



A banana, an apple, a tin of tuna, some peppers and a lettuce, are all foods we eat, never taking time to reflect on how precious they are. In a video produced to mark [World Food Day](#), residents from [Fabrica](#) highlight the hidden beauty of food as a way of emphasizing its importance.

In the video, pictures of food are shown in quick succession on a background that changes from yellow to pink, green or pale blue. The pictures are accompanied by music with a driving rhythm, and seem to alternate in a dance that grows ever more engaging.

Food is precious, but in our daily lives we take it for granted and we do not notice its beauty. For this reason, the video ends with the words "hidden beauty", offering both an admonition and an invitation to grow more aware of the value of food.

This video, produced by two young creatives from Fabrica, is being screened on giant media-walls in Barcelona, Munich and Milan as part of the '[Live Windows](#)' project, with the endorsement of UNRIC.

Live Windows is a design project implemented by Fabrica, the Benetton research centre on communication, to transform the retail process in stores into a new, participative experience. At the heart of the project is a collaborative network between Fabrica and some of Europe's best art and design schools, to challenge students to think, and develop, a new language for urban communication.

[UNRIC has been involved in the the *Live Windows* project since April 2012, partnering with Fabrica's network of schools to highlight a series of United Nations Observances.](#)

For World Food Day, video animations from four schools are being showcased through the Live Windows project and in partnership with UNRIC.

Throughout the year students produce content on local and international issues. Selected content is then shown on *Live Windows*, ensuring that students, their schools and the issue being covered, receive high levels of visibility.

Additional links:

- [World Food Day](#)

Observed on 16 October, aims to heighten public awareness of the world food problem and strengthen solidarity in the struggle against hunger, malnutrition and poverty.

- ['Live Windows' project](#) (UNRIC | Fabrica partnership)

- [Fabrica is Benetton Group's communication research centre](#) , established in 1994. Its mission is to unite culture and industry.