

AlpiNN - Food Space & Restaurant in the running for first place at the culture tourism Oscars. The only destination in Italy is a candidate for "Best Restaurant of the Year".

Leading Culture Destinations Berlin has announced the nominations for the LCD Awards 2020 given out to the best tourist destinations for culture in the world. The event where we will find out if the restaurant at the Lumen Museum in Plan de Corones has won the award of the year is scheduled to take place in Berlin on Wednesday 4 March.

Brunico, 12 February 2020 - The 50 nominations have been revealed for the **Leading Culture Destinations Berlin Awards 2020**, the awards for the culture destinations of the year that will be handed out in **Berlin on Wednesday 4 March**. The culture destinations are located in **28 countries, but only one can be found in Italy: AlpiNN – Food Space & Restaurant**, the home of *Cook the Mountain*, the philosophy of the three-Michelin-starred chef, Norbert Niederkofler. Nominated for **Best Restaurant of the Year**, the restaurant owned by the chef from Alto Adige will compete for first place with "Flutes" at the Singapore National Museum, and with "Beba" at the Gropius Bau in Berlin.

AlpiNN opened its doors in December 2018, 2,275 metres above sea level in Plan de Corones (Val Pusteria, Alto Adige), and **shares the same premises as the Lumen Museum**, a modern, interactive museum dedicated to mountain photography. It's a destination that focuses on different aspects of **genuine mountain culture**: art, photography, design and food as tools to help you discover and look at the Alps and the Dolomites in a new light.

But it's not just about cuisine. AlpiNN is a result of **three cultural visions** joining forces: the innovative spirit of **Norbert Niederkofler** and **Paolo Ferretti**, business partners and owners of Mo-Food, the international and highly distinctive look of the interior designer **Martino Gamper**, who designed all the furnishings, and the artistic appeal, among other

characteristics, that the tourist region of **Plan de Corones** is taking on. This shared melting pot of ideas gave rise to a place where the **ethical approach and goal to promote the local area adopted in the kitchen extend to every single element.**

Tables, chairs and lamps have been designed to reproduce a mountain look at all its different altitudes and the **result is almost tribal.** At the same time the use of rustic materials, together with the desire to recreate the **welcoming feeling** of a traditional "Stube", or farmhouse kitchen, manages to impart all the human warmth of a people, the history of their land, and the appeal of **Alpine traditions.**

"This ability to convey a concept from the kitchen to design carries on like a chain reaction," explains Paolo Ferretti. "The same style we use to communicate, even simply on the menu, carries with it an invitation to look after your own surroundings in every little thing you do every day."

A restaurant that sparks cultural interest. This is the challenge that the designers of AlpiNN wanted to tackle from the start and with this nomination they can say they have won the first round, at least.

"Being chosen as a culture destination is a sign that the perception of cooking is changing," says Niederkofler "Our behaviours can also be influenced by the dining choices we make."

With less than a month to go the LCD Awards jury will soon be revealing the names of the **18 winners** of the sections **Leading Culture Destinations of the Year** (with five categories), **New Culture Destinations of the Year** (five categories), **Soft Power Destination of the Year** (three categories), **Climate Smart Award** (one category) and **Avis Travellers' Award** (three categories).

For the sixth awards ceremony, the event has adopted a new look, beginning with the **partnership** that **Leading Culture Destination** has sealed this year with visitBerlin, thereby moving from multiethnic London to eclectic Berlin. The intent remains the same: to recognise the extraordinary skills that centres of culture possess in having a positive impact on the socio-economic aspect of our daily lives. The **different sections too reflect the change taking place in culture destinations**, places where you can explore, have lunch, buy, work or even stay.

This is the result of a synergy between tourism and culture that works.

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www.lumenmuseum.it

www.leadingculturaldestinations.com