

Press Release no.4  
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## **Design for the innovation of pizza shops and spaces: were presented the first projects of “Pizza Experience Design” by POLI.design – Consortium of Politecnico di Milano**

It has concluded at POLI.design – Consortium of Politecnico di Milano the new course of post-graduate specialisation in “Pizza Experience Design – Design for the innovation of pizza shops and spaces”. The course, which is at its first edition, was attended by 38 architects, engineers and designers selected in Italy and abroad, who are interested in the design, planning and furniture of innovative premises dedicated to the consumption of pizza.

### **A changing sector and a new specialisation for architects and designers**

“Also the great market of pizzerias in Italy and abroad, one of the most traditional ones in the restaurant industry, according to the evolution of lifestyles and public premises, is starting to demand a change of the environments, structures and furniture – explains Nicola R. Ticozzi, director of the course -. Pizza shops, in line with the new trends, are transforming into venues with a high design content, able to entertain and communicate atmosphere and emotions, and are a new sector of professional specialisation for architects and decorators”.

### **Lessons, educational tours and a Project Work on a building by Giò Ponti**

The course developed through 120 hours of research and theoretical lesson in class, practical exercises and tours guided by the lecturers to the most relevant premises and innovative spaces in Milan.

The topic of the final project work was the virtual refurbishment of part of the historical Palace Montecatini in Largo Donegani in Milan that was designed by **Giò Ponti** in 1951. In the ground floor of the building, which is now seat of **Radio Monte Carlo**, the partner radio of the courses Design Experience by POLI.design, the designers have created different spaces aimed at pizza consumption, but not only this.

### **Five innovative concepts developed by five international teams**

The designers, who came also from Brazil, Venezuela, Japan and Sweden, were divided into five teams that have developed the following concepts: **EZII** (L. Braccini, D. Cornolti, I. Mazzocco, C. Menci, M. Osmetti, L. Pastore, G. Takahashi) proposed “**Exex**”; team **RUE8+1** (M. Alessandrini, G. Arcaro, C. Basterebbe, S. Casiraghi, M. Cupella, V. Leto, R. Patierno, L. Zanolari Bottelli) developed “**Stilemi**”; team **7PEXPO** (C. Bolognese, L.M. Ciapparelli, G. Giavito, A.E. Melillo, V. Murania, S. Sipione, R. Uderzo) presented “**Vivo**”; **1 TAVOLO PER 8** (S. Abis, M.V. Altomare, L. Condemi, C. Ferraro, A. Furco, C. Palmieri, R. Pizzi, L. Schenatto) elaborated “**Légame**”, and **PORTA LA BORSA** (P. Boaria, M. Giammarino, C. Lobina, M. Policano, G. Rausa, R. Rizzi, A. Tammaro, L. Vandoni) developed “**Skyscetta**”.

The concepts can be viewed at [www.pizzaexperiencedesign.it](http://www.pizzaexperiencedesign.it) in “Projects”.

The course had the active support and commitment aimed at enhancing research and innovation, of the Academic Partner **SIGEP-Rimini Fiera**, and the Academic Sponsors **Florim Ceramiche**, **Simas Aqua Space**, **La Murrina**, **Bose**, **OEM-ALI**, **ST Rubinetterie** and **Forni Ceky**.

The 2<sup>nd</sup> edition is scheduled from 2<sup>nd</sup> to 20<sup>th</sup> March, 2009. **For information:** POLI.design, Daiana Bossi, [formazione@polidesign.net](mailto:formazione@polidesign.net) - [www.designexperience.it](http://www.designexperience.it)

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