

**Design, multifunctionality and retail entertainment
for the new Baker's Pastry and Ice-cream Shops:
"Made-in-Italy" and future formats
in the new post-graduate course
in "Food Experience Design"
by POLI.Design – Consortium of Politecnico di Milano**

Baker's, pastry and ice-cream shops, Italian food retail formats, and their progressive transformation into multifunctional retail environments with a high design and innovation content, are the research topic of the new annual course in "Food Experience Design – Baker's Pastry and Ice-cream Shops – Designing the new food retail outlets, which starts 15th September at POLI.design – Consortium of Politecnico di Milano

"Food Experience Design, which this year is at its third edition, is the new post-university course in Europe for architects and designers interested in specialising in design for the new retail spaces in the food sector – explains Nicola Ticozzi, director of the Design Experience specialization courses by POLI.design -. Today these spaces are evolving in terms of commercial format, as they tend to become multifunctional, with prolonged opening hours and on-site consumption, as well as in terms of design and furniture. In the past in this sector the Made-in-Italy has been able to define and export worldwide reference models of style and taste, and also today the Italian design culture can offer a relevant contribution at an international level."

A location by Giò Ponti for innovative Project Works

The course includes 232 hours of frontal lessons by Politecnico di Milano teachers, and architects specialised in different fields, night educational tours to the most relevant realisations in Milan, and a final Project Work on a real location. The topic of Project Works will be the virtual refurbishment into a multifunctional retail outlet of part 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 course. (www.foodexperiencedesign.it)

Study Grants by Academic partners and Sponsors for selected designers

The course is reserved to selected Italian and foreign architects and designers, who can benefit from **Study Grants** offered by the Academic Partner **SIGEP'09** (19/21 January - Rimini Fiera), the leading trade show in Europe that will host a multi-media exhibition of the projects developed during the course, and the Academic Sponsors **Florim Ceramiche, Bocchini Contract, Gruppo Montebianco, ST Rubinerterie** and **Simas Aqua Space**.

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