

**Tasting the future of retail shops:
at SIGEP'08 (Rimini Fiera, January 26-30) the presentation of the
final projects of the course in "Food Experience Design"
and the new course "Pizza Experience Design"
by POLI.design – Consortium of Politecnico di Milano.**

SIGEP'08 (January 26-30, Rimini Fiera) will host a preview of the projects developed by the international team of architects and designers who attended the second edition of the High Standard Training Course in "**Food Experience Design – Baker's, Pastry & Ice-cream Shops, Design for the new food retail**". It is the first post-university course in Europe aimed at professionals interested in specialising in the planning of the new retail spaces in the food sector that are today evolving into multifunctional formats with design and atmosphere. The course is organised by POLI.design at Politecnico di Milano (Campus Bovisa).

A video-presentation and a cocktail with the lecturers and designers of the course

SIGEP'08, the specialised expo leader in Europe and Academic Partner of the course, in the central hall of Rimini Fiera will host a **video exhibition** of the innovative projects developed within the course. On Sunday, January 27, at 5pm, there will be a cocktail party to present the results and next edition of the course in Food Experience Design, and the new course of High Standard Training in "**Pizza Experience Design - Design for the innovation of pizzerias**", with speeches by Andrea Manfredi, Gianpietro Sacchi and Carlo Meo, lecturers at the courses organised by POLI.design – Consortium of Politecnico di Milano.

The final project work was centred on a partial virtual refurbishment of the historical Palace Montecatini, which was designed by Giò Ponti in 1951 and is now seat of **Radio Monte Carlo**, the partner radio of the courses.

Food Experience Design by 5 international teams of designers

The designers, coming also from Brazil, Croatia, France, Japan, Indonesia and Portugal, were divided into 5 teams of work and have presented highly innovative and interesting concepts. The group **Archè** proposed "**Pane al Cubo**", the team **1+5** elaborated "**R G Bread**", **Doniu** developed "**Cèreale**", the group **Name Less** presented "**Kadò**" and the team **Neo** studied "**Comeilpaneilburro**". The concepts can be seen at www.foodexperiencedesign.it in "Projects".

Academic Sponsors and Study Grants

The courses have been actively supported by the Academic Sponsors that have also offered Study Grants to the students: **Florim Ceramiche, Simas Aqua Space, La Murrina, ST Rubinetterie, Cimbali-Faema, Bose, Groppo Arredamenti, Oikos Fragrances, OEM-ALI** and **Forni Ceky**. The exhibiting area has been realised by **Fishbull**.

The third edition of Food Experience Design is scheduled from September 15 to November 13, 2008, while the first edition of Pizza Experience Design will take place from March 3 to 21, 2008, at POLI.design – Politecnico di Milano (Campus Bovisa).

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