



PRESS RELEASE

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The WGI creates the Medals of Honor and Merit in Food Development

These Medals are established to recognize and reward those people, institutions or groups for their extraordinary contribution to gastronomy as well as to recognize the intervention and support given to the progress of the World Gastronomy Institute as a transnational organization.

The World Gastronomy Institute, met in Extraordinary Assembly, has established the awarding of Medals -with different modalities- as express recognition to those people or entities that have contributed exceptionally in the development and fulfillment of the Institution's Fundamental Objectives.

The Medals are granted on the motion of the Steering Committee of the Executive Council and are sanctioned by the General Secretariat of the WGI.

These awards may occasionally be shared by other Institutions, Organizations and Academic Entities when agreed, reserving the back of the Medals for such purposes. The objective that the awards may alternatively have a reverse with the emblems of another entity is that they serve as physical and honorary support to reward those special collaborators who participate in relevant WGI activities carried out in cooperation with said entities.

From the very first moment, the honorees receive online communication of the WGI Medal award and the Accrediting Diploma, which can be included in their Curriculum Vitae. They can also have the physical medal, whether when it is in their possession, or upon request through the established administrative process.

At the moment, the World Gastronomy Institute, according to the times and the use of new technologies, performs most of its work remotely and relocated, with multipurpose teams that have Members in different parts around the world for each action or activity, in more than forty countries. To be consistent with this same line of work, the Medals will usually be granted through electronic statements, although the possibility is left open that in specific cases -events, meetings or exceptional occasions- medal ceremonies can be held, especially in the case of the "Medal of Honor" variety.

There is no problem for those cases when Medals are given to individual persons representing an Institution or legal personality to which the award is actually being granted.

Likewise, the Medals of Honor can be used by the WGI to underline close institutional cooperation with an entity with which mutual recognition is agreed in the form of awards, as is frequent in many relationships between organizations.

Medal of Merit

This distinction is granted to those people or entities that have contributed to the growth and consolidation of the WGI through their contributions as professionals in the dissemination or with the support of their prestige, making the WGI a most influential organization in the institutional gastronomic field.

Likewise, the Extraordinary Assembly of the WGI has approved to establish within the **Medal of Merit** the category of '**Medal Docent**', reserved for invited professors, lecturers and outstanding professionals who participate in the WGI activities, themselves or in cooperation with other entities.

In the same Extraordinary Assembly, it was confirmed that within the Framework Partnership Collaboration Agreement signed with the **MEDITERRANEO Culinary Center (MCC)**, a special edition of Medals is authorized with the reverse of the awards dedicated to this academic entity, considered as a Collaborating and Sponsoring Entity of the WGI and, depending on the agreements established, the Corporate Headquarter of the WGI for teaching activities. The coinage of Medals will be used in the launching of these distinctions until new decisions are made. The 2019 edition of the Medals with the reverse of the MCC will be the official awards for the WGI concessions and for the joint activities carried out along with the MCC, being it authorized by the WGI to develop in the future its own program of awards, which in all case will always be supervised by the WGI.

In the event that the WGI reaches a similar agreement with any of the Academic Institutions or Entities with which it collaborates for the granting of awards, the conditions will be parallel and may be the case that they coexist in time.

Medal of Honor

This Medal is the highest recognition of the WGI and may be granted to those persons, institutions or groups that have rendered very relevant services to the Institution and to those persons, institutions or groups that have distinguished themselves internationally in the gastronomic field -in any of its manifestations or modalities-, for their professional work, for having assumed positions of special responsibility or for collaborating to change the world in a positive way from gastronomy.

As it corresponds to the WGI, as an Institution devoted to gastronomy from high research, dissemination and specialization, the Medal of Honor can also be granted to those people, institutions or groups that stand out for their academic excellence work and to those who have been defined by their social projection, uniqueness, human values, and dissemination of knowledge.

The WGI Medal of Honor de facto makes the honorees Ambassadors of the Fundamental Principles of the Organization, expressed in the official website.

The holders of the Medal of Honor will have the privilege of being able to belong -if they do not already belong and accept it- to the WGI Advisory Council, to which they can contribute their knowledge and experience.

As long as geographical possibilities are favorable, the Medals of Honor will be granted to the laureates in a Solemn Act that may be registered in any activity of the WGI. During the course of the Act, the merits of the Laureate will be praised in a summarized manner and, after the medal awarding ceremony, the honoree will be given some time to say a few words.

Steering Committee / Executive Council WG

Medals Heraldry

The physical presentation and morphology of the Medal of Honor and Medal of Merit is identical and are only distinguished in the supporting diploma that accompanies them.

The graphic representation of the medals is based on the WGI coat of arms, to which the following enunciation is exposed.

COAT OF ARMS

Institutions, Organisms, and Universities traditionally have an insignia formed by a motto and a coat of arms or emblem with a set of symbols that make reference to its history, conceptual themes, foundation, personality, and aspirations, seeking to summarize the ideals that make up the Organization. Reading or interpreting the symbols of corporate heraldry that make up the coat of arms of a prestigious entity is to enter into its philosophy and idiosyncrasy and assume much more than an illustration, being a statement of principles.

The coat of arms of the WGI is built according to traditional heraldry, and consists of the following elements:

- Circular design that represents the sigillum, which usually has a round or oval shape with the mission of containing the authentication or stamp, as it has been a secular tradition for governmental and academic institutions. The globe of the coat of arms consists of a roundel consisting of an Ouroboros -a dragon twisted in its own tail, symbol of wisdom in classical Rome -that symbolizes the Eternal Return theory, postulated from the stoicism born in the great Mediterranean cultures, in which a hypothesis explaining that the world recreates itself in an imperishable and infinite way is ennobled. The Ouroboros dragon is a universal concept used in many cultures for more than three millennia, being present in the Assyrian, Egyptian, Greek or Roman civilizations, in Norse and Mesoamerican mythologies, and in Chinese philosophy.

- In the center of the blazon, the current official mark (logo + symbol) of the Institution is centered, a globe from which grows a twig with a leaf, symbolizing life through food, emulating a growing fruit, a universally recognizable image. In the center of the globe, there is a plaque containing the institutional denomination "World Gastronomy Institute". Under the sphere appears the founding date and the motto " Since MMVII - Ad Infinitum", expressing the vocation of research and dissemination of the WGI. Ad Infinitum is a Latin phrase that literally means "to infinity", and among its different meanings, the WGI adopted the one expressing an activity in process with no limits, continuing a task indefinitely, tending toward infinity and without a known ending, giving importance to every single advance in history.

- The coat of arms is crowned with a laurel wreath that represents the notions of bravery and victory, a symbol that in the Spanish-American environment also denotes the concept of freedom -including the freedom of teaching. The "Laurea" or triumphal crown ancestrally incarnates the 'overcoming' and derives the adjective laureate, which contemporarily is employed with the person or group that have managed to meet the demands of education and culture, being present in numerous academic and sporting uses.



MEDALS OF HONOR AND MERIT OF THE WGI

The main difference of the Medals with the coat of arms of the WGI is that the year of foundation and motto are not included, and in its place, the legend "WGI Honorary Medal of Merit for Food Development" appears, which specifies the leitmotiv of the award.

The Observe Medal contains the fundamental elements of the WGI coat of arms, the roundel, the Ouroboros, and the Laurea.

The medals are metallic with a golden color and have a 4,72-inch diameter. A fabric ribbon of the corporate blue color of the Organization is also added.

The appearance of the Medals of Honor and Medals of Merit is the same and both share the legend, it is only the Diploma that identifies the type of distinction awarded.



REVERSE MEDAL (MCC EDITION 2019)

The first edition of these Medals has a reverse dedicated to the 'Mediterráneo Culinary Center` (MCC), according to what was established by the Extraordinary Assembly of the WGI.

Both sides of the medal share shape and basic elements (roundel, Ouroboros, and Laurels).

In the upper part the name of the entity "MEDITERRANEO CULINARY CENTER" stands out, and the graphic symbol of the MCC brand is centered as a distinctive element flanked by two Roman columns, known as 'Pillars of Hercules`, which perennially represent the Mediterranean Sea and the limits of the known world in the old Civilizations of Mare Nostrum and the later opening to the rest of the world. The columns are surrounded by a border loom that includes the Latin motto "Plus Ultra" (beyond). This insignia appears in the Golden Fleece and also in the Spanish emblem since 1516, as well as in different cities in Latin America. This motto has its origin in the Ancient Greek mythology when it was believed that Hercules put two pillars in the Strait of Gibraltar to mark the end of the world as a border for navigators in the Mediterranean Sea ("Non Terrae Plus Ultra)", something that changed forever when Columbus demonstrated the existence of the so-called Western Indies, giving a turn to history.



In the lower part of it the motto of the Educational Center is placed in ancient Latin: «Homines dum Docent Discunt», an aphorism meaning «Men learn while teaching», or briefly, «Docendo discimus» (Teaching means learning). It is a maxim that appears in the 'Moral Letters' of the classical philosopher Seneca, declaring that human learning never ends and that even teachers are always learning.