

Press Release no.7  
Milan, 10<sup>th</sup> December, 2008

**The most traditional formats become multifunctional  
and look for design and innovation:  
it is starting at POLI.design – Consortium of Politecnico di Milano  
“Food Experience Design - Design for the innovation of pizza  
spaces and shops”**

What is changing in the sector of pizzerias and pizza shops which for decades has remained faithful to the most traditional and well-established standards, both in terms of aesthetics/furniture and service offer? These topics, which involve a very large sector of the food service industry, in Italy and abroad, will be dealt with by the architects attending, **from 2<sup>nd</sup> to 20<sup>th</sup> March, 2009**, the second edition of the course of high standard training in “Food Experience Design – Design for the innovation of pizza shops and spaces” at POLI.design – Consortium of Politecnico di Milano.

The course of post-graduate specialisation, at its second edition, involves a maximum of 30 architects, engineers and designers, selected in Italy and abroad, who are interested in specialising in the design, planning and furniture of innovative pizzerias. They will benefit from study grants offered by the Academic Partner **SIGEP 2010**, the leading Rimini Fiera trade show, and the Academic Sponsors **Florim Ceramiche, ST Rubinetterie** and **Simas Aqua Space**.

**Multifunctional, and with a high content of design and atmosphere**

“Pizzerias are transforming into multifunctional spaces with lounge areas for the happy hour and the after-dinner, with environment and furniture of design – explains Nicola R. Ticozzi, director of the courses Experience Design -. This evolution, in line with the latest trend scenarios of public premises, is starting to interest, in terms of change in the environments, structures, furniture and functions, also premises that are traditionally not very innovative such as pizza shops.”

**A Project Work on a building by Giò Ponti and five projects on display at SIGEP**

The course develops through 120 hours of research and theoretical lessons in class, practical exercises and tours guided by the lecturers to innovative public premises in Milan. Topic of the final project work is the virtual refurbishment of part of the historical Palace Montecatini in Largo Donegani in Milan which was designed **Giò Ponti** in 1951. Within 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 will virtually create five different innovative pizza shops. The projects will be presented through a multimedia exhibition at SIGEP 2010.

**Study Grants for architects and designers**

The selections for the awarding of the Study Grants offered by the Academic Partner and Sponsors, are open. Candidates may send their CV **by 20<sup>th</sup> February, 2009**,: POLI.design, Daiana Bossi, formazione@polidesign.net - www.borsedistudio.info