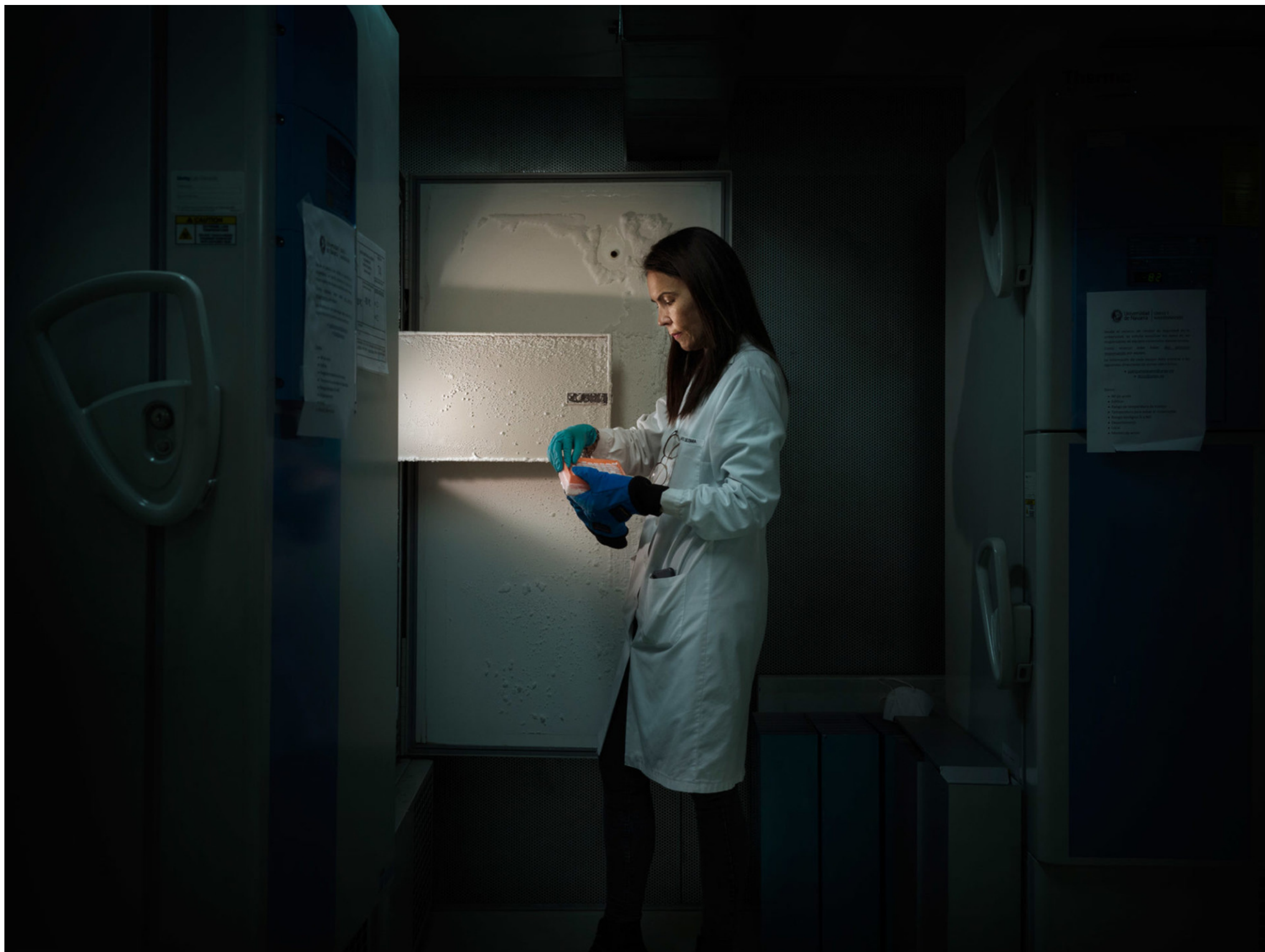






Navarra, Spain

Chris De Bode







Brescia, Italy  
Chris De Bode













Culatra, Portugal  
Maria Contreras Coll



















survive provide cook eat sustain



all survive provide cook eat sustain







## Transient

Myrto Papadopoulos

Morocco

The Arabs were important in the creation not only of the Mediterranean but also the European food pattern. They brought to Sicily and southern Spain new crops such as the citrus fruit, sugar cane, spinach and aubergines.

Something that many don't know is that the use of dry pasta came from the Arab world. Pasta was known since ancient times, but in the Middle Ages, dry pasta spread in western countries thanks to the Arabs. The Arab geographer al-Idrisi reports that dry-pasta commerce spread all over the Mediterranean, in Christian and Muslim countries alike. It was the moment of the globalization of pasta.

**Massimo Montanari**  
scholar in Food Studies

[additional photos](#)
[related archive](#)




[additional photos](#)

## Soil

Myrto Papadopoulos

Morocco

The Mediterranean soil is also responsible for the poverty it inflicts on its peoples, with its infertile limestone, the great stretches blighted with salt, the lands covered with nitre, its rare deposits of loose soil, and the precariousness of its arable land. The thin layers of topsoil, which only the modest wooden swing-plough can scratch, are at the mercy of the wind or the flood waters. They are enabled to survive only by man's constant effort.

**Fernand Braudel**

historian

'The Mediterranean and the Mediterranean World in the Age of Philip II, Volume One'

[related archive](#)



educational programmes

**Documentary: The Perfect Meal**

**A Daily Meal in Ancient Greece**

**Eating in Ancient Rome**

**Photographing my Mediterranean 'Food Hero'**

**Online Game | Something Ancient's Cooking**



# Photographing my Mediterranean 'Food Hero'

Foodprint in collaboration with the National Museum of Contemporary Art Athens (EMST), WWF Greece and the Centre of Environmental Education in Ierapetra-Neapolis, invites educators and their students (12-18 years old) to submit portraits related to Mediterranean Diet. The photos will be presented at EMST in Athens, in October 2023. From grandmothers, farmers and cooks to their local grocer, we want to see images of people who directly affect our relationship with food and our nutritional footprint.

## Learning Objectives:

- \* Teach participants what the Mediterranean Diet is and its relationship with health and sustainability and identify which individuals and dietary choices enable participants to eat the 'Mediterranean' way.
- \* Familiarize students with basic photographic techniques for creating a portrait and a visual narrative.

The open call is accompanied with the following educational materials:

- \* A presentation about the relationship between food and the environment, created by WWF Greece as part of the #Eat4Change campaign, for use in the classroom. The presentation is accompanied by a teacher's guide.
- \* A guide for students on how to photograph a portrait.
- \* A guardian permission form for participation in the open call.

Participation rules and submission [here](#)

Languages  
English  
Greek

Ages  
12-18

Download  
> [FOOD AND ENVIRONMENT PRESENTATION](#)  
> [FOOD AND ENVIRONMENT TEACHER'S GUIDE](#)  
> [PHOTOGRAPHING A PORTRAIT PRESENTATION](#)  
> [PHOTOGRAPHING A PORTRAIT GUIDE](#)  
> [GUARDIAN PERMISSION FORM](#)





## 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
6.06.2023 – 27.06.2023
TIRANA, ALBANIA   Tulla Culture Center
14.09.2023 – 5.10.2023
ATHENS, GREECE   EMST Museum of Contemporary Art
September – November 2023
PULA, CROATIA   Sacred Hearts Gallery
October – November 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



















# La condivisione del cibo



























































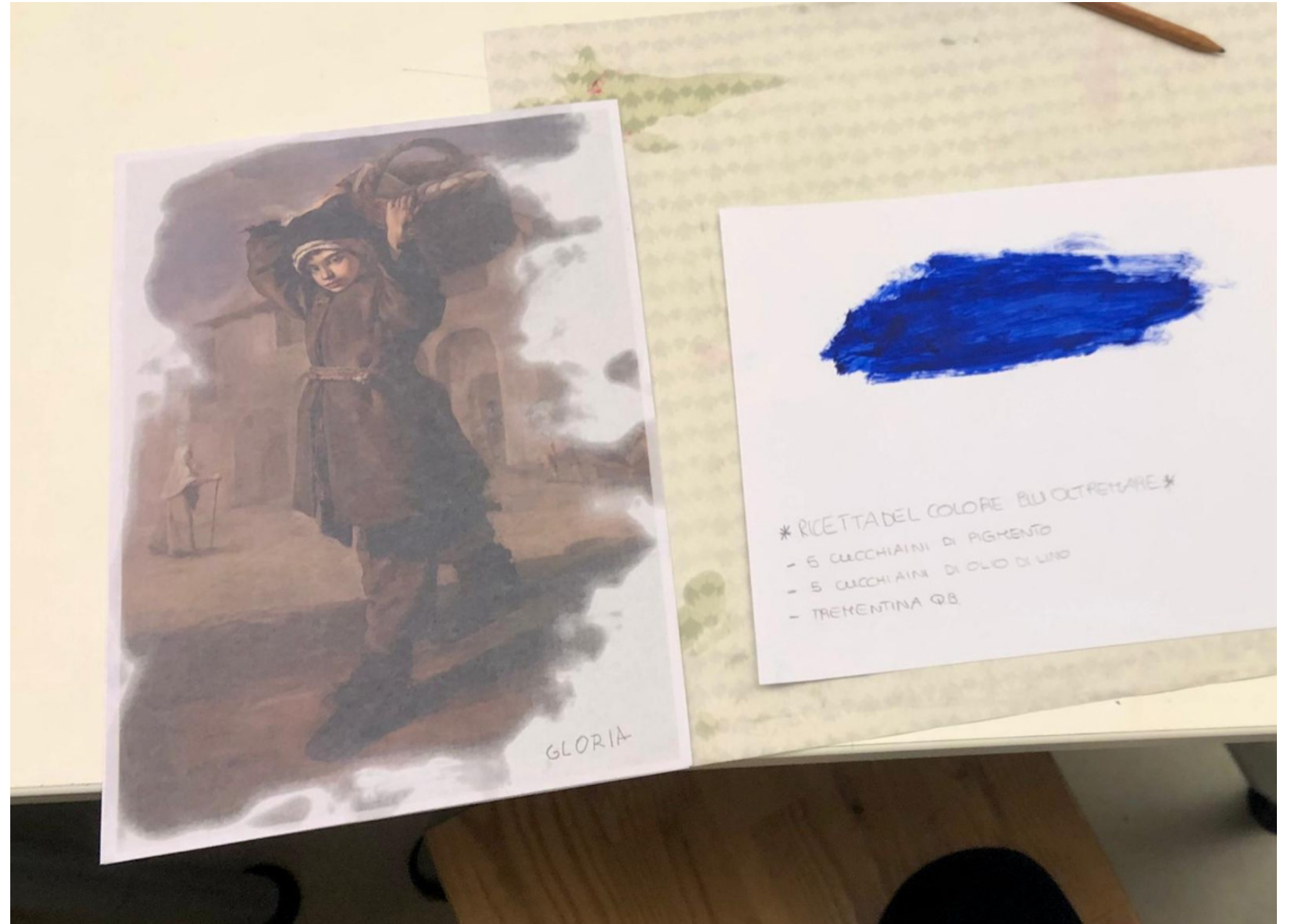












\* RICETTA DEL COLORE BLU OLTREMAR \*  
- 5 CUCCHIAINI DI PIGMENTO  
- 5 CUCCHIAINI DI OLIO DI LINO  
- TREMENTINA QB



































On onnye oyo ekundolis! n



oto zylaki na b'azete  
ya onnye na ndaku na ngai  
koko na ngai akolona ya ayo  
*Citricia-fabriea*





As part of Foodprint, a collective project was initiated to explore the concepts of cultural heritage, health, and sustainability. Photographers of all ages submit images that best encapsulate the values of the Mediterranean Diet, forming the basis for a collective work.

A work-in-progress of the project is showcased at the National Museum of Contemporary Art Athens EMΣT during the main exhibition (Sept. – Oct. 2023), in collaboration with WWF Greece and the Centre of Environmental Education in Ierapetra-Neapolis. The museum installation was curated by Christophoros Doulgeris, assisted by Vasso Paraschi.

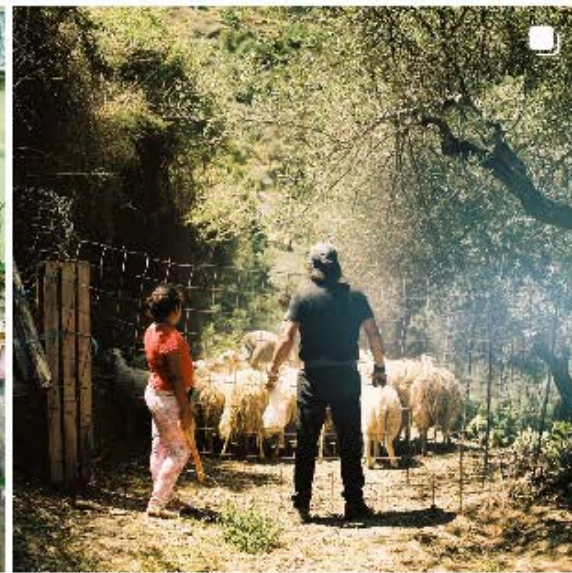
As part of this collective effort, a series of workshops with teenagers, led by professional photographers across Europe were conducted, aiming at exploring young people's relationship with food through photography. These workshops featured Chris de Bode in Brescia, Italy; Manolis Mathioudakis with the Heraklion Art School in Heraklio, Crete; Mady Lykeridou on the islands of Milos and Kimolos. In Athens, Myrto Papadopoulou organized workshops for unaccompanied minors from the Association of Minors (SMAN) and the Home Project. Myrto also led a special workshop in collaboration with the Hellenic Center of Photography.

To participate in future photography workshops click [HERE](#)

This is a selection of images created by the collective project so far:















CINEMATHESES





<p>Why is the Mediterranean Diet important?</p> <p>The Mediterranean Diet is recognised by UNESCO as an item on the Representative List of Intangible Cultural Heritage of Humanity.</p> <p>It is much more than just a tasty and healthy dietary pattern!</p> <p>It is a balanced lifestyle that includes recipes, cooking methods, celebrations, customs, local products and various activities.</p>	<p>What is Foodprint?</p> <p>Foodprint revisits the Mediterranean Diet through the eyes of five photographers in Greece, Italy, Spain, Portugal, Morocco, Croatia and Cyprus.</p> <p>Their work brings alive an age-old way of life practised across the Mediterranean for centuries.</p>	<p>Where it all began...</p> <p>A food tradition born out of poverty, it is a kind of 'starvation diet' created by communities of farmers and fishermen living across the Mediterranean for centuries.</p>
<p>10 Med Diet tips!</p> <p>Try to consume:</p> <ul style="list-style-type: none"><li>• Olive oil as your main source of added fat</li><li>• Plenty of fruits, vegetables, legumes and nuts</li><li>• Bread and other wholegrain products such as pasta and rice every day!</li><li>• Dairy products, mainly yogurt and cheese, consumed daily in low to moderate amounts</li><li>• Fresh and locally produced foods that have undergone minimal processing</li></ul>	<p>10 Med Diet tips!</p> <ul style="list-style-type: none"><li>• Red meat consumed infrequently and in small amounts</li><li>• Fish and poultry in moderation a few times a week</li><li>• Fresh fruit should be your everyday dessert whilst sweets with added sugars should be consumed on occasion</li><li>• Water is the beverage par excellence in the Mediterranean Diet</li><li>• Try and be physically active!</li></ul>	<p>But also!</p> <p>The Med Diet is not just <i>what</i> we eat, but also <i>how</i> we eat.</p> <p>Eating together is also an integral part of the Med Diet.</p>





The Mediterranean Diet Revisited

foodprint-project.com  
emst.gr

Date  
**14.09—  
29.10.2023**

Location  
**ΕΜΣΤ**  
National Museum of Contemporary Art, Athens

Johann Clausen, Maria Contreras Coll, Chris de Bode, Elena Heatherwick, Myrto Papadopoulou

Produced by      

Supported by      

Co-organised by    

Under the auspices of   





Greece, Elena Heatherwick @foodprintproject





Italy, Chris de Bode @foodprintproject





Morocco, Myrto Papadopoulou @foodprintproject









ANEMON PRODUCTIONS  
YUZU PRODUCTIONS  
ABACUS  
BASSIM PICTURES  
ΚΑΙ  
FIRST HAND FILMS  
ΠΑΡΟΥΣΙΑΖΟΥΝ

ΣΤΟΥΣ ΚΙΝΗΜΑΤΟΓΡΑΦΟΥΣ  
από 13.09.23

# Το Τέλειο Γεύμα

Τα μυστικά της Μεσογειακής Διατροφής

ΣΚΗΝΟΘΕΣΙΑ ΑΛΕΞΑΝΔΡΟΣ ΜΕΡΚΟΥΡΗΣ ΣΕΝΑΡΙΟ ΓΙΟΥΡΙ ΑΒΕΡΟΦ, ΡΕΑ ΑΠΟΣΤΟΛΙΔΗ, ΑΝΔΡΕΑΣ ΑΠΟΣΤΟΛΙΔΗΣ  
ΠΑΡΑΓΟΓΗ ΡΕΑ ΑΠΟΣΤΟΛΙΔΗ, ΓΙΟΥΡΙ ΑΒΕΡΟΦ, CHRISTIAN POPP, ORIOL CORTACANS, MIN JIN LEE EXECUTIVE PRODUCERS MADELINE AVRAMOUSSIS, ESTHER VAN MESSEL,  
MARC ROWA ΜΟΝΤΑΖ ΓΙΟΥΡΙ ΑΒΕΡΟΦ ΦΩΤΟΓΡΑΦΙΑ ΓΙΑΝΝΗΣ ΚΑΝΑΚΗΣ ΜΟΥΣΙΚΗ PABLO PICO ΝΧΟΙ ΑΡΗΣ ΚΑΦΕΝΤΖΗΣ, NICOLAS SAMARINE, MARÇAL GARCÍA, URI GARCÍA  
ΕΠΕΞΕΡΓΑΣΙΑ ΕΙΚΟΝΑΣ DANIEL ARVIZU, ΑΦΡΟΔΙΤΗ ΜΠΙΤΖΟΥΝΗ ΕΠΕΞΕΡΓΑΣΙΑ ΝΧΟΥ CARNABY VFX - ANIMATIONS MATTHIEU BOGO & LAURENT SEINCE  
ΔΙΕΥΘΥΝΣΗ ΠΑΡΑΓΩΓΗΣ ΗΛΕΚΤΡΑ ΠΕΠΠΑ, ΤΑΤΙΑΝΑ ΙΡΙΑΡΤΕ, ΚΑΤΥΑ ΡΑΝΟΥΑ LINE PRODUCERS ΜΑΙΡΗ ΙΓΝΑΤΙΑΔΗ, ΚΥΒΕΑΗ SHORT

ΜΙΑ ΠΑΡΑΓΩΓΗ ANEMON PRODUCTIONS, YUZU PRODUCTIONS, ABACUS, BASSIM PICTURES ΣΕ ΣΥΜΠΑΡΑΓΩΓΗ ARTE G.E.I.E., COSMOTE TV, EPT  
ΜΕ ΤΗ ΣΥΝΗΤΟΧΗ RTVE, RTS ΜΕ ΤΗΝ ΥΠΟΣΤΗΡΙΞΗ CENTRE NATIONAL DU CINEMA ET DE L'IMAGE ANIMÉE, EKOME, KOREA CREATIVE CONTENT AGENCY,  
ATSAS, CREATIVE EUROPE PROGRAMME OF THE EU ΔΙΑΝΟΜΗ FIRST HAND FILMS



ΥΠΟ ΤΗΝ ΑΓΙΣΙΑ  
& ΜΕ ΤΗΝ ΣΥΝΗΤΟΧΗ

ΣΕ ΣΥΝΕΡΓΑΣΙΑ



ΧΟΡΗΓΟΙ ΕΠΙΧΟΡΗΓΙΑΣ





ΑΘΗΝΑ  
ΘΕΣΣΑΛΟΝΙΚΗ  
ΒΟΛΟΣ  
ΡΕΘΥΜΝΟ

Προβολές 2023 - 24



ΕΙΣ  
CINE  
DOC  
DOCUMENTARY SCREENINGS  
EVENTS & DISTRIBUTION



Στο ντοκιμαντέρ συμμετέχουν μεταξύ άλλων οι Νικόλαος Σκαρμέας (ΕΚΠΑ - Columbia University), Αντωνία Τριχοπούλου (Ελληνικό Ίδρυμα Υγείας), Walter Willett (Πανεπιστήμιο του Χάρβαρντ), Miguel Angel Martinez-Gonzalez (Πανεπιστήμιο της Ναβάρρα), Cecilia Samieri και Mathilde Touvier (INSERM) και οι βραβευμένοι σεφ Μαριάννα Λειβαδιτάκη και Xavier Pellicer. Επιστημονική σύμβουλος είναι η Μαίρη Γιαννακούλια (Χαροκόπειο Πανεπιστήμιο).

Το Τέλειο Γεύμα είναι μια συμπαραγωγή μεταξύ Ελλάδας, Γαλλίας, Ισπανίας και Κορέας, σε παραγωγή των Anemon Productions, Yuzu Productions, Abacus και Bassim Pictures. Πραγματοποιήθηκε σε συμπαραγωγή με το ARTE, την COSMOTE TV, την EPT, το RTVE και το RTS και με την στήριξη των Creative Europe, EKOME, CNC, KOCCA και Atsas, σε διανομή από First Hand Films.





και με τα οφέλη  
που προσφέρει η μεσογειακή διατροφή.











