

FLORENCE UNIVERSITY OF THE ARTS PRESENTS THE 4TH ANNUAL APICIUS CONFERENCE

TEACHING **HEALTH + WELLNESS**  
TRADITIONS AND NON-HOTEL LODGING TRENDS IN THE HOSPITALITY INDUSTRY

SATURDAY MARCH 17

**09:30**

Registration

**10:00 - 11:30**

**Inauguration  
and Opening Remarks:**

Eugenio Giani  
President, Regional Council of Tuscany

Lapo Baroncelli  
Vice President, Confindustria Toscana

Umberto Gori  
FUA Conference Coordinator

**Keynote Speech:**

*The Future of Hospitality Guest Service*

Kevin Murphy  
Chair, Hospitality Services Department Rosen  
College of Hospitality Management,  
University of Central Florida

**Book Presentation:**

*The Value of Study Abroad Externships  
in Hospitality Education: Experiential  
Learning*

Authors: Kevin Murphy & Manuel Rivera

**11:30 - 11:45**

Coffee Break

**11:45 - 13:30**

**Panel One:**

**Moderator:** Mattia Rondinelli  
Apicius Hospitality Manager

*An Exploration of the Rise of Local Food and Cuisine  
in the Modern United States*

Aaron Prater  
Johnson County Community College

*Wellness Synergies between Hospitality & Experiences*  
Gloria Mottini & Alessandra Andreani  
Luxury Accommodation Professionals

**13:30 - 15:00**

**Presentation and Tasting Session  
with Apicius Culinary Arts  
& Baking and Pastry Students**

**Moderator:** Massimo Bocus  
Apicius Executive Sous Chef  
& Academic Coordinator

**Industry Participants:**

Frantoio Pruneti  
Riso Acquerello  
Pasta Artigianale Fabbri  
Acetaia Malpighi  
Fattoria Corzano e Paterno  
Macelleria Artigianale Savigni

**15:00 - 16:30**

**Panel Two:**

**Moderator:** Massimo Bocus  
Apicius Executive Sous Chef  
& Academic Coordinator

**Industry Panel:**  
*Le Caratteristiche del Riso*  
Piero Rondolino  
Riso Acquerello

*New Trends in Alternative Accommodations  
and the Rise of Shared Experiences*  
Andrea Adams  
Global Marketing and Sales Professional,  
FUA Faculty

**16:30 - 18:00**

**Student Panel:**

**Understanding Quality**  
*A blind tasting experience of 12 different high  
quality Italian wines, conducted by:  
The students of the  
Viticulture and Enology: An Educational  
Wine Tour II course of Apicius Wine Studies*

**18:00**

**Closing Remarks:**

Umberto Gori  
FUA Conference Coordinator

