



EATART Presents IMAF Chef's Cup 2014
First Michelin-Starred Cooking Show Presents "Movie on a Plate"
Champion to Be Named in New York

NEW YORK, NY – The Grand Finale of THE Second Edition of IMAF CHEF CUP will take place in New York June 16th, director Rossella Canavari announced today. Beginning at 7 p.m. the first Michelin-starred cooking competition dedicated to the artistic nature of food – putting “movie on a plate” – brings two of Italy's most acclaimed chefs to the States for a final showdown to name the international winner. Showcasing the signature style of Italian chefs, the event will allow guests and audience members a glimpse into the world of some of the very best Italian cuisine in the world, an experience usually reserved for extravagant European vacations with VIP access.

The two final chefs, **ISIDE DE CESARE (Restaurant La Parolina, Viterbo)** and **ANDREA MATTEI (Restaurant La Magnolia, Forte dei Marmi)** both Michelin Star recipients, will present the recipes that made them famous during the Italian tour in a NY fancy restaurant as the final winner is selected on the evening of June 16 during a culinary showdown not to be missed.

“We were so pleased at the incredible response from the public and the media surrounding this delicious and artful culinary event,” said Rossella Canevari. “It is incredible to have the opportunity to share the culinary creations of Italy's winning chefs with food lovers in New York.”

The international competition began in Italy with 18 Michelin-starred chefs who were paired to create two dishes that were inspired by movies. Dishes were prepared during a cooking show performance and then tasted and judged by a discerning jury of food critics. Guests of the competition then enjoyed a delicious meal of the top dishes. The nine-stage competition took place throughout Italy in Rome, Florence, Parma, Milan, Perugia, Venice, Torino, Napoli and Viareggio this winter.

On Monday June 16th, The Grand finale at TheAmericano Restaurant of the prestigious HotelAmericano in Chelsea (New York), will name the final winner for the international competition. First chef Andrea Mattei will showcase his delicious “Cuttlefish, cereals and herbs” recipe; then chef Iside De Cesare will present her

"Barley and passion fruit Pastiera in pastry, with poppy seeds". A judging circle comprising luminaries in food, wine, media and the arts will judge the recipes by three variants - tastiness, faithfulness to the theme, and presentation. **Chef Joseph Bluencosejo of TheAmericano Restaurant** will be on hand to oversee the evening's culinary event.

About The IMAF Chef's Cup: The IMAF Chef's Cup first edition started in 2013 with seven pairs of Michelin-starred chefs, took place in seven Italian cities and the GRAN FINALE was held in San Francisco during the Americas Cup. IMAF CHEFS cup second edition started January 30th, 2014 in Rome, Italy with nine pairs of Michelin-starred chefs competing throughout nine regions in Italy. The vision of artistic director and writer Rossella Canevari, the IMAFestival (www.imafestival.com), is an international event dedicated to haute cuisine and art that seeks to delight food and art lovers with innovative dishes and incredible presentation. The prestigious restaurants of SINA Fine Italian Hotels hosted the Italian stages of the competition.

About EATART: EATART is a non-profit organization whose purpose is to promote artistic talents in different fields of culture and food to bring them the prominence they deserve in national and international contexts. Founded by writer, Rossella Canevari in 2009, EATART is the umbrella organization for the IMAFestival, the international event dedicated to food and the arts has been held in Milan, New York, Los Angeles and London. Chefs create dishes inspired by film, literature, music and contemporary art, putting "art on a plate".

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For Info and Reservation: Rossella@imafestival.com