



CALL FOR PAPERS

Apicius International School of Hospitality at Florence University of the Arts - The American University of Florence (FUA-AUF) is pleased to announce the 6th of the TEACHING TRADITIONS annual conference series.

Conference theme and date:

Eros and Logos: Between Reason and Sensual Pleasure

The conference will be held at the FUA-AUF campus in Florence on May 8th- 9th, 2020.

This year's APICIUS annual conference focuses on the dialectical tension between *eros* and *logos*, between love and reason. Following FUA-AUF tradition, the topic is approached from a multidisciplinary perspective, and culinary arts and hospitality feature as major research areas.

The juxtaposition of *eros* and *logos* is one of western culture's fundamental problems. Grounded in Greek philosophy, particularly in Plato's *Symposium*, the tension between the two forces underlies mankind's eternal quest, which is the pursuit of knowledge and truth. In order to attain this goal, reason alone is not enough: it must be sustained by love and desire; not a carnal desire, but rather an inexhaustible energy that leads to the sublime. From this perspective, these opposite principles' apparent incompatibility transforms into a perfect synergy, where logic and passion unite in order to transcend the boundaries of human experience and achieve ideal beauty.

Eros and *logos* are often regarded as a dichotomy, as two opposites rather than a unity. The adjective 'erotic' is often considered as synonymous with 'transgressive,' 'prohibited.' It is linked to the idea that complete abandonment to sensual – and sexual – pleasure is a sin which must be controlled by the power of rationality. The history of food and culinary arts is marked by the same complex interrelation. Since antiquity, food has been analyzed from a scientific perspective to determine certain ingredients' medical properties and their effect on our health. During the Middle Ages and for some time thereafter, eating habits were profoundly influenced by Galenic theory. It dictated the order the dishes were served in, as well as their individual components. Galen's goal was to keep a balance between the four body humors: black bile, yellow bile, blood, and phlegm. Each of these was linked to the four elements that were thought to constitute the physical world (earth, fire, water, air). More recently, Italian writer Pellegrino Artusi was the first to use the word 'science' in the title of his book on regional Italian recipes, *Science in the Kitchen and the Art of Eating Well*. Today, cuisine, science, chemistry, and technology are still interacting and breaking new ground, connecting us with the future. On the other hand, also irrationality and sensuality have always been an intrinsic part of our relationship with food, in all its aspects. In ancient Mediterranean cultures, wine had a highly symbolic value, for example. Its consumption was associated with ceremonies and rituals for people who wanted to reach a state of ecstasy and establish a connection with the divine. In Renaissance times, wealthy families organized lavish banquets where instinct and passion dominated over reason; they were overwhelming, dazzling displays of creativity which foreshadowed the modern-day concept of 'food porn.'

Generally speaking, cooking and dining awaken all of our senses, providing pleasure and nourishment for body and soul. Throughout the centuries, *eros* and *logos* have coexisted locked in an eternal struggle. In food culture, as well as in everyday life, the balance and combination of these two forces is essential in order to achieve great results. It is crucial for personal development and fulfillment, and to become fully aware of all our potent.

Suggested topics include, but are not limited to:

- Hospitality
- History
- Philosophy
- Literature
- Psychology
- Sociology
- Human Sciences
- Social sciences
- Fine Arts

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

Abstract Submission Information

To apply, please send a one-page abstract of maximum 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 **MARCH 20TH, 2020**. Presentations must be held in English and should not be over 20 minutes long. Open debate will follow the various presentation. Selected papers will be published in an online conference proceedings brochure.

Conference Venue

Palazzo Bombicci Guicciardini Strozzi, Corso Tintori 21 - Firenze Italia 50122, Italy

Contact Information

Conference Scientific Committee, conferences@fua.it