Storytellers love food. Wanting it, growing it, preparing it, eating (or not eating) it: food has always been depicted in entertainment and the arts. Today we know from research that stories can have a significant impact on what people know, feel and do. For better and worse, food’s depictions in entertainment like movies, television and music can be models for behavior and beliefs. How do the images of food in entertainment affect us? What if storytellers chose to use their power to inspire audiences to make healthy food choices?

Join us for a memorable multimedia morning at the USA Pavilion’s Casa America that promises to be stimulating and fun. Special guests include movie director and legendary writer and producer of hit shows including All in the Family, The Jeffersons and Maude, Norman Lear; the creator of Everybody Loves Raymond and the new public television food and travel series I’ll Have What Phil’s Having, Phil Rosenthal; renowned Los Angeles chef and James Beard Award winner Sherry Yard; music scholar, food historian and USC professor Josh Kun; a special performance by singer Madelyn Renée; and screenwriter, journalist and Hollywood, Health & Society founder Marty Kaplan, who will preview new research about food in entertainment. United States Ambassador to Italy John R. Phillips and international cinema star Maria Grazia Cucinotta, an Ambassador for Expo Milano 2015, will open the program.

This event is produced by the USA Pavilion at Expo Milano, in partnership with the Norman Lear Center and the Center on Communication Leadership & Policy at the USC Annenberg School for Communication and Journalism, together with The Annenberg Retreat at Sunnylands with the patronage of the U.S. Mission to Italy.

Friday, September 4, 2015. 10:00 a.m. – 1:00 p.m
Casa America, Corso Venezia, 51, Milano