

CALL FOR PAPERS

Apicius International School of Hospitality at Florence University of the Arts is pleased to announce its 5th annual conference of the TEACHING TRADITIONS conference series.

Conference Theme and Date:

Caterina de' Medici: 500 Years of Italian Hospitality

The conference will be hosted at the FUA campus in Florence on March 16th, 2019.

On April 13, 1519, less than one month before Leonardo Da Vinci drew his last breath in the manor house of Clos Lucé, Catherine de' Medici was born in Florence: a singular coincidence in history. While Leonardo spent the last three years of his life in the Loire under the patronage of Francis I, the great-granddaughter of Lorenzo the Magnificent was destined to leave Tuscany and move to France at the age of 14 when she married Prince Henry II. When he ascended to the throne in 1547, Catherine became queen. As the mother of three future kings (Francis II, Charles IX, and Henry III), it is clear that she had a profound, extensive influence on the political and social life of France and ultimately, Europe.

Catherine's legacy is also tied to the cuisine, eating habits, and life at court. In mainstream knowledge, she is credited with a veritable revolution of French food culture. She is said to have taught the French how to use the fork, introduced many new foods and dishes, and stunned her courtiers with the mastery of the cooks and pastry chefs that accompanied her from Florence. In fact, recent studies have shown how Catherine's persona has been mythologized: both Italy and France had well-established culinary traditions before she arrived on the scene, and the reciprocal influences cannot be attributed to a single individual. Undeniable, on the other hand, is how she helped the new recipes and manners to gain more acceptance and gradually spread thanks to her authority and prestige.

Beyond the culinary realm, Catherine's impact must be understood in a broader sense and connected to the hospitality field at large. The Tuscan queen was famous for giving lavish and spectacular forms of entertainment, also known as "**magnificences,**" which dazzled her contemporaries and continue to fascinate scholars today. These elaborate parties and sumptuous rituals incorporated sports and tournaments alongside music, theater, and dance. They were certainly part of a conscious political program that aimed to distract the nobles from fighting against each other, thus maintaining and reinforcing royal authority. In addition to political strategy, the court festivals were also the expression of a highly talented woman, a creative artist, and patron of the arts, a true "lady of the Renaissance" whose legacy deserves to be valued and remembered.

Suggested topics include, but are not limited to:

- Florentine and Tuscan cuisine in the Renaissance
- The influence of Catherine de' Medici in France
- Court life in the Renaissance
- The concept of hospitality in the Renaissance
- Patronage, patrimony, and the arts
- Catherine and the Medici House in media, marketing, and merchandizing
- The influence of Catherine de' Medici in France and cultural crossovers in hospitality today
- The role of hospitality in geographical, national, cultural, and political identity
- Female voices in the hospitality industry
- "Magnificences" in hospitality today
- The impact of the Renaissance on contemporary hospitality
- Tracing Leonardo da Vinci and Catherine de' Medici in current tourism and hospitality trends and practices
- Hospitality as a practice of spreading culture and educating in new contexts

The above topics will be examined and discussed by hospitality educators, professionals, and organizations at various panels scheduled throughout the conference. The FUA student body will be represented during the student panel session, guided by a faculty member.

Abstract Submission Information

To apply, please send a one-page abstract of no more than 300 words in English and a CV to

conferences@fua.it. The deadline for submissions, which will be examined by the Conference Scientific Committee, is **January 31st, 2019**. Presentations must be conducted in English and should not exceed 15 minutes. Debate on delivered presentation will follow. Selected papers will be published in an online volume of conference proceedings.

Conference Venue

Palazzo dell'Ospitalità, via Ricasoli 21 – 50122 Florence, Italy

Contact Information

The Conference Scientific Committee may be contacted by writing to conferences@fua.it.