

What is Mammamiaaaa?

Mammamiaaaa is a celebration of food and relationships - the social ways in which diverse communities produce, distribute, preserve, and consume food in their daily lives. The emphasis is on care, more than consumption. It's about a connection to a place, and a bridge between the generations.

In 2018 and 2019, thousands of meals will be organised across Italy and Europe in a spirit of conviviality. At each meal, family members and guests will share stories about food and cooking. The stories will be collected – in writing, or as a recording or video – and uploaded to social media channels.

In spring 2019, a huge installation will be realised in Matera, as analogic memory of the whole project. And then, in september 2019 a grand dinner will be organized to celebrate the national and international community of Mammamiaaaa.

As a legacy of Matera 2019, an Atlas of Social Food will be created. A platform curated by John Thackara, made up of three parts:

- An atlas of social projects linked to food, with the aim to make them visible and findable
- A forum in Basilicata of European social food curators to share good practices
- The publishing of the Social Food Green Paper

Mammamiaaaa is a project of Matera 2019, European Capital of Culture. It is one of the projects in the “Roots and Routes” theme.

How to Participate?

Becoming part of the Mammamiaaaa community is very simple, anyone can join! You just need a family recipe, a story linked to it, and the desire to share and document both at a lunch or dinner which you host.

The meal is arranged for friends and family by the Organiser (see below), who chooses the recipe, determines the number of guests, the time and place. During the preparation (and then during the meal) it is important to record everything with photos and videos. These will be shared on Facebook and Instagram and your recipe and story become part of the great digital archive of Mammamiaaaa.

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John Thackara

The 5 Rules of a Mammamiaaa Dinner

Some important things to know and follow to get the full Mammamiaaa experience.

- 1 Read the five rules and share them with your guests.
- 2 Become social media addicted for one day: each participant is (strongly!) invited to publish on their social channel at least one photo and / or Instagram story of the meal. The profiles which should be tagged are [@mammamiaaa.it](#) and [@matera2019](#). The official hashtags: [#mammamiaaa](#) and [#matera2019](#).
- 3 The lunch or dinner are free. The Cook is responsible for preparing the main dish; the other guests contribute - the wine, bread, cake, fruit, etc.
- 4 There is no minimum or maximum number of guests, but it is important that at every meal one person agrees to be:



The Organiser

He or she organises the meal at home, decides the number of guests, invites them, and suggests what each guest should bring.



The Cook

Chooses the family recipe, prepares it, and tells the story. He or she will become part of the digital archive of Mammamiaaa. The Cook can be the organiser too.



The Storyteller

Records the preparation of the recipe and the meal with photos and videos. It is really important to record the stories of The Cook: what makes the recipe so special? Who taught him/her how to cook it? Which is the origin of the recipe?

(see more specific instructions on the Storyteller's guide)



The +1

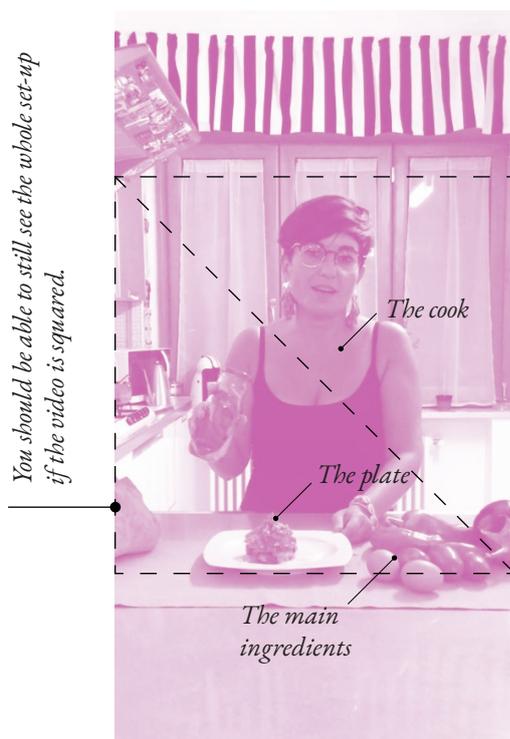
The Organiser asks one of the guests to bring one more person who is not (yet) known to the group. The goal is to share Mammamiaaa, the experience, and the stories with new people.

- 5 Have fun!!

The Storytellers of Mammamiaaa

The Storyteller has a very important role in the project. He or she has the task of recording the meal and **posting about it on Facebook and Instagram using photos, videos, Facebook Live or Instagram Stories.**

Make sure to tag the profiles: [@mammamiaaa.it](#) and [@matera2019](#)
And to use the official hashtags: [#mammamiaaa](#) and [#matera2019](#)



The Storyteller also has the task of record 3 videos with a smartphone each 20 seconds long. The content of the videos will be the Cook's answer to each of the following questions:

- 1 What makes the recipe you prepared so special?
- 2 Who taught you how to prepare it?
- 3 Can you tell us a story, a memory, or an anecdote about that recipe?

The three videos must be in portrait format.
The optimal arrangement for the video shot is pictured to the left.

← photo taken from the preparation video of Maria Grazia Settembrino, member of Mammamiaaa community.

The videos can be shot in the Cook's mother tongue.

Note: If the video is shot in a language other than Italian or English, it must be accompanied by a transcription or short description in English. This is so the Mammamiaaa team can understand and publish it.

Other materials (besides the three videos) to be collected and sent to info@mammamiaaa.it the day after the dinner are:

1. Photo of the main recipe, freshly prepared
2. Photo-portrait of the cook in the kitchen with his dish on a white (or clear) background
3. Pictures of all the guests sitting at the table

With 
Mammamiaaa team

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