



ICAP 2026

31st INTERNATIONAL CONGRESS OF APPLIED PSYCHOLOGY

FLORENCE ITALY | 21- 25 JULY

MASTERCLASS The Brain in the Glass

Neurogastronomy, Emotion,
and the Psychological Construction of Taste
Prof. Vincenzo Russo, IULM University, Milan



This masterclass brings together cognitive neuroscience, the psychology of perception, and wine culture to explore how the brain constructs gustatory experience.

Taste represents a paradigmatic model of mind–brain integration: a chemical stimulus is transformed into subjective experience through multisensory integration, emotional modulation, episodic memory, predictive processing, and hedonic evaluation—processes mediated, among other regions, by the orbitofrontal cortex.

Wine thus becomes a natural laboratory for observing expectation, framing, contextual influence, and meaning-making in action.

The session includes a guided *tasting of selected premium Italian wines*, embedded within a carefully designed experiential setting that allows participants to directly observe how contextual and perceptual variables shape judgments of quality, intensity, structure, and pleasantness.

A scientifically grounded yet relaxing experience designed for psychologists and researchers interested in cognitive and affective processes—where enological excellence meets neuroscience to reveal that taste is, fundamentally, an act of the mind.

*Happening on July 22, 23, and 24 (5:00 - 6:30 pm),
the event welcomes a maximum of 50 attendees.*

Reserve your place for just €15.