

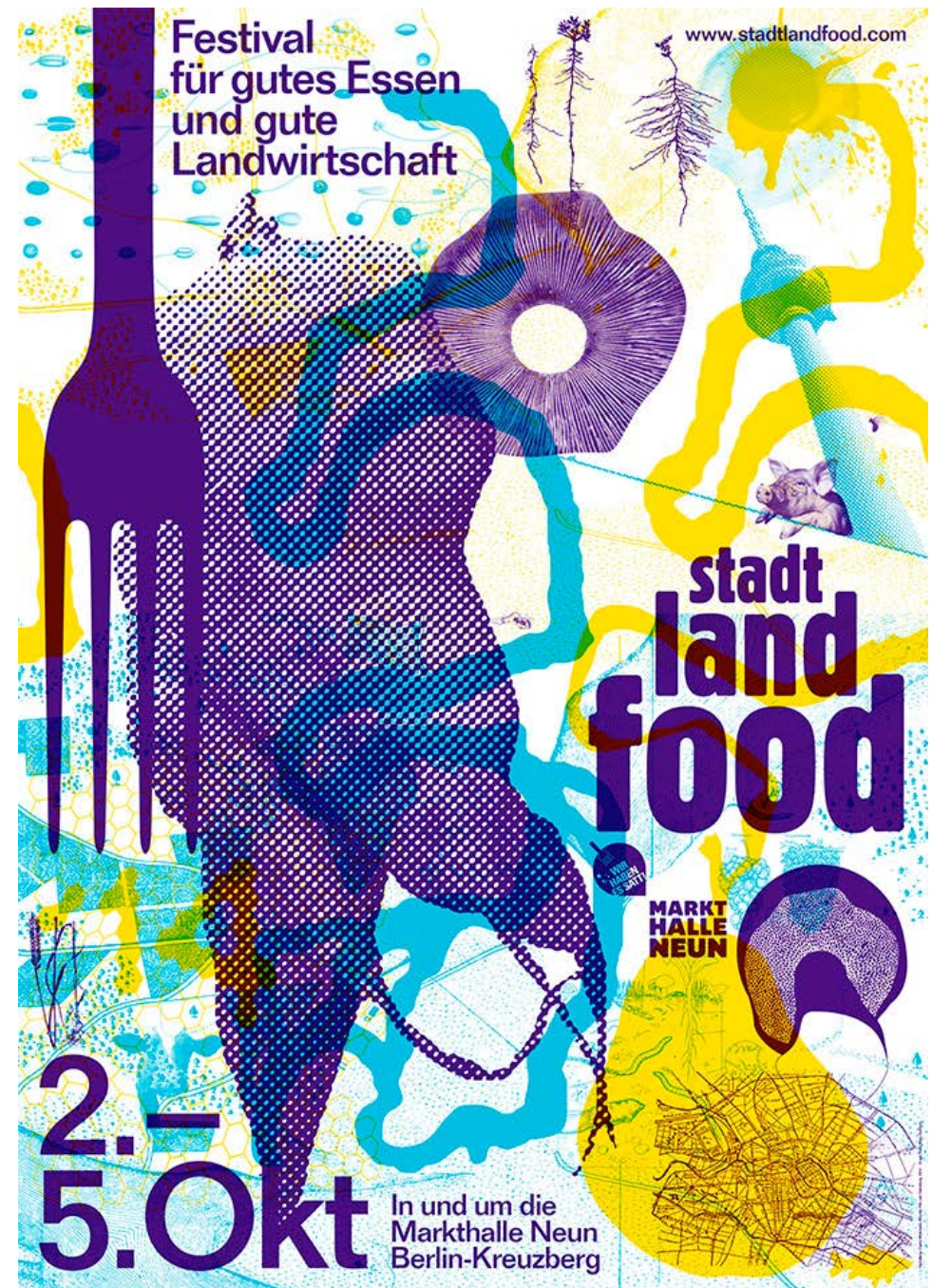
**stadt
land
food**

**CONCEPT PRESENTATION
STADT LAND FOOD FESTIVAL
2-5 OCTOBER 2014**

THE FESTIVAL FOR GOOD FOOD AND GOOD FARMING

**2-5 OCTOBER 2014
(HARVEST FEAST WEEKEND)**

The city, the land and our food: Since it's new opening in October 2011, Markthalle Neun has been more than just a marketplace for good, fairly produced food. It's also equally as important as a forum for debates and discussions on how we want to eat, work and live in the future. Stadt Land Food brings all these questions together in a festival for the senses. We specifically chose the Harvest Weekend for the festival's date, since even in these secular times, it is a strong symbol for what good, plentiful food means to us. Both globally and locally. Food – both as a foundation of all life and as an activity infused with passion and creativity. Food is political. And, as evidenced at Markthalle Neun in events like Street Food Thursday, food is the new pop.



A CONSCIOUS MOVE AWAY FROM EXISTING TRADE FAIR FORMATS

Berlin already boasts a central event revolving around nutrition: Die Grüne Woche (Green Week), the trade fair for the conventional agriculture and food industries. Stadt Land Food means to present some alternatives to those. Not pedantically, but with arms stretched wide open. In a conscious divergence from predominating trade

fair formats, the festival will take place in the back courts, schools, gymnasiums and bars that surround Markthalle Neun. Agriculture is coming into the city with all its smells and sounds. We'll be making sausage, distilling schnapps, kneading sourdough and having discussions – like with experts from the alternative agriculture alliance

“Meine Landwirtschaft”. Relevant workshops will take place at various spots in the neighborhood. A film series (in cooperation with the Berlinale’s Culinary Cinema), art, theater performances, numerous activities for kids, and a multi-confessional Harvest Feast church service will complete the four-day program.



Grüne Woche



Markthalle Neun

SUSTAINABLE URBAN DEVELOPMENT

- Recognizing Kreuzberg – especially its diversity and its social problems – as a creative resource
- Making the case for small-scale business in the city: living and working
- Food culture as an upcoming creative industry (company establishments, creating jobs...)

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HEALTHY FARMING

- **Original:** reflecting on a qualitative and not quantitative agriculture
- **Direct:** bringing producers and consumers together
- **Unadulterated:** fostering sensibility for measured agripolicy. Making global processes locally visible.

GOOD FOOD

- Alternative exhibition of food producers
- Conveying food and its preparation as an experience for the senses
- Fostering an understanding for aspects of regional and seasonal agriculture
- Bringing new, sustainable trends to Berlin (e.g. Nordic Food Lab)

THE THREE EMPHASES OF THE STADT LAND FOOD FESTIVAL

Our daily bread. A farmer's market, good regional produce, fairly produced and traded. For the festival weekend, our regular producers will be bringing lots of work with them. Knead dough, make sausage, distil schnapps – Stadt Land Food is bringing food artisanry back into the city.

MARKET

CONVENTION

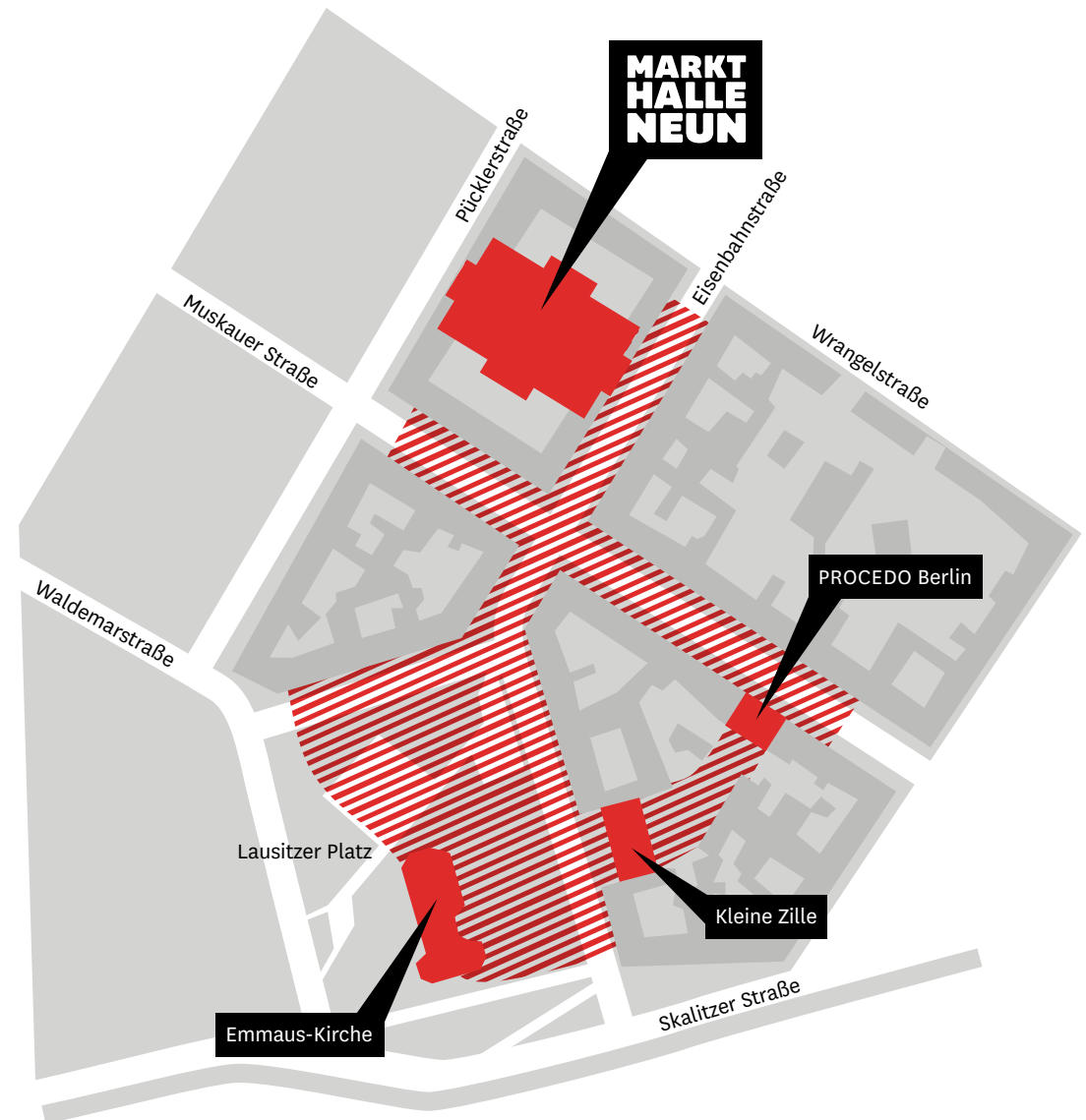
CULTURE AND CHILDREN'S PROGRAM

After eating, one should rest – or dance, party and perform. Both the Cultural and Children's Programs have been developed in cooperation with seasoned partners such as the Berlinale Culinary Cinema, and strive to bring appetite (fast food) and sustainable new knowledge (slow food) together.

Eat good food – and talk about it. Presentations, discussions and workshops feed the mind. And for dessert, each visitor takes home ideas. On globalized food economy, and most importantly, on how to do it better locally.

STADT LAND FOOD: A FESTIVAL COMES TO THE PEOPLE

- The festival will take place right in Kreuzberg, in the neighborhood surrounding Markthalle Neun
- A clear commitment to the neighborhood through the involvement of local partners and public buildings
- Visitors don't come to an anonymous trade fair venue; instead the festival comes to the visitors
- Entrance to the festival is free (exception: special events, e.g. cinema)



WE'VE INVITED A FEW PROMINENT FOODIES TO ACT AS THE FESTIVAL'S ADVISORY BOARD

PATRONS

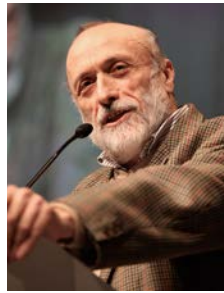


KLAUS WOWEREIT
Mayor of Berlin



MONIKA HERRMANN
Mayor of Kreuzberg

ADVISORY BOARD



CARLO PETRINI
Slow Food
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DIETER KOSSLICK
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& Libertine



ALICE WATERS
Cook & Activist

Photo by Brigitte Lacombe



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B. FÖRSTER-BALDENIUS
Architect/
raumlaborberlin



CHRISTOPH ALBRECHT
Activist and Local
Resident



BEKIR YILMAZ
Turkish Community
Berlin
President

OUR CURATORS KNOW THE BEST WAY TO LEARN AND WORK IN THE WORKSHOPS



CHEESE WORKSHOP

Ursula Heinzlmann & Theresa Malec



SAUSAGE WORKSHOP

Hendrik Haase
aka Wurstsack



FISH WORKSHOP

Michael Wickert,
Glut & Späne



BREAD WORKSHOP

Anke Kähler, Die Bäcker e.V. &
Cathrin Brandes



WINE WORKSHOP

Billy Wagner



DESTILLE WORKSHOP

Dr. Thomas Kochan & Theo Lithgart



BEER WORKSHOP

Johannes Heidenpeter



HONEY WORKSHOP

Erika Mayr, Imkerverein Kreuzberg
& Rainer Kaufmann, Melifera e.V.



COFFEE WORKSHOP

Philipp Reichel, Café 9

DAS FESTIVAL-TEAM



Florian Niedermeier and Bernd Maier, both from Augsburg, have brought the same things with them from the south: passion for good, well-made food and the awareness that sometimes you have to break with tradition. Together with *Nikolaus Driessen*, a neighbor who fought to keep Markthalle Neun alive, they took over the building from the city of Berlin in 2011.



Pamela Dorsch, a South German Berliner, is an activist for sustainable food and food culture. She makes sure the special M9 markets focusing on artisanal food production—such as the Naschmarkt, Cheese Berlin or Sausage & Beer—run smoothly. And she volunteers as a Slow Food Berlin director, making a big commitment to conscious enjoyment and culinary togetherness.



A native Lower Austrian, *Kathrin Kuna* is used to looking at food from a cinematic point of view—as the organizational spine of the Berlinale Culinary Cinema programme. She's brought her years of festival experience to Stadt Land Food.



Kavita Meelu came to Berlin from London, bringing with her an enthusiasm for street food and many innovative ideas. She's one of the founders of Street Food Thursday, and has also developed a number of Berlin events, such as Burgers & Hip Hop and Mother's Mother.



Originally from close to Heidelberg, *Stefanie Rothenhöfer* describes herself as a passionate host. She has been inspired by places such as the central market Rungis in Paris and the food scene of New York City. Today she's the event and catering partner of Markthalle Neun.

**MARKT
HALLE
NEUN**

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