

Tuesday 16th March - Day 2

After our welcome dinner in the historical center of Perugia, we are active at work!

We are guests in the settings of the library of ABA - the academy of fine arts of Perugia. It is one of the most antique art academies of Italy - a wonderful setting where to get inspired for starting to explore how we can express and communicate the Italian agroindustrial richness during the world exhibition.

Francesco Subioli and Massimiliano Tremiterra from Regione Umbria introduces the theme and collaborations to promote the Umbrian territorio abroad. Our team of designers dives in to FOOD DESIGN.

Marco Pietrosante takes us on a journey from 1400-century to present day with practical examples to give us an definition of food: primary as source of sustenance but also as social and cultural point. We look at the historical and geographical importance of foods and food as representation of power in society.

He expresses the differences between food design and handcrafted products and we discuss the Food Design Manifest defining the areas within the subject: the industrial food product itself, the structural packaging which contains the product, graphic design that communicates the product, places of consuming and vending food.

Francesco Subioli presents ADI and Compasso d'oro and gives us an overview of the location in Milan where the result of this first workshop will be actualized and executed.

The location is a fantastic spot in the middle of Milan - an ex-stable for the horses used during postal deliveries in the past, then transformed into a power station and now - it will be in the care of ADI during EXPO 2015.

Within this location we will create a multifunctional laboratory hosting events, workshops, temporary restaurants, banqueting, Food formats, meetings. It will contain a permanent exhibition area with food photography Steve McCurry and a format to promote the food production from the region of Umbria.

After our brainstorming and discussions we are working on our first drafts.  
Stay tuned to see our work in progress!

Karolin Larsson