

Love Difference Pastry
Second SWEETLETTER May 2008

Dear everybody!

Please find below the second Sweetletter. We included the photos some of the participants sent us and we would be very happy if the others could do that too. Have a nice time reading! And watching!

Athens (Greece)

Lea and Maria have been preparing the presentation of their sweet "Love [in] a different kefte" which will be sold in the two pastry shops CAKE

The girls will have the opening of the presentation this Saturday 31st of May 2008, from 17:00 to 20:00 in the pastry shop Cake, in 180 Kifisias Ave, Domus Center, Halandri in Athens (<http://www.cake.gr/>).



Love[in] a different kefte

Εγκαίνια 31 Μαΐου
17:00 – 20:00
Cake Λ. Κηφισίας 180, Χαλάνδρι

Το γλυκό **Love[in] a different kefte** παρασκευάζεται από τις εικαστικούς Μαρία Νυμφιάδη και Λία Πέτρου και διατίθεται στα ζαχαροπλαστεία **Cake** από 31 Μαΐου έως 28 Ιουνίου 2008

Cake
Λ. Κηφισίας 180, Χαλάνδρι τ: 210 6712253
Ηροδότου 13, Κολωνάκι τ: 210 7212253
www.cake.gr

Opening 31st of May
17:00 – 20:00
Cake 180 Kifisias Ave, Halandri

Love[in] a different kefte is a sweet produced by the two visual artists Maria Nymfiadi and Lea Petrou and is available at **Cake** pastry shops from the 31st of May until the 28th of June 2008

Cake
180 Kifisias Ave, Halandri t: 210 6712253
13 Irodotou st, Kolonaki t: 210 7212253
www.cake.gr



Love[in] a different kefte

Opening: 31 May 2008, 17:00 – 20:00
Cake Pastry Shop, 180 Kifisias Ave, Domus Center, Halandri

Exhibition's duration: 31 May-28 June 2008

Press Release

Love[in] a different kefte is a pastry created by the visual artists Maria Nymfiadi and Lea Petrou.

The ingredients called for by the recipe consist of dried nuts and fruits each of which represents one of the 19 countries that border on the Mediterranean Sea. The amount of each ingredient is determined by converting into grams the distance in kilometers between Athens and the capital of the country participating.

Therefore, the further away each country, the greater is its contribution. Each ingredient is native to the national cuisine represented.

Thus the pastry becomes an amalgam of all Mediterranean cultures and cuisines in a single mouthful.

Not only does it create 19 levels of cultural taste but also brings closer together the distances that separate them.

Love[in] a different kefte was initially presented at the Love Difference Pastries project, organized by the Love Difference, Cittadellarte-Fondazione Pistoletto, during a three day meeting at CAMEC Modern and Contemporary Art Center, La Spezia, Italy between 22-24 February 2008. Love Difference Pastries (LDP) is a network of 16 confectioneries. The aim of the project is to become a cultural passport that opens doors to different Mediterranean cultures and then draws them closer together through the experience of taste. For further information visit: <http://www.lovedifference.org>

Love[in] a different kefte will be hosted and put on sale at Cake pastry shops from the 31st of May until the 28th of June. The two artists will produce the sweet on a weekly basis and in a limited number. The opening will take place at Cake, Kifisias Ave. 180, Domus Center, Halandri, on Saturday the 31st of May, 17:00 – 20:00. The Cake shops were specifically selected for their quality in all pastries, as well as the limited everyday production. We are grateful to Cake pastry shops for hosting the Love[in] a different kefte in their friendly environment.

Maria Nymfiadi & Lea Petrou

Contact details t: 6945143695, 6979361993 e: love_in_adifferentkefte@yahoo.gr



180 Kifisias Ave, Domus Center, Halandri t: 2106712253
opening hours: Monday-Friday 08:00-20:00, Saturday 10:00-18:00, Sunday closed
13 Irodotou st, Kolonaki t: 2107212253
opening hours: Monday-Friday 09:00-22:00, Saturday 10:00-20:00, Sunday 10:00-18:00
www.cake.gr

For this occasion Lea and Maria asked all the participants to edit and send a DIN-4 page with their recipe so they could create two recipe books, one for each shop. This is what we did at Love Difference.

LOVE DIFFERENCE PASTRY

A net of pastries throughout the Mediterranean that promotes the intercultural dialogue.

Nichelangelo Pistoletto and Love Difference - Artistic Movement for an Intermediterranean Polihic - presented a new halva flavoured ice cream at the St. Venice Biennial of Art and the World Summit of Information Society in Tunis. This **LOVE DIFFERENCE ICE CREAM** joins different cultures in the Mediterranean region and brings them closer. It represents therefore a cultural passport. This leads to the **LOVE DIFFERENCE PASTRY** project, which will create a network of pastries cross all the Mediterranean Region in order to promote the intercultural dialogue. Love difference launched an open call looking for new sweets that represented the intercultural dialogue. This could be through the ingredients, production, distribution techniques or food design. 15 recipes were chosen and the authors were invited to the **LOVE DIFFERENCE ICE CREAM AND SWEETS AS CULTURAL PASSPORTS** meeting in LA SPEZIA (Italy) held from the 22nd to the 24th **SEUIL** of FEBRUARY at the CAITEC (Modern and Contemporary Art Center). During these days the participants **INGEBORG** prepared their sweets, tested them and worked on how to get the project started. **SAYLE** started how to create this network of pastries. **HELENE**, **LENKA DAVIDE**, **LOVE DIFFERENCE**, **DANIEL MARILLO**, **FATMA**, **JULIE**, **MARILEN**, **KARIM**, **SAYD HANA**, **SAYEH ABDALLAH**, **ORAI** around the Mediterranean that promote intercultural dialogue.

LOVE DIFFERENCE MAY 2008

Amsterdam (Netherlands)

Julie presented "Two Times Tart"

The Two Times Tart project was presented at the alternative art flair: Kunstvlaai in Amsterdam, May 8 -19, 2008. Visitors from the Netherlands, Europe as well as from Asia and the States met with Julie Upmeyer and her Turkish colleagues, who were invited from Istanbul to present their various artists' initiatives and projects, which included also her Two Times Tart and the Love Difference Pastry Project.

Future culinary and artistic collaborations are now in the making!

Aberdeen (Scotland)

Ingeborg organised event where she presented the "La Spezia"

She organised the 10th of May an event with many people and for that reason she invented a new cake called "La Spezia".



It is based on the tradition of fruitcake for celebrations at either Christmas or Easter. This one serves 20 people and Ingeborg did two!

We will publish concept and recipe on the website.

Milan / Biella (Italy)

Giuliana Salmaso and Massimo Antinarelli organised a workshop for the students of the "Product System Design Studio" master held at the Polytechnic University of Milan

The workshop took place from the 21st of May until the 23rd.

The aim of the workshop was to design a concept for a Love Difference Pastry to be set up during the Lille3000 festival held in Lille from 09th of October 2008 to 07th December 2008 (<http://www.lille3000.com/>). A LDP should include the following functions: pastry retail + pastry production +

workshops for an intercultural dialogue. Therefore a synergy between the pastry shop and cultural activities is a must for the concept. The aim is to create a network of LDP all around the world but the network should not follow the business model of a franchising with an identical retail design repeated all around the world.

On the 21st of May Giuliana and Massimo came with their students to Biella, Cittadellarte - Fondazione Pistoletto where they met Michelangelo Pistoletto who gave them a tour through his work. Afterwards they had lunch at the Glocal Restaurant where they tasted some of the Love Difference Pastries. And in the afternoon Filippo and Sonja made a presentation of the concept of the LDP, explaining the objectives and aims, presenting the event at La Spezia and the outcomes of itself and answering all the question the students had about designing a concept for a Love Difference Pastry. Their questions and ideas were very inspiring. July the 1st Filippo is going to Milano to met the students and see the proposal they have developed.

Ameno (Italy)

Asilo Bianco is organising Studi Aperti within "Un Cuore Verde Tra Due Laghi"

"Un Cuore Verde Tra Due Laghi" was established in 2008 with different associations, Asilo Bianco being one of them, as a cultural and tourist project that aims to connect Lago Maggiore with Lago d'Orta. The 28th and 29th of June the fourth edition of Studi Aperti is going to take place. It has the aim to create spaces of encounter between the population of the territory and the work of some artist who have chosen the hills of Lago d'Orta as a creative office. More than 20 artists, writers, composers and association will be participating. For this occasion Love Difference will present the Love Difference Pastry project.

Doel (Belgium)

Eva and Emanuela met

Continuing with the purpose of the outcomes of La Spezia Emanuela used the opportunity that she was in Brussels and visited Eva. They talked about the project, the praline and visited the city of Doel.