



oqDbRxYb

University of California, Riverside

Entry details

Entry Name:	Film and Feast: Breaking Bread
Institution Name:	University of California, Riverside
Entry Completed By (<i>name and position</i>):	Moses Preciado - General Manager

Film & Feast: Breaking Bread stands out as an innovative educational program that redefines the role of collegiate dining. By integrating film, cuisine, and cultural dialogue into a single, immersive experience, the event transforms a traditional meal into a platform for learning and connection. This unique approach enhances the student experience by making complex global topics accessible, engaging, and meaningful. Through thoughtful design, strategic execution, and measurable outcomes, the program demonstrates how dining services can extend beyond hospitality to become a driver of education, inclusion, and community engagement across campus.

Essay:

Film & Feast distinguishes itself from traditional dining programs by positioning food as a vehicle for education and cultural exploration. Rather than offering a passive dining experience, the program actively engages attendees through a combination of storytelling, sensory immersion, and guided learning. The integration of a documentary film with a synchronized tasting menu creates a dynamic environment where participants can simultaneously see, taste, and reflect on the cultural narratives being presented.

This innovative format enhances the overall student experience by making complex and sensitive topics more approachable. By engaging multiple senses and encouraging shared dialogue, the program fosters deeper

understanding and empathy among participants. The measurable increases in knowledge, comfort, and engagement further demonstrate the effectiveness of this approach.

Additionally, Film & Feast reflects a forward-thinking model for dining operations, aligning with institutional goals around inclusion, education, and student success. It showcases how dining programs can move beyond traditional service models to create meaningful, mission-driven experiences.

By combining creativity, strategy, and impact, Film & Feast serves as a replicable and scalable model for other institutions. It is not simply an event—it is an innovative approach to student engagement that elevates the role of dining in higher education.

Introduction:

The marketing strategy for Film & Feast: Breaking Bread utilized a cohesive, multi-channel approach designed to effectively reach and engage the campus community. Through a combination of print, digital, and social media platforms, the campaign delivered visually consistent and culturally reflective messaging that captured the essence of the event. Original promotional materials, including video content and graphic design, were developed to create intrigue and communicate the program's educational focus. By leveraging high-traffic campus spaces, institutional communication channels, and peer-driven social media engagement, the campaign successfully generated awareness, drove attendance, and enhanced the overall visibility of this unique dining experience.

Essay:

The Film & Feast marketing campaign was strategically developed to maximize reach while maintaining a cohesive and visually engaging identity across all platforms. Print materials, including large-format posters, were designed with a polished and professional aesthetic that reflected the cultural and educational tone of the event. These posters served both as promotional tools and as wayfinding elements on the day of the program.

Digital marketing played a central role in audience engagement. The event was featured on the UCR Events website and highlighted in the "Coming Up at UCR" email digest, ensuring broad institutional visibility. Additionally, original video content was produced and displayed across digital screens in dining and residential areas, capturing attention in high-traffic locations.

Social media further enhanced the campaign through an Instagram Reel shared across multiple campus-affiliated accounts, leveraging peer-to-peer engagement and visual storytelling to build excitement. Engagement strategies extended beyond promotion, incorporating entry and exit surveys that encouraged active participation and reflection.

Post-event data confirmed the effectiveness of this multi-channel approach, with attendees reporting a variety of discovery points. Together, these efforts resulted in a well-rounded, creative, and highly effective marketing campaign that supported both attendance and the program's educational mission.

Introduction:

Film & Feast: Breaking Bread created a measurable and meaningful impact on the UC Riverside campus by fostering cultural understanding, dialogue, and connection through an innovative educational dining experience. By combining film and cuisine, the program provided a platform for students, staff, and faculty to engage with complex global topics in an approachable and interactive way. Pre- and post-event assessments demonstrate significant growth in both knowledge and comfort discussing sensitive cultural issues. Supported by participant feedback and high engagement levels, the event not only enhanced the campus experience but also reinforced UCR Dining's broader mission of education, inclusion, and community building.

Essay:

The campus impact of Film & Feast is evident through both quantitative outcomes and powerful participant feedback. Pre- and post-event surveys revealed a significant increase in attendees' knowledge of Israeli and Palestinian culinary traditions, alongside a +2.44 increase in comfort levels when engaging in discussions about the

region. Additionally, belief in food as a tool for cultural connection rose substantially, demonstrating the program’s effectiveness in shifting perspectives.

Participant testimonials further highlight the event’s influence. One attendee shared, “I felt the exact connection to food that the people in the documentary felt. It was quite emotional,” while another noted, “The idea of food not having man-made boundaries really stayed with me.” These reflections underscore the event’s ability to create meaningful, lasting impressions beyond the duration of the program.

With 95% of attendees expressing strong interest in future events, Film & Feast successfully created a unique opportunity for student engagement and sustained interest in educational programming. The event also aligns with broader university and dining initiatives aimed at fostering inclusion and reducing bias, supported in part by UCOP funding. As part of UCR Dining’s ongoing strategy, Film & Feast demonstrates how food-centered experiences can serve as impactful tools for education, empathy, and community connection.

Introduction:

The space and design of Film & Feast: Breaking Bread were intentionally developed to transform a traditional dining venue into an immersive learning environment. Hosted in The Stable Restaurant, the event space was reconfigured to seamlessly integrate film, food, and education. Communal seating, enhanced audiovisual elements, and curated tabletop materials were strategically implemented to foster engagement, visibility, and shared experience. Every design decision supported the program’s educational objective—encouraging dialogue, cultural exploration, and active participation. Supporting event photos illustrate how the environment was thoughtfully designed to create a cohesive, interactive setting that elevated both the dining and learning experience.

Essay:

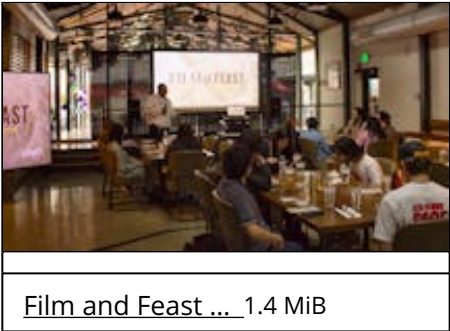
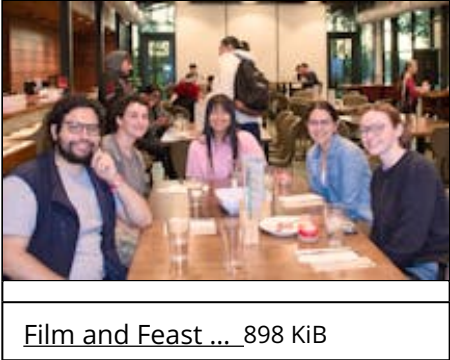
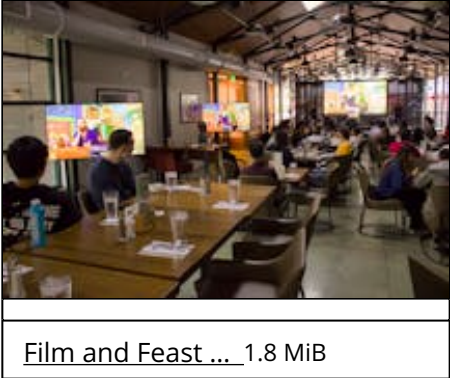
The success of Film & Feast was grounded in a deliberate approach to space and design that prioritized education, accessibility, and engagement. The Stable Restaurant was selected for its ability to support an elevated, multi-functional experience, blending a film screening with a coursed dining program. The room layout was intentionally reconfigured to include communal seating, encouraging interaction and conversation among attendees, key components of the event’s learning objectives.

To ensure full participation, the space was equipped with a 12-foot projection screen, supported by two auxiliary displays that provided clear sightlines from all seating areas. Enhanced audio, including additional speakers, ensured that the film’s dialogue and emotional tone were fully experienced throughout the room. These audiovisual enhancements were critical in maintaining immersion and reinforcing the educational content.

Design elements extended to tabletop menu displays and educational supplements, which provided historical and cultural context for each dish. These materials encouraged guests to actively engage with the content, bridging the gap between what they saw on screen and what they experienced on their plate. Supporting event photos demonstrate how these combined elements created a dynamic, inclusive learning environment that elevated the overall program experience.

Log in to nacufs.awardsplatform.com to see complete entry attachments.

PDF	PDF	PDF
Film and Feast ... 188 KiB	Film and Feast ... 795 KiB	Film and Feast ... 944 KiB





Attachment name
Link to the Instagram R...

<https://www.instagram.com/ucrcrimecenter>



Attachment name
UCR Events Calendar W...

<https://events.ucr.edu/events>