

MICAM⁹⁸
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AMBASCIATORI
DEL GUSTO

present

MICAM Taste **ARENA**

TASTE AND STYLE: A SYMPHONY OF ITALIAN COUNTRY



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The 98th edition of MICAM Milano welcomes the *Ambasciatori del Gusto* (Ambassadors of Taste). Featuring a truly extraordinary partnership between MICAM, the world's leading footwear trade show, and *Associazione Italiana Ambasciatori del Gusto* (ADG), the Italian Association of Ambassadors of Taste, an organisation promoting quality Italian cuisine all over the world.

At the upcoming event, scheduled to take place at Fiera Milano from 15 to 17 September, MICAM has chosen the *Ambasciatori del Gusto* as strategic partners to help tell the story of Italian excellence.

This journey through Italy's seven footwear districts goes beyond shoes to embrace the country's most authentic and iconic foods and wines, all linked by a common thread: the quality and pride of Italian craftsmanship.

During the event, the new **MICAM TASTE ARENA** set up in Pav. 5 will feature a programme of show cooking activities and a series of tastings in special dining areas. Seven *Ambasciatori del Gusto* chefs will represent their respective regions through exclusive creations:

- Richard Abou Zhaki for Marche;
- Salvatore Bianco for Campania;
- Andrea Costantini for Veneto;
- Nicolò Grazioli for Lombardy;
- Gegé Mangano for Puglia;
- Ciro Sieno for Emilia Romagna;
- Marco Stabile for Tuscany.

"The partnership with Ambasciatori del Gusto represents the perfect combination of two peaks of Italian-made excellence: footwear manufacturing and Italian cuisine," comments MICAM Chair Giovanna Ceolini. "The project combines creativity with quality, spotlighting two strategic industries that are not only vital for the Italian economy and job creation, but also central to Italy's cultural and social heritage. At MICAM, we'll showcase some of the most talented chefs from across the country, both Michelin-starred chefs and rising new talents, and I'm confident that their dishes will delight even the most refined palates. This initiative will make our event even more dynamic and appealing."

"Exploring and merging with different worlds outside the kitchen has always been a hallmark of our approach," says Gianluca De Cristofaro, Director of Associazione Italiana Ambasciatori del Gusto. "At MICAM, we'll tell the story of Italy's regions through their unique flavours, offering visitors an exclusive new multi-sensory experience. It will be a beautiful dialogue between culinary art and footwear craftsmanship — two important expressions of the excellence of 'Made in Italy', to be worn and to be savoured."

Event schedule:

SUNDAY, 15 SEPTEMBER

From 11.00 a.m. to 12 noon: Campania show cooking by Salvatore Bianco + Puglia tasting

From 2 p.m. to 3 p.m.: Marche show cooking by Richard Abou Zhaki + Emilia Romagna and Veneto tasting

From 4 p.m. to 5 p.m.: Tuscany show cooking by Marco Stabile + Lombardy tasting

MONDAY 16 SEPTEMBER

From 11 a.m. to 12 noon: Puglia show cooking by Gegè Mangano + Marche tasting

From 2 p.m. to 3 p.m.: Emilia Romagna show cooking by Ciro Sieno + Veneto and Campania tasting

From 4 p.m. to 5 p.m.: Tuscany and Lombardy tasting

TUESDAY, 17 SEPTEMBER

From 11 a.m. to 12 noon: Lombardy show cooking by Nicolò Grazioli + Campania tasting

From 2 p.m. to 3 p.m.: Veneto show cooking by Andrea Costantini + Tuscany and Marche tasting

From 4 p.m. to 5 p.m.: Emilia Romagna and Puglia tasting