



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#TUSCANYTOGETHER

Digital Labs

Data 26/03/2020

Nick Nicola Difino

GASTROFISICA



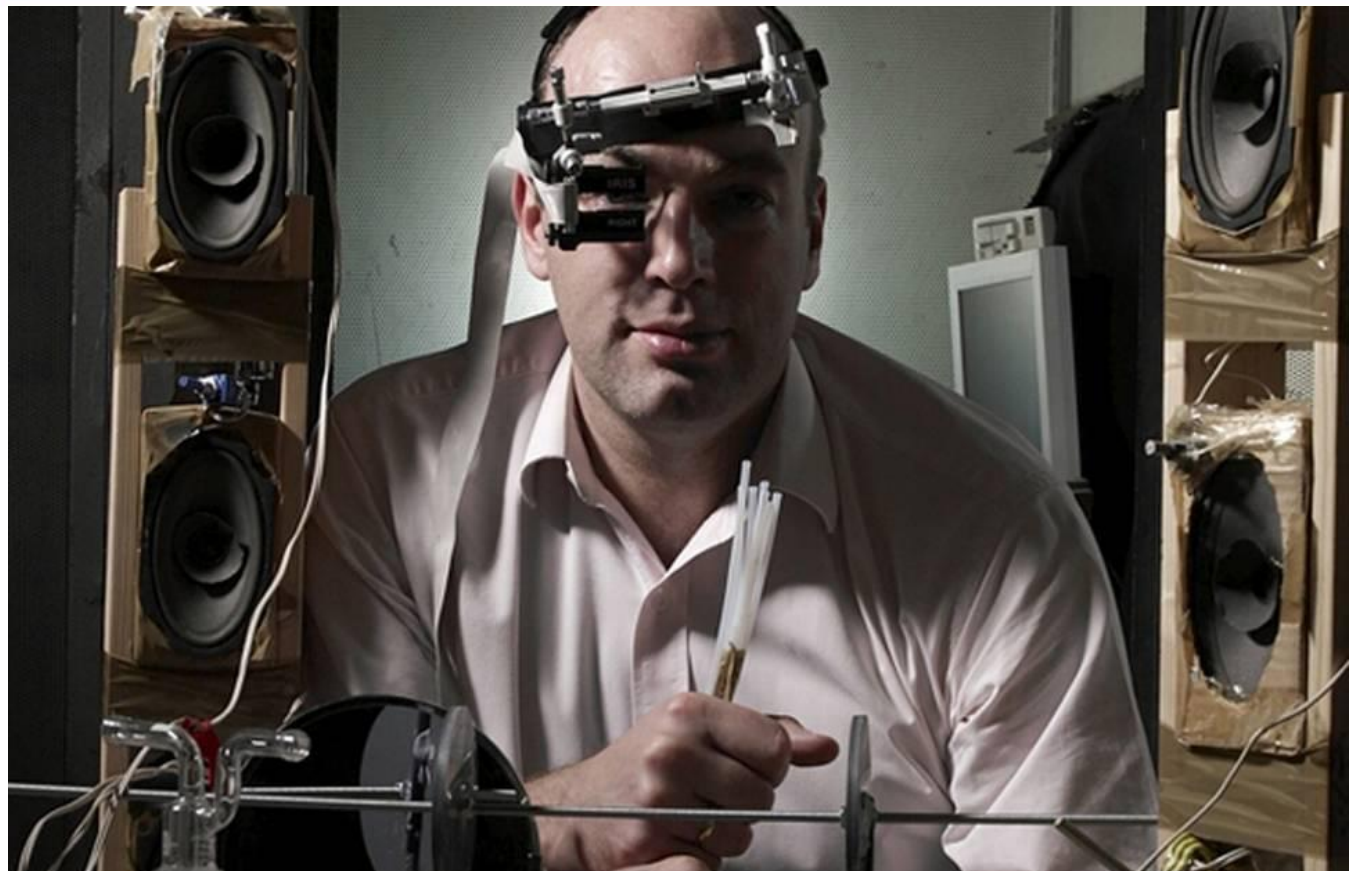
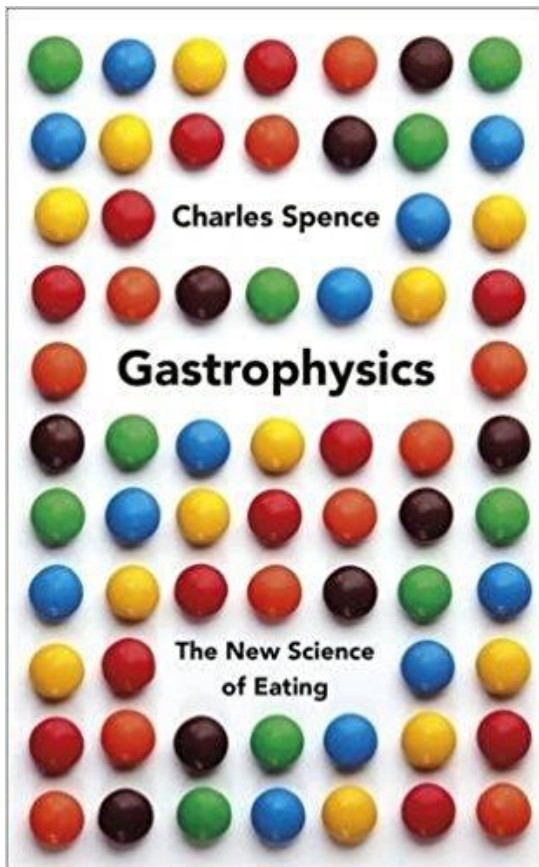
Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#TuscanyTogether

Digital Labs



visittuscany.com

#TuscanyTogether



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#TuscanyTogether

Digital Labs

Memorabile

Stimolante

coinvolgente



[VISITUSCANY.COM](https://www.visituscany.com)

#TuscanyTogether



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscanytogether

Digital Labs

Esperienza
Soddisfacente



VISITUSCANY.com

#tuscanytogether



Regione Toscana

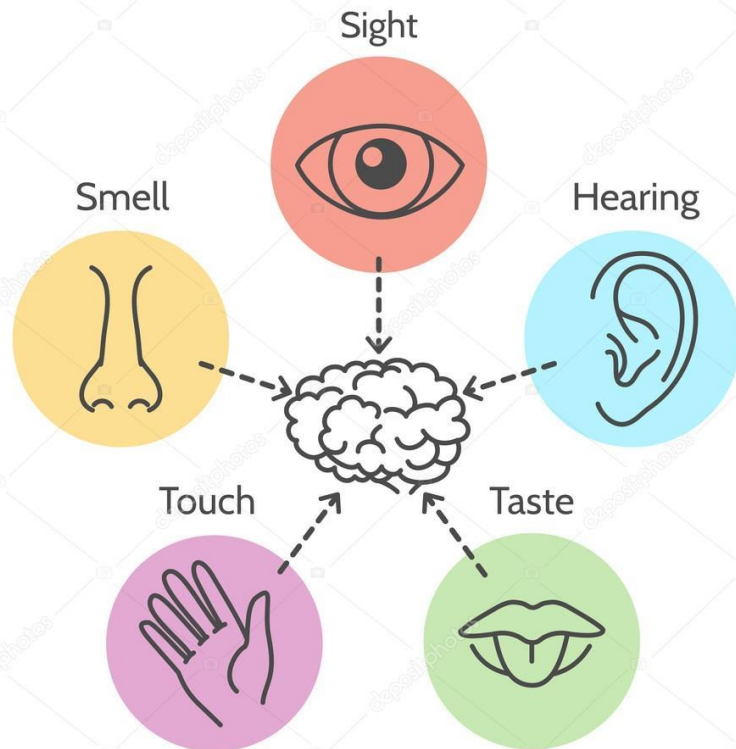


TOSCANA
PROMOZIONE TURISTICA

#TuscanyTogether

Digital Labs

FIVE SENSES LINE ICONS





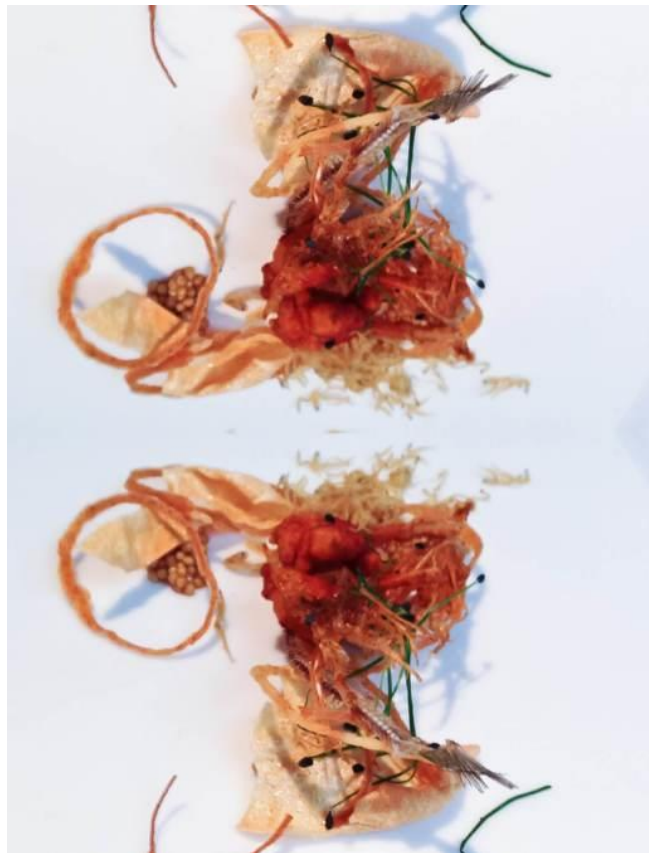
Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscanytogether

Digital Labs



[VISITUSCANY.COM](https://www.visituscany.com)

#tuscanytogether



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscanytogether

Digital Labs

<https://vimeo.com/108380163>

DIVERXO Madrid



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscanytogether

Digital Labs

LE ASPETTATIVE



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscanytogether

Digital Labs



VISITTUSCANY.com

#tuscanytogether



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscanytogether

Digital Labs

Tenero
Filetto di Gadus Morhua
del Mare di Norvegia
in croccante Crumble
di Triticum Estivo



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscanytogether

Digital Labs



[VISITUSCANY.com](https://www.visituscany.com)

#tuscanytogether



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscanytogether

Digital Labs

Kopi Luwak



VISITTUSCANY.COM

#tuscanytogether



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscanytogether

Digital Labs

OLFATT
O



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscanytogether

Digital Labs



[VISITUSCANY.COM](https://www.visituscany.com)

#tuscanytogether



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscanytogether

Digital Labs



VISITUSCANY.com

#tuscanytogether



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscanytogether

Digital Labs

TRAVEL EXPERIENCE

VISITTUSCANY.com

#tuscanytogether



Regione Toscana



TOSCANA
L'OMOLOGAZIONE TUMISTICA

#tuscar





Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscar





Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscanytogether

Digital Labs

WOW FACTOR



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscar





Regione Toscana



TOSCANA
L'ASSOCIAZIONE TURISTICA

#tuscar





Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscar





Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscar





Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscar

**Non si può non
comunicare.**

- PAUL WATZLAWICK

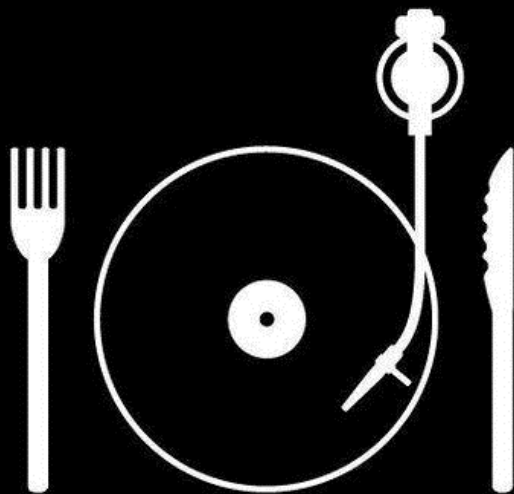


Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscar



Food
Sounds
Good



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscar



www.antichitailtemporitrovato.it ©



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscanytogether

Digital Labs

ESPERIENZA MEMORABILE

DREAMS COME TRUE

VISITTUSCANY.com

#tuscanytogether



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscar





Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscar





Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscar





Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscar





Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscanytogether

Digital Labs

PLATEQUETTE



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscar



B.



£4.25

£2.08



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscar



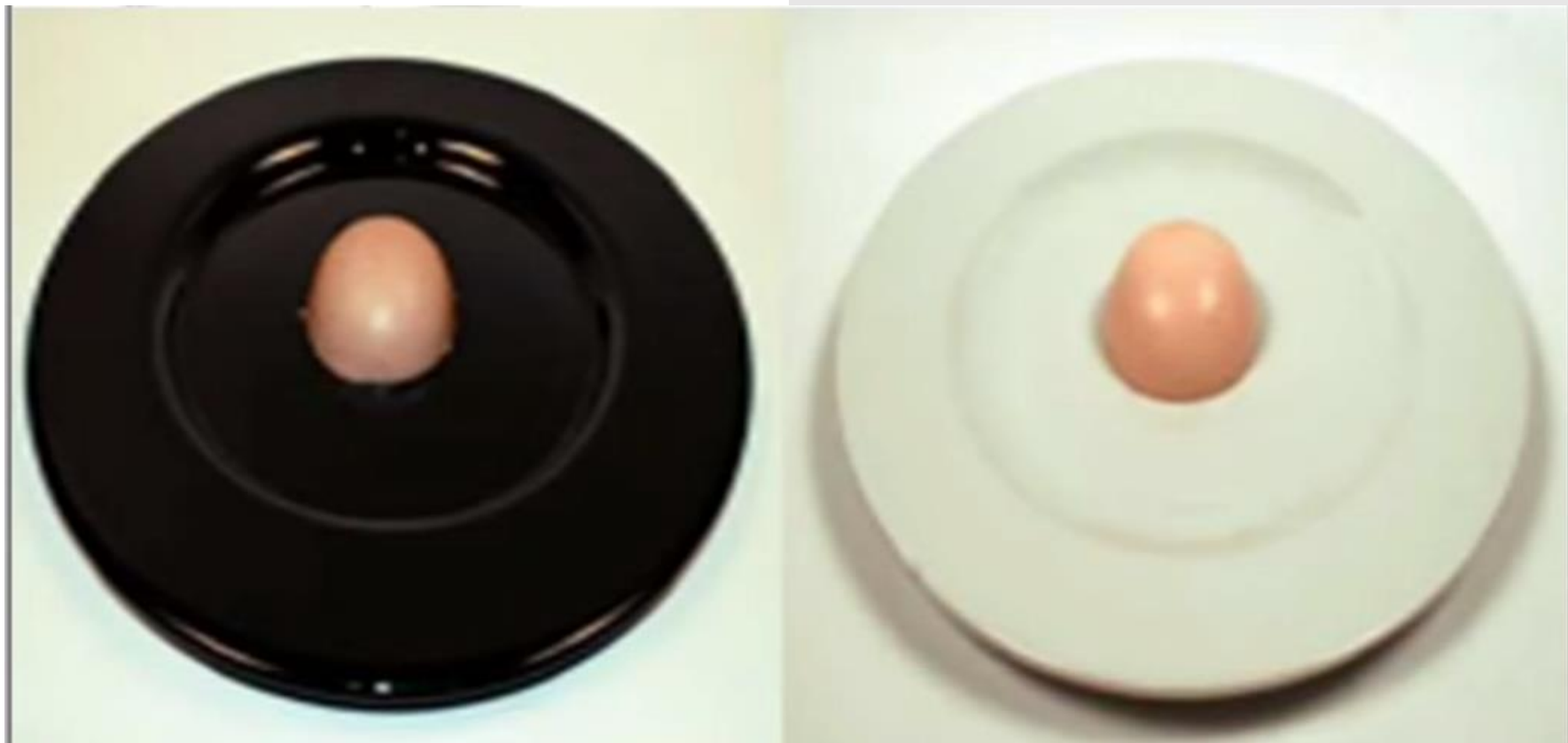


Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscan





Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscar





Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscanytogether

Digital Labs

“SONIC SEASONING” CONDIMENTI SONORI



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscar







Regione Toscana

TOSCANA
PROMOZIONE TURISTICA

#TUSCAR

Feedback

Like 2.1m

Follow @travelmail

DailyMail

Wednesday, Oct 15th 2014 1PM 53°F

4PM 53°F

5-Day Forecast

MailOnline

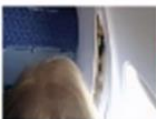
Anyone for Digital Seasoning?

[Home](#) | [U.K.](#) | [News](#) | [Sports](#) | [U.S. Showbiz](#) | [Australia](#) | [Femail](#) | [Health](#) | [Science](#) | [Money](#) | [Video](#) | [Travel](#) | [Columnists](#)[Travel Home](#) | [Destinations](#) | [Holiday Types](#) | [Expert Reviews](#) | [Mail Travel](#) | [Travel Boards](#) | [Travel Blog](#) | [Celebrity Travel](#)[Login](#)

On the road for
£500,000! Inside



From incredible
supercells to dark



Passengers' terror
as cabin walls



Hate flying with
children? Ethihad



easyJet becomes
first airline in



Commuters told to
expect delays



Unide
Objec

Louis Armstrong for starters, Debussy with roast chicken and James Blunt for dessert: British Airways pairs music to meals to make in-flight food taste better

- British Airways announces Sound Bite soundtrack for long-haul flights
- Findings from Oxford University reveal music can alter taste of food
- The tunes with meals menu will be rolled out from November 2014

By ANUCYIA VICTOR FOR MAILONLINE

PUBLISHED: 03:24 EST, 15 October 2014 | UPDATED: 03:24 EST, 15 October 2014

[View comments](#)

In what could be a pioneering move for air travel, one airline has decided to combat the problem of bland in-flight food by pairing music to meals.

It may sound like an unusual idea, but the method has backing from scientific research, with an Oxford professor suggesting the right music can influence taste buds.

Like
Daily MailFollow
Daily MailFollow
@travelmail+1
Daily Mail



Regione Toscana



TOSCANA
L'OMOLOGAZIONE TUMISTICA

#tuscar



The Fat Duck

heston blumenthal

SIGHT

Blindfold yourself

Your waiter will describe the dish to you

A Cracker bread is placed in front of you

The Smell of Roast Peppers and Fresh Rosemary is distributed

Remove your blindfold

Can you see the taste?

SMELL

n Sashimi accompanied by a Syringe filled with Ardbeg Ten Years Old.

Revered as the peatiest and smokiest Single Malt.

Inject the Salmon with the Whisky and eat it

Reconstruct the taste of Smoked Salmon with the Smokey Scent

Taste sensations are picked up chemically by our tongue.

The sensation of flavour is a combination of taste and smell. Most of flavour is smell.

Can you smell the taste?

TOUCH

Palate cleanser

HENDRICK'S Gin infused Cucumber Granita

Slurp with texture treated spoons with

Rose Water Crystals and Maldon Sea Salt

TOUCH

Main

Saddle of Venison with foraged Prunes, Chanterelles and Wild Cherries

Grab the hand carved long tree branch and spear it

Can you feel the taste?

SOUND

In collaboration with Condiment Junkie

Sonic cake pop

Please take your phone

Dial 0845 680 2419

Research at Oxford University proved that by changing a sound alone we can change a taste from Bitter to Sweet.

A low note brings out the Bitter, a high pitched sound brings out the Sweet flavour.

Can you dial a taste?



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#TuscanyTogether

Digital Labs



VISITUSCANY.COM

#TuscanyTogether



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#TUSCANYTOGETHER

Digital Labs

Storytelling

Pasta
Diva



VISITUSCANY.COM

#TUSCANYTOGETHER



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#TuscanyTogether

Digital Labs

Ricordo

La pasta di
nonna
non la batte
nessuno



VISITUSCANY.COM

#TuscanyTogether



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscanytogether

Digital Labs

FUTURISMI FUTURIBILI



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#TuscanyTogether

Digital Labs



VISITUSCANY.COM

#TuscanyTogether



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscar

F.T. MARINETTI E FILLIA LA CUCINA FUTURISTA





Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscar

Food Writing

Educational

Ispirazioni
per Hospitality

ndifino@gmail.com



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#TuscanyTogether

Digital Labs

Gusto.

Nick Nicola Difino



VISITUSCANY.com

#TuscanyTogether





Reglo

bs



her



Reglo

bs



C'est ce n'est pas un Gâteau

her



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscanytogether

Digital Labs

Bello : Buono = Brutto : Cattivo

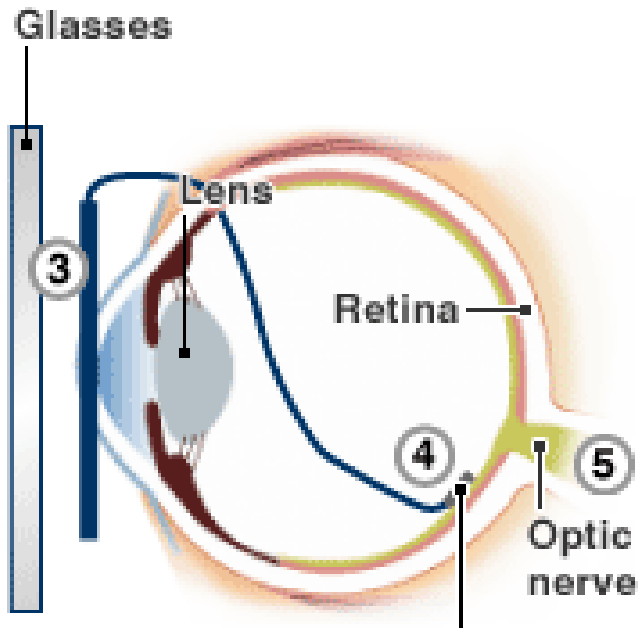
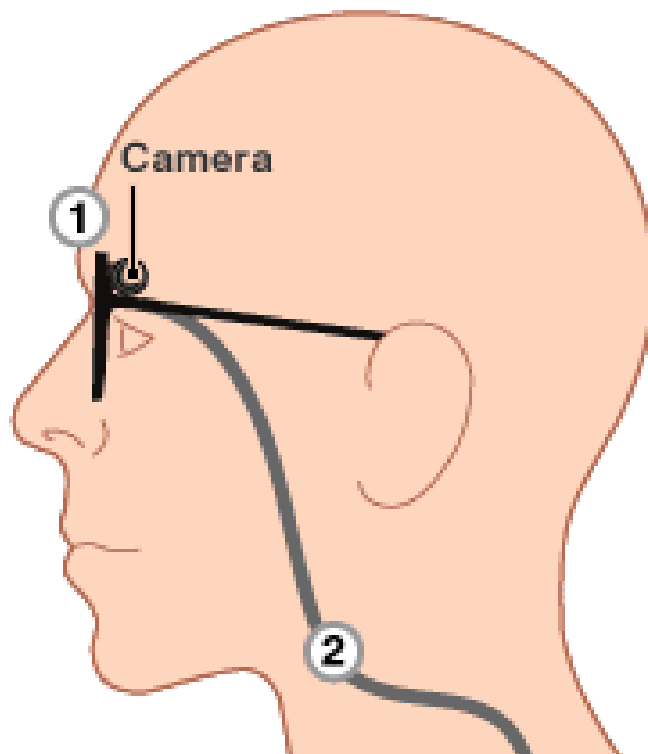
Kalòs kai agathòs



Regione Toscana



TOS
PHOMOZIC



Retinal implant of
60 electrodes

SOURCE: Doheny Retina Institute



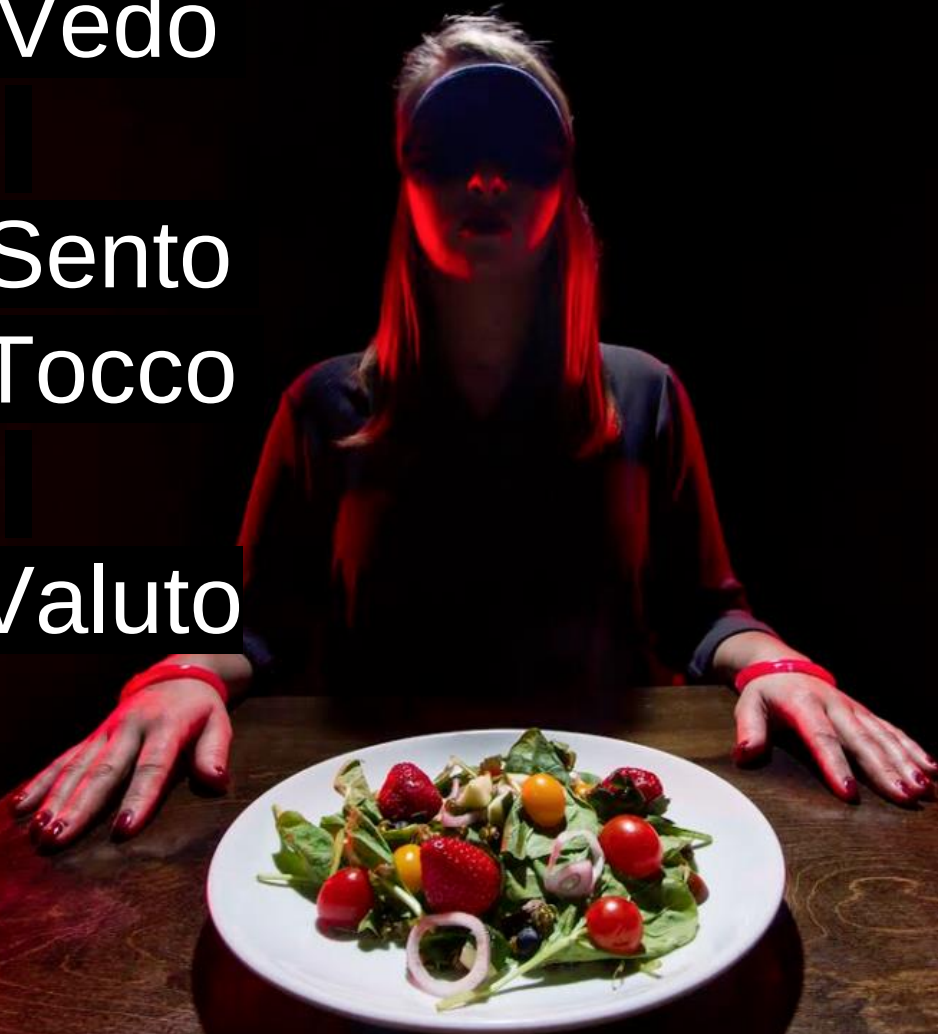
Regione

Non Vedo

Non Sento

Non Tocco

Non Valuto



abs

ether



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#TUSCANYTOGETHER

Digital Labs

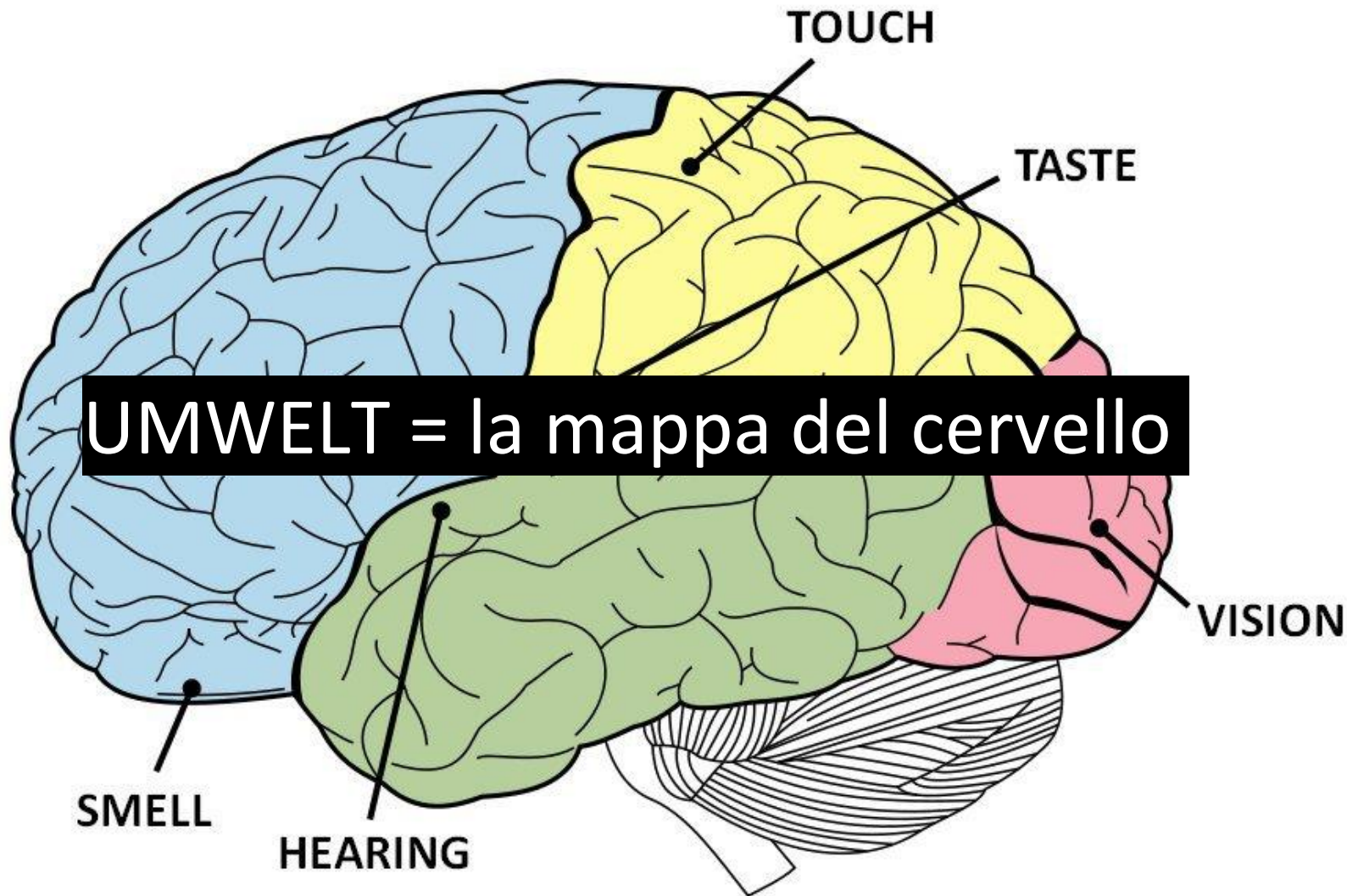


consistenza
temperature odori
colori
ambiente/compagnia
orario



Papille&Pupille Gustative







0.01nm



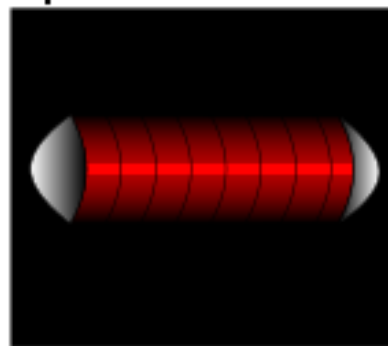
1nm



100nm



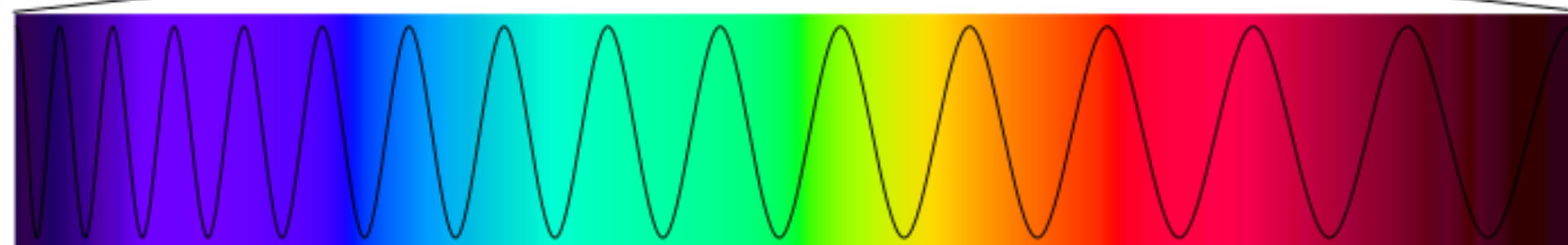
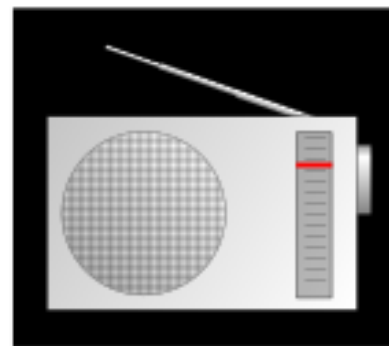
1μm



1cm

1m

1km



400nm

700nm

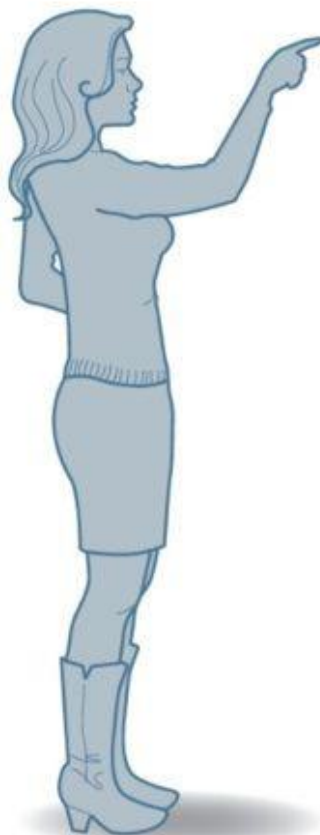


Regione Toscana



TOSCA
L'OMOLOGAZIONE TUP

Digital Labs



visittuscany.com

#tuscanytogether



Regione Toscana

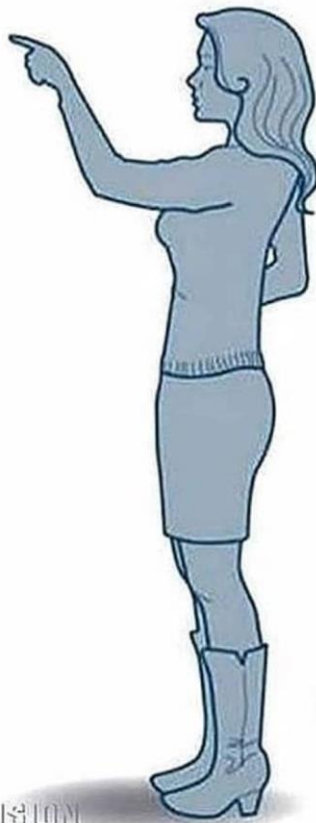


TOSCA
L'OMOLOGAZIONE TUMI

Artist



Normal People



MOOR VISION

Digital Labs



Regione Toscana



TOS
PROMOZIONI

Digital Labs



PANTONE
2445 C



PANTONE
2726 C



PANTONE
2725 C



PANTONE
2728 C



PANTONE
2746 C

The blues of
Yves Klein



PANTONE
2747 C



PANTONE
276 C



PANTONE
2766 C



PANTONE
274 C



PANTONE
275 C

#TUSCANYTOGETHER



Espansione Sensoriale UMWELT+



Regl

bs

A portrait of Neil Harbisson, a man with short brown hair, looking upwards and to the right. He is wearing a small, black, clip-on device on his forehead, which is part of his color-vision prosthesis. The background is a solid, deep purple color.

Neil Haribisson - Daltonismo Totale

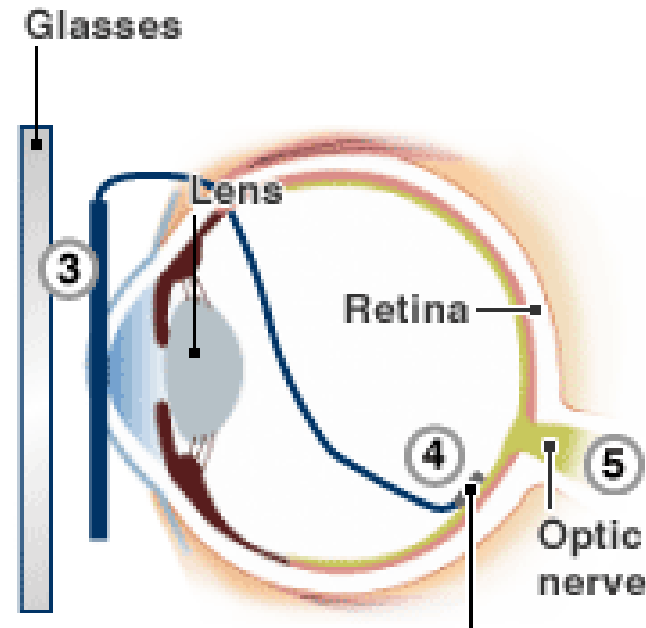
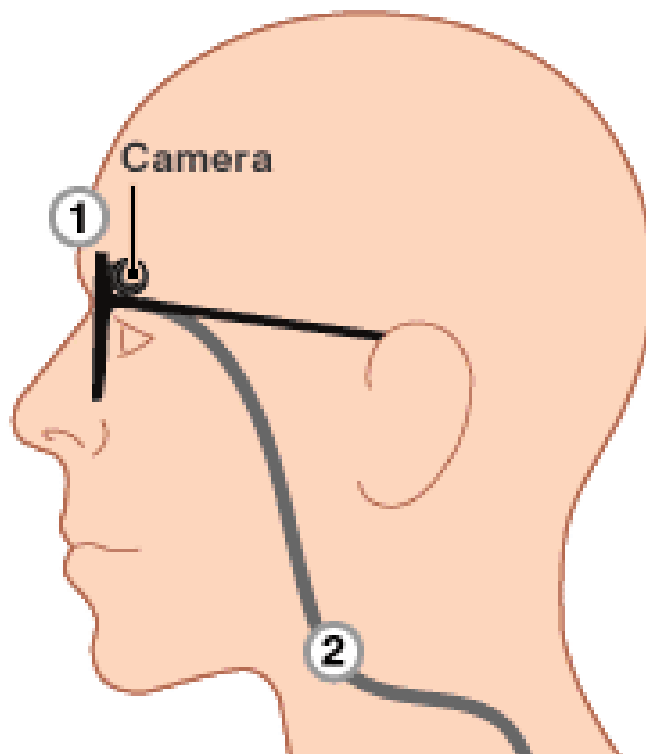
ner



Regione Toscana



TOS
PHOMOZIC



Retinal implant of
60 electrodes

SOURCE: Doheny Retina Institute

Elaborazione delle informazioni periferiche



Cosa cerchiamo quando mangiamo?





Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#TUSCANYTOGETHER

Digital Labs

KmZero

Vicino
non sempre
è genuino



VISITUSCANY.com

#TUSCANYTOGETHER



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#TUSCANYTOGETHER

Digital Labs

Impegno

Prendere
parte alla
preparazione



VISITUSCANY.COM

#TUSCANYTOGETHER



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscanytogether

Digital Labs

Etnico

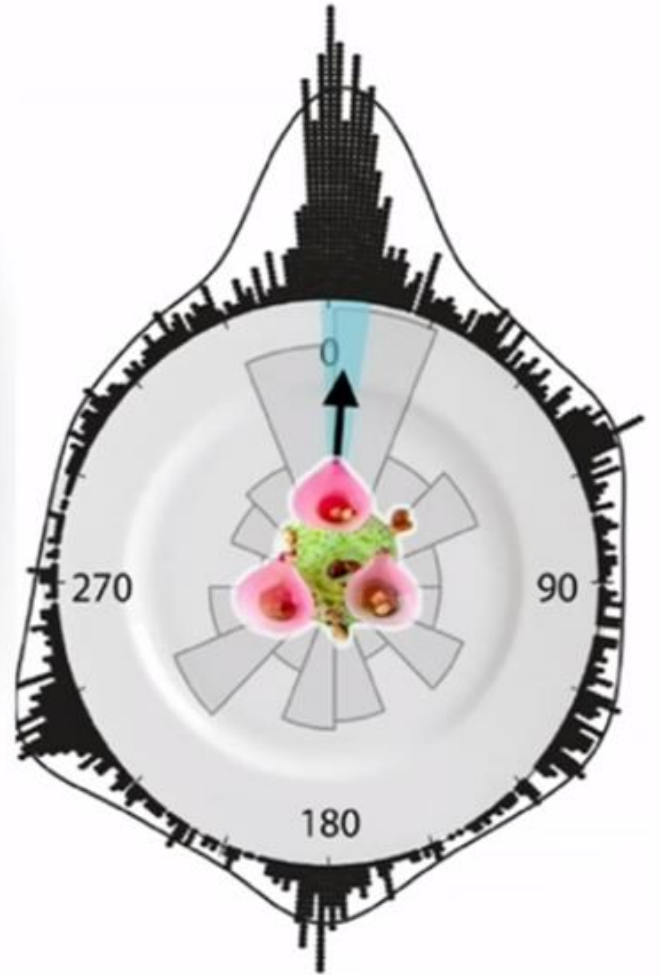
Non sempre
etico ed
etnico
significa
buono



VISITTUSCANY.COM

#tuscanytogether

Puntare in Alto



THE SINGLETON SENSORIUM

Condiment Junkie and Professor Charles Spence invite you to take part in the world's first science experiment to prove the effects of environment on the taste of whisky.

Enter three different worlds designed to challenge your senses and enhance different notes in The Singleton.

79 Beak Street, Soho,
London, W1F 9SU

Tuesday 19 March 2013
6.30pm - 9.30pm



RSVP laboratory@condimentjunkie.co.uk.

SINGLETON word and associated logos are trademarks © DIAGEO 2013

drinkaware.co.uk for the fsc

A



B



C



Torbato

Dolce

Legnoso



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

#tuscar

Bellezza

È un piacere funzionale e non solo estetico

È una sensazione e non solo un
pensiero

L'umano

sembra progettato per vivere felice

Altrimenti non avrebbe senso