



PRESS RELEASE

TAKE A SEAT AT DUERT, THE KITCHEN SURROUNDED BY THE EVENT SPACE.

"DUERT" IN THE PIEDMONTENE LANGUAGE MEANS "OPEN". AND OPEN INDEED IS THIS NEW CULTURAL EVENTS SPACE, WHICH ALSO IS AN INTERNATIONAL CUISINE INTELLECTUAL CAFÉ, LOCATED IN ONE OF ITALY'S MOST BEAUTIFUL INDUSTRIAL HERITAGE BUILDINGS – THE OLD DOCKS DORA OF TURIN – WHICH WAS WHERE MOST OF THE GOODS WERE BEING STORED BEFORE REACHING TURIN'S MARKETS.

DUERT IS A SPACE WHICH IS FLEXIBLE IN FORMS AND FULL IN IDEAS, AND IS BORN OUT OF A PASSION FOR COOKING, ADOPTABLE TO CUSTOMERS' NEEDS THROUGH A BOLD USAGE OF A VIDEO PERFORMANCE.

CUTTING EDGE TECHNOLOGY IS SEAMLESSLY PRESENT, WITH A HIGH TECH KITCHEN AVAILABLE TO SUPPORT EVENTS, HOST FRIENDS AND CUSTOMERS ALIKE, AND MAKES AN IDEAL ENVIRONMENT TO ORGANIZE INNOVATIVE SOCIAL AND PROFESSIONAL MEETINGS.

A PLACE OPEN TO WELCOME ALL CUISINES FROM ALL OVER THE WORLD. AND, AS THE OWNER OF DUERT PUTS IT, EATING IS A SOURCE OF CULTURE, NOT ONLY SOURCES OF PLEASURE FOR TASTE, LET ALONE EATING TO SURVIVE. REMEMBER, WE ARE IN ITALY HERE!

IF FOOD IS CULTURE, DUERT LOOKS FORWARD TO OPPORTUNITIES OF DEBATING FOOD AS A CULTURAL FACT, WELL BEYOND THE NOTION OF MERE NOURISHMENT, WHICH IS AT THE OTHER END OF DUERT'S SCALE OF VALUES.

AS EATING CAN BE ENJOYED WITH ALL SENSES BY PLUNGING INTO A MULTISENSORIAL EXPERIENCE, DUERT ENSURES THAT YOUR BRAINS WILL ALWAYS BE TICKLED WITH PROJECTIONS, READINGS, PERFORMANCES, WHICH IN TURN ARE ENRICHED BY THE FOOD, WHICH GETS ELEVATED TO THE STATUS OF ICONIC EXPERIENCE. AND IF YOU ARE AFTER INSPIRATION, YOU CAN ALWAYS BE INSPIRED BY THE RICHLY ENDOWED LIBRARY, SUPPORTED BY BOOKS FOR COOKS OF LONDON.

IN THE ERA OF INTERACTIVITY, YOU CAN ATTEND THE PREPARATORY PHASE, OR EVEN PARTICIPATE IN SPECIFIC COURSES AND STUDY SESSIONS (FOR PROFESSIONALS OR SIMPLE AMATEURS). THROUGH THE NEW PROJECT "BE YOUR CHEF!": AN OPPORTUNITY FOR EVERY MAN TO COOK A DISH, EITHER ALONE OR WITH THE ASSISTANCE OF A PROFESSIONAL, IN A SUPERBLY EQUIPPED STRUCTURE, FOR THE BENEFITS OF FRIENDS. DUERT STAFF WILL TAKE CARE OF SUCH MANUAL WORK, AS CLEANING OR BUYING INDISPENSABLE GOODS.

LUCIANA LITZZETTO ONE OF ITALY'S LEADING COMEDIANS HAS TESTED HER OWN SKILLS ON OCT. 13TH, FOR THE INAUGURAL EVENING OF DUERT, LEARNING HOW TO PREPARE THE PERFECT "FRITTO MISTO PIEMONTESE", A TYPICAL NORTHERN ITALIAN PLATTER WITH ALL SORTS OF FOOD – ALL GENTLY FRIED, WHICH WILL TIE YOU TO THE TABLE FOR AT LEAST 3 HOURS ON AN AUTUMN SUNDAY

ALL THIS UNDER THE GUIDANCE OF SEVERAL REPRESENTATIVES OF "GRANDMOTHERS OF ITALY", REAL GRANDMOTHERS WILLING TO SHARE THEIR EXPERIENCE IN FOOD PREPARATION WITH THE PUBLIC OF DUERT.

THE OFFICIAL OPENING OF THE SPACE WILL ENCOMPASS THE LAUNCH OF ART WORKS BY YOUNG AUTHORS LINKED TO DUERT, THE ART SOUL OF DUERT. INTERIOR DECORATION, ITSELF CONTINUALLY CHANGING, IS MADE OUT OF THESE INSTALLATIONS.

**IN THE WORLD OF FOOD DUERT IS THE NEW IDEA, THE SPACE, THE CONTAINER,
YOU WILL BE THE CONTENT.**

**FOR FURTHER INFORMATION PLEASE CONTACT DUERT PRESS OFFICE
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