

Kamile Demir

Experiential Learning
J-Term Spring 2019



Graphic Design

Project 1



CATERINA DE' MEDICI: 500 YEARS OF ITALIAN HOSPITALITY

VISUAL ASSETS

Visual System Proposal for
Florence University of the Arts' 5th Annual Conference



This was the main visual asset of my project: Caterina Medici standing in front of gates that would represent the gates of Florence, bringing in a big, vibrant wave behind her.

I really wanted to showcase the huge impact she had on Florence, Italy and the world. During my time here in Florence, I visited and learned about the old gates and wall that surrounded the city. When visiting Siena and other areas in Tuscany, I discovered just how important the Arno River was to Florence and Italy. The Arno River had helped flourish Florence, along with the Medici family. I saw this river and the Medici Family almost as if they were 'working side by side'. To represent the huge amount of wealth and impact Caterina brought into Florence, into France, and furthermore into Italy and the world, I wanted to present her with the visual that she was bringing in a wave of water into and out of the city gates; water that is both nourishing and powerful.

VISUAL ASSETS



For the supporting visual assets, I wanted to specify the types of influence Caterina had, thus visually telling the story of how she helped create 500 years of Italian Hospitality. I wanted the visuals to not only be visually pleasing to look at, but to also whet the attendees' curiosities about what they would learn about throughout the conference.

The first was to present her work of architecture, the image showing her most favorite castle. This is a mere representation of the huge amounts of dedicated work she did on many architectural landmarks still widely appreciated in many parts of France.

The fork is due to the famous myth that she introduced the fork to France; a huge undertaking as forks are now a standard in not only Italy, not only France, but the entire world. With a mere fork, Caterina made history.

Caterina also invented ballet! With her ceremonies and parties extraordinarily planned and detailed, she introduced dance that later turned to ballet. To present the centuries in which was able to evolve thanks to Caterina, I included both an old ballet shoe and the current standard one.

VISUAL ASSETS



The drum, the slide trumpet and the string instrument are all to present the way she included music in her parties, her ceremonies, her dances, and her theatrical shows. She hired many musicians skilled to play a variety of instruments that provided further influence on Italian Hospitality.

The mythical creature is to present her famous theatrical/drama shows, many of which told stories of mythical creatures. As someone who has had a long experience in theater, as well as someone who values storytelling, I wanted to present the beautiful way she incorporated her creativity into such fine art. Not only did she help preserve many pieces from the renaissance, but she helped create new masterpieces as well that were fun, creative, and daring.

PROGRAMS

Florence University of the Arts presents the 5th Annual Apicius Conference

CATERINA DE MEDICI

500 Years of Italian Hospitality



PALAZZO BOMBICCI GUICCIARDINI STROZZI
CORSO DEI TINTORI 21

APICIUS INTERNATIONAL
SCHOOL OF HOSPITALITY



09:30

10.00 - 11.30

Inauguration
and Opening Remarks:
Eugenio Giani
President, Regional Council of Tuscany

Lapo Baroncelli
Vice President, Confindustria

Umberto Gori

**Keynote Speech:
The Future of Hospitality Guest Service**
Kevin Murphy
Chair, Hospitality Services Department
Rosen College of Hospitality Management,
University of Central Florida

**Book Presentation:
The Value of Study Abroad Externships in
Hospitality Education: Experiential Learning**
Authors: Kevin Murphy & Manuel Rivera

II:30 - II:45
Coffee Break



Florence University of the Arts presents the 5th Annual Apicius Conference

CATERINA DE' MEDICI

500 Years of Italian Hospitality

March 16th, 2019



16:30 - 18:00
Student Panel:
Understanding Quality
A blind tasting experience of 12 different high quality Italian
wines, conducted by:
The students of the
Viticulture and Enology: An Educational Wine Tour II course of
Apincus Wine Studies

18:00
Closing Remarks:
Umberto Gori
EUA Conference Coordinator

PALAZZO BOMBICCI GUICCIARDINI STROZZI
 CORSO DEI TINTORI 21

APICIUS INTERNATIONAL
SCHOOL OF HOSPITALITY



CHECK-IN

Florence University of the Arts presents the 5th Annual Apicius Conference

CATERINA DE' MEDICI

500 Years of Italian Hospitality

FIRST AND LAST NAME

EMAIL

PHONE

Florence University of the Arts presents the 5th Annual Apicius Conference

CATERINA DE' MEDICI

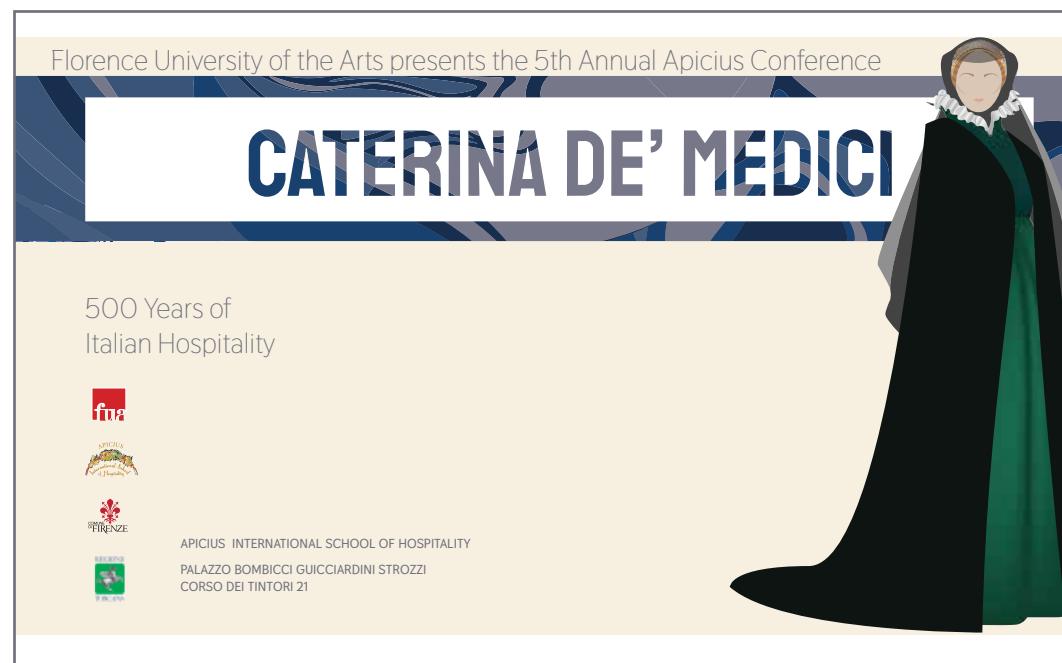
500 Years of Italian Hospitality

FIRST AND LAST NAME

EMAIL

PHONE

SCREENSAVERS



MENU

ACQUERELLO RICE
CLASSIC FRITTELLE DI RISO



ACQUERELLO RICE
CLASSIC FRITTELLE DI RISO

ACQUERELLO RICE
CLASSIC FRITTELLE DI RISO



ACQUERELLO RICE
CLASSIC FRITTELLE DI RISO

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APCAI) Via Gavio 16 - 50129 Firenze, Italy
www.apca.it



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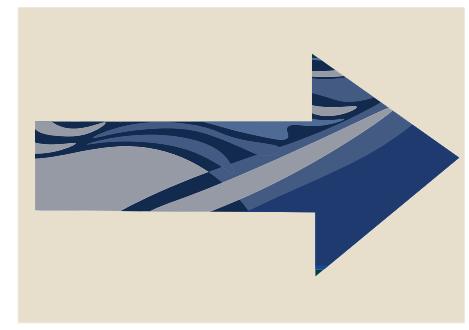
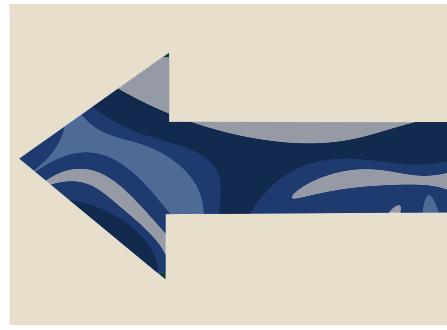
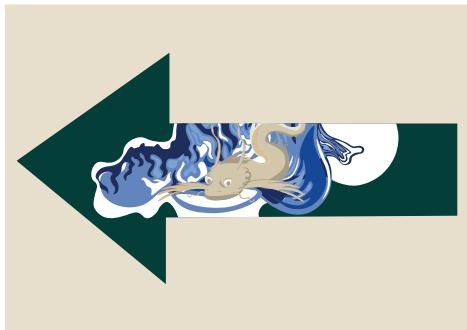
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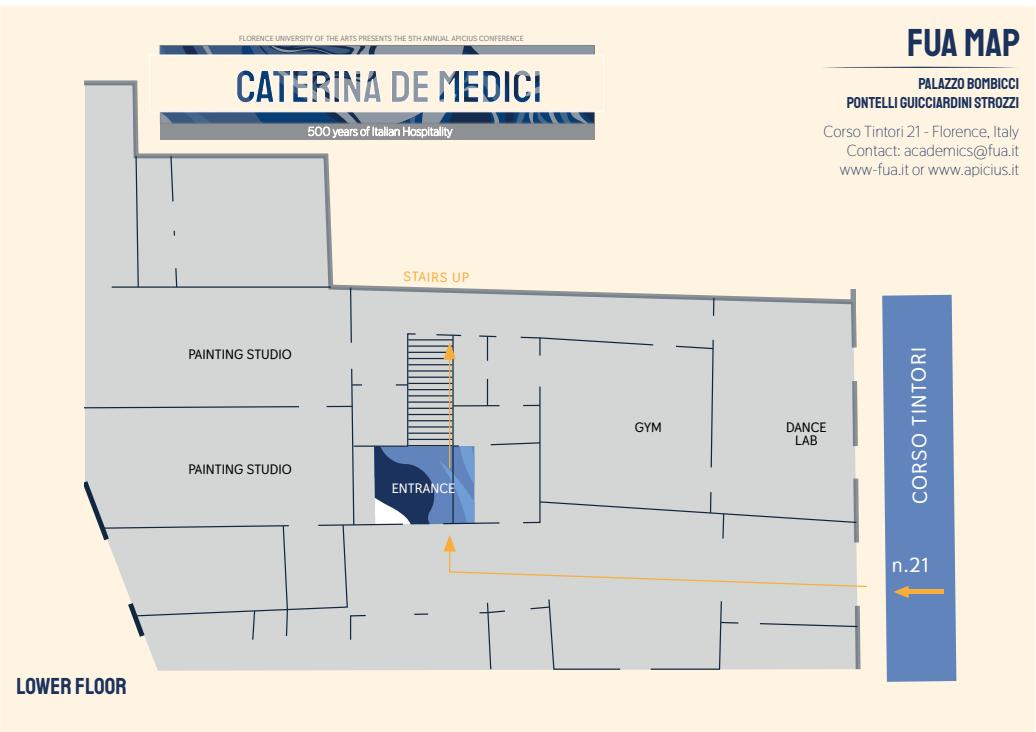
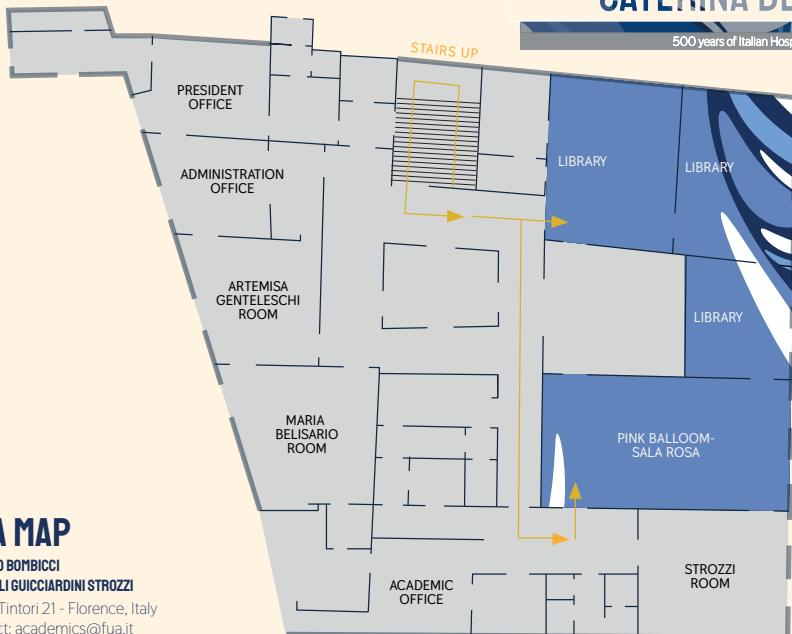
DIRECTION SIGNS



MAP

CATERINA DE MEDICI

500 years of Italian Hospitality



POSTCARD

BLENDING

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SUBMISSION GUIDELINES

Submit by:
Maximum article length: 1000 words
Images: 240/300 dpi - minimum 10 Mb
Contact Staff: blending@fua.it



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Project 2



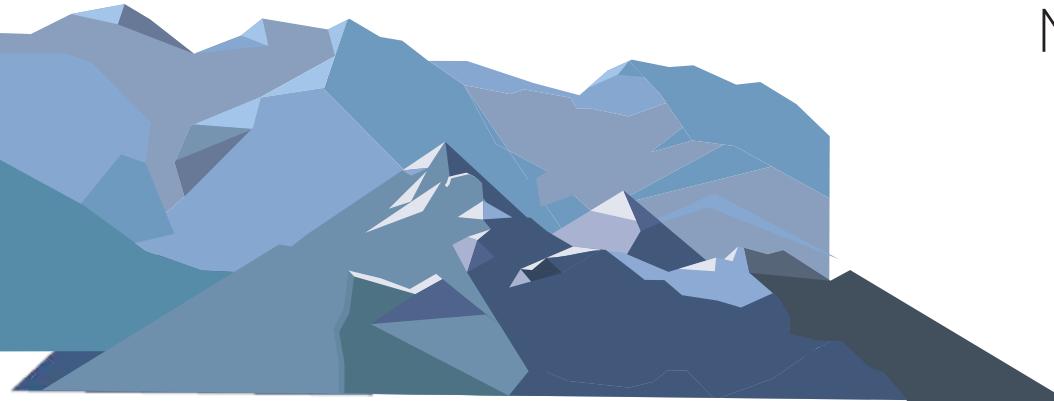
FSCI BOOK COVER

FOOD, SOCIETY AND CULTURE IN ITALY

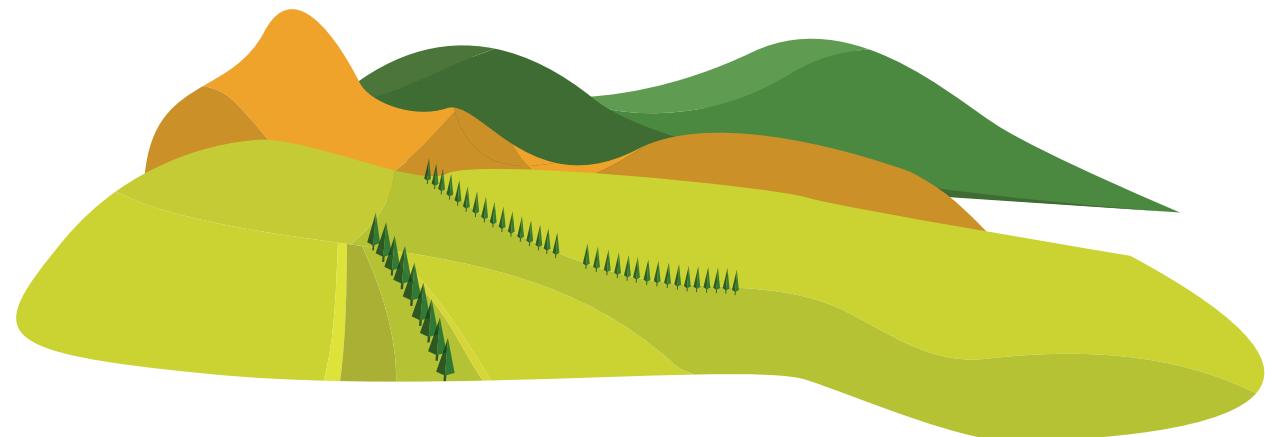
It was a wonderfully exciting opportunity to create a proposal for a textbook cover for Food, Society and Culture in Italy. Not only did I learn a lot of technical illustrator from creating these visual assets (such as making landscapes and large objects into vector graphics,, but I also learned a huge amount about Italy and the way its food is intertwined with its culture and society. Reading through the syllabus of the class to understand what to put on the cover enhanced my curiosity to explore foods outside of what I had experienced in Florence; when I traveled to parts of Tuscany and Venice, as well as Bologna, I decided to includemy research in my adventures, trying and observing the food of those specific regions. It reminded me of important topics I had learned in a food anthropology course I had taken back at my home university Stony Brook University, and I believe this was a very large part of my EL experience here at FUA.



After doing research about topics in the course syllabus, I realized that everything in Italy can be related to its rich and diverse cuisine. Thus, I wanted to present Italy as a large collaboration of its three main regions: North, Central, and Southern Italy. To present the focus of culture and society that the readers would study in this textbook, I decided to present it all visually with a ‘dinner table’ concept. Through my research and my EL experience in Italy, sitting down with friends and family to eat is an art, a rich part of life. It is where discussions happen, relationships grow stronger, and sharing is cherished. The dinner table shown on the textbook cover presents a large array of food, each placed on top of a visual representation of the region it originates from, and plates to present the new endeavour the readers would take on to ‘get a real taste of Italy’s food, culture and society’.



Northern Italy's mountains



Central Italy's hills

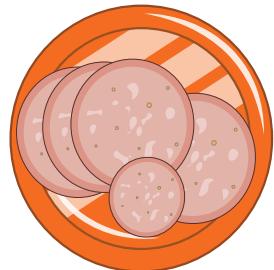


Southern Italy's cliffs and sea

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prosciutto



mortadella



parmigiano reggiano



pasta

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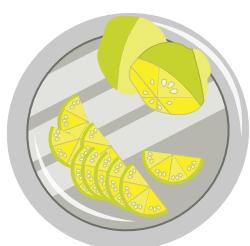
florentine steak



tuscan wine



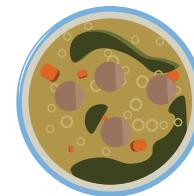
saltless bread



lemons/limes



pizza



italian wedding soup



mozzarella

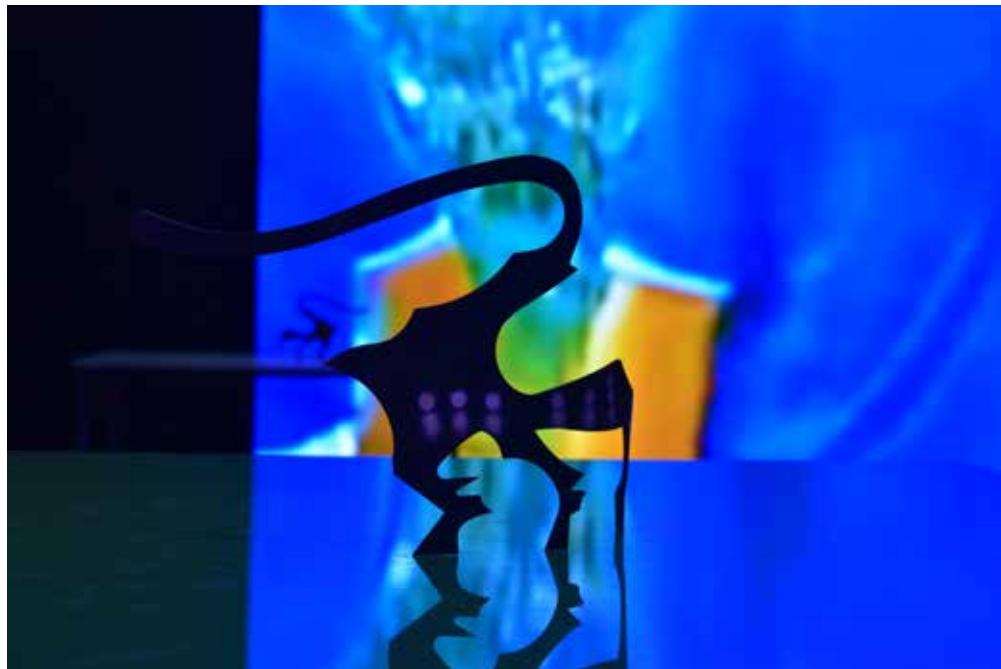
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Mini

Project 1



PITTI IMAGINE FASHION EVENT GALLERY & FASHION PHOTOS



Mini

Project 2



FLORENCE PHOTOGRAPHY FOR FUA SOCIAL MEDIA

