



produced by



TICO film company

SCREENINGS

Official screening: MARTIN-GROPIUS-BAU Tuesday 12th February, 19.30

Second screening: MARTIN-GROPIUS-BAU Friday 15th February, 17.00

Element Pictures



director	Stefano Sardo
subject	Stefano Sardo
editor	Stefano Cravero
photography	Giovanni Giommi
music	Valerio Vigliar
Research and documentation	S��verine Petit
Production delegate	Lara Lucchetta
Executive producer	Ines Vasiljevic
Coproduction by	Sarah Pennacchi
Produced by	Nicola Giuliano Francesca Cima Carlotta Calori
Produced by	Indigo Film Tico Film
In association with	Element Pictures
With the contribution of	Ministry of Cultural Heritage and Activities
With the support of the	Piemonte Doc Film Fund A regional documentary fund
With the support of	MEDIA Programme of the European Union
with the participation of	Bord Scann��n na h��ireann/ the Irish Film Board
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nationality	Italian
year	2013
duration	73'
format	DCP

This is the story of a revolution.

A slow revolution, a revolution at a snail's pace.

One that's been going on now for 25 years and still shows no signs of coming to a stop.

Its lider maximo is Carlo Petrini, better known as "Carlìn".

He's the man who invented Slow Food and Terra Madre.

In 1986 Carlìn founded the ArciGola gastronomic association in Italy and, three years later in Paris, launched Slow Food, an international anti-fast food resistance movement. Without ever leaving his native Bra, a small town of 27,000 inhabitants, he has created a movement that now spans 150 countries and has transformed gastronomy forever.

Slow Food Story tells the tale of a group of friends in the provinces. It's a story of pranks and political passions, of restaurants and rediscovered peasant rites, of wine and journeys and gambles, some won and some lost but all taken with the same unsinkable, grouchy irony.

The film shows how even the most important cultural adventures can be born of a tongue-in-cheek approach to life.

| Director's notes

I didn't want to photograph the Slow Food phenomenon as it is today.

I wanted to tell a story ... the *Slow Food Story*.

First of all, because it happens to be the story of my home town, Bra, as I know it. As a kid in the 1970s, then growing up. Secondly, because the history of Slow Food is a family history insofar as other Sardos besides myself have worked and work for the Slow Food snail. I knew I could tell the story from the inside, without neglecting details that might have seemed secondary to others and overcoming the reticence typical of provincial Piedmont. Hence my collection of the testimonies of old friends of Petrini's who shared previous experiences at Slow Food with him, following the same direction from politics to food, then back to politics through food.

Their voices can be heard in the documentary and old photographs seen wherever no archive footage was available. Subsequently, as Slow Food gradually asserted itself the archive footage went from rich to very rich and we were able to draw on what we regarded as the most effective material, always giving priority to our original filming. It was clear to me from the outset that the life of Slow Food was the life of Petrini, in which no distance exists between private and public. Slow Food is all his life.

Our film is the biography of a revolutionary leader, totally given over to his cause, to the detriment of his own personal privacy and his health. But unlike others, his revolution, based on the "right to pleasure", is non-violent. Petrini was the first to grasp the fact that one of the decisive encounters of our time was being played in the field of food, and he kept hammering away at it until people started hearing the echoes of all his hammering. I have enjoyed telling the story because it shows how even the most important and serious cultural adventures can spring from a wry, tongue-in-cheek, pleasure-loving approach to existence, how you don't have to be solemn to be serious. Which is why I have tried to make the film lively and informal, never over-aloof. Hence the pace of the editing, the use of material of diverse quality and provenance (photos, archive footage, animation), the atmosphere of the original music and the choice of narrator, Petrini's best friend **Azio Citi**, a little man with a huge personality. I hope the film captures some of the unrefined, intellectually contagious impetuosity of Carlin's thought. And that, in the background, it gives the spectator a glimpse of the "big picture" of world food, namely the global dynamics of agribusiness and the most burning gastronomic issues in the sixty years covered by the time frame of the story.

Partly thanks to Slow Food, food has become one of the key themes of global politics. Not only in the paternalistic sense of the richest feeding the poorest, but also as the focus of cultural debate, political encounter, *Weltanschauung* and environmental vision. How this has happened is, at a deeper, less explicit level, the subject of this modest film of mine.

Stefano Sardo

| The director. Stefano Sardo

Born in Bra in 1972, he has written a number of film treatments and screenplays. He has scripted *La Doppia Ora*, directed by Giuseppe Capotondi, which earned a nomination for the EFA awards, and received the Coppa Volpi at the 66th Venice Film Festival; *Tatanka*, directed by Giuseppe Gagliardi; and *Workers – Pronti a tutto*, directed by Lorenzo Vignolo. He is currently working on *1992*, a series for Sky Italia, created in collaboration with Ludovica Rampoldi and Alessandro Fabbri. Together with Rampoldi and Fabbri he has also written the American remake of *La Doppia Ora (The Double Hour)* for Fox Searchlight and *Il Ragazzo Invisibile*, to be directed by Gabriele Salvatores. He also writes treatments and screenplays for numerous Italian TV series, including the Italian adaptation of *In Treatment*. An expert on cinema and food, he was the director of *Slow Food on Film*, an international festival held in Bologna in 2008-9. Since 1996 he has been the director of *Corto in Bra*, an international short film festival. He has written numerous short stories and a novel, *L'America delle Kessler* (Ed. Arcana, 2002). Last but not least, he is the leader of the Mambassa, an Italian rock band with five albums under their belt.

2010

Terra Madre regional meetings held in the Balkans, Brazil, Georgia, Azerbaijan, Kazakhstan and Argentina.

2008

Carlo Petrini named one of the '50 people who could save the planet' by the British newspaper The Guardian. Seventh Salone del Gusto and third Terra Madre held in Turin.

2007

Vignerons d'Europe, a meeting of 600 winegrowers, organized by Slow Food France.
Slow Food joins Europe - Free from OGM coalition.

2005

Minas Gerais convivium organizes first Salão das Comunidades do Alimento in Brazil.

2006

Slow Food celebrates 20th birthday at sixth Slow Food Italy National Congress.
Slow Food UK opens national office in Ludlow.

2004

Renovated Agenzia di Pollenzo and University of Gastronomic Sciences opened.
Slow Fish, fair dedicated to sustainable fishing and seafood, debuts in Genoa.
Slow Food Japan opens with congress in Yufuin. Offices opened in Sendai.
Fifth Salone del Gusto is held in Turin, accompanied by first Terra Madre 'world meeting of food communities'.
Carlo Petrini named 'European Hero' by Time magazine.

2003

Slow Food Foundation for Biodiversity formed to support Slow Food Award, Presidia and Ark of Taste.
Offices opened in Montpellier.

2001

Manifesto in Defense of Raw Milk Cheeses drawn up.

2000

Presidium project launched. Slow Food USA founded with headquarters in New York.
Third Salone del Gusto held in Turin.

1999

Concept of Slow Food as eco-gastronomic movement is introduced at Slow Food Australia Congress.

1998

Agenzia di Pollenzo, a company to restore the former Savoy residence in Pollenzo (Bra), to house University of Gastronomic Sciences, hotel, restaurant and Wine Bank.

1996

Slow Food holds the first experimental Salone del Gusto in Turin.

1993

Slow Food Switzerland opens national office in Zurich.

1992

Slow Food Germany opens national office in Sulingen.

1990

First Slow Food International Congress held in Venice.
Publication of the Osterie d'Italia guide marks the birth of Slow Food Editore.

1989

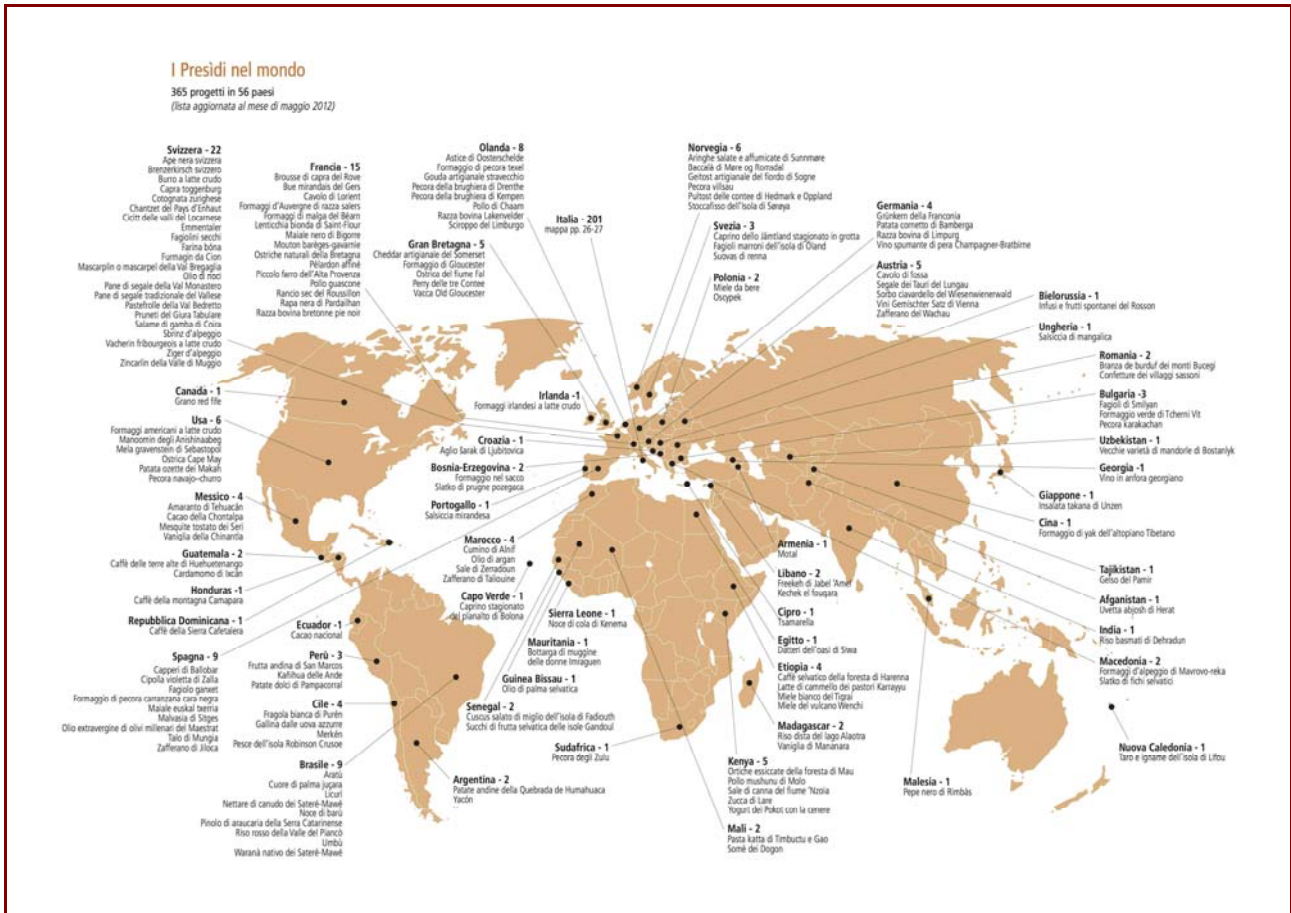
International Slow Food movement founded at Opéra Comique in Paris and Slow Food Manifesto signed.

1986

Arcigola association formed in Langhe district of Piedmont, Italy.

1986

Slow Food: Birth and Growth of an International Association



*Slow Food **Presidia** are sustainable food production initiatives which build the capacity of a group of producers in order to improve production techniques, develop production protocols and find local and international markets.

**SLOW FOOD IS AN IDEA,
A WAY OF LIVING AND A WAY OF EATING**

Slow Food is a global, grassroots organization with supporters in **150 countries** around the world who are linking the pleasure of good food with a commitment to their community and the environment.

Slow Food has over **1500 convivia** – local chapters – worldwide, as well as a network of **2000 food communities**, joined in the Terra Madre network, who practice smallscale and sustainable production of quality foods.

Good, clean and fair Slow Food believes that the food we eat should taste good and be healthy; that it should be produced in a clean way that does not harm the environment, animal welfare and that food producers should receive fair compensation for their work.

Indigo Film, founded in 1999 by Nicola Giuliano, Francesca Cima and Carlotta Calori, produces films and documentaries. Indigo's association with Paolo Sorrentino goes back to 2001, when they produced *One Man Up*, which screened in competition at the Venice Film Festival and garnered widespread recognition both in Italy and abroad. Between 2003 and 2006 Indigo produced, together with Fandango and Medusa, Sorrentino's second and third films *The Consequences of Love* and *The family friend*, which both screened in competition at the Cannes Film Festival. In 2008 Indigo Film produced Sorrentino's *Il Divo*, co-produced with Lucky Red, Parco Film and Babe Films. The film screened in Competition at the 61st Cannes Film Festival and won the Jury Prize and the Prix Vulcain. It went on to win numerous prizes including seven David di Donatello awards, five Silver Ribbons, three Golden Ciaks and has been distributed worldwide. In 2007 Indigo produced Andrea Molaioli's feature debut *The girl by the lake*, which was selected for the International Film Critics' Week at Venice and later won ten David di Donatello awards. In 2009 *The Double hour*, Giuseppe Capotondi's first film, was presented at the 66th Venice Film Festival, where Ksenia Rappoport received the Coppa Volpi for the best female performance. In 2009 the documentary film *The mouth of the wolf* by Pietro Marcello won two prizes at the Torino Film Festival. At the 60th Berlin International Film Festival the film won the Caligari Film Prize and the Teddy –Queer Film Award. It went on to win the David di Donatello and the Nastro d'Argento for Best Documentary. In 2010 Indigo Film produced *Afraid of the Dark*, a first feature by Massimo Coppola, selected at the 67th Venice Film Festival. In 2011 Indigo Film produced a documentary titled *This is the story (life of an Italian rockstar)*, about the life of Vasco Rossi. The film was presented at the 68th Venice Film Festival; *Ulidi baby of mine* by Mateo Zoni presented at Torino Film Festival and Napoli 24 a collective film made by twenty-four neapolitan directors. In the same year the company produced *The Jewel* by Andrea Molaioli and *This must be the place* by Paolo Sorrentino with Sean Penn and Frances McDormand. The movie was presented in the Official Competition at the Cannes Film Festival and it won 6 David di Donatello. Also, in 2011 another film was produced *Kryptonite!* a debut of Ivan Cotroneo, presented at the Rome Film Festival. In 2012 Indigo Film produced a documentary *The Human Cargo* by Daniele Vicari, presented at the 69th Venice Film Festival and won the Pasinetti Award. Indigo is currently producing *Benvenuto presidente!* directed by Riccardo Milani. In the post production is Paolo Sorrentino's movie *La grande bellezza*

TICO Film Company was founded in 2005 by father and daughter Gino and Sarah Pennacchi. After rewarding careers in finance, Gino and Sarah decided to take their knowledge of business into the audiovisual industry.

Tico focuses on development of feature films, television projects and production of documentaries, which have an international profile and are intended for wide release; and invest in new talents. In 2010 Tico has moved the legal offices from Rome to Trieste, it has operational offices also in Rome and London. Tico has produced:

In 2005 *Il Senso della Vite*, the award winning short film directed by Stefano Sardo.

In 2006 *The True Legend of Tony Vilar*, the award winning feature documentary directed by Giuseppe Gagliardi, presented at Rome Film Festival and Tribeca Film Festival.

Sales: The film has been theatrically released in Italy by Metacinema, broadcasted on Sky and Rai 1. Internationally distributed by RAI TRADE, theatrically released in Spain and sold worldwide.

In 2008 *The weak current, Pietro Savorgnan di Brazzà*, a documentary on Pietro Savorgnan di Brazzà and Congo nowadays, by Nicole Leghissa. Trieste Film Festival. Fespaco Film Festival. In 2010 *Stop and Listen* a documentary by Renzo Carbonera.

Pitched at IDS Trento 2008, EDN Bardonecchia 2008. Sales: YLE and RAI.

In 2011 *Le dimore del vento* a documentary by Alessandro Scillitani, based on the yearly trip of the Italian journalist and writer Paolo Rumiz. Cross –platform project with the Italian major newspaper ‘La Repubblica’, Gruppo Espresso.

In 2012 *The Hidden River, a journey down the Po with Paolo Rumiz* a documentary by Alessandro Scillitani. Presented at 69th Venice Film Festival, premiere.

In the same year Tico produced *I Piccoli di Podrecca* a documentary by Fabio Guerrato and Ennio Parente and *Heavenly Voices* a documentary by Alessandro Scillitani.

At the moment Tico film has In development two feature films: *Become Romero* by Giuseppe Gagliardi. and *Via Ungaretti 25*.