

Q1. What do you understand by your theme

- How the exchange of different food (and wine) cultures may facilitate the dialogue among people from different countries and contribute to a better living together especially in urban contexts
- Full application of best practices in food processing to make the Green Deal a positive, tangible experience for all

Q2. How can the New European Bauhaus have an impact on your field

- Improvement of aesthetics and quality of experience in food/wine related contexts may promote inclusion and better cultural interchange
- Aesthetics may promote the communication of a scientific knowledge on food production and consumption: prevention of diet related diseases

Q3. What role do you understand cross-fertilization strategies play in your field

- Cross-fertilization among creatives and technologists/researchers will help people to adopt more sustainable behaviours (social inclusion, accessibility, affordability) due to the sharing of aesthetically beautiful experiences or products

Q4. What specific role do you give to the creative aspects in your field and in the NEB

- Planning of architecturally improved spaces for the people working in food companies and wineries (improved design of buildings and objects)
- Factories and objects are not only places of food processing but also cultural attractions

Q5. Three experiences, ideas or actions from your field that can contribute to a sustainable, inclusive and beautiful Europe

- Better design of food and wine packages which should ensure: moderate consumption, sustainability, traceability and safety
- Reshape working places and environments to tackle other social functions: cultural attractions, family policies, smart working; reducing social behaviours with an environmental impact
- Creativity for the technology transfer: food or natural byproducts to be used in the design of new foods and wines, or in other fields (cosmetics, packaging, textiles)