



WORLD FOOD FORUM 2024  
**ART EXHIBITION**



WORLD  
FOOD  
FORUM



TRAM  
AND  
ARS

YOUTH ACTION | SCIENCE & INNOVATION | INVESTMENT

We are proud to have collaborated for the third consecutive year with the World Food Forum and FAO, continuing our commitment to creating meaningful art projects. This year, our focus was on two significant initiatives, including a major project dedicated to the Amazon and deforestation, presented once again outside the FAO headquarters and in the Botanical Garden of Rome.

This collaboration reflects our ongoing effort to contribute, as young people, to the world through contemporary art. We are especially grateful to the entire World Food Forum team and extend heartfelt thanks to Lindsey Hook, Head of Culture at WFF, whose dedication has been instrumental in helping us bring these projects to life.

The organization of such events within institutional contexts, alongside structured organizations and authorities, remains a complex but essential challenge for an art-focused association like ours. Our aim is to move beyond a merely rhetorical cultural and artistic vision, rejecting destructive forms of protest in favor of actions that foster dialogue and meaningful change.

Addressing critical issues like the climate crisis and deforestation cannot be approached through narratives of destruction and harm alone. Instead, we must focus on the power of creation and renewal. We combat negativity and stagnation with vitality and transformation.

For Tramandars, Art represents the highest and most inspiring synthesis of culture. It is through creation and action—the act of *\*doing\**—that we strive to spark positive change and contribute to a better world.

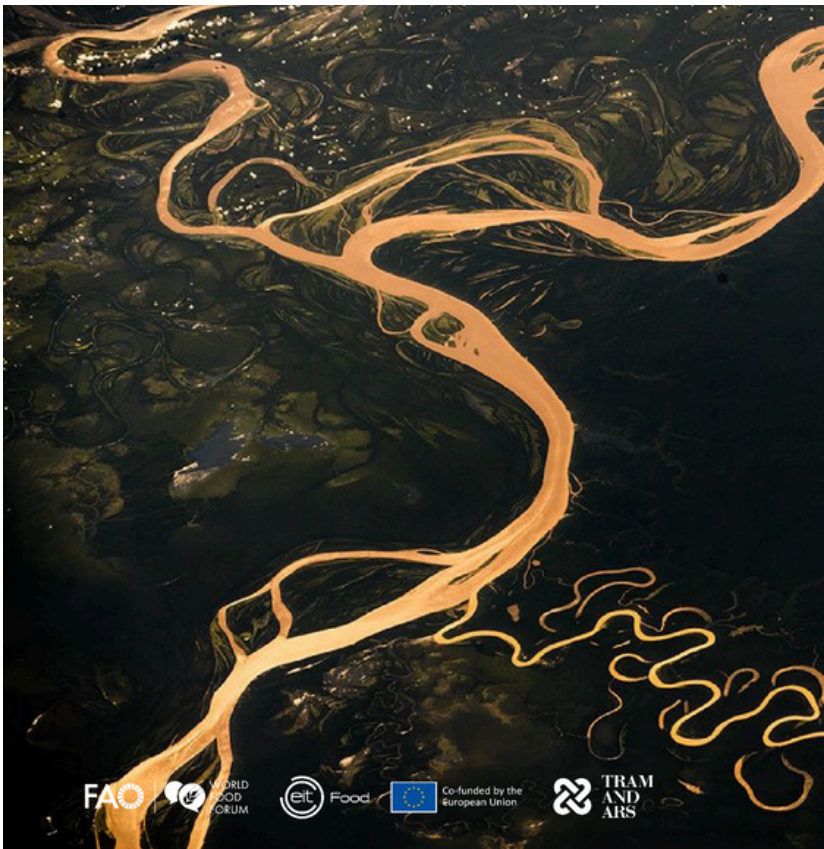
**Dott. Gaetano Maria "Tani" Russo**  
President of Tramandars

# Paradise Bank

Lucas Memmola

Paradise Bank is a site-specific installation by the Italo-Brazilian artist Lucas Memmola, curated by Tramandars and created for FAO with the support of EIT FOOD at the Botanical Garden of Rome. The exhibition addresses the theme of deforestation and pollution in the Amazon, caused by destructive practices and territorial exploitation.

The artwork highlights the need to imagine and implement sustainable alternatives to protect the beauty and biodiversity of the Amazon, such as promoting indigenous agricultural supply chains, which have developed a virtuous model of cultivation integrated with the land. Native populations have always defended the forest, a vital organ for Earth's life systems.



## Paradise Bank

Lucas Memmola

Inside the greenhouse of the Botanical Garden, a section of a bank has been constructed, comprising two spaces. The first room is an aseptic antechamber. On a steel cart rests an open safe deposit box containing foods cultivated in the Amazon: açai, wild cacao, guaraná, and Brazil nuts. This liminal space also features objects belonging to the Shanenawá indigenous culture: a ritual skirt, a ceremonial spear, a bow, and two arrows.





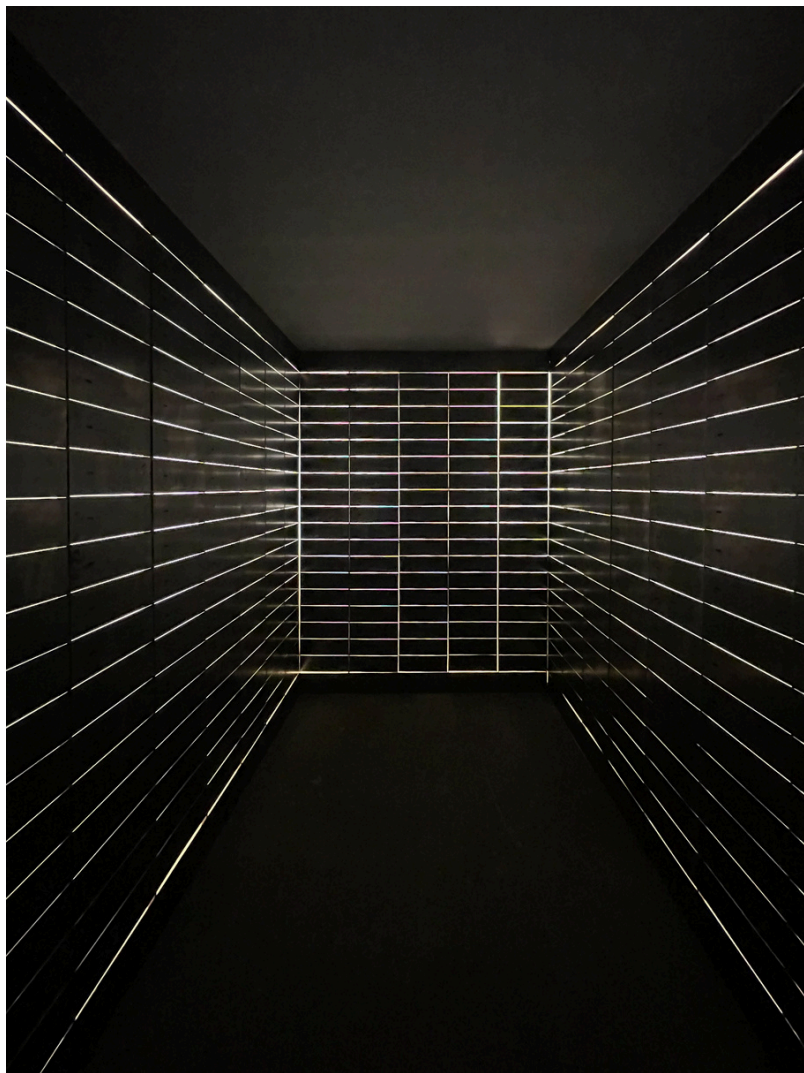
Through a vault door, visitors enter a bank safe room with safety deposit boxes. In the darkened space, warm light radiates through the slits, while sounds of the rainforest emanating from behind the compartments fill the room, creating the sensation of being enveloped by nature.

The title of the work is an association of two images: "Paradise" is understood as a mythical garden, an Eden that finds its real-world counterpart in the richness, natural prosperity, and abundance of the Amazon rainforest. The term "Bank," on the other hand, carries a dual meaning: it refers both to the idea of security and protection, and to the concept of economic speculation and accumulation.

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The Amazon is a precious resource to be safeguarded, yet it is too often a victim of speculative logic due to deforestation. The artifacts in the installation are not mere objects but bear witness to the profound connection between indigenous peoples and the forest. These communities represent an essential bulwark for preserving a tangible and intangible heritage at risk, defending not only the ecosystem but also an ancestral knowledge that embodies a sustainable model of coexistence with nature.



In the photo the artist Lucas Memmola with FAO Director-General QU Dongyu and the Brazilian Ambassador to FAO, Carla Barroso Carneiro, joined by the Director of the Botanical Garden, Fabio Attorre, at the public opening of *Paradise Bank*.

*Paradise Bank* explores the relationship between humanity and the environment, using the artist's vision to raise awareness about global issues such as deforestation and pollution, while emphasizing the need to envision sustainable practices for the protection of the Amazon.

The project was realized with the support of EIT Food.

The installation was open to the public from October 11 to November 7, 2024.

Photocredit : FAO/Alessandra Benedetti and Alessandra de Francesco

# about **Lucas Memmola**

Lucas Memmola, born in Bari in 1994 and currently residing in Naples, studied at the Brera Academy of Fine Arts in Milan. His artistic work is inspired by biological and organic processes, with an approach akin to that of an alchemist, exploring how natural elements can interact to create visual metaphors that reflect human conditions. Through his art, Memmola delves into religious and sacred themes, using poetic tools to describe the relationship between humanity and the surrounding reality.



# Amaranth

## Barbara Mattei

This installation reinterprets plant matter, merging aesthetics and ethics to explore themes of food circularity and inclusiveness. Amaranth, a crop originating in Central and South America, is celebrated for both its ornamental beauty and nutritional importance. With its ability to produce up to 500,000 seeds and thrive in harsh conditions, this drought-resistant crop illustrates nature's resilience and abundance. The installation's fluid forms evoke nature's cyclical rhythms, inviting reflection on the balance between beauty and function, and offering a vision of sustainable, regenerative food systems.

The amaranth used in the exhibition was repurposed from an organic farm nearby Rome managed by young farmers, where it was growing as a weed and would have been composted. The artist and some members of the World Food Forum team travelled to the farm and harvested the amaranth together to repurpose it for this exhibition.



Composed of bundles of amaranth hanging from the ceiling—often considered a weed—this work underscores the plant's potential as both a decorative and highly nutritious crop. Amaranth is gluten-free, high in vitamins and minerals and thrives with minimal water and care, making it an ideal crop climate mitigation and adaption. Each plant can produce around 500,000 seeds that germinate easily, even in poor soil. Rich in protein, fiber and essential minerals, amaranth contributes to more diverse diets and offers a sustainable, nutrient-dense food source. By featuring amaranth, this installation prompts a discussion on youth and art in transforming agrifood systems and highlights their crucial role.

## about **Barbara Mattei**

Barbara Mattei is a young contemporary artist, florist entrepreneur who pushes the boundaries of botanical design by blending nature and creativity in unexpected ways. As a female business owner, Barbara has shaped her company FLOWVER into an extension of her artistic expression, creating unique, minimalist floral designs with a surreal edge. Her work explores the delicate balance between beauty and fragility, redefining traditional floral design with a fresh, modern perspective. She often incorporates local foraged or dried florals into her designs in order to leave a smaller environmental impact.

Photocredit: Antonietta Violante



Somma Vesuviana - Napoli

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We thank especially Lindsey Hook and all the people who have participated in the project and have been mentioned in the work for their professional contribution, but above all, for their human contribution.

