

# Innovative Technologies for the Food of the Future



May 11, 2015

Approaches to Preserve Original Flavors in Mass-Produced Foods

MIT - Medialab - Silverman Skyline Room  
75 Amherst St, Cambridge, MA

Please register online:

<http://innovation-and-food-conference.eventbrite.com>

6:30pm - 6:40pm **Welcome by Conference Organizers**

- **Expo Milan 2015 Presentation**

6:40pm - 7:05pm **First Session**

- **Viola Buitoni**

Sixth generation member of the famed Buitoni pasta & Perugina chocolate family. She will talk about the importance of transferring the original taste and regional ingredients to food mass-production. She will also share her long entrepreneurial experience.

- **Claudia Vitelli**

President, Vitelli Foods LLC. Under her leadership the LUIGI VITELLI® brand has grown to be the leading marketer of Authentic Italian Foods. She continues to lead the effort to protect the consumer from fraudulent Italian Products.

- **Q&A Session**

7:20pm - 7:45pm **Second Session**

- **Fiorenzo Omenetto**

Professor of Biomedical Engineering at Tufts University. He will cover the latest experimental methods to preserve foods.

- **Caleb Harper**

Founder of the CityFARM research group within the City Science Initiative at the MIT Media Lab. His current work at the lab is focused in the areas of building integrated and control environment agriculture.

- **Q&A Session**

7:45pm - 8:00pm **Conclusions by Conference Organizers**

8:00pm - 9:00pm **Networking Reception**

This event will be attended remotely by members of Professionisti Italiani a Cordoba, in Argentina, who will gather at the local Istituto Italiano di Cultura.

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