



Jean-Robert Pitte

Country/Region: Paris, France

Age: 68

Current Occupation: President, *Mission française du patrimoine et des cultures alimentaires* (MFPCA)
Professor emeritus, Paris-Sorbonne University (University of Paris IV)

- **Dissemination of the Depth of Traditional Japanese Cuisine (*washoku*) in France; Endeavors in the Registration of *Washoku* as UNESCO Intangible Cultural Heritage, Which Brought About *Washoku* Boom Overseas**
- Mr. Pitte encouraged the Investigative Commission of nominating WASHOKU on the Representative List of the Intangible Cultural Heritage to apply for the registration of *washoku* as an Intangible Cultural Heritage, giving advice based on his own experience at the time of the registration of French gastronomy.
- He is actively participating in food symposiums held in Japan, acting on his belief that the core of Japanese *terroir* will be formed by using their five senses to become one with natural landscapes and by passing down and developing the oneness together with the grand traditions and customs of Japanese gastronomy.

Mr. Pitte, a professor emeritus of Paris-Sorbonne University (University of Paris IV), was born in Paris in 1949. He was the president of the university from 2003 to 2008. In 2006, he established Paris-Sorbonne University Abu Dhabi in the United Arab Emirates. He is renowned for his study of historical and cultural geography centering on food and wine, as well as the history of landscape and land planning.

In 2008, Mr. Pitte became a member of the Academy of Moral and Political Sciences, the Institute of France, where he serves as a permanent secretary since 2017. He also serves as the president of the Geographical Society, the world's oldest society of its kind, which was established in 1821. As the president of MFPCA, he engaged in PR activities with the aim of adding French cuisine on the Lists of Intangible Cultural Heritage of the United Nations Educational, Scientific and Cultural Organization (UNESCO). Based upon the experience, he offered advice and counsel the Investigative Commission of nominating WASHOKU on the Representative List of the Intangible Cultural Heritage on the occasion of the registration of *washoku* as an Intangible Cultural Heritage, while also widely promoting the fascinations of Japanese cuisine in France.

In recent years, he has been actively participating in food symposiums in Japan. He believes that it will form the core of Japanese *terroir* (nature of the locality) that Japanese people use their five senses to become one with natural landscapes that change with the seasons, and pass down and develop the sense of oneness together with the grand traditions and customs of Japanese gastronomy; he carries out his activities based on this belief.

Mr. Pitte has accepted honorary doctorates from Tel Aviv University (Israel), the University of Iași (Romania), Tbilisi State University (Georgia) and York University (Toronto, Canada). He is active worldwide and has received multiple awards including the Order of the Rising Sun Gold and Silver Rays, which was awarded by his Majesty the Emperor of Japan.