

Press Release no.6  
Milan, November 21<sup>st</sup>, 2008



## **At SIGEP'09 (17-21 January, Rimini Fiera) on display the trends in food retail shops and the pizzerias of the future in the projects of the courses in “Food Experience Design” by POLI.design – Consortium of Politecnico di Milano**

The new “tastes” and the aesthetic and planning evolution in some very vital and excellent sectors in Italy and abroad, from the point of view of young international designers and architects, will be presented in a multimedia exhibition at SIGEP'09, the International Exhibition of Artisan Production of Ice-cream, Pastry, Confectionery and Bakery, the Rimini Fiera leading trade show (January 17-21).

During the trade show the central hall will host the innovative projects developed within the two courses by POLI.design - Consortium of Politecnico di Milano, of high standard training in “**Food Experience Design – Baker’s, Pastry and Ice-cream Shops** – Design and furniture for the new food retail shops” and “**Food Experience Design** – Design for the innovation of pizza shops and spaces”. SIGEP'09 is the exclusive Academic Partner of the two courses.

“The two courses of post-graduate specialisation, unique in Europe – explains Nicola R. Ticozzi, director of the courses Design Experience by POLI.design – are a reference point for the professionals of space planning who desire to specialise in these sectors, which today are evolving. They are centred on the research of innovation, through design, but also through the knowledge of the market and the new life and consumption styles which influence their evolution in terms of format, opening hours and functions. For this reason it is capital that besides the most updated planning and technical skills given by Politecnico di Milano lecturers and the architects specialised in these sectors, the new professionals may have the opportunity to cope with a trade show such as SIGEP, which represents the most dynamic mirror of the industry.”

### **Projects, innovation and a cocktail with the lecturers**

**The multimedia exhibition** of the projects developed during the courses is on display for the whole duration of the trade show in the central hall of Rimini Fiera trade centre, in the POLI.design's exhibit space (stand 005), that will host on Sunday 18 at 3pm a cocktail party of presentation of the projects, with the participation of the sociologist of **Carlo Meo** and the architect **Gianpietro Sacchi**, who are lecturers at POLI.design – Consortium of Politecnico di Milano, along with **Gabriella de Girolamo**, product manager of SIGEP by Rimini Fiera.

### **A building by Giò Ponti for innovative project works**

The final Project Work, after 232 hours of frontal lessons by Politecnico di Milano lecturers and architects specialised in the different fields, and evening educational tours to the most relevant premises in Milan, has been developed on part of the historical Palace Montecatini which was designed by **Giò Ponti** in 1951, and is now the seat of **Radio Monte Carlo**, the partner radio of the courses. The space has been virtually transformed into an innovative multifunctional food retail shop or pizzeria, depending on the course.

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#### **Four “international” projects for the new Baker’s, Pastry and Ice-cream Shops**

The designers of the course in “**Food Experience Design – Baker’s, Pastry and Ice-cream Shops**”, came also from Brazil, Holland, Portugal and Venezuela, and were divided into four teams that presented the following concepts: teal **Bip** (I.Astazi, A Battezzati, R.Botelho, R, I, De Carvalho Leite, S.Iacutone, C.Pires Sant’Anna) proposed “**A51**”; team **Mente Kina** (R. Bianchini, F.Diotallevi, L.Dusi, N.Jager, F.Macaluso) elaborated “**GolosITA**”; **Mix** (L. Aloisi, E.Capurro, F.Gubernari, M.Sangalli, S.Stefanelli) developed “**PaneDi**”, and the team **Ssmall** (L. Anzalone, L.Capelletti, S.Costantino, A.Gargan, S.Olivieri, M.P.Scialla) presented “**Fuori dal cono**”.

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

#### **Academic Partner and Sponsors for selected designers**

The attending architects and designers selected in Italy and abroad, have benefited from **Study Grants** offered by the Academic Partner **SIGEP’09** (19/21 January - Rimini Fiera), the leading expo in Europe, and the Academic Sponsors: **Florim Ceramiche, Bocchini Contract, Gruppo Montebianco, ST Rubinerterie** and **Simas Aqua Space**.

**The 4th edition** of Food Experience Design is scheduled from 21<sup>st</sup> September to 17<sup>th</sup> November, 2009 at POLI.design – Politecnico di Milano (Campus Bovisa).

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#### **Five concepts for the new Pizza shops and spaces**

The designers who attended the course in “**Food Experience Design – Design for the innovation of pizza shops and spaces**”, came also from Brazil, Venezuela, Japan and Switzerland, and 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 **7peExpo** (C. Bolognese, L.M. Ciapparelli, G. Giavito, A.E. Melillo, V. Murania, S. Sipione, R. Uderzo) presented “**Vivo**”; team **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. Tamaro, L. Vandoni) developed “**Skyscetta**”.

#### **Academic Partner and Sponsors for the future of the sector**

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, ST Rubinerterie La Murrina, Bose, OEM-ALI, and Forni Ceko**.

**The 2<sup>nd</sup> edition** of the course is scheduled from 2<sup>nd</sup> to 20<sup>th</sup> March, 2009.

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