



News Release

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*Little Italy's Mercato Proudly Hosts International Book Tour Event for **SLOW: Life in a Tuscan Town***

Saturday, October 3 brings special tribute to SLOW Food movement with food demonstration inspired by new book and rare opportunity to meet famous photographer!

10:00 a.m. – 1:00 p.m. – Book signing with Douglas Gayeton

11:00 a.m. – noon – Chef Balistreri from Tender Greens restaurant provides SLOW food demonstration

WHAT: *Little Italy's Farmer's Market, The Mercato*, is proud to host Slow Food Urban San Diego, who will feature Chef Pete Balistreri of Tender Greens restaurant, along with Douglas Gayeton, author-photographer of a newly-released book, ***SLOW: Life in a Tuscan Town***. The mission of Slow Food is also close to the hearts of Mercato founders, as the organization's members aim to counteract fast food and fast life, the disappearance of local food traditions and a dwindling interest in the food we eat, where it comes from, how it tastes and how our food choices affect the rest of the world.

SLOW: Life in a Tuscan Town is an unprecedented photographic personal journey into the heart of hidden Tuscany, and celebrates the principles that define the Slow Food movement while paying tribute to the region's kaleidoscope of vibrant characters, whose shared culture revolves around the everyday pleasure of growing, preparing, and eating food. With an anecdotal charm reminiscent of Peter Mayle's *A Year in Provence*, Douglas Gayeton's interplay of pictures and words conveys a thrilling narrative that transports you halfway around the globe to the charming town of Pistoia, nestled in the outskirts of Florence. It is a riveting story told in a riveting way: each image comprised of multiple photographs taken over a period of time that can range anywhere from ten minutes to several hours, and layered with

Gayeton's handwritten notes, recipes, facts, and sayings.

WHO: **Douglas Gayeton**, photographer and author of ***SLOW: Life in a Tuscan Town*** will be at the ***Mercato*** to speak and sign books from 10:00 a.m. to 1:00 p.m. A graduate of UCSD, Gayeton is welcomed to San Diego for this special tour stop! Locally owned independent bookseller Mysterious Galaxy Books will be selling copies of the book for \$50 each, which includes tax and a donation to Slow Food Urban San Diego. Books will be available for sale at the Mercato during the farmer's market hours of 9:00 a.m. to 1:30 p.m.

More information, photos and interview resources on the new book can be found by visiting: www.welcomebooks.com/slow.

Chef Pete Balistreri, whose grandparents grew up and raised their family in Little Italy, will be doing a SLOW cooking demonstration from 11:00 a.m. to 12 noon incorporating foods featured in the book and using farm fresh vegetables, meats and eggs from Mercato vendors.

Mercato Shoppers can sign-up on the event day, Saturday, Oct. 3, to become a member of the organization and a portion of proceeds from the event will support the local San Diego chapter of Slow Food Urban San Diego. Visit www.slowfoodurbansandiego.org for more information. *The Mercato* farmers market is held every Saturday from 9:00 a.m. to 1:30 p.m. on Date Street in the Little Italy neighborhood of downtown San Diego. For more information on the Mercato, visit <http://www.littleitalymercato.com>.

Travel + Leisure Magazine wrote, "...With 75 dramatic slice-of-life portraits...Douglas Gayeton invites us to the fields, barns, butcher shops, and dinner tables where he learned how to live and eat in the Tuscan countryside. Inspired by pre-Renaissance narrative paintings, the filmmaker stitched together dozens of evocative, large-format sepia photographs capturing scenes of daily rural life in Pistoia. He then etched them with marginalia and centuries-old Tuscan proverbs...His sumptuous chronicle leaves us hungry for more."

WHEN: **Saturday, Oct. 3, 2009**
Mercato Hours: 9:00 a.m. to 1:30 p.m.
Presentation and Book Signing: 10:00 a.m. to 1:00 p.m.
Chef Demonstration: 11:00 a.m. - 12:00 p.m. noon

WHERE: **Little Italy - downtown San Diego (India Street)**

DIRECTIONS: Public transportation is readily available to Little Italy via the MTS Trolley with a stop in the heart of town. To travel by car, directions as follow: Interstate 5, heading South: Take Front St./Civic Ctr. exit, go straight, then a right on Ash Street, drive two blocks west, make a right on India Street. Interstate 5, heading North: Exit Hawthorn/Airport, make a left on Columbia Street then a right on Ash Street, then a right on India Street.

About Little Italy Association (LIA)

A non-profit 501(c) 3 corporation for the public's benefit, the Little Italy Association (LIA) advocates on behalf of its members' best interests in the areas of public safety, beautification, promotion and economic development, while preserving the unique cultural resources that exist in the Little Italy neighborhood of Downtown San Diego. LIA stands as the only district management corporation of its kind for any Little Italy neighborhood in the United States and is run by a Board of Directors encompassing 33 people who represent property owners, residents, businesses and community at large. More information can be found by visiting www.littleitalysd.org or by calling (619) 233-3898.

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