



# RETHINKING FOOD SYSTEMS IN THE ANTHROPOCENE



October 17-21, 2022



University of Naples  
Federico II

Anthropogenic climate change, species extinction and other environmental factors linked to the condition of the Anthropocene will radically alter the conditions for food production and consumption in the coming decades. Indeed, the effects of these developments are already visible as farmers all over the world are faced with rising insecurity and unpredictability that derive from new weather, temperature, and humidity patterns.

At the same time, the food economy is changing: there is a new inflow of highly skilled, university educated neorurals who bring with them novel conceptions of entrepreneurship and management; digital technologies- from drones and precision agriculture, via blockchains, down to 'simple' e-commerce sites- empower food production and distribution in new ways; and there is a re-discovery of 'traditional' foods and production techniques along with a novel appreciation of forgotten tastes and aesthetics.

The students will co-create conceptual solutions to rethink the Mediterranean food economy, starting from the concept of the Mediterranean diet. This course represents the follow-up to the December 2021 hackathon in which 4 CBS students participated.

Students of all the Aurora universities will be present.



## General info

**7.5 ECTS** assigned

**Format:** Lectures, seminars, workshops hackaton.

**15 positions** open to **Aurora students** of any background

**Prerequisite:** enrolled in B.A, M.A, PhD or equivalent course at any Aurora university, English proficiency.

### APPLICATION PROCEDURE

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Send expression of interest and CV to [adamerik.arvidsson@unina.it](mailto:adamerik.arvidsson@unina.it) by **Sept 30 C.O.B**

**Notification of acceptance** by **OCT 5<sup>th</sup>, 2022**

### PROFESSORS

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**Adam Arvidsson** is Associate Professor at the Department of Social and Political Sciences at the University of Milan, and co-director of the Centro Studi di Etnografia Digitale. He has published extensively on consumer culture, digital culture and, in recent years, new forms of value creation and measurement. Adam Arvidsson has coordinated a work package in one Erasmus Life Long Learning project and co-directs the Responsible Business in the Blogosphere Project, based at the Copenhagen Business School. He also works with the Hanwang Forum for Sustainable Development in China.



**Ramon Rispoli** is associate professor at the Department of Architecture of the University of Naples Federico II, while also teaching in the Master's degree in Design Research and Experimentation at BAU Design College of Barcelona. His research interests focus on theory of contemporary architecture and design, with particular interest in their aesthetic and political dimensions. He authored two monographies, as well as articles and essays published in academic journals and edited books. He took part in several international conferences and seminars and was awarded with research fellowships in institutions such as the Canadian Centre for Architecture (Montréal) and the Getty Research Institute (Los Angeles).

[Videos of the professors on related topics.](#)



## Program details

### Monday, 17 October

9-10. Introduction

10.30-13. Lecture: Anthropocene/Capitalocene (*Adam Arvidsson*)

13-14 Networking Lunch

14-15 Excursion: Naples food markets

15-17 Workshop: Rethinking Food systems (*Alex Giordano*)

### Tuesday, 18 October

9-10. Recap and summary

10.30-13. Lecture Bazaar Economies (*Maitrayee Deka*)

13-14 Lunch

14-15 Excursion: Informal markets in piazza Garibaldi.

15-17. Workshop. *Jugaad!* Learning from the informal economy

### Wednesday, 19 October

9-10 Re-cap and summary

10.30-13. Lecture. Food and the City (*Ramon Rispoli*)

13-14 Lunch

14-15 Excursion, Palazzo Fuga

15-17 Workshop Service Design (*Afi Soedarsono*)

### Thursday, 20 October

9- 17 Hackaton

### Friday, 21 October

9-12 Hackaton

12-14 Presentation of design projects

14.30 Conclusions