

Sunday 22nd March - Day 8

A week can fly by fast - as a blink of an eye if we fill it with meaning.

During our time in Perugia we lived through a seven days long injection of experiences.

Food, Industrial knowledge, territorial pride and traditions, gastronomy, photography, communication. We listened to various design methodologies, curiously attacked local pastry shops, got a glimpse of the amazing buildings as we transferred from one location to another in the centre with our foodesignlab.

The designers shared visions, ideas, feelings, interpretations, difficulties, stress and laughter with determined and open minds.

During this very short time - they managed to bring out an analysis, two great concepts of the space and the whole visual communication for the event.

With constant support from the amazing art directors, the teachers, the tutors and everyone working back-stage!

It has been an intense flowing, mutating and illuminating week with many wonderful persons involved.

It has been a great privilege to meet the designers and participate in their process.

Now....We have the concepts!!

With only a few weeks left to the opening of EXPO 2015 in Milano, we will now concentrate on the next step!

This is only the beginning!!

Karolin Larsson