

Tuesday 17th March - Day 2

Day three we are getting deeper knowledge about Umbrian food territory thanks to the gastronomic journalist Antonio Boco who paints a picture of the regions traditions through history and mysteries linked to the regional production of excellent foods and beverages using ingredients from the lakes, fields, hills and forests.

Dario Campo from Salamanca Design explains his subject of expertise: Child design. The ability and the importance to make children play while acquiring knowledge using different tools of communication. It's very interesting and precious to hear about his vast experience in the area!

After rounding up our morning meetings we have a light lunch at ABA and then the designers and teachers are visiting the factory of ISA located in Bastia Umbra. ISA srl is leader in producing professional refrigerators and furnishings. For this passionate company, designing means harmony between man and machine, art and science, design and technology.

In the afternoon we are excited to see Umbro´ - il nuovissimo locale "social" for food, activity and meetings. Wonderful! This brand new location is ours for the afternoon.

In these settings we divide in five workgroups - each with one individuated area to develop; workshop, cooking lessons, B2B, ice-cream and exhibit.

Our guests tonight comes from Argenti - a Perugia food company who produces ice-cream mix that combined with a ice-cream maker transforms into a creamy cold Italian delicacy!

The product offers non-limit possibilities with they maximum food safety and long shelf life without a refrigerator. Enjoy a creamy chocolate ice-cream made directly on spot on a desert island!

This evening in Perugia our team of designers are full of energy working vividly discussing topics, analyzing ideas and making up the first drafts!

Our dinner at Umbro´is - of course - based on regional specialities!

Karolin Larsson