



**All in One** organizzazione eventi di Laura Canepa in collaboration with Serena Venola and a group of professionals from Genoa, presents the FIRST EUROPEAN EVENT of “Cookie Art” – the art of decorated cookies.

In America, Cookie Art, like Cake Design (art of decorating cakes), is widely followed.

The interest in this new discipline is growing also in Europe: Spain was the first country to get passionate, now followed by Italy and other countries of the European Community too.

**All in One** organizzazione eventi has included in its course schedule some masterclasses of Cookie Art, named “L'ARTE in CUCINA”.

Specifically, in November 2013 and May 2014 took place four masterclasses with three famous American teachers: *Arty McGoo* with *Oh Sugar* (California) and *Julia M. Usher* (Missouri). After the opening of registrations, within a very short time, the maximum number of participants has been reached. Students of various masterclasses came from different European countries: Spain, Austria, Switzerland, Germany, Italy.

For these reasons, **All in One** organizzazione eventi and *Serena Venola* decided to submit **cookie'scool** project to the public institutions which, after thorough evaluation, have deemed the event very interesting. As a matter of fact, **cookie'scool** has the honor to be patronized by LIGURIA REGION, PROVINCE of GENOVA, MUNICIPALITY of GENOVA and by CHAMBER OF COMMERCE of Genoa.

## ORGANIZATION

The organization of the event is cured by:

- **ALL IN ONE ORGANIZZAZIONE EVENTI** – coordination and organization of the event, dealings with public authorities and sponsors, Press Office ([www.allinone-eventi.it](http://www.allinone-eventi.it) – [allinone-eventi.blogspot.it](http://allinone-eventi.blogspot.it));
- **SERENA VENOLA** CaramelliAmo – dealings with foreign teachers, PR with foreign e foodblogging ([caramelliarno.blogspot.it](http://caramelliarno.blogspot.it)).
- **CONSUELO BORDIGONI** – communication, Social Media Manager and blogging

## PART IN THE ORGANIZATION:

- **FIRMA s.r.l.** - design and realization of the event logo, collaboration in the creation of the event website, realization of banners on the website for exhibitors and sponsor, billboard and advertising flyers ([www.firma.it](http://www.firma.it));
- **PAOLO BANDINI ARCHITETTO** – design of exhibition layouts, equipment management, dealings with exhibitors ([www.paolobandini.com](http://www.paolobandini.com));

- **DIGITAL LINE s.r.l.** – digital prints, graphic advertising and equipment for image and communication ([www.digitalline.it](http://www.digitalline.it))
- **MERION** european cultural tours – holiday packages ([www.merion-culturaltours.com](http://www.merion-culturaltours.com));
- **SOFIAC** – charity, relations with FMRB of Gaslini hospital ([www.sofiac.org](http://www.sofiac.org)).

The event will have international nature: participants of masterclasses and visitors will come from all over Europe; teachers from United States, Canada, Holland and Italy; operators, exhibitors and sponsor from all over the world.

The *guest star* of **cookie'scool** will be the great **Julia M. Usher**, from Missouri (USA), award-winning Cookie Artist, author of books, stylist and Pastry Chef ([www.juliausher.com](http://www.juliausher.com)).

For **All in One organizzazione eventi** it's an honor to inform that a part of the proceeds will be devolved to **charity** in FMRB (Fondo Malattie Renali del Bambino - Child Renal Disease Fund) of the Giannina GASLINI hospital.

In order to give greater importance to this initiative, will take place Cookie Art lessons for children too and one of the competition will be devoted to them, referred to will also be part of the jury.

## **THE EVENT**

At **cookie'scool** everyone will have the opportunity to relate with the best teachers and professionals of the **Cookie Art**, to purchase at the various stands products and tools of the industry and specific equipment (not yet on the European market) and to participate in interesting demonstrations.

To add a touch of extra exclusivity to the event, the organization decided to broaden the focus, involving a number of companies that - directly or indirectly – deals with cookies and everything related to them.

**Title :** **cookie'scool** - **cookie art european event** ([www.cookiescool.com](http://www.cookiescool.com))

**Place :** GENOA, at the prestigious Palazzo della Meridiana.

**Period :** 14 – 15 – 16 November 2014

**Duration :** 3 Days – from 9:30 a.m. to 6:00 p.m.

**Entrance :** FREE, with online accreditation for visitors and the prior purchase of tickets (online) for those who will attend the lessons in the three days.

The event, however, also provides procedures of entry and registration to the accreditation desk designed for the customers who introduce themselves at the palace.

### **Teachers :**

- Arty McGoo – USA, California ([www.artymcgoo.blogspot.it](http://www.artymcgoo.blogspot.it))
- Butter Winks – USA, Florida ([www.ButterWinks.com](http://www.ButterWinks.com))
- CookieCrazie – USA, Missouri ([www.cookiecrazie.com](http://www.cookiecrazie.com))
- Koekenbakkers – OLANDA ([www.dekoekenbakkers.com](http://www.dekoekenbakkers.com))
- Stephanie Kappel – USA, Pennsylvania ([www.thehungryhippopotamus.com](http://www.thehungryhippopotamus.com))
- Julia M. Usher – USA, Missouri ([www.juliausher.com](http://www.juliausher.com))
- Jacinda – USA ([www.alissweettooth.com](http://www.alissweettooth.com))
- Evelindecora – ITALIA ([www.bloglovin.com/blog/4324673/evelindecora](http://www.bloglovin.com/blog/4324673/evelindecora))
- Francesca Belfiore – ITALIA ([www.dolcimaterieprime.blogspot.it](http://www.dolcimaterieprime.blogspot.it)) *for children.*

During the three days, teachers will hold a number of practical lessons that will take place simultaneously in six classrooms located on the noble floor.

Several workshops will be held in the multipurpose hall by the guest star of the event.

Will also take place some practical lessons for children.

**Exhibition Area:** about 650 smq. On two floors - divided in stands of various sizes

**Masterclasses Area :** about 250 smq. At Noble Floor – divided in 6 Halls

**Multipurpose Hall :** about 130 smq. (at Mezzanine Floor) – 150 seatings – maxi screen - audio/video system for demonstrations, workshop and promotional presentations of the various companies.

## LOCATION

PALAZZO DELLA MERIDIANA (già Palazzo Grimaldi)

The Palace was built between 1541 and 1545, ideally beginning the urban transformation of the city, which was followed by the construction of Strada Nuova (the current Via Garibaldi).

The Palace is located in the historical center of the city, close to the most beautiful Museums and Palaces of Genoa.



Entry Floor: Atrium and Reception



Entry Floor: Colonnade Hall/Exhibitors



Mezzanine Floor: Multipurpose Hall



Noble Floor: Cambiaso Hall/Exhibitors

*(some photographic impressions of the location)*

## A taste of "COOKIE ART"

