

**UniVerde Foundation
Pizzaiuoli Napoletani Association
and Rossopomodoro**
are pleased to invite you to

THE PRESENTATION ON WORLD PETITION

change.org

**THE ART OF
NEAPOLITAN
PIZZAIUOLI**
as Intangible Cultural
Heritage of Humanity UNESCO



#pizzaUnesco

MONDAY JUNE 8 2015 AT 6PM

ROSSOPOMODORO 118 Greenwich Ave New York, NY 10011

At the end of the presentation will be offered a tasting of the real Neapolitan pizza

On **March 26, 2015** the **Italian Committee for UNESCO** has nominated **"The Art of Neapolitan Pizzaiuoli"** for the Representative List of the Intangible Cultural Heritage of Humanity. More than **300.000 people**, in Italy and in the World, have signed the petition promoted to obtain this nomination, and among them hundreds of prominent figures of institutional, cultural and civil society.

Inscribing this "Art" in the UNESCO Representative List means recognizing the value of a sustainable tradition always careful about the quality, healthiness and naturalness of raw materials and linked to a real love and respect for the Earth and for the genius of women and men who have been able to find a delicious methodology to feed their families and communities.

This nomination fully responds to UNESCO requests that, namely in the last years, urged the States to propose elements that can represents examples of sustainable development, integrations and social dialogue.

For these reasons we ask to inscribe this cultural element in the **UNESCO** Representative List of the Intangible Cultural Heritage of Humanity. This would mean to recognize the value of an artisanal tradition based on that cultural diversity that nutrition should recover to reconcile human beings to Earth.



Alfonso Pecoraro Scanio
Promoter of the petition
President of UniVerde Foundation
Former Italian Minister
of Agriculture



Franco Manna
President of
Rossopomodoro



Sergio Miccù
President of Pizzaiuoli
Napoletani Association



Carlo Petrini
Founder of Slow Food
Movement



Lidia Bastianich
Emmy award-winning
public television host and
a best-selling cookbook author



Joe Bastianich
Restaurateur and author



Oscar Farinetti
Founder of Eataly

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