

Press Release no.3  
Milan, February 6, 2008



## **At POLI.Design – Consortium of Politecnico di Milano 10 Study Grants to design innovative pizzerias and pizza shops.**

**Ten complete Study Grants** are available for the course “Pizza Experience Design”, the first course of high standard training centred on the great Italian and international industry of spaces and venues designed for consumption of pizza and more, which is scheduled **from March 3 to 21 at POLI.design – Consortium of Politecnico di Milano.**

### **The future of pizzerias: innovation, design and atmosphere**

Also in the world of pizza shops, one of the most traditional food sectors, the evolution of lifestyles, taste and aesthetic codes is starting to produce relevant changes, and pizzerias now tend to become multi-functional, multi-offer spaces with design, atmosphere structures and furniture.

### **Professional updating in 120 innovative hours**

In order to offer architects and designers the skills and updating necessary to work in this relevant sector of the changing industry, POLI.design organises this new course that includes 120 hours of lessons and workshops, educational tours guided by the teachers to the most innovative realisations in Milan, and a final project work centred on part of the historical Palace Montecatini of Milan, which was designed by **Giò Ponti** in 1951, and is now seat of **Radio Monte Carlo**, the partner radio of the course.

### **The Academic Sponsors’ support to innovation**

The **10 complete Study Grants** for Italian and foreign architects and designers are offered by the Academic Sponsors, companies attentive to the evolution of the industry and actively supporting the sector’s innovation and growth. They are: **Florim Ceramiche, Simas Aqua Space, La Murrina, Bose, OEM-ALI, ST Rubinetterie e Forni Ceky.**

The interested designers can send their CV to:

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formazione@polidesign.net tel.+39 02 23997208 [www.pizzaexperiencedesign.it](http://www.pizzaexperiencedesign.it)

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