

Food on the street or from the street but always street food. The street is a metaphor for those who do not have a roof over their head or a job, who are forced to leave their country or who are simply tired of being a part of a ruthless mechanism that does not forgive those who lag behind.

A Milanese street or piazza in winter could be experienced with the hope of being able to withstand the urban cold at least for one last time, despite the difficulties.

Milan has always been the quintessential city of business, a city to “drink up”, and now thanks to the Expo, to *eat* up, or rather gobble up with the risk of overeating without having tasted the best part.

It's renowned that the capitalist economy like that which permeates Milanese life is, or is trying to go back to being, greedy, bulimic and tends to eat up even if it's not hungry, just for the sake of accumulating, with the ambition of going back to being an imposing figure on the global market as it was in the past, when it shone thanks to fashion and design. The new key of its success can be found in the art of cuisine, especially the cuisine which created Identità Golose, a sublime and capricious event with a prima donna syndrome which threatens to elegantly and masterfully overshadow the famous fashion weeks and design events.

Will it be the new star of Milan's business future?

Will it be the one to make the young brokers of Piazza Affari dance on their tables?

Will it consecrate the star system of great chefs as new icons of the third Millennium?

Foodpower says yes, it will change the cards on the Milanese table, changing its coordinates with innovative joy and controversy, transforming the map of the fashion quadrilateral into a food and wine event quadrilateral.

And who knows whether fashion and design will adapt and bow down to the new god of food? Even the most chic windows this year exposed food evidently in their advertising campaigns and the attractive Latino man eats with gusto and virility.

Who knows whether the most famous brands will include some culatello or a signature dish just to make ends meet?

In the centre of this visionary earthquake of love, jealousy and war of knives, FOODPOWER will try to adapt to the new philosophy in Lombardy, or rather, in Milan, the *running* city, and will try to take ethic advantage of a homeless person by inviting him to become aware of himself and optimizing his lifestyle to the max, gaining a profit through it.

Even if it's just a little, it's still a profit.

If the number of people who live on the streets increases, if it annoys people, if it takes away the decorum of the city, why not try to invent a new way of begging for money, one that is paradoxically capable of creating profit?

According to the cynical philosophy of profit, every human gesture must be for the sake of trying to create an economical deal, because isn't the economy the greatest

pillar in society?

Shoockeconomy by N. Klein said this.

So if we live in a schizophrenic society where multinationals are tyrants and only those who have a sense of business can win, where the battle to change means nothing if it does not distract minds and suffocate the common sense of guilt, then couldn't protest, even if online, become a sort of mass therapy?

We are all satisfied and convinced that we have deceived the system which moves millions for the sole fact that we consume electricity in order to connect to the internet.

Avoiding tedious digressions about deceit and concentrating on the attention toward the theme of food, let's take "soul-coaches" as an example, such as Dan Lerner, who with rigour and charisma begins the rite of cooking, or rather the star in the kitchen, one of the many excluded from society.

The beggar often has a sign reading "I'M HUNGRY"

FOODPOWER turned this request around into: "ARE YOU HUNGRY?"

Sometimes being hungry does not mean wanting to eat but wanting to be fed by others quickly and caringly.

Investigating the growth of the phenomenon of street food, of the consumption of a hot meal outside of the home that restores and reinvigorates the senses.

Street food: a vast and mysterious territory, be it from the point of view of being commercial or that of cuisine, at least, that is how it is in Italy.

The homeless person offers a brief refreshment service to passers by in exchange for a monetary offering. So why not create a business and transform the slogan from the pianura Padana "let's help them in their home" into "let's use them in our home?"

Foodpower represents a daring but necessary and fun innovation of the economical model, trying to overturn the degradation of Milanese streets and to give new life to the traditional northern sitting room.

Even begging will become an appetising and money-earning street art action.