



UNIVERSITÀ  
DI PARMA

Université  
BORDEAUX  
MONTAIGNE



PARMA  
2020  
la cultura  
batte il tempo

CAPITALE  
ITALIANA  
DELLA  
CULTURA



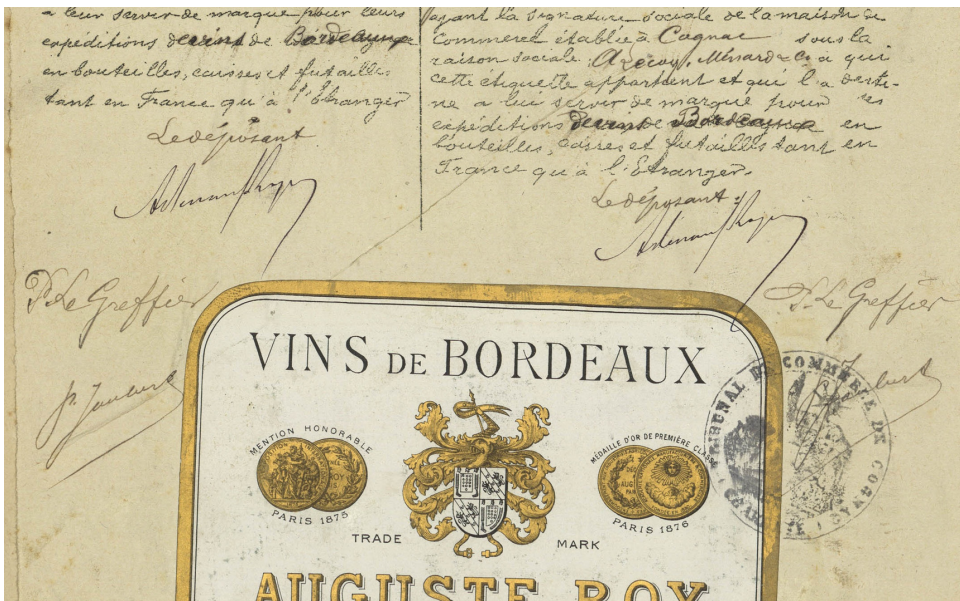
SCHOOL OF ADVANCED  
STUDIES ON  
FOOD AND NUTRITION

FOOD LAB  
Laboratorio per la storia dell'alimentazione  
Università di Parma - Dipartimento di Economia



institut  
universitaire  
de France

il Borgo  
CIRCOLO CULTURALE



# REPUTATIONS (PRODUCTS, BRANDS, ORIGINS) AND MARKETS HISTORICAL PERSPECTIVES

International Conference

May 14-16 |  
University of Parma

## TUESDAY 14 MAY

Hall K8 - Nuovo Polo Didattico, via Santa Maria

- 9:30 Check-in and welcome  
**Sara Rainieri** - Pro Rettore alla Didattica Parma University  
**Luca Di Nella** - Direttore DISEA Parma University  
**Giuseppe Luciani** - Presidente Circolo Culturale "Il Borgo"
- 10:00 Introduction - *Reputation as a historiographical issue*  
**Stefano Magagnoli**, Parma University  
**Philippe Meyzie**, Bordeaux-Montaigne University
- Panel 1
- 10:30 **REPUTATION AND QUALITY**  
Chair: Mario Veneziani, Parma University  
**Maria Sole Porpora**, Parma University  
*It's easy to say quality: Legal aspects of food quality*  
**Clément Lenoble**, Lyon University  
*Construction et destruction de la réputation: les origines médiévales des dynamiques de la valeur sur les marchés*  
**Hongcheng Zhou**, Zhejiang Gongshang University  
*Eating Museums and Libraries: Under the Global Eyes*
- 12:30 Light-lunch
- Panel 2
- 14:00 **REPUTATION, PLACES AND HISTORY**  
Chair: Philippe Meyzie, Bordeaux-Montaigne University  
**Natacha Coquery**, Lumière Lyon II University  
*Réputation, luxe et goût français au XVIIIe siècle*  
**Jean-Pierre Garcia, Thomas Labbé et Guillaume Grillon**, Bourgogne University  
*La Bourgogne, terre des vins de terroir: construction d'une réputation*  
**Sylvie Vabre**, Toulouse II "Jean Jaurès" University  
*Réputations et marchés du roquefort du Moyen-Âge au XXe siècle: continuités et ruptures*
- 17:30 Corte di Giarola: visit to the Tomato and Bread Museums
- 20:00 Dinner at "Corte di Giarola" Restaurant

## THURSDAY 16 MAY

Hall K3 - Plesso Aule K, via Kennedy

- Panel 5
- 9:30 **REPUTATION, MARKETS AND CONSUMPTION**  
Chair: Corinne Marache, Bordeaux-Montaigne University  
**Caroline Le Mao**, Bordeaux-Montaigne University  
*Construire la renommée des produits navals français à la fin du XVIIe siècle, une impossible quête?*  
**Stéphanie Lachaud**, Bordeaux-Montaigne University  
*Qualité et réputation des vins blancs doux et liquoreux du sud Gironde : la construction des réputations*  
**Claudio Besana**, Milano Cattolica University,  
**Silvia Conca Messina**, Milano La Statale University  
*Les fromages grasses des Préalpes : la réputation d'un produit de consommation populaire*  
**Jean-Pierre Williot**, Paris-Sorbonne University  
*La restauration ferroviaire entre réputations et marchés*
- 12:15 **Conclusions**  
Stefano Magagnoli and Philippe Meyzie

## WEDNESDAY 15 MAY

Hall K12 - Nuovo Polo Didattico, via Santa Maria

- Panel 3.1
- 9:00 **BUSINESS STRATEGIES AND PROMOTIONS**  
Chair: Stefano Magagnoli, Parma University  
**Nadège Sougy**, Unidistance Suisse  
*Au nom de la réputation des objets fabriqués, XIXe siècle. Défendre et promouvoir les indications de provenance*  
**Carmen Soares**, Coimbra University  
*Commercial Education Approaches to Foodstuffs' Reputation: Portugal in the 18th C.*  
**Corinne Marache**, Bordeaux-Montaigne University  
*Gastronomie et tourisme à l'origine de l'invention et de la réputation d'un produit de luxe : le caviar d'Aquitaine (XXe-XXIe siècles)*
- 11:00 Coffee-break
- Panel 3.2
- 11:20 **BUSINESS STRATEGIES AND PROMOTIONS**  
Chair: Stéphanie Lachaud, Bordeaux-Montaigne University  
**Pierrick Pourchasse**, Bretagne Occidentale University  
*La qualité des produits du Nord, réalité ou stratégie commerciale*  
**Peter Scholliers**, Vrije Universiteit Brussels  
*The Reputation of Social-Democratic Bread: the Ghent Co-Operative Vooruit between 1883 and 1914*
- 12:45 Light-lunch
- Panel 4
- 13:45 **REPUTATION: IMAGES AND NARRATIVES**  
Chair: Alberto Grandi, Parma University  
**Rengenier Rittersma**, DHBW Heilbronn  
*Barking ambassadors. The role of truffle dog expeditions in promoting Piedmont truffles (18th C.)*  
**Marco Belfanti**, Brescia University  
*The image of Made in Italy between narratives and history*
- Gastronomy Hub - Piazzale della Pace 1, Province Authority Palace
- 16:00 Tavola Rotonda - **LA REPUTAZIONE: IL VALORE ECONOMICO, POLITICO E CULTURALE**  
Participants:  
**Paolo Andrei** - Magnifico Rettore Università di Parma  
**Patrizio Bianchi** - Assessore a coordinamento delle politiche europee allo sviluppo, scuola, formazione professionale, università, ricerca e lavoro della Regione Emilia-Romagna  
**Carlo Mangini** - Direttore Marketing Consorzio del Parmigiano Reggiano  
**Massimo Montanari** - Università di Bologna  
Coordinating: **Stefano Magagnoli** - Food Lab, Parma University  
Greetings: **Daniele Del Rio** - Head, School of Advanced Studies on Food and Nutrition, Parma University
- 20.00 Conference Dinner  
Trattoria "Il Cortile", Borgo Paglia 3, Parma

### Scientific Committee

Stefano Magagnoli (Parma University) - President  
Philippe Meyzie (Bordeaux-Montaigne University) - President  
Alberto Grandi (Parma University) - Member  
Corinne Marache (Bordeaux-Montaigne University) - Member  
Jon Stobart (Manchester Metropolitan University) - Member  
Hongcheng Zhou (Zhejiang Gongshang University) - Member

### Info

stefano.magagnoli@unipr.it