



Alberto Burri *Rosso Plastica 5.*

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MA'DUOMO RISO NERO VENERE



iCsquared GmbH

# MA'DUOMO = FOODS + ART



Few cultural products express beliefs and values with the same power as food.

In art, food helps convey status - certain dishes and ingredients connect to royalty, while others relay the plight of the populace. Through narrative and still life, and from Old World classics to Pop Art, food roots an image in time and place.

History tells us the same. Ancient Greeks and Romans regularly depicted great banquets. Food-related symbolism was rife in the Middle Ages, and equally powerful in the Renaissance.

By the turn of the 19th century, foods in art became more intertwined with social commentary, inspired by issues like rapid modernization or increasing gender equality.

Pop artists Roy Lichtenstein frequently depicted ubiquitous favorites - hot dogs, pies, and steaks - while his contemporary, Andy Warhol, obsessed over the relentless expansion of packaged goods. Their legacy, built during the topsy-turvy '60s, lives on in a slew of multi-hyphenate (digital, urban, street), Internet-friendly artists who toy with our inner fat kid urges.

**MA'DUOMO is about integration of foods, food packaging, art and culture.**



Woman with shopping by Ron Mueck

# ITALIAN RISO NERO VENERE INTEGRALE

**MADUOMO**<sup>®</sup>

With its striking black appearance, Italian Riso Nero Venere Integrale is the “Rice of the Emperors” with Chinese roots and modern Italian applications. This black rice goes by many names, including “Emperor’s Rice” and “Forbidden Rice,” and is grown in both China and Italy.

From the Lombardy and Piedmont regions of Italy, Nero Venere rice is also known as Black Venus rice. Nero Venere is a hybrid grain that combines Emperor Black Rice with an Italian variety and has a great texture that requires slightly longer cooking time than traditional white rice.

Venere rice is a medium-grain rice with a dark black color and a nutty, sweet taste. When cooked, the rice appears purplish and provides a stark contrast to most foods when served. The deep purple color is due to flavonoids called anthocyanins, which are pigments found in the rice’s hull. Venere rice provides both an aesthetic and textural appeal.

Venere rice provides more health benefits than traditional milled white rice does because Venere’s intact hull contains minerals such as manganese, molybdenum, phosphorus and magnesium.

It is also a good source of fiber and complex carbohydrates. Italian Riso Nero Venere Integrale rice is a whole-grain food and has no cholesterol, fat or sodium.



# THE NUTRITION FACTS



PER 100 GR

Energy Value 310 kcal / 1311 kJ

<b>Fats</b>	<b>2 g</b>
<i>Saturated Fat</i>	<i>0.3 g</i>
<b>Carbohydrates</b>	<b>62.8 g</b>
<i>Sugars</i>	<i>0.8 g</i>
<b>Protein</b>	<b>7.7 g</b>
<b>Salt</b>	<b>0.06 g</b>
<b>Fiber</b>	<b>4.8 g</b>
<b>Iron</b>	<b>1.2 mg</b>
<b>Calcium</b>	<b>5.6 mg</b>
<b>Zinc</b>	<b>1.4 mg</b>
<b>Manganese</b>	<b>3.5 mg</b>
<b>Selenium</b>	<b>10 mg</b>

Silvana Mangano, Bitter Rice, 1949 (Riso Amaro)



# THE COOKING INSTRUCTION



Cooking Venere rice is very similar to cooking white rice. It requires 1 3/4 cups of water for every 1 cup of dry uncooked rice.

Combine the water and black rice in a sauce pot, turn on high heat and bring to a rolling boil. Once the water is boiling, reduce the heat to medium-low and cover with a lid; simmer for 25 to 30 minutes. Once the rice is cooked, let it sit for several minutes before serving.

Venere rice can also be prepared using a traditional rice cooker.

Venere rice is delicious when cooked as Italian risotto. Melt 1 tablespoon of butter in a sauce pan over medium heat and then sauté 1 small diced onion in the butter for 3 minutes or until transparent.

Increase heat to medium-high and add 1 cup of Venere rice to the sautéed onion and toast for 2 minutes. Using 4 cups of chicken or vegetable stock, spoon 1 to 2 ladles of liquid stock onto the rice. Once absorbed, add another 1 to 2 ladles until eventually all the liquid is used. The black rice should appear creamy and soft; remove it from the heat and sprinkle 2 tablespoons of Parmesan cheese and 1 teaspoon of black pepper over the rice.

Venere Nero is ideal for rice salads, soups and seafood risottos.

**Vegan Friendly — GMO/GUTELN-FREE — NO Additives**



# THE COLLABORATORS



Produced by APICOLTURA BREZZO Srl Italia

with the Piedmont Riso Nero Venere Integrale

Private-Label Designed by Studio d'ìol Milano Italia &

Developed by RIPOSARE IN PACE Svizerra

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