

Love Difference Pastries
Sixteenth SWEETLETTER December 2009

Dear Love Difference Pastries people!

The year ends with the great news of the first pilot experience of a “Love Difference Pastry Shop” at the “Cafè de l’Île Love Difference” in Île de Vassivière (France) and the opening of the “Love Difference Club” in Palazzolo Sull’Oglio (Italy). Moreover the project was recently presented in Florence (Italy) and this is week it is going to be none other than New York (USA).

We wish you all a nice holiday, a good start into the New Year and we are looking forward to continue working with you in 2010. Until then, have a lovely and sweet time,

Hugs from Italy
Filippo, Emanuela and Sonja

4th of July - 25th of October, Île de Vassivière (France)
“Cafè de l’Île Love Difference” within the “International Centre for Art and Landscape”

The “Cafè de l’Île Love Difference” at Île de Vassivière in France came to an end the 25th of October. Solène Martin, the person chosen to run the place, told us it was a great success and visitors loved the sweets. A special guest during the time was Marilena Joannides, who brought her “Carobe-toffee muffins”, which she prepared together with the people and tasted them afterwards at the Cafè during her conference “Ping Pang Pong”.

Furthermore Ingeborg Bodzioch organized the screening of her film “The Pink Ribbon” at the Cafè during October, the month dedicated to breast cancer. Besides showing this film, poems from her book 'Soliloquy of a female crisis' dealing about the same were read out.

We are very happy with the whole experience of the “Cafè de l’Île Love Difference” and want to thank everyone for hosting the project.

More info: <http://www.cafedelile.com/>



October 15th - 18th, Florence (Italy)

Love Difference presented the Love Difference Pastries project at the “deGustiBooks” space within the Festival of Creativity

Love Difference was invited to present the LDP project as well as the Mediterranean Carpets at the Festival of Creativity. For this reason, Aliaa El Gready from Gudran in Egypt came to organize the activities. Also Eva from Belgium came for a couple of days to work with us! For four days we elaborated a Mediterranean carpet, where the almost hundred participants sewed their stories, hopes and dream, while they were tasting LDP sweets and drinking tea. The feedback was great, people loved the sweets and the whole project itself.

More info: <http://www.degustibooks.it/index.php/news.html>



22nd November - 24th December, Palazzolo Sull'Oglio (Italy)

“Love Difference carpets and pastries” at the “Love Difference Club”

The “L.D. Club”, which was opened the 4th of October 2009 is curated by Love Difference’s closes friends Maurizio and Grazia Rossi. For one month they have organized the exhibition “Love Difference carpets and pastries”, presenting the Mediterranean Carpets (which have been displayed at the Cafè de l’Île de Vassivière before) while carrying out intercultural activities and tasting sweets. Emanuela and Filippo invited the visitors to sit down on a carpet, close their eyes and taste a sweet and experience an imaginary travel through their senses. Once people finished, they were asked to write their feelings and thoughts on the wall, turning the space step by step in experience itself.

December 17th and 18th, New York (USA)

Furla presents the new collection with Love Difference Pastries

Furla, a company strongly engaged in sustaining the world of culture and contemporary art, collaborates since 2005 with Love Difference. This year Furla presents the new LD bags collection with the pastry project. The device “Enjoy Love Difference Pastries, Vino and prosecco” invites the visitors to taste sweets from the LDP and have a glass to drink while shopping. The offered sweets are the “Love [in] a different kefte” by Lea and Maria, “Le fruit d’amour” by Saïd Ait and Maha and “SaltySweets” by Franco. With every purchase a little booklet with the recipes is going to be given to the customer.

The events are going to take place on:

Thursday the 17th, 17.00 - 20.00 at 727 Avenue at 64th Street aFriday

December 18th, 17.00 - 20.00, 598 Madison Avenue at 57th Street.



FURLA

CELEBRATE
LOVE DIFFERENCE
AND JOIN US AT OUR
HOLIDAY SHOPPING PARTIES

THURSDAY, DECEMBER 17
5PM - 8PM
727 MADISON AVENUE AT 64TH STREET, NYC
212.755.8986

FRIDAY, DECEMBER 18
5PM - 8PM
598 MADISON AVENUE AT 57TH STREET, NYC
212.980.3208

ENJOY LOVE DIFFERENCE PASTRIES, VINO & PROSECCO

FURLA & CITTADELLARTE - FONDAZIONE PISTOLETTO
A PROJECT SUPPORTING LOVE DIFFERENCE

LOVE DIFFERENCE IS A NON-PROFIT ORGANIZATION
FOUNDED BY ARTIST MICHELANGELO PISTOLETTO.
POWERED BY ART, IT IS A COLLABORATIVE EFFORT AIMED AT
PROMOTING INTERCULTURAL DIALOGUE AMONG VARIOUS
MEDITERRANEAN ASSOCIATIONS. LOVEDIFFERENCE.IT

10% OF THE FURLA LOVE DIFFERENCE COLLECTION SALES
WILL BE DONATED TO THE ORGANIZATION.

MONETTO
ROCCA
SVLVA
MADE
IN
Madison
ITALY
DEC.10 - DEC.22

On the internet...

And last but not least, have a look at the very “sweet” interview about the LDP project, which was published in a magazine dealing about gastronomy and innovative ideas. You can read it on the link below starting on page 86:
<http://www.brandcaremagazine.com/>

See you all next year!