

The Steinbeck Festival Opens: Circumnavigating the Globe through the Art of Food

Non Profit Press Release For Immediate Release

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Salinas, City of Letters (June 30, 2010). On August 5th, the National Steinbeck Center opens the **30th annual Steinbeck Festival, Journeys: Steinbeck Around the World**, with a special experience of world cuisine created by celebrity chef and food artist Wendy Brodie. Guests will "circumnavigate the globe" through the art of food and toast the far corners of the earth, celebrating the National Steinbeck Center's recent acquisition of John Steinbeck's globe and other artifacts, and the Steinbeck Festival's expansion throughout the world.

The 2010 Steinbeck Festival will be held from August 5-8, 2010 at the National Steinbeck Center in Salinas and in literary locales around the globe, including Berlin , Ha Noi, Mexico City , Paris , Amsterdam , Krakow, and the Sea of Cortez . The opening reception in Salinas , which begins Thursday at 5:30 pm , will take guests on a grazing stroll around the globe, visiting these and other countries explored in the festival, through the eyes of an artist whose medium is food.

Celebrated California Artist/Chef Wendy Brodie has a local weekly television show, "Art of Food," broadcast daily on Comcast cable, and is also viewed weekly on Public Television stations nationwide in the United States and Canada . Brodie has written food columns and has been a guest chef, developing menus at numerous four and five-star hotels in Europe and the Jockey Club in Hong Kong . She has sailed with the Crystal Cruise Line as their Celebrity Guest Chef. Brodie has cooked for and with numerous celebrity chefs, including Julia Child, Jacques Pepin, Roy Yamaguchi, Paul Prudhomme and Martha Stewart. She is affiliated with the International Wine and Food Society, The Confrerie de la Chaine des Rotisseurs and Les Toques Blanches.

Wendy Brodie's culinary choreography in the Steinbeck Festival will complete a personal circuit for her family. Brodie's father, well-known artist journalist Howard Brodie, who covered World War II , Korea and Vietnam in the battlefield with pencil and paper, was scheduled to travel with John Steinbeck in 1968. Planning for the journey was cut short by Steinbeck's death. Wendy Brodie's culinary circumnavigation of the globe will celebrate journeys with Steinbeck, actual and imaginary.

John Steinbeck's own globe will arrive in Salinas just in time to be circumnavigated at the first worldwide Steinbeck Festival. The globe was recently acquired by the National Steinbeck Center in a June 23 auction at Bloomsbury Auctions in New York , with the help of generous local and national donors. The lighted Rand, McNally Indexed Terrestrial Globe, on a wooden tripod stand, was an important feature in John Steinbeck's Sag Harbor office. The globe will be on view for the public for the first time during the festival's opening festivities. The National Steinbeck Center will also reveal other artifacts acquired in the auction through festival archive tours.

The Steinbeck Festival International Fringe Fest marks the Steinbeck Festival's leap across borders. Literary locales around the world will host Steinbeck Festival events in creative ways, as befits a true fringe fest. The concept of a "fringe fest" originated with the Edinburgh International Festival in post-war Scotland , where enthusiastic amateurs and professionals alike invited themselves to perform at the fringes of the official festival. The name stuck, and fringe fests have sprouted up around the world, bringing a happy chaos to the worldwide participation in the arts. Steinbeck Festival International Fringe Fest events will range from an evening of Steinbeck readings and folk music at the East of Eden International Bookshop in former East Berlin to a Steinbeck reading in English and Vietnamese at Tadioto, an alternative space for the arts in Ha Noi, to the casting of a net into the Sea of Cortez in honor of Steinbeck. Further details will be revealed at www.steinbeck.org as they develop.

The 30th Annual Steinbeck Festival: Journeys: Steinbeck Around the World.

This summer, set out for the open road. Your destination: the world, today and at key moments in history, with John Steinbeck as your guide. Eat, drink, and dream of distant horizons. Go behind the Iron Curtain in the 1960s and wander through Moscow , Krakow, Budapest . Stand at the Berlin Wall. Visit Mexico during the Mexican Revolution, 100 years ago

this year. See literary landmarks around the globe. Drive through the Badlands of North Dakota with a large poodle... Create your own journey. Festival events will be held in Salinas , City of Letters , and in literary locales around the world, from Berlin , Paris and Krakow to Hanoi and Mexico City .

The 2010 Steinbeck Festival will explore journeys of all kinds, throughout America and the wide world, through the eyes of John Steinbeck and others. For more information, schedule, and tickets, visit www.steinbeck.org/Festival or call 831-775-4721 .