

STATEMENT OF PURPOSE

University of Naples Parthenope – MSc in Fashion, Art and Food Management

I gained my Bachelor's degree in Hotel and Hospitality Administration from a renowned institute under India's Ministry of Tourism. During my academic years, I learned in depth about food and beverage production and also gained practical and academic knowledge in kitchen operations, service and organization. During my academic year, I got the opportunity to gain experience from a four-month-long industrial training at a five-star property in Kolkata. One of the highlights of my training was when I was given the responsibility of managing an entire section during the breakfast operation on a daily basis.

Besides, during my final year I got the opportunity to perform experimental research on a unique topic titled "The Innovative Use of Millets in Handmade Noodles in Korean Cuisine." This study involved the use of millet, which was celebrated nationwide by the United Nations in 2023. Millet flour was used to make handmade noodles from scratch then these noodles were used to prepare Korean noodle-based dishes. This study helped in the sensory analysis of the dishes and understands how the flavors, textures, and taste change with the use of millet-based noodles, also looking for a healthier option combining both sustainability and cultural heritage. This project is a combination of research, innovation, and presentation, further strengthening my belief that food can connect culture, health, people, and storytelling.

I was always fascinated by culinary arts and cultural aesthetics. I perceived food as more than just a source of nourishment; according to me food has always been a way to blend tradition, beauty, and creativity. Food has been a representation of a region's culture, heritage, art, people, and resources. I always believed food and art have their ways to bring together people and cultures. I saw cooking as a language of love and artistic expression. As my understanding of the culinary world deepened, I began to connect that food collides powerfully with other cultural industries like fashion and arts—each shaping character, reminiscence, and lifestyle. This understanding led me to search for a program that does not only separate food from its cultural environment but also establish its relationship with visual material and social culture.

The master's in Fashion, Art, and Food Management at the University of Naples Parthenope mirrors exactly the image. The intriguing part about the University of Naples Parthenope is its distinctive approach towards food, fashion, and art—all three creative sectors that have flourished over the years. The city of Naples, known for its rich heritage, vibrant culture, and world-famous pizza, is the ideal landscape to learn how these dynamic sectors collide. Under this program, I'm eager to learn about communication, branding, and cultural management, which I think are important aspects for individuals who wish to build a career in these creative sectors.

My long-term vision includes building a career where I can create, organize, and communicate food experiences that are not just culturally rich but also aesthetically appealing and emotionally captivating. Whether through various content or product development, I would love to be a part

in food creation, experience design, or cultural content curator in companies or studios that works at the where of gastronomy and art intersects.

With this program, I aspire to grow not only as a food professional but as someone creative who can translate tradition into modernity and substance into style. I am intrigued to bring my culinary background, research experience, and deep curiosity into this dynamic academic environment. Contribute meaningfully to the program and the university's creative community.