



GEOGRAPHICAL INDICATIONS

Italian cultural heritage



In collaboration with



The Qualivita Foundation is a non-profit cultural and scientific organization founded in Italy in the year 2000 to protect and enhance quality agro-food and wine products, in particular Italian PDO, PGI and TSG products.

In the course of its long experience in the defense and dissemination of rural culture, Qualivita has specialized in the realization of activities of enhancement, research, training, in support of consortia, institutions and organizations, developing an international network of subjects and stakeholders in the first rate agri-food and wine sector.



THE PROJECT **QUALICULTURA**

Sensitive to the defense and spread of rural culture, the Qualivita Foundation is committed by over 18 years, through its activities, in the enhancement of the cultural dimension of the sector quality agri-food and in particular PDO, PGI and TSG products.

The *Qualicultura* project was born out of the need to bring out the agricultural and agri-food excellences protected by the European quality labels PDO, PGI and TSG over the years, placed themselves at the center of the collective interest. And not just as a huge economic resource, capable of being a factor in the development, but also as an extraordinary opportunity made available to all, a very important cultural heritage.

In the realization of this path, in 2018, Qualivita collaborated with the Institute of Italian Encyclopedia, Aicig and Federdoc, to give life to Treccani Gusto, a new publishing project created with the aim of redefining the cultural contribution of typical products by organizing the multiple experiences of the Italian rural world in a single encyclopedic corpus, in order to make them a heritage accessible to Europe and the rest of the world.

In recent months the project has been enriched by collaboration with the Institute of Services for the Italian Food Market, for the creation of the first database of cultural resources related to Geographical Indications. The intent is to enhance the synergies between the quality products, the history of the territory, local traditions and cultural heritage highlighting how I products, limits to a territory, are often told in the most diverse works of art such as ancient texts, paintings, historical documents, architectural heritage.



AICIG is the Association constituted of over 65 Protection Consortia of PDO and PGI, which aims to represent the ideal place for comparison and exchange between these large and small realities and to contribute to the harmonious development of the sector by collaborating with the competent national institutions and Community.



Federdoc is the National Confederation of Volunteer Consortia for the protection of the denominations of origin and of the Geographical Indications typical of Italian wines. For over 30 years it has been the only inter-professional organization existing in Italy to tackle the problems of wine denominations.

PATH OF THE EXHIBITION



1

Stele Romana, Bologna.
Mortadella Bologna IGP

2

Abbazia di Chiaravalle, Milano.
Grana Padano DOP

3

Gioacchino Rossini, Lombardia.
Gorgonzola DOP

4

Monte Etna, Sicilia.
Etna DOP

5

De Agricoltura, Parma.
Prosciutto di Parma DOP

6

Barone Ricasoli, Toscana.
Chianti Classico DOP

7

Rocolo Ditirambo, Veneto.
Prosecco DOP

8

Decameron, Lombardia.
Parmigiano Reggiano DOP

9

Buon Governo, Siena.
Cinta Senese DOP

10

Editto dei Medici, Toscana.
Prosciutto Toscano DOP

11

Pittori delle Carte, Siena.
Panforte di Siena IGP

12

Cardinale Alberoni, Piacenza.
Salumi Piacentini DOP

13

Arte dei Muretti a Secco, Liguria.
Olio Riviera Ligure DOP

14

Giuseppe Verdi, Sorana (PI).
Fagiolo di Sorana IGP

15

Libellus De Vini Mordaci, Lombardia.
Franciacorta DOP

16

Giosué Carducci, Asti.
Barbera d'Asti DOP

17

Re Guglielmo III, Montalcino.
Brunello di Montalcino DOP

18

Strettoio, Toscana.
Olio Toscano IGP

19

Ezio Marchi, Bettolle (SI).
Vitellone Bianco dell'Appennino Centrale IGP

20

Reggia di Carditello, Caserta.
Mozzarella di Bufala Campana DOP

21

Manuale del Pecoraio, Toscana.
Pecorino Toscano DOP

22

La Formula chimica, Modena.
Aceto Balsamico di Modena IGP

23

Carte dei Grimaldi, Modica (RG).
Cioccolato di Modica DOP

24

Vite ad alberello, Pantelleria (TP).
Passito di Pantelleria DOP