

Celebrating Pizza Through the Lens of Cinema

Tommaso Cartia (April 10, 2018)



"Tu Vuò fà il Napoletano - Facce da Pizza", lands in New York City to celebrate the art of neapolitan pizzaiuoli as UNESCO's Intangible Cultural Heritage of Humanity. Organized by Dress in Dreams Movie & Costume, under the auspices and with the support of MiBACT - Direzione Cinema, the three days event, April 16th-17th-19th, will take place at Ribalta Pizzeria, NYU Casa Italiana Zerilli-Marimò and Song'e Napule Pizzeria.

[Dress in Dreams Movie & Custom](#) [2] is a non-profit cultural association, created in 2006 from the intuition and cultural vein of the journalist [Elisabetta Cantone](#) and the art expert [Francesca Silvestri](#) [3]. Cinema, fashion, custom and art, are the core of the association with the mission to promote, enhance and internationalize the Made in Italy creativity and the Italian Style.

Movies & the Art of Pizza

"We intend to share this excellence through the cinema." Said Elisabetta Cantone when we asked



her about Dress in Dreams and about this new series of events that intend to exalt the excellence of the art of the Neapolitan Pizzaioli through the cinema medium.

“Cinema has always recounted the dinner table and its liveliness,” explained Elisabetta, “and through these aspects, the transformation of a country and its history.”

The idea to organize the event came with the recognition by the [UNESCO](#) [4] of the the art of pizza making in 2017, and it was developed with [AVPN \(Associazione Verace Pizza Napoletana\)](#) [5].

The first leg took place at the [Film Producer Martha De Laurentiis](#) [6] house last October, and saw celebrities and journalists experimenting with the art of pizza making guided by some maestri pizzaioli coming directly from Naples.

The second leg took place in SF at the Italian Cultural Institute that hosted a panel of Neapolitan pizzaioli and a screening of different movies that celebrated pizza thorough the years.

Facce da Pizza in New York

On April 16th the opening night of the show at [Ribalta Pizzeria](#) [7] will see different Neapolitan pizzaioli joining Ribalta’s Chef Pasquale Cozzolino to craft some pizzas that will be dedicated to the art of cinema. Following, a video showcasing some of the best scenes of the history of cinema with pizza as a protagonist.

On the 17th, [NYU Casa Italiana Zerilli-Marimò](#) [8], will host the screening of the New York premiere of Arrangiarsi: Pizza... and the Art of Living by [Matteo Troncone](#) [9], a Californian director of Italian descent. The film traces a few years of the director becoming a pizzaiolo and learning the art of pizza in Naples. After the screening there will be a panel discussion with renowned Italian pizza makers. Fried pizza will also be prepared in a competition among the pizzaioli.

The 18th a master class will be taught at the [Song’ e Napule pizzeria](#) [10] in the Village area. “The scope of the class is to communicate the culture and history of pizza that was always a dish for the poor,” underlined Elisabetta Cantone of Dress in Dreams, “but today it is also considered a gourmet dish prepared with top quality ingredients. We’ll also speak about the pizzaioli and the pizzaioli schools in America and around the world.”

"Facce da Pizza -Tu vuoi fà il napoletano", is produced by Dress in Dreams. Under the auspices and with the support of MiBACT - Direzione Cinema. In collaboration with Associazione VPN, Centro Sperimentale di Cinematografia. Sponsored by Cirio, Le 5 Stagioni, Angelo & Franco - The Mozzarella Guys.

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Links

[1] <http://www.iitaly.org/files/screenshot2018-04-13at85416pmpng>

[2] <http://www.dressindreams.com>

[3] http://www.dressindreams.com/?page_id=360

[4] <http://UNESCO>

[5] <http://www.pizzanapoletana.org/it/>

[6] https://en.wikipedia.org/wiki/Martha_De_Laurentiis

[7] <http://www.ribaltapizzarestaurant.com>



[8] <http://www.casaitaliananyu.org/content/events-0>

[9] <https://www.mvff.com/meet-the-filmmaker-matteo-troncone-arrangiarsi-pizza-and-the-art-of-living/>

[10] http://www.songenapule.site/?utm_source=google&utm_medium=website&utm_campaign=Song%27%20e%20Napule%20NYC%20&utm_term=5a6a4c62e4e06100013c5b69